

ITV Weekly Cuts Index

ONLINE Fieldwork : 2nd-4th December 2011

Absolutes/col percents

Table 1
Q.1 Will you spend more, less or the same on Christmas this year compared to last year?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
More	243 12%	120 12%	122 12%	73 30%	56 17%	33 9%	26 8%	31 10%	24 6%	60 11%	61 10%	62 14%	60 13%	19 11%	15 16%	38 16%	17 9%	15 8%	29 18%	8 8%	15 8%	39 15%	33 13%	14 8%	49 15%	112 14%
The same	949 47%	501 50%	448 43%	83 34%	137 42%	174 45%	155 45%	154 51%	246 58%	299 55%	277 47%	184 43%	189 40%	82 47%	44 48%	105 44%	94 53%	95 51%	62 39%	54 50%	95 50%	97 38%	117 45%	103 55%	142 44%	377 46%
Less	790 39%	348 35%	442 43%	75 31%	120 37%	173 45%	161 46%	116 38%	146 34%	176 32%	233 40%	176 41%	205 44%	71 40%	30 32%	90 38%	68 38%	70 37%	63 40%	45 42%	78 41%	107 42%	103 39%	66 36%	126 39%	306 38%
Don't know	50 2%	26 3%	24 2%	13 5%	12 4%	7 2%	4 1%	3 1%	11 3%	13 2%	19 3%	5 1%	13 3%	4 2%	3 4%	6 3%	-	8 4%	4 3%	1 1%	2 1%	12 5%	8 3%	2 1%	8 3%	17 2%

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Absolutes/col percents

Table 2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
Christmas will be financially tougher this year than last																											
Agree	1419	645	774	156	225	280	242	208	308	370	399	301	348	122	64	174	108	126	121	68	144	180	180	130	230	543	
	70%	65%	75%	64%	69%	73%	70%	68%	72%	68%	68%	71%	74%	69%	69%	73%	61%	67%	77%	63%	76%	70%	69%	70%	71%	67%	
Disagree	474	279	195	51	75	83	84	86	96	147	148	92	87	44	24	51	51	47	24	32	37	56	61	46	79	211	
	23%	28%	19%	21%	23%	21%	24%	28%	23%	27%	25%	22%	19%	25%	26%	22%	29%	25%	15%	30%	19%	22%	24%	25%	24%	26%	
Don't know	138	72	67	37	25	23	20	10	22	31	42	33	32	11	4	13	19	15	12	7	9	19	19	9	15	59	
	7%	7%	6%	15%	8%	6%	6%	3%	5%	6%	7%	8%	7%	6%	5%	5%	11%	8%	8%	7%	5%	8%	7%	5%	5%	7%	
Despite the economic climate I am looking forward to Christmas this year																											
Agree	1417	687	730	187	242	263	214	204	306	413	415	308	281	114	65	164	139	138	102	81	143	168	178	124	217	595	
	70%	69%	70%	77%	74%	68%	62%	67%	72%	75%	71%	72%	60%	65%	71%	69%	77%	74%	65%	75%	75%	66%	68%	67%	67%	73%	
Disagree	455	242	213	29	62	84	96	82	102	102	129	90	134	49	22	65	27	33	41	22	28	59	65	45	89	155	
	22%	24%	21%	12%	19%	22%	28%	27%	24%	19%	22%	21%	29%	28%	24%	27%	15%	18%	26%	20%	15%	23%	25%	24%	27%	19%	
Don't know	159	66	93	27	21	39	35	18	18	33	45	29	52	13	5	10	14	16	15	5	19	29	17	17	19	62	
	8%	7%	9%	11%	7%	10%	10%	6%	4%	6%	8%	7%	11%	7%	5%	4%	8%	9%	9%	5%	10%	11%	7%	9%	6%	8%	

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Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
My Christmas will not be any the worse for having a bit less money to spend																											
Agree	1594	773	822	166	241	280	273	259	376	451	473	336	335	136	69	191	138	149	128	86	160	174	215	150	248	632	
	79%	78%	79%	68%	74%	72%	79%	85%	88%	82%	80%	79%	72%	77%	75%	80%	77%	79%	81%	80%	84%	68%	82%	81%	76%	78%	
Disagree	282	146	136	48	50	65	54	34	29	60	83	55	84	30	16	32	18	22	24	15	17	58	27	24	55	112	
	14%	15%	13%	20%	15%	17%	16%	11%	7%	11%	14%	13%	18%	17%	13%	10%	12%	15%	13%	9%	23%	10%	13%	17%	14%		
Don't know	155	77	78	29	34	41	18	12	20	38	34	35	48	10	7	16	24	17	7	7	13	23	19	11	22	69	
	8%	8%	8%	12%	10%	11%	5%	4%	5%	7%	6%	8%	10%	6%	8%	7%	13%	9%	4%	7%	7%	9%	7%	6%	7%	8%	
I expect to cut back significantly on Christmas spending this year																											
Agree	874	386	488	110	158	192	167	106	140	185	247	190	252	76	37	106	71	80	72	50	78	128	101	76	151	345	
	43%	39%	47%	45%	49%	50%	48%	35%	33%	34%	42%	44%	54%	43%	40%	45%	40%	43%	45%	47%	41%	50%	39%	41%	46%	42%	
Disagree	958	509	449	100	138	154	141	171	254	308	293	195	162	80	50	111	89	94	67	51	87	108	126	95	146	386	
	47%	51%	43%	41%	42%	40%	41%	56%	60%	56%	50%	46%	35%	46%	55%	47%	50%	50%	42%	48%	46%	42%	48%	51%	45%	47%	
Don't know	199	100	99	34	29	40	37	28	31	55	49	42	53	20	5	21	19	14	20	6	26	20	33	14	28	82	
	10%	10%	10%	14%	9%	10%	11%	9%	7%	10%	8%	10%	11%	11%	6%	9%	11%	7%	13%	6%	14%	8%	13%	8%	9%	10%	

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Table 2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
I am planning to borrow more money on credit cards in order to pay for Christmas																											
Agree	165 8%	91 9%	74 7%	37 15%	49 15%	40 10%	22 6%	10 3%	7 2%	45 8%	44 7%	40 9%	36 8%	8 5%	11 12%	23 10%	12 7%	13 7%	16 10%	9 8%	15 8%	27 11%	16 6%	14 8%	32 10%	86 11%	
Disagree	1779 88%	862 87%	917 89%	184 75%	258 79%	321 83%	313 91%	290 95%	413 97%	482 88%	525 89%	368 86%	403 86%	161 92%	77 83%	204 85%	156 87%	165 88%	139 88%	97 90%	169 89%	215 84%	237 91%	159 86%	280 86%	693 85%	
Don't know	87 4%	43 4%	44 4%	23 10%	18 6%	24 6%	10 3%	4 1%	7 2%	21 4%	20 3%	18 4%	28 6%	7 4%	4 5%	12 5%	11 6%	10 5%	3 2%	2 2%	6 3%	13 5%	8 3%	12 6%	13 4%	33 4%	
Christmas should be more about celebrating with family and friends than it is about spending money																											
Agree	1901 94%	930 93%	971 94%	210 86%	298 92%	359 93%	323 94%	295 97%	415 97%	524 95%	556 94%	396 93%	426 91%	167 95%	85 92%	222 93%	162 91%	177 94%	150 95%	100 93%	184 97%	230 90%	248 95%	176 95%	306 94%	758 93%	
Disagree	53 3%	31 3%	22 2%	17 7%	15 5%	8 2%	10 3%	3 1%	- -	12 2%	16 3%	12 3%	13 3%	4 2%	3 4%	7 3%	4 2%	3 1%	5 3%	3 3%	4 2%	15 6%	1 1%	2 1%	6 2%	28 3%	
Don't know	77 4%	35 3%	42 4%	17 7%	12 4%	19 5%	12 4%	6 2%	11 3%	13 2%	18 3%	18 4%	28 6%	6 3%	4 4%	9 4%	13 7%	8 4%	3 2%	4 4%	3 1%	10 4%	11 4%	7 4%	12 4%	26 3%	

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Table 2

Q.2 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
<u>I believe in Father Christmas</u>																											
Agree	314 15%	152 15%	162 16%	49 20%	62 19%	73 19%	39 11%	48 16%	42 10%	86 16%	65 11%	90 21%	73 16%	15 9%	18 20%	39 16%	28 16%	27 14%	28 17%	17 16%	25 13%	54 21%	36 14%	26 14%	50 15%	130 16%	
Disagree	1597 79%	780 78%	818 79%	173 71%	240 74%	292 76%	288 83%	245 80%	359 84%	439 80%	497 84%	305 72%	356 76%	151 85%	63 68%	193 81%	138 77%	146 78%	120 76%	88 82%	154 81%	190 74%	206 79%	149 80%	259 80%	638 78%	
Don't know	120 6%	64 6%	55 5%	22 9%	24 7%	21 5%	18 5%	11 4%	24 6%	24 4%	27 5%	31 7%	38 8%	11 6%	11 12%	7 3%	13 7%	14 8%	10 7%	2 2%	11 6%	12 5%	19 7%	10 5%	16 5%	45 6%	

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ONLINE Fieldwork : 2nd-4th December 2011

Absolutes/col percents

Table 3

Q.3 As we approach the end of 2011, do you agree or disagree with each of these statements about the outlook for 2012?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
I am optimistic that the world will be a safer place in 2012																											
Agree	305	177	128	55	63	56	42	34	56	87	80	80	59	29	14	31	26	30	18	13	27	63	36	17	41	148	
	15%	18%	12%	23%	19%	14%	12%	11%	13%	16%	14%	19%	13%	17%	15%	13%	15%	16%	11%	12%	14%	25%	14%	9%	13%	18%	
Disagree	1317	648	669	143	193	249	229	219	284	377	379	256	304	108	58	149	118	126	109	74	131	144	175	125	222	511	
	65%	65%	65%	59%	59%	65%	66%	72%	67%	69%	64%	60%	65%	61%	63%	63%	66%	67%	69%	68%	69%	57%	67%	68%	69%	63%	
Don't know	409	171	238	45	69	81	75	52	86	84	130	90	104	39	20	58	35	32	30	21	33	48	50	43	62	154	
	20%	17%	23%	19%	21%	21%	22%	17%	20%	15%	22%	21%	22%	22%	22%	24%	20%	17%	19%	19%	17%	19%	19%	23%	19%	19%	
I expect my personal financial situation will improve in 2012																											
Agree	529	289	240	119	112	99	82	60	58	142	155	126	106	35	25	57	46	47	43	26	43	97	68	42	72	284	
	26%	29%	23%	49%	35%	26%	24%	20%	14%	26%	26%	30%	23%	20%	28%	24%	26%	25%	27%	24%	23%	38%	26%	22%	22%	35%	
Disagree	1148	558	590	78	143	219	190	205	312	323	333	221	270	101	50	143	86	111	96	65	115	119	154	108	206	380	
	57%	56%	57%	32%	44%	57%	55%	67%	73%	59%	57%	52%	58%	57%	54%	60%	48%	59%	61%	60%	61%	46%	59%	58%	64%	47%	
Don't know	354	149	206	47	69	69	73	40	57	84	100	79	91	41	17	39	47	29	19	17	32	40	38	36	46	149	
	17%	15%	20%	19%	21%	18%	21%	13%	13%	15%	17%	19%	20%	23%	18%	16%	27%	16%	12%	16%	17%	16%	15%	19%	14%	18%	

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Table 3

Q.3 As we approach the end of 2011, do you agree or disagree with each of these statements about the outlook for 2012?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
I don't expect the Coalition Government to survive to the end of 2012																											
Agree	666	330	337	102	113	139	104	96	112	143	183	163	177	68	35	105	54	52	61	36	55	76	80	46	122	264	
	33%	33%	33%	42%	35%	36%	30%	32%	26%	26%	31%	38%	38%	38%	38%	44%	30%	28%	38%	33%	29%	30%	31%	25%	38%	32%	
Disagree	798	466	331	57	107	122	139	135	237	290	227	147	134	56	32	76	63	72	57	33	92	122	100	95	103	334	
	39%	47%	32%	24%	33%	32%	40%	44%	56%	53%	39%	34%	29%	32%	35%	32%	35%	38%	36%	30%	48%	48%	38%	51%	32%	41%	
Don't know	567	199	368	84	106	125	103	73	77	116	179	116	156	52	25	57	62	64	40	39	44	58	81	45	100	215	
	28%	20%	36%	34%	32%	32%	30%	24%	18%	21%	30%	27%	33%	30%	27%	24%	35%	34%	26%	36%	23%	23%	31%	24%	31%	26%	
I expect there to be more protests in 2012 about spending cuts																											
Agree	1779	888	891	192	271	339	321	275	383	489	516	376	399	156	82	213	149	158	138	93	165	226	228	171	289	714	
	88%	89%	86%	79%	83%	88%	93%	90%	90%	89%	88%	88%	85%	89%	89%	89%	83%	84%	88%	86%	87%	89%	87%	92%	89%	88%	
Disagree	87	49	39	17	18	12	7	12	21	23	27	17	20	3	5	6	11	6	9	6	9	13	15	4	15	32	
	4%	5%	4%	7%	6%	3%	2%	4%	5%	4%	5%	4%	4%	2%	6%	2%	6%	3%	6%	5%	5%	5%	6%	2%	5%	4%	
Don't know	164	58	106	35	36	35	17	18	22	36	46	33	48	16	5	20	19	24	11	9	16	16	17	11	21	66	
	8%	6%	10%	14%	11%	9%	5%	6%	5%	7%	8%	8%	10%	9%	5%	8%	10%	13%	7%	9%	9%	6%	7%	6%	6%	8%	

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Table 3

Q.3 As we approach the end of 2011, do you agree or disagree with each of these statements about the outlook for 2012?

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
My household or family budget in 2012 will be tighter than it was in 2011																											
Agree	1504	724	780	150	230	289	264	241	331	401	432	330	342	140	67	186	115	132	122	76	141	191	197	138	258	584	
	74%	73%	75%	62%	71%	75%	76%	79%	78%	73%	73%	77%	73%	79%	73%	78%	64%	70%	78%	71%	74%	75%	76%	75%	79%	72%	
Disagree	298	167	130	49	51	46	45	45	63	101	96	44	57	18	17	33	28	28	25	17	22	35	45	30	39	135	
	15%	17%	13%	20%	16%	12%	13%	15%	15%	18%	16%	10%	12%	10%	18%	14%	15%	15%	16%	15%	11%	14%	17%	16%	12%	17%	
Don't know	229	104	125	45	45	51	37	19	32	47	61	53	68	18	8	19	36	28	11	15	28	29	18	17	28	94	
	11%	10%	12%	18%	14%	13%	11%	6%	8%	9%	10%	12%	14%	10%	9%	8%	20%	15%	7%	14%	15%	12%	7%	9%	9%	12%	

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Absolutes/col percents

Table 4

Q.4 Do you think you will spend more or less next year, compared to this year, on each of the following, or will there be no change?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
Food shopping																											
More	763	400	363	77	121	129	136	130	171	240	206	165	151	85	44	87	63	77	51	35	71	87	95	68	127	300	
	38%	40%	35%	32%	37%	33%	39%	43%	40%	44%	35%	39%	32%	48%	47%	36%	35%	41%	33%	32%	37%	34%	37%	37%	39%	37%	
The same	816	418	398	120	124	147	122	118	185	214	250	163	189	57	31	100	76	70	69	53	73	108	106	74	124	329	
	40%	42%	38%	49%	38%	38%	35%	39%	43%	39%	42%	38%	40%	33%	33%	42%	42%	37%	44%	49%	38%	42%	41%	40%	38%	41%	
Less	415	156	259	32	74	101	85	56	67	90	123	89	113	31	16	47	36	34	35	19	45	59	53	40	71	164	
	20%	16%	25%	13%	23%	26%	25%	18%	16%	16%	21%	21%	24%	17%	17%	20%	20%	18%	22%	18%	24%	23%	20%	21%	22%	20%	
Don't know	38	22	15	15	7	9	2	1	4	4	10	9	14	4	2	5	5	7	2	1	2	2	6	3	2	19	
	2%	2%	1%	6%	2%	2%	1%	*	1%	1%	2%	2%	3%	2%	2%	2%	3%	4%	1%	1%	1%	1%	2%	2%	1%	2%	
Paying off credit card debt																											
More	306	152	154	45	73	73	57	31	26	80	97	77	53	21	8	44	27	34	17	15	23	52	40	24	61	160	
	15%	15%	15%	19%	23%	19%	16%	10%	6%	15%	16%	18%	11%	12%	9%	18%	15%	18%	11%	14%	12%	20%	15%	13%	19%	20%	
The same	1139	604	535	106	147	202	192	195	296	355	341	226	217	93	51	112	94	102	91	58	122	139	160	117	186	436	
	56%	61%	52%	44%	45%	52%	56%	64%	70%	65%	58%	53%	46%	52%	56%	47%	52%	54%	58%	54%	64%	55%	61%	63%	57%	54%	
Less	309	135	174	34	66	63	54	32	59	74	70	68	97	40	18	39	30	30	31	16	22	33	28	21	36	130	
	15%	14%	17%	14%	20%	16%	16%	11%	14%	14%	12%	16%	21%	23%	20%	16%	17%	16%	20%	15%	12%	13%	11%	11%	11%	16%	
Don't know	277	105	172	58	38	48	42	46	45	39	82	55	101	22	14	44	28	22	19	18	23	30	33	23	42	87	
	14%	11%	17%	24%	12%	12%	12%	15%	10%	7%	14%	13%	22%	13%	15%	18%	16%	12%	12%	17%	12%	12%	13%	13%	13%	11%	

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Q.4 Do you think you will spend more or less next year, compared to this year, on each of the following, or will there be no change?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
Clothes shopping																											
More	186 9%	99 10%	87 8%	62 26%	49 15%	31 8%	25 7%	12 4%	7 2%	45 8%	43 7%	41 10%	57 12%	10 6%	13 14%	27 11%	18 10%	21 11%	16 10%	10 9%	15 8%	29 11%	20 8%	6 3%	33 10%	86 11%	
The same	901 44%	508 51%	392 38%	93 38%	137 42%	160 42%	158 46%	138 45%	213 50%	287 52%	251 43%	187 44%	175 37%	82 46%	40 44%	104 44%	84 47%	80 43%	57 36%	44 41%	83 44%	116 45%	118 45%	92 50%	151 46%	371 46%	
Less	882 43%	356 36%	526 51%	72 29%	129 40%	183 47%	155 45%	147 48%	195 46%	208 38%	275 47%	183 43%	216 46%	80 45%	36 39%	102 43%	74 41%	75 40%	80 51%	50 47%	86 45%	104 41%	112 43%	82 44%	132 41%	334 41%	
Don't know	63 3%	32 3%	31 3%	16 7%	9 3%	12 3%	7 2%	8 2%	11 2%	8 2%	19 3%	16 4%	20 4%	4 3%	3 3%	5 2%	3 2%	11 6%	4 3%	4 3%	6 3%	7 3%	9 4%	5 3%	9 3%	21 3%	
Sport and leisure activities																											
More	143 7%	84 8%	59 6%	46 19%	35 11%	22 6%	16 5%	11 4%	14 3%	43 8%	42 7%	33 8%	24 5%	10 6%	11 12%	20 8%	16 9%	13 7%	16 10%	2 2%	12 6%	18 7%	14 5%	10 5%	21 7%	76 9%	
The same	850 42%	455 46%	394 38%	97 40%	154 48%	150 39%	122 35%	133 44%	193 45%	274 50%	261 44%	165 39%	149 32%	77 44%	31 34%	97 41%	70 39%	80 42%	55 35%	52 48%	75 39%	110 43%	116 45%	86 47%	144 44%	349 43%	
Less	885 44%	390 39%	495 48%	78 32%	121 37%	191 49%	186 54%	134 44%	176 41%	216 39%	237 40%	194 45%	238 51%	82 46%	38 42%	105 44%	76 42%	77 41%	76 48%	44 41%	89 47%	110 43%	114 44%	74 40%	143 44%	344 42%	
Don't know	154 8%	66 7%	87 8%	24 10%	15 5%	24 6%	22 6%	27 9%	43 10%	15 3%	48 8%	34 8%	56 12%	7 4%	12 13%	17 7%	17 9%	18 9%	10 7%	9 9%	14 8%	18 7%	17 6%	15 8%	17 5%	43 5%	

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Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
Household and electrical items																											
More	227 11%	119 12%	108 10%	52 21%	50 15%	32 8%	38 11%	23 8%	33 8%	60 11%	55 9%	64 15%	47 10%	17 10%	9 9%	28 12%	27 15%	24 13%	24 15%	11 10%	13 7%	29 11%	25 10%	19 10%	35 11%	108 13%	
The same	882 43%	478 48%	404 39%	101 41%	146 45%	166 43%	134 39%	142 47%	193 45%	266 48%	258 44%	188 44%	171 37%	79 45%	41 44%	101 42%	73 41%	85 45%	54 34%	49 46%	89 47%	119 47%	113 44%	79 43%	140 43%	363 45%	
Less	839 41%	362 36%	477 46%	76 31%	119 37%	176 46%	164 47%	127 42%	177 42%	206 38%	247 42%	162 38%	224 48%	73 42%	34 37%	100 42%	69 39%	73 39%	74 47%	45 42%	80 42%	103 40%	109 42%	79 43%	137 42%	322 40%	
Don't know	83 4%	36 4%	46 4%	15 6%	10 3%	12 3%	10 3%	12 4%	24 6%	16 3%	29 5%	12 3%	25 5%	7 4%	8 9%	11 4%	9 5%	6 3%	5 3%	2 2%	8 4%	5 2%	14 5%	8 4%	13 4%	20 2%	
Eating out																											
More	151 7%	87 9%	64 6%	41 17%	34 11%	25 6%	20 6%	14 5%	17 4%	45 8%	40 7%	34 8%	32 7%	8 5%	4 5%	25 10%	16 9%	16 9%	12 7%	4 3%	8 4%	30 12%	18 7%	10 6%	24 7%	75 9%	
The same	773 38%	406 41%	367 35%	99 41%	124 38%	129 33%	107 31%	119 39%	195 46%	244 44%	224 38%	164 38%	142 30%	59 33%	32 35%	70 29%	78 44%	73 39%	65 41%	38 35%	82 43%	100 39%	103 39%	73 40%	121 37%	296 36%	
Less	1044 51%	475 48%	569 55%	89 36%	156 48%	222 57%	210 61%	164 54%	204 48%	249 45%	316 54%	213 50%	266 57%	104 59%	51 55%	137 57%	80 44%	94 50%	79 50%	63 58%	93 49%	121 47%	126 48%	96 52%	173 53%	417 51%	
Don't know	62 3%	27 3%	35 3%	15 6%	11 3%	11 3%	8 2%	7 2%	10 2%	11 2%	9 2%	16 4%	27 6%	5 3%	5 5%	8 3%	5 3%	5 3%	2 1%	3 3%	6 3%	4 2%	14 5%	6 3%	7 2%	24 3%	

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	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
Rent/housing																											
More	469	221	248	87	80	92	73	57	79	107	125	117	120	43	24	61	40	40	32	29	27	84	54	35	88	196	
	23%	22%	24%	36%	25%	24%	21%	19%	19%	19%	21%	28%	26%	24%	26%	22%	21%	20%	27%	14%	33%	21%	19%	27%	24%		
The same	1249	634	616	109	204	239	219	202	278	360	375	244	270	109	51	141	104	118	103	63	129	140	163	129	200	501	
	62%	64%	59%	45%	63%	62%	63%	66%	65%	66%	64%	57%	58%	62%	56%	59%	58%	63%	65%	59%	68%	55%	62%	69%	62%	62%	
Less	174	72	102	20	26	39	32	28	29	54	50	32	39	12	7	24	17	13	9	7	23	22	29	12	19	69	
	9%	7%	10%	8%	8%	10%	9%	9%	7%	10%	8%	7%	8%	7%	7%	10%	7%	6%	6%	6%	12%	9%	11%	7%	6%	8%	
Don't know	138	68	70	28	15	16	21	18	40	28	39	33	38	13	10	13	18	17	14	8	11	9	15	9	17	46	
	7%	7%	7%	11%	5%	4%	6%	6%	9%	5%	7%	8%	8%	7%	11%	5%	10%	9%	9%	8%	6%	4%	6%	5%	5%	6%	
Petrol																											
More	985	501	484	94	140	203	183	156	208	303	263	221	198	104	41	107	86	94	84	51	93	98	125	101	158	442	
	49%	50%	47%	39%	43%	53%	53%	51%	49%	55%	45%	52%	42%	59%	44%	45%	48%	50%	53%	48%	49%	38%	48%	55%	49%	54%	
The same	572	298	275	76	106	104	74	82	130	157	186	119	111	40	34	73	54	39	41	28	58	75	83	49	111	213	
	28%	30%	27%	31%	33%	27%	21%	27%	31%	29%	32%	28%	24%	23%	37%	30%	30%	21%	26%	26%	31%	29%	32%	27%	34%	26%	
Less	281	124	157	29	43	44	49	51	66	66	83	60	72	20	9	37	14	37	23	17	30	38	37	20	37	92	
	14%	12%	15%	12%	13%	11%	14%	17%	16%	12%	14%	14%	15%	11%	10%	15%	8%	20%	15%	16%	16%	15%	14%	11%	11%	11%	
Don't know	192	73	120	45	36	34	40	16	21	23	57	27	85	12	9	22	24	18	10	12	9	45	16	15	20	65	
	9%	7%	12%	19%	11%	9%	11%	5%	5%	4%	10%	6%	18%	7%	9%	9%	14%	9%	6%	11%	5%	18%	6%	8%	6%	8%	

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813	
Gifts for friends and family																											
More	182 9%	94 9%	89 9%	56 23%	44 14%	28 7%	17 5%	13 4%	24 6%	45 8%	47 8%	49 11%	42 9%	16 9%	9 10%	25 10%	17 10%	22 12%	14 9%	7 6%	14 7%	25 10%	23 9%	9 5%	24 7%	89 11%	
The same	1107 54%	581 58%	526 51%	111 45%	159 49%	193 50%	181 52%	181 59%	282 66%	349 64%	310 53%	217 51%	230 49%	95 54%	51 56%	118 49%	108 60%	102 54%	87 55%	62 57%	108 57%	124 49%	152 58%	100 54%	168 52%	423 52%	
Less	684 34%	291 29%	393 38%	59 24%	115 35%	154 40%	139 40%	101 33%	116 27%	143 26%	216 37%	150 35%	176 38%	61 35%	28 31%	86 36%	49 28%	58 31%	54 34%	34 31%	67 35%	101 39%	76 29%	71 38%	126 39%	273 34%	
Don't know	58 3%	30 3%	28 3%	19 8%	7 2%	11 3%	8 2%	9 3%	4 1%	11 2%	16 3%	11 3%	19 4%	4 2%	3 3%	10 4%	4 2%	6 3%	2 1%	5 5%	2 1%	6 2%	9 3%	6 3%	6 2%	28 3%	
Holidays																											
More	277 14%	154 15%	123 12%	53 22%	55 17%	44 11%	37 11%	31 10%	57 13%	103 19%	63 11%	64 15%	47 10%	22 12%	15 16%	33 14%	26 15%	25 13%	22 14%	7 7%	27 14%	39 15%	41 16%	19 10%	38 12%	129 16%	
The same	783 39%	420 42%	362 35%	84 34%	122 38%	136 35%	127 37%	142 47%	172 40%	249 45%	239 41%	143 34%	152 32%	76 43%	28 31%	91 38%	78 44%	83 44%	58 37%	41 38%	66 35%	90 35%	99 38%	72 39%	134 41%	321 40%	
Less	839 41%	363 36%	476 46%	73 30%	135 41%	179 46%	159 46%	120 39%	173 41%	180 33%	251 43%	194 46%	213 46%	68 39%	40 43%	99 41%	65 36%	70 37%	69 43%	49 46%	85 44%	113 44%	99 38%	83 45%	139 43%	326 40%	
Don't know	132 7%	58 6%	74 7%	34 14%	14 4%	26 7%	22 6%	12 4%	24 6%	16 3%	37 6%	25 6%	55 12%	10 6%	9 10%	16 7%	10 5%	9 5%	9 6%	10 10%	13 7%	13 5%	22 8%	11 6%	13 4%	37 5%	