

## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 1  
**Q1. Taking everything into consideration how satisfied or dissatisfied are you with your life overall at the moment?**  
 Base: All respondents

	Gender			Age						Social Grade					Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Very satisfied	(5) 159 16%	77 16%	82 16%	23 13%	24 8%	43 17% <sup>d</sup>	69 26% <sup>cdeg</sup>	35 13% <sup>d</sup>	55 12%	20 13%	61 20% <sup>k</sup>	45 17%	17 10%	37 13%	55 12%	18 13%	5 8%	3 5%	28 23% <sup>mop</sup>	47 29% <sup>mnop</sup>	3 11%	119 19% <sup>w</sup>	79 23% <sup>uvx</sup>	40 14%	37 10%	13 12%	10 13%	14 8%	3 12%
Fairly satisfied	(4) 528 52%	267 54%	261 51%	101 57%	158 51%	125 49%	144 55%	148 55%	237 50%	73 49%	165 55%	140 52%	87 54%	135 49%	243 55% <sup>p</sup>	67 51%	35 53%	22 38%	60 50%	88 55%	12 49%	347 55%	178 52% <sup>y</sup>	169 58% <sup>y</sup>	170 48%	51 47%	24 32%	95 56% <sup>y</sup>	12 51%
Neither satisfied nor dissatisfied	(3) 140 14%	68 14%	72 14%	31 18% <sup>f</sup>	53 17% <sup>f</sup>	33 13%	23 9%	43 16% <sup>f</sup>	75 16% <sup>f</sup>	19 13%	42 14%	32 12%	26 16%	40 15%	65 15% <sup>r</sup>	16 12%	11 16% <sup>r</sup>	17 28% <sup>mnr</sup>	16 13%	11 7%	4 15% <sup>r</sup>	81 13%	38 11%	43 15%	57 16%	21 20%	11 15%	24 14%	2 10%
Fairly dissatisfied	(2) 146 15%	68 14%	78 15%	19 11%	61 20% <sup>cf</sup>	43 17% <sup>f</sup>	23 9%	34 13%	89 19% <sup>cf</sup>	32 22%	26 9%	47 18% <sup>i</sup>	27 16% <sup>i</sup>	46 17% <sup>i</sup>	69 15% <sup>r</sup>	28 21% <sup>r</sup>	10 15%	12 21% <sup>r</sup>	12 10%	11 7%	5 21% <sup>qr</sup>	75 12%	37 11%	38 13%	65 19% <sup>t</sup>	16 15%	23 30% <sup>uvxz</sup>	27 16%	6 27%
Very dissatisfied	(1) 35 3%	13 3%	21 4%	1 1%	16 5% <sup>c</sup>	12 5% <sup>c</sup>	5 2%	9 3%	20 4%	5 3%	7 2%	4 2%	6 4%	17 6% <sup>j</sup>	13 3%	4 3%	5 8% <sup>mr</sup>	4 7%	5 4%	3 2%	1 3%	12 2%	9 3%	3 1%	22 6% <sup>t</sup>	7 7% <sup>v</sup>	8 9% <sup>uv</sup>	- 5% <sup>v</sup>	- -
NET: Satisfied	687 68%	343 70%	343 67%	124 71% <sup>d</sup>	182 58%	169 66%	213 81% <sup>cdeg</sup>	183 68% <sup>d</sup>	291 61%	94 62%	226 75% <sup>kl</sup>	185 69%	104 64%	172 62%	298 67% <sup>p</sup>	85 64% <sup>p</sup>	40 60%	25 43%	88 73% <sup>p</sup>	135 84% <sup>mnop</sup>	15 60%	466 73% <sup>w</sup>	257 75% <sup>xyz</sup>	209 71% <sup>y</sup>	206 59%	64 59%	34 45%	109 65% <sup>y</sup>	15 63%
NET: Dissatisfied	181 18%	81 17%	100 19%	20 12%	77 25% <sup>cf</sup>	55 21% <sup>cf</sup>	28 11%	43 16%	109 23% <sup>cf</sup>	37 25%	34 11%	51 19% <sup>i</sup>	33 20% <sup>i</sup>	63 23% <sup>i</sup>	81 18% <sup>r</sup>	31 24% <sup>r</sup>	15 23% <sup>r</sup>	16 28% <sup>r</sup>	17 14%	14 9%	6 25% <sup>r</sup>	87 14%	47 14%	41 14%	87 25% <sup>t</sup>	23 21%	29 39% <sup>uvxz</sup>	35 21%	6 27%
Don't know	*	-	*	-	*	-	-	*	-	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	*	-	*	-	-
Mean	3.63	3.66	3.59	3.71 <sup>dh</sup>	3.36	3.57 <sup>d</sup>	3.94 <sup>cde</sup>	3.62 <sup>d</sup>	3.46	3.48	3.81 <sup>kl</sup>	3.65	3.50	3.47	3.58 <sup>p</sup>	3.51 <sup>p</sup>	3.38	3.13	3.78 <sup>op</sup>	4.03 <sup>mno</sup>	3.43	3.77 <sup>w</sup>	3.82 <sup>xyz</sup>	3.70 <sup>xyz</sup>	3.38	3.42	3.10	3.48 <sup>y</sup>	3.49
Standard deviation	1.02	0.99	1.06	0.86	1.04	1.10	0.93	0.98	1.05	1.07	0.94	1.00	1.01	1.11	0.99	1.06	1.09	1.04	1.04	0.90	1.07	0.95	1.00	0.90	1.10	1.09	1.23	1.02	1.04
Standard error	0.03	0.04	0.05	0.06	0.06	0.07	0.06	0.06	0.05	0.09	0.05	0.06	0.08	0.07	0.05	0.09	0.12	0.15	0.13	0.06	0.12	0.04	0.05	0.05	0.06	0.11	0.12	0.08	0.30

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 2  
Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...

## -Summary

Base: All respondents

Q2 Summary												
	The income of your household (including total salary and any benefits received) (a)	Your house / flat (i.e. where you currently live) (b)	Your husband / wife / partner (c)	Your job (d)	The amount of leisure time you have (e)	The way you spend your leisure time (f)	Your social life (g)	Your local community (h)	Your health (i)	Direction of the UK as a whole (j)	Your household's standard of living (k)	Your household level of savings (l)
Unweighted base	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
Weighted base	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
Base (excl NA for %)	1008	1002	711	627	1000	1000	996	998	1008	1004	1003	963
Very satisfied (5)	144 14%hj	355 35%adefghijkl	447 63%abdefghijkl	87 14%hj	324 32%adefghijkl	241 24%adghijl	181 18%adhijl	78 8%j	149 15%hj	17 2%	227 23%adghijl	132 14%hj
Fairly satisfied (4)	374 37%cij	410 41%cej	167 23%j	272 43%acej	348 35%cij	397 40%cej	393 39%cej	402 40%cej	438 43%acej	166 17%	485 48%abcefghijl	287 30%cj
Neither satisfied nor dissatisfied (3)	198 20%bcdek	124 12%c	53 7%	96 15%c	150 15%c	174 17%bc	191 19%bcek	340 34%abcdefgijkl	172 17%bc	249 25%abcdefgijkl	152 15%c	178 18%bc
Fairly dissatisfied (2)	172 17%bcefhk	83 8%c	23 3%	102 16%bchk	126 13%bc	133 13%bck	150 15%bchk	116 12%bc	177 18%bcefhk	312 31%abcdefghijkl	104 10%c	163 17%bcefhk
Very dissatisfied (1)	113 11%bcefhk	26 3%	10 1%	54 9%bcefhk	43 4%bc	52 5%bck	77 8%bcefhk	43 4%bc	68 7%bcehk	219 22%abcdefghik	33 3%c	195 20%abcdefghik
NET: Satisfied	518 51%jl	766 76%adefghijkl	614 86%abdefghijkl	359 57%ahjl	672 67%adghijl	638 64%adghijl	574 58%ahjl	480 48%jl	587 58%ahjl	183 18%	712 71%adefghijl	419 43%j
NET: Dissatisfied	286 28%bcefhk	109 11%c	33 5%	156 25%bcefhk	169 17%bck	186 19%bck	226 23%bcefhk	159 16%bc	244 24%bcefhk	531 53%abcdefghijkl	137 14%c	358 37%abcdefghik
Don't know	5 1%	4 *	10 1%bfgik	16 3%abefgikl	9 1%bf	2 *	5 1%	18 2%abefgik	5 *	40 4%abcefhk	4 *	8 1%f
Not applicable	-	6i	297abefghijkl	381abcefhijkl	8ai	8ai	12ai	10aik	-	4	5	45abefghijk
Mean	3.26jl	3.99adefghijkl	4.45abdefghijkl	3.39ajl	3.79adefghijl	3.64adghijl	3.46ahjl	3.36ajl	3.42ajl	2.43	3.77adefghijl	3.00j
Standard deviation	1.23	1.02	0.88	1.18	1.16	1.14	1.17	0.94	1.14	1.07	1.02	1.36
Standard error	0.04	0.03	0.03	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.04

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used.

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 3  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-The income of your household (including total salary and any benefits received)**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employed (m)	Part time employed (n)	Unemployed (o)	Not working but seeking (p)	State pension (q)	Private pension (r)	House person (s)	NET: Home-owners (t)	Owned out-right (u)	Owned with mortgage (v)	NET: Renters (w)	Rent-ed from council (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (excl NA for %)	1008	492	516	175	313	256	263	269	475	150	302	268	162	275	445	133	66*	58*	120*	161	24*	634	342	292	350	108*	74*	168	23**	
Very satisfied	(5) 14%	144 16%	78 13%	16 9%	34 11%	38 15%	56 21%cdgh	32 12%	47 12%	25 16%	59 20%j	27 10%	24 15%	35 13%	58 13% <sup>s</sup>	15 11%	7 11%	6 10%	26 22% <sup>s</sup>	31 20% <sup>ms</sup>	1 4%	116 18% <sup>w</sup>	81 24% <sup>vxyz</sup>	35 12%	27 8%	8 7%	6 9%	13 8%	2 7%	
Fairly satisfied	(4) 37%	374 43% <sup>b</sup>	209 32%	164 37% <sup>d</sup>	84 27%	97 38% <sup>d</sup>	128 49%cd <sup>eg</sup>	88 33%	158 33%	49 32%	150 50% <sup>ijkl</sup>	91 34%	57 35%	76 28%	161 36% <sup>p</sup>	43 33% <sup>p</sup>	20 30% <sup>p</sup>	4 6%	47 39% <sup>p</sup>	90 56% <sup>mnpq</sup>	9 36% <sup>p</sup>	265 42% <sup>w</sup>	143 42% <sup>yz</sup>	123 42% <sup>yz</sup>	100 29%	33 30%	20 26%	48 29%	8 36%	
Neither satisfied nor dissatisfied	(3) 20%	198 18%	89 21%	110 23%	40 22%	69 17%	43 18%	57 21%	95 20%	25 16%	43 14%	52 20%	40 25% <sup>i</sup>	62 23% <sup>i</sup>	86 19%	28 21%	15 22%	10 18%	22 18%	29 18%	8 32% <sup>mr</sup>	121 19%	62 18%	59 20%	71 20%	22 21%	19 26%	29 17%	7 30%	
Fairly dissatisfied	(2) 17%	172 13%	66 21% <sup>a</sup>	106 19% <sup>f</sup>	34 19% <sup>f</sup>	74 24% <sup>f</sup>	43 17% <sup>f</sup>	21 8%	59 22% <sup>f</sup>	92 19% <sup>f</sup>	35 24%	36 12%	61 23% <sup>i</sup>	25 15%	50 18%	96 22% <sup>r</sup>	27 20% <sup>r</sup>	8 12% <sup>r</sup>	15 26% <sup>r</sup>	16 13% <sup>r</sup>	6 4%	4 15% <sup>r</sup>	93 15%	38 11%	55 19% <sup>u</sup>	77 22% <sup>t</sup>	22 20%	10 14%	45 27% <sup>uy</sup>	3 12%
Very dissatisfied	(1) 11%	113 9%	47 13%	67 9%	16 17% <sup>cf</sup>	52 13% <sup>f</sup>	34 4%	29 11% <sup>f</sup>	73 15% <sup>f</sup>	16 11%	12 4%	35 13% <sup>i</sup>	17 10% <sup>i</sup>	50 18% <sup>i</sup>	43 10% <sup>r</sup>	19 14% <sup>r</sup>	12 18% <sup>mqr</sup>	24 40% <sup>mnoqr</sup>	8 7%	4 3%	3 11% <sup>r</sup>	39 6%	19 6%	20 7%	71 20% <sup>t</sup>	24 22% <sup>uv</sup>	17 23% <sup>uv</sup>	31 18% <sup>uv</sup>	3 14%	
NET: Satisfied	518 51%	288 58% <sup>b</sup>	231 45%	81 46%	118 38%	135 53% <sup>d</sup>	184 70% <sup>cd<sup>eg</sup></sup>	120 44%	215 45%	73 49%	209 69% <sup>ijkl</sup>	119 44%	80 49%	111 40%	219 49% <sup>p</sup>	59 44% <sup>p</sup>	27 40% <sup>p</sup>	9 16%	74 61% <sup>nops</sup>	121 75% <sup>mnpq</sup>	10 40% <sup>p</sup>	381 60% <sup>w</sup>	223 65% <sup>vxyz</sup>	157 54% <sup>xyz</sup>	127 36%	41 37%	26 35%	61 36%	10 44%	
NET: Dissatisfied	286 28%	113 23%	173 34% <sup>a</sup>	50 29% <sup>f</sup>	126 40% <sup>cef</sup>	77 30% <sup>f</sup>	33 12%	88 33% <sup>f</sup>	165 35% <sup>f</sup>	52 34%	48 16%	96 36% <sup>i</sup>	42 26% <sup>i</sup>	101 37% <sup>i</sup>	139 31% <sup>r</sup>	46 35% <sup>r</sup>	20 31% <sup>r</sup>	39 66% <sup>mnoq</sup>	25 20% <sup>r</sup>	10 6%	6 27% <sup>r</sup>	131 21%	57 17%	75 26% <sup>u</sup>	148 42% <sup>t</sup>	45 42% <sup>uv</sup>	27 37% <sup>u</sup>	75 45% <sup>uv</sup>	6 26%	
Don't know	5 1%	3 1%	3 1%	4 3% <sup>defh</sup>	* *	1 *	- -	5 2% <sup>h</sup>	1 *	1 *	2 1%	2 1%	- -	1 1%	- -	1 7% <sup>mnrq</sup>	4 -	- -	- -	- -	1 2% <sup>mr</sup>	1 *	* *	1 *	4 1%	- -	2 2% <sup>u</sup>	2 1%	- -	
Not applicable	*	*	-	*	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	-	
Mean	3.26	3.42 <sup>b</sup>	3.11	3.18 <sup>d</sup>	2.92	3.24 <sup>d</sup>	3.74 <sup>cde</sup>	3.13	3.07	3.20	3.70 <sup>kl</sup>	3.06	3.28 <sup>l</sup>	2.98	3.21 <sup>p</sup>	3.06 <sup>p</sup>	3.02 <sup>p</sup>	2.19	3.58 <sup>nops</sup>	3.86 <sup>mno</sup>	3.06 <sup>p</sup>	3.52 <sup>w</sup>	3.67 <sup>vxy</sup>	3.34 <sup>xyz</sup>	2.81	2.81	2.84	2.81	3.10	
Standard deviation	1.23	1.19	1.25	1.15	1.27	1.27	1.02	1.21	1.27	1.28	1.04	1.23	1.19	1.31	1.20	1.26	1.31	1.30	1.18	0.87	1.10	1.13	1.12	1.12	1.27	1.28	1.30	1.26	1.18	



**Consumer Wellbeing Tracker 2018 (Including Boosters) - North East**  
**ONLINE Fieldwork : January to December 2018**

Absolutes/col percents

Table 3  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-The income of your household (including total salary and any benefits received)**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Base (excl NA for %)	1008	492	516	175	313	256	263	269	475	150	302	268	162	275	445	133	66*	58*	120*	161	24*	634	342	292	350	108*	74*	168	23**
Standard error	0.04	0.05	0.06	0.09	0.07	0.08	0.06	0.07	0.06	0.10	0.06	0.07	0.10	0.08	0.06	0.10	0.15	0.19	0.15	0.06	0.12	0.04	0.06	0.06	0.07	0.14	0.13	0.10	0.34

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 4  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your house / flat (i.e. where you currently live)**  
**Base: All respondents**

	Gender			Age						Social Grade					Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (excl NA for %)	1002	489	513	173	312	254	262	268	472	148	299	268	162	273	440	133	66*	58*	120*	160	24*	632	340	292	349	107*	74*	168	21**	
Very satisfied	(5)	355 35%	187 38%	168 33%	48 28%	81 26%	92 36% <sup>d</sup>	134 51%	79 30%	142 34%	51 41%	122 32%	87 33%	54 34%	92 31%	135 36%	47 20%	13 20%	12 45%	54 mop	86 s	8 54%	268 mnop	169 33%	98 42%	86 w	18 50%	21 vyz	47 34%	1 7%
Fairly satisfied	(4)	410 41%	189 39%	222 43%	71 41%	136 44%	120 47%	84 32%	109 41%	218 46%	69 47%	112 37%	117 44%	77 47%	105 38%	52 39%	32 48%	26 45%	42 35%	56 35%	8 34%	260 41%	138 40%	122 42%	143 41%	46 43%	30 40%	67 40%	7 35%	
Neither satisfied nor dissatisfied	(3)	124 12%	64 13%	60 12%	25 15%	44 14%	27 11%	28 11%	33 12%	63 13%	21 14%	37 12%	34 11%	18 13%	35 15%	15 11%	8 12%	7 12%	15 12%	11 7%	3 11%	64 10%	22 7%	42 14%	58 17%	24 23%	12 16%	22 13%	2 8%	
Fairly dissatisfied	(2)	83 8%	34 7%	49 10%	19 11%	43 14%	9 4%	12 5%	33 12%	37 8%	6 4%	19 6%	22 8%	10 12%	35 8%	15 12%	5 8%	10 18%	6 mqr	7 5%	4 4%	37 18%	10 3%	27 9%	37 11%	14 13%	4 5%	20 12%	9 42%	
Very dissatisfied	(1)	26 3%	12 2%	14 3%	6 3%	9 3%	7 3%	3 1%	10 4%	13 3%	2 1%	5 2%	7 3%	3 2%	10 4%	3 2%	4 6%	3 6%	3 3%	1 *	1 5%	3 1%	1 *	3 1%	20 6%	5 5%	8 10%	8 4%	2 8%	
NET: Satisfied		766 76%	376 77%	390 76%	119 69%	217 69%	211 83%	219 83%	188 70%	359 76%	120 81%	234 78%	204 76%	131 81%	196 72%	330 75%	99 75%	45 68%	38 64%	96 80%	142 88%	16 mmnop	528 67%	307 90%	221 90%	229 75%	64 60%	51 69%	114 68%	9 42%
NET: Dissatisfied		109 11%	46 9%	63 12%	25 14%	52 17%	16 6%	16 6%	43 16%	50 11%	7 5%	24 8%	30 11%	13 8%	42 15%	19 14%	9 14%	14 23%	9 mqr	7 8%	5 5%	40 22%	11 3%	29 10%	58 17%	19 18%	11 15%	28 17%	10 50%	
Don't know		4 *	4 1%	- -	4 2%	- defh	- -	- -	4 1%	- -	4 1%	- -	- -	- -	- -	4 6%	- mnr	- -	- -	- -	- -	- -	- -	- -	4 1%	- -	- -	4 2%	- uv	
Not applicable		6	3	3	2	1	2	1	2	3	2	3	1	2	5	-	-	-	-	1	-	2	2	-	2	1	1	-	2	
Mean		3.99	4.04	3.94	3.81	3.76	4.10 <sup>cdg</sup>	4.27 <sup>cdg</sup>	3.81	3.93 <sup>d</sup>	4.09	4.111	3.95	4.04	3.86	3.93 <sup>p</sup>	3.94	3.72	3.55	4.14 <sup>ops</sup>	4.37 <sup>mno</sup>	3.73	4.19 <sup>w</sup>	4.37 <sup>vxy</sup>	3.98 <sup>x</sup>	3.69	3.54	3.72	3.77	2.91
Standard deviation		1.02	1.01	1.03	1.08	1.07	0.93	0.92	1.11	0.99	0.86	0.97	1.02	0.94	1.12	0.99	1.10	1.17	1.00	0.82	1.24	0.88	0.75	0.97	1.13	1.07	1.22	1.13	1.19	
Standard error		0.03	0.05	0.05	0.08	0.06	0.06	0.07	0.05	0.07	0.06	0.06	0.08	0.07	0.05	0.09	0.12	0.17	0.13	0.06	0.14	0.03	0.04	0.06	0.06	0.11	0.12	0.09	0.36	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 5  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your husband / wife / partner**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (exl NA for %)	711	372	339	116*	239	184	173	196	342	103*	230	194	136*	150	335	96*	43*	26**	58**	129	22*	492	261	231	202	61*	41*	100*	16**	
Very satisfied	(5) 63%	447 63%	236 62%	212 62%	72 58%	138 64%	117 64%	120 69% <sup>d</sup>	120 61%	208 61%	65 63%	151 66% <sup>l</sup>	126 65% <sup>l</sup>	91 67% <sup>l</sup>	79 53%	214 64% <sup>o</sup>	57 59%	19 44%	10 38%	38 66%	94 73% <sup>no</sup>	15 67% <sup>o</sup>	329 67% <sup>w</sup>	181 69% <sup>xyz</sup>	148 64% <sup>y</sup>	107 53%	31 51%	19 47%	57 56%	12 72%
Fairly satisfied	(4) 23%	167 25%	92 22%	74 22%	25 27% <sup>e</sup>	64 18%	32 24%	45 26%	46 24%	75 22%	19 18%	53 23%	47 24%	26 19%	41 27%	79 24%	21 29%	12 26%	7 34%	23 18%	5 22%	107 22%	44 17%	62 27% <sup>u</sup>	58 29%	18 37% <sup>u</sup>	15 25%	25 25%	2 11%	
Neither satisfied nor dissatisfied	(3) 7%	53 8%	29 7%	24 7%	10 8% <sup>f</sup>	21 9% <sup>f</sup>	19 10% <sup>f</sup>	4 2%	12 6%	37 11% <sup>f</sup>	8 8%	15 6%	11 6%	13 10%	13 9%	25 8%	13 14% <sup>r</sup>	3 7%	6 24%	-	4 3%	1 4%	30 6%	19 7%	11 5%	20 10%	8 14% <sup>v</sup>	4 10%	7 7%	3 18%
Fairly dissatisfied	(2) 3%	23 3%	9 2%	14 4%	3 3%	8 5%	10 1%	2 1%	7 4%	14 4%	7 7%	6 3%	6 3%	1 1%	10 7% <sup>k</sup>	8 4%	4 9% <sup>m</sup>	2 8%	-	4 3%	1 6%	17 3%	8 3%	8 4%	6 3%	-	1 3%	5 5%	-	-
Very dissatisfied	(1) 1%	10 1%	2 1%	8 2%	3 2%	2 1%	4 2%	1 1%	4 2%	5 2%	4 4%	1 *	2 1%	3 2%	5 3%	6 2%	1 1%	2 4%	-	-	1 1%	* 2%	6 1%	5 2%	1 *	5 2%	2 3%	1 3%	2 2%	-
NET: Satisfied	614 86%	328 88%	286 84%	97 84%	202 85%	149 81%	165 96% <sup>cdeg</sup>	166 85%	283 83%	83 81%	204 89% <sup>l</sup>	173 89% <sup>l</sup>	117 86%	120 80%	293 87% <sup>o</sup>	77 81%	31 72%	17 64%	58 100%	117 91% <sup>no</sup>	20 89% <sup>o</sup>	436 88% <sup>w</sup>	225 86%	211 91% <sup>z</sup>	165 82%	49 80%	34 84%	82 82%	13 82%	
NET: Dissatisfied	33 5%	11 3%	23 7% <sup>a</sup>	6 5%	11 4%	14 8% <sup>f</sup>	3 2%	11 6%	20 6%	12 11%	7 3%	8 4%	4 3%	15 10% <sup>ik</sup>	14 4%	5 5%	6 13% <sup>mr</sup>	2 8%	-	5 4%	2 8%	22 5%	13 5%	9 4%	11 5%	2 3%	2 5%	7 7%	-	
Don't know	10 1%	4 1%	6 2%	3 2%	5 2%	2 1%	1 *	6 3%	3 1%	-	4 2%	2 1%	2 2%	2 2%	3 1%	1 1%	3 8% <sup>mn</sup>	1 4%	-	2 2%	-	5 1%	4 1%	1 *	6 3%	2 3%	-	4 4% <sup>v</sup>	-	
Not applicable	297	120	177 <sup>a</sup>	60 <sup>dgh</sup>	74	73	91 <sup>degh</sup>	74	133	47	72 <sup>k</sup>	75 <sup>k</sup>	26	125 <sup>ijk</sup>	109 <sup>s</sup>	37 <sup>rs</sup>	23 <sup>mrs</sup>	32	62	32 <sup>s</sup>	2	142	81	61	149 <sup>t</sup>	47 <sup>uv</sup>	34 <sup>uv</sup>	67 <sup>uv</sup>	7	
Mean	4.45	4.50	4.40	4.42	4.40	4.37	4.63 <sup>deg</sup>	4.43	4.37	4.28	4.54 <sup>i</sup>	4.51 <sup>i</sup>	4.50 <sup>i</sup>	4.21	4.46 <sup>o</sup>	4.35	4.07	3.98	4.66	4.62 <sup>no</sup>	4.46	4.51 <sup>w</sup>	4.50	4.52 <sup>y</sup>	4.30	4.28	4.23	4.35	4.54	
Standard deviation	0.88	0.79	0.97	0.94	0.87	1.02	0.65	0.92	0.95	1.14	0.77	0.82	0.86	1.07	0.88	0.93	1.16	1.01	0.48	0.78	0.96	0.85	0.91	0.77	0.95	0.95	0.94	0.96	0.80	
Standard error	0.03	0.04	0.05	0.09	0.06	0.08	0.05	0.07	0.05	0.11	0.05	0.06	0.08	0.08	0.05	0.09	0.16	0.23	0.09	0.06	0.11	0.04	0.06	0.05	0.06	0.13	0.12	0.10	0.27	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 6  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your job**

**Base: All respondents**

	Gender			Age						Social Grade				Working Status					Tenure											
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (exl NA for %)	627	305	322	146	262	186	33*	220	374	123*	196	203	113*	115*	442	130	26**	13**	4**	9**	3**	416	150	266	194	53*	36*	105*	18**	
Very satisfied	(5)	87 14%	48 16%	39 12%	15 11%	37 14%	23 13%	11 4%	29 13%	47 13%	23 19%	29 15%	36 18%	9 8%	14 12%	65 15%	18 14%	2 8%	-	2 21%	1 27%	51 12%	21 14%	29 11%	37 19%	10 20%	7 20%	19 18%	-	
Fairly satisfied	(4)	272 43%	129 42%	143 44%	77 53%dfh	106 41%	79 43%	10 29%	111 51%fh	53 40%	102 52%j	74 37%	46 41%	49 43%	205 46%	57 44%	8 31%	-	-	1 12%	*	15%	190 46%w	63 42%	127 48%y	69 35%	17 32%	11 29%	41 39%	13 76%
Neither satisfied nor dissatisfied	(3)	96 15%	45 15%	50 16%	24 17%	38 15%	30 16%	3 9%	36 16%	57 15%	15 12%	26 13%	32 16%	21 17%	17 15%	65 15%	16 13%	8 30%	3 23%	1 34%	1 10%	1 28%	67 16%	26 17%	41 15%	29 11%	6 12%	4 18%	19 15%	-
Fairly dissatisfied	(2)	102 16%	51 17%	51 16%	20 14%	44 17%	37 20%f	1 4%	31 14%	70 19%f	21 17%	23 12%	35 17%	24 21%	20 18%	72 16%	24 19%	2 7%	4 31%	-	-	*	68 16%	20 13%	48 18%	32 17%	10 19%	7 19%	15 15%	2 9%
Very dissatisfied	(1)	54 9%	23 8%	31 10%	5 4%	32 12%cfg	17 9%	-	8 4%	46 12%cfg	11 9%	9 4%	24 12%i	11 10%	33 7%	15 11%	3 11%	4 27%	-	-	*	30 7%	12 8%	18 7%	21 11%	8 15%	7 19%vz	7 6%	3 15%	
NET: Satisfied	359 57%	177 58%	182 57%	93 63%	143 55%	103 55%	21 62%	140 64%h	198 53%	76 62%	131 67%jk	110 54%	55 49%	63 55%	270 61%	75 57%	10 39%	-	-	3 33%	1 42%	241 58%	85 57%	156 59%	105 54%	27 52%	18 50%	60 57%	13 76%	
NET: Dissatisfied	156 25%	74 24%	82 25%	26 17%	76 29%cfg	53 29%cfg	1 4%	39 18%	116 31%cfg	32 26%	32 16%	59 29%i	34 31%i	31 27%i	105 24%	39 30%	5 17%	8 58%	-	-	1 30%	99 24%	32 22%	66 25%	54 28%	18 34%	14 38%uz	22 21%	4 24%	
Don't know	16 3%	8 3%	7 2%	4 2%	4 2%	-	8 24%cddegh	5 2%	2 1%	-	6 3%	2 1%	3 2%	4 4%	2 *	-	4 14%	2 19%	3 66%	5 58%	-	10 2%	7 5%	3 1%	6 3%	2 3%	-	4 4%	-	
Not applicable	381	187	194	29	52	70cdgh	230dh	49	102	27	106j	66	49	160ijk	3	3	40	45	116	152	22	218	192v	26	157t	56vz	38vz	63v	6	
Mean	3.39	3.43	3.35	3.54h	3.28	3.30	4.20	3.57deh	3.23	3.46	3.63jkl	3.31	3.17	3.31	3.45	3.30	3.21	1.96	3.00	4.26	3.27	3.40	3.43	3.38	3.36	3.23	3.13	3.50	3.37	
Standard deviation	1.18	1.18	1.18	0.99	1.26	1.18	0.89	1.02	1.25	1.23	1.03	1.28	1.15	1.19	1.15	1.24	1.15	0.83	-	0.94	1.72	1.13	1.16	1.11	1.29	1.39	1.45	1.16	1.18	
Standard error	0.05	0.07	0.07	0.08	0.08	0.09	0.16	0.07	0.07	0.12	0.08	0.09	0.12	0.11	0.06	0.10	0.21	0.28	-	0.42	0.52	0.06	0.11	0.07	0.09	0.21	0.21	0.12	0.42	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 7  
Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...  
-The amount of leisure time you have  
Base: All respondents

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	1000	488	512	174	310	255	262	267	471	149	300	268	161	271	444	131	65*	57*	120*	159	24*	632	340	291	345	108*	72*	165	23**
Very satisfied	(5) 32%	324 37%b	180 28%	21 12%	44 14%	86 34%cdgh	173 66%cddeg	41 15%	110 23%cdg	39 26%	102 34%	76 28%	45 28%	101 37%	63 14%	34 26% <sup>m</sup>	11 18%	12 20%	78 65% <sup>m</sup> nop	117 74% <sup>m</sup> nop	8 34% <sup>m</sup> o	219 35%	173 51% <sup>v</sup> vyz	46 16%	103 30%	38 35% <sup>v</sup>	21 29% <sup>v</sup>	43 26% <sup>v</sup>	2 10%
Fairly satisfied	(4) 35%	348 33%	161 37%	79 46%efh	113 37%	82 32%	74 28%	115 43%efh	159 34%	57 39%	106 35%	103 39%	56 35%	83 31%	184 41% <sup>r</sup>	51 39% <sup>r</sup>	20 31%	15 26%	36 30%	34 22%	8 35% <sup>r</sup>	229 36%	112 33%	117 40% <sup>yz</sup>	110 32%	42 39%	19 26%	49 30%	9 40%
Neither satisfied nor dissatisfied	(3) 15%	150 15%	71 15%	27 16%f	70 23%f	43 17%f	9 4%	43 16%f	97 21%f	25 17%	42 14%	35 13%	32 20%	42 15%	88 20% <sup>qr</sup>	23 17% <sup>qr</sup>	12 19% <sup>qr</sup>	15 26% <sup>qr</sup>	4 3%	5 3%	3 13% <sup>qr</sup>	89 14%	31 9%	58 20% <sup>u</sup>	60 18%	17 15%	14 20% <sup>u</sup>	30 18% <sup>u</sup>	-
Fairly dissatisfied	(2) 13%	126 11%	51 15%	37 21%ef	58 19%ef	28 11% <sup>f</sup>	3 1%	46 17% <sup>f</sup>	77 16% <sup>f</sup>	18 12%	36 12%	41 15%	19 12%	29 11%	86 19% <sup>nqr</sup>	14 11% <sup>qr</sup>	14 21% <sup>nqr</sup>	8 13% <sup>qr</sup>	1 1%	1 *	3 11% <sup>qr</sup>	70 11%	17 5%	53 18% <sup>ux</sup>	47 14%	8 8%	13 18% <sup>u</sup>	26 16% <sup>u</sup>	9 39%
Very dissatisfied	(1) 4%	43 4%	18 4%	25 5%	6 4%	21 7% <sup>f</sup>	13 5% <sup>f</sup>	3 1%	16 6% <sup>f</sup>	24 5% <sup>f</sup>	8 5%	11 4%	13 5%	7 4%	12 4%	22 5% <sup>r</sup>	10 7% <sup>r</sup>	3 5% <sup>r</sup>	4 7% <sup>r</sup>	1 1%	1 7% <sup>qr</sup>	23 4%	8 2%	15 5%	18 5%	1 1%	4 5%	13 8% <sup>u</sup>	2 10%
NET: Satisfied	672 67%	341 70%	331 65%	100 58%	157 51%	168 66% <sup>dh</sup>	247 94% <sup>cdegh</sup>	156 58%	269 57%	97 65%	207 69%	179 67%	102 63%	184 68%	247 56%	85 65% <sup>op</sup>	32 49%	27 47%	114 95% <sup>m</sup> nop	152 96% <sup>m</sup> nop	16 69% <sup>op</sup>	448 71% <sup>w</sup>	285 84% <sup>v</sup> yz	163 56%	213 62%	80 74% <sup>v</sup> yz	40 56%	92 56%	12 50%
NET: Dissatisfied	169 17%	69 14%	100 20% <sup>a</sup>	43 25% <sup>f</sup>	79 26% <sup>ef</sup>	41 16% <sup>f</sup>	6 2%	62 23% <sup>f</sup>	101 21% <sup>f</sup>	25 17%	47 16%	54 20%	26 16%	41 15%	108 24% <sup>qr</sup>	24 18% <sup>qr</sup>	17 27% <sup>qr</sup>	12 20% <sup>qr</sup>	3 2%	2 1%	4 18% <sup>qr</sup>	93 15%	24 7%	68 23% <sup>ux</sup>	65 19%	10 9%	16 23% <sup>ux</sup>	39 24% <sup>ux</sup>	12 50%
Don't know	9 1%	8 2%	1 *	4 2% <sup>f</sup>	3 1%	2 1%	-	5 2% <sup>f</sup>	4 1%	2 1%	4 1%	-	1 1%	4 *	-	4 6% <sup>m</sup> nqr	4 7% <sup>m</sup> nqr	-	-	-	2 *	-	2 1%	7 2% <sup>t</sup>	2 2%	1 2% <sup>u</sup>	4 2% <sup>u</sup>	-	
Not applicable	8	4	4	2	3	2	2	3	4	1	2	1	2	4	1	2 <sup>m</sup>	1	1	-	2	1 <sup>m</sup> q	3	2	1	6	-	3 <sup>uv</sup>	3	-
Mean	3.79	3.90b	3.69	3.42	3.33	3.79cdg h	4.57cde gh	3.45	3.54d	3.70	3.85	3.70	3.71	3.87	3.41	3.65m	3.37	3.42	4.56mno ps	4.68mno ps	3.78m	3.87w	4.25vyz	3.43	3.69	4.01vyz	3.58	3.53	3.00
Standard deviation	1.16	1.13	1.17	1.07	1.14	1.18	0.71	1.14	1.17	1.14	1.13	1.18	1.13	1.17	1.10	1.19	1.19	1.20	0.73	0.64	1.25	1.12	0.97	1.12	1.19	0.98	1.24	1.26	1.30
Standard error	0.04	0.05	0.05	0.08	0.07	0.07	0.04	0.07	0.05	0.09	0.06	0.07	0.09	0.07	0.06	0.10	0.14	0.19	0.09	0.04	0.14	0.04	0.05	0.06	0.06	0.10	0.13	0.10	0.38

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 8  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-The way you spend your leisure time**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	1000	487	513	173	310	255	262	264	474	149	299	268	160	272	443	130	66*	57*	120*	160	23*	631	341	290	345	107*	74*	164	23**
Very satisfied	(5) 241 24%	115 24%	126 25%	28 16%	39 13%	69 27%cdg	106 40%cdg	42 16%	94 20%cd	37 25%	71 24%	62 23%	37 23%	72 26%	76 17%	32 24%	11 17%	7 13%	55 46%mnop	57 36%mnop	3 15%	164 26%	118 35%vxy	46 16%	70 20%	19 18%	9 12%	42 26%vy	7 29%
Fairly satisfied	(4) 397 40%	213 44%b	184 36%	79 46%	114 37%	96 38%	108 41%	118 45%h	171 36%	61 41%	135 45%l	106 40%	61 38%	95 35%	187 42%	42 32%	23 34%	18 31%	34 28%	81 51%nopq	12 51%npq	271 43%w	145 43%z	125 43%z	121 35%	44 41%	25 34%	51 31%	5 24%
Neither satisfied nor dissatisfied	(3) 174 17%	90 18%	84 16%	28 16%	71 23%f	46 18%	29 11%	51 19%f	93 20%f	28 18%	46 15%	47 18%	32 20%	48 18%	86 19%r	27 21%r	12 18%r	16 27%r	16 14%	14 9%	3 14%	96 15%	41 12%	55 19%u	76 22%t	28 26%u	18 25%u	30 18%	2 7%
Fairly dissatisfied	(2) 133 13%	50 10%	84 16%a	30 17%f	58 19%f	32 12%f	13 5%	37 14%f	83 18%f	14 9%	39 13%	39 15%	20 12%	35 13%	72 16%r	21 16%r	11 17%r	10 17%r	10 8%	7 4%	3 12%r	77 12%	25 7%	52 18%ux	47 13%	6 6%	13 18%ux	28 17%ux	9 41%
Very dissatisfied	(1) 52 5%	17 4%	35 7%a	7 4%	27 9%f	13 5%	6 2%	16 6%	31 6%f	9 6%	8 3%	14 5%	10 6%	21 8%l	22 5%r	8 6%r	8 11%mr	7 12%r	5 4%	1 1%	2 8%r	22 4%	11 3%	11 4%	30 9%t	10 9%u	8 11%uv	12 7%	-
NET: Satisfied	638 64%	328 67%b	310 61%	107 62%cd	154 50%	164 64%cd	214 82%cdg	159 60%cd	266 56%	98 66%	205 69%	168 63%	98 61%	167 61%	263 59%	74 57%	34 52%	25 44%	89 74%mnop	138 86%mnop	15 66%p	435 69%w	263 77%vxyz	171 59%	191 55%	63 59%	34 47%	94 57%	12 52%
NET: Dissatisfied	186 19%	67 14%	119 23%a	37 21%f	85 27%ef	45 18%f	19 7%	53 20%f	114 24%f	23 16%	47 16%	53 20%	30 19%	56 20%	94 21%r	29 22%r	19 29%qr	16 28%qr	15 12%	8 5%	5 20%r	100 16%	36 11%	63 22%u	77 22%t	16 15%	21 29%u	40 24%u	9 41%
Don't know	2 *	2 *	-	1 1%	1 *	-	-	1 *	1 *	-	1 *	-	-	1 *	1 *	-	1 2% m	-	-	-	-	1 *	-	1 *	1 *	-	-	1 1%	-
Not applicable	8	5	3	3	3	1	1	6	1	1	2	2	3	1	3	*	2	-	-	1	1	3	1	2	5	1	1	3	-
Mean	3.64	3.74b	3.55	3.53d	3.26	3.69dh	4.12cdg	3.50d	3.45d	3.69	3.74	3.61	3.59	3.60	3.50	3.53	3.29	3.17	4.03mno	4.16mno	3.52	3.76w	3.98vxy	3.49y	3.45	3.52	3.19	3.52	3.40
Standard deviation	1.14	1.04	1.22	1.08	1.16	1.14	0.95	1.10	1.18	1.14	1.05	1.14	1.16	1.22	1.10	1.20	1.28	1.20	1.15	0.82	1.15	1.08	1.03	1.08	1.21	1.13	1.20	1.25	1.31
Standard error	0.04	0.05	0.05	0.08	0.07	0.07	0.06	0.07	0.05	0.09	0.06	0.07	0.10	0.08	0.06	0.10	0.14	0.18	0.15	0.06	0.13	0.04	0.06	0.06	0.07	0.12	0.12	0.10	0.38

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 9  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your social life**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	996	486	510	175	311	253	257	269	470	149	298	266	161	271	443	132	66*	58*	114*	159	24*	625	335	290	348	106*	74*	168	23**
Very satisfied	(5) 181 18%	103 21% <sup>b</sup>	77 15%	28 16%	40 13%	44 17%	69 27% <sup>cd</sup>	48 18%	65 14%	22 15%	62 21%	40 15%	26 16%	52 19%	67 15%	22 17%	7 10%	9 15%	31 27% <sup>mo</sup>	43 27% <sup>mnos</sup>	3 12%	127 20%	84 25% <sup>vy</sup>	43 15%	54 16%	17 8%	6 18%	31 18%	*
Fairly satisfied	(4) 393 39%	189 39%	204 40%	63 36%	107 34%	102 40%	121 47% <sup>cdgh</sup>	97 36%	175 37%	63 42%	125 42% <sup>l</sup>	120 45% <sup>l</sup>	65 40%	83 31%	179 40% <sup>p</sup>	46 35% <sup>p</sup>	23 35% <sup>p</sup>	10 17%	41 36%	85 53% <sup>mnop</sup>	9 40% <sup>p</sup>	265 42% <sup>w</sup>	149 44% <sup>z</sup>	116 40%	119 34%	37 35%	26 35%	57 34%	9 40%
Neither satisfied nor dissatisfied	(3) 191 19%	105 22%	86 17%	32 18%	61 19%	57 22%	41 16%	45 17%	104 22%	34 23%	63 21%	44 17%	26 16%	58 21%	84 19%	27 20%	11 17%	17 28% <sup>r</sup>	26 23%	22 14%	4 16%	112 18%	59 18%	53 18%	73 21%	24 23%	23 30% <sup>uvz</sup>	26 16%	6 25%
Fairly dissatisfied	(2) 150 15%	56 11%	94 18% <sup>a</sup>	37 21% <sup>f</sup>	59 19% <sup>f</sup>	36 14% <sup>f</sup>	18 7%	51 19% <sup>f</sup>	81 17% <sup>f</sup>	21 14%	32 11%	43 16%	33 20% <sup>l</sup>	41 15%	72 16% <sup>r</sup>	27 21% <sup>qr</sup>	15 22% <sup>qr</sup>	15 26% <sup>qr</sup>	10 9%	7 4%	4 18% <sup>r</sup>	85 14%	29 9%	57 20% <sup>u</sup>	57 16%	15 14%	8 11%	34 20% <sup>u</sup>	8 33%
Very dissatisfied	(1) 77 8%	30 6%	46 9%	13 7% <sup>f</sup>	44 14% <sup>cef</sup>	14 6%	5 2%	27 10% <sup>f</sup>	44 9% <sup>f</sup>	9 6%	13 4%	19 7%	11 7%	34 12% <sup>i</sup>	41 9% <sup>r</sup>	10 8% <sup>r</sup>	8 12% <sup>r</sup>	8 13% <sup>r</sup>	4 4%	2 2%	3 14% <sup>qr</sup>	36 6%	15 4%	21 7%	41 12% <sup>t</sup>	11 11%	12 16% <sup>uv</sup>	18 11% <sup>u</sup>	-
NET: Satisfied	574 58%	293 60%	281 55%	91 52%	147 47%	146 58% <sup>d</sup>	190 74% <sup>cd</sup>	144 54%	240 51%	85 57%	187 63% <sup>l</sup>	160 60% <sup>l</sup>	91 57%	136 50%	246 56% <sup>p</sup>	68 51% <sup>p</sup>	30 45%	19 32%	72 63% <sup>p</sup>	128 80% <sup>mnop</sup>	12 52% <sup>p</sup>	391 63% <sup>w</sup>	233 70% <sup>vxyz</sup>	159 55%	173 50%	53 50%	32 43%	88 52%	10 42%
NET: Dissatisfied	226 23%	86 18%	140 27% <sup>a</sup>	50 28% <sup>f</sup>	103 33% <sup>ef</sup>	50 20% <sup>f</sup>	23 9%	77 29% <sup>ef</sup>	126 27% <sup>f</sup>	30 20%	45 15%	62 23% <sup>i</sup>	44 27% <sup>i</sup>	75 28% <sup>i</sup>	112 25% <sup>qr</sup>	38 29% <sup>qr</sup>	22 34% <sup>qr</sup>	23 40% <sup>qr</sup>	14 12%	9 6%	8 32% <sup>qr</sup>	121 19%	44 13%	78 27% <sup>u</sup>	97 28% <sup>t</sup>	26 25% <sup>u</sup>	20 26% <sup>u</sup>	51 31% <sup>u</sup>	8 33%
Don't know	5 1%	3 1%	2 *	3 1% <sup>h</sup>	-	-	2 1%	3 1%	-	-	3 1%	-	-	2 1%	-	-	3 4% <sup>mnr</sup>	-	2 2% <sup>m</sup>	-	-	-	-	5 1% <sup>t</sup>	2 2% <sup>uv</sup>	-	3 2% <sup>u</sup>	-	-
Not applicable	12	6	6	-	2	3	7g	*	5	1	4	3	1	4	2	1	-	-	6m	2	1m	9	7	2	3	2	*	-	-
Mean	3.46	3.58 <sup>b</sup>	3.34	3.33	3.13	3.50 <sup>dh</sup>	3.90 <sup>cde</sup>	3.33	3.29	3.46	3.65 <sup>ijkl</sup>	3.45	3.39	3.30	3.36 <sup>p</sup>	3.31	3.11	2.94	3.75 <sup>mno</sup>	4.00 <sup>mno</sup>	3.19	3.58 <sup>w</sup>	3.77 <sup>vxy</sup>	3.36	3.26	3.31	3.09	3.30	3.11
Standard deviation	1.17	1.13	1.20	1.19	1.27	1.11	0.95	1.25	1.18	1.09	1.07	1.14	1.18	1.29	1.19	1.23	1.25	1.08	0.85	1.29	1.13	1.06	1.16	1.25	1.22	1.19	1.28	0.91	
Standard error	0.04	0.05	0.05	0.09	0.07	0.07	0.06	0.08	0.05	0.09	0.06	0.07	0.10	0.08	0.06	0.10	0.14	0.19	0.14	0.06	0.14	0.04	0.06	0.07	0.13	0.12	0.10	0.26	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 10  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your local community**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status							Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (excl NA for %)	998	486	512	170	310	256	261	263	473	150	300	266	160	272	439	132	66*	58*	118*	161	24*	631	339	291	346	105*	74*	166	21**	
Very satisfied	(5)	78 8%	41 9%	36 7%	9 5%	18 6%	25 10%	26 10%	18 7%	34 11%	16 11%l	34 6%	17 8%	12 5%	15 7%	33 7%	7 5%	6 9%	4 7%	9 7%	19 12%n	1 5%	57 9%	31 9%	26 9%	21 6%	7 7%	2 3%	11 7%	-
Fairly satisfied	(4)	402 40%	208 43%	194 38%	64 37%	108 35%	97 38%	134 51%cd	92 35%	176 37%	54 36%	141 47%jk	99 37%	54 34%	108 40%	158 36%	54 41%	22 34%	16 27%	60 51%mps	84 52%mps	8 33%	264 42%	153 45%	111 38%	135 39%	39 37%	29 39%	67 40%	3 16%
Neither satisfied nor dissatisfied	(3)	340 34%	151 31%	189 37%	58 34%	115 37%f	98 38%f	70 27%	95 36%f	176 37%f	57 38%	81 27%	112 42%il	63 39%il	84 31%	175 40%r	43 33%	21 32%	21 35%	31 26%	41 26%	8 33%	207 33%	111 33%	96 33%	124 36%	38 36%	27 37%	58 35%	10 48%
Fairly dissatisfied	(2)	116 12%	57 12%	59 12%	22 13%	46 15%	24 9%	23 9%	38 14%	17 12%	32 11%	23 9%	18 11%	42 16%j	53 12%	19 14%	8 13%	8 14%	11 10%	12 8%	4 15%	77 12%	35 10%	43 15%	37 11%	10 9%	8 11%	19 11%	2 8%	
Very dissatisfied	(1)	43 4%	22 5%	21 4%	7 4%	20 7%f	11 4%	5 2%	8 3%	30 6%f	4 3%	7 2%	11 4%	15 5%	18 4%	5 3%	2 3%	8 14%mn	4 3%	4 2%	2 10%mor	21 3%	10 3%	11 4%	19 5%	8 7%	5 7%	6 4%	3 16%	
NET: Satisfied	480 48%	250 51%	230 45%	73 43%	126 40%	122 48%	160 61%cd	111 42%	210 44%	70 47%	175 58%jkl	116 44%	66 41%	123 45%	190 43%	61 46%	28 43%	20 34%	69 58%mps	103 64%mnop	9 37%	321 51%	183 54%	137 47%	156 45%	47 44%	31 42%	78 47%	3 16%	
NET: Dissatisfied	159 16%	79 16%	80 16%	29 17%	67 22%ef	35 14%	28 11%	46 17%	85 18%f	21 14%	39 13%	34 13%	29 18%	57 21%ij	71 16%	24 18%r	10 15%	17 29%mr	15 13%	16 10%	6 25%r	98 16%	45 13%	54 18%	56 16%	18 17%	14 18%	25 15%	5 24%	
Don't know	18 2%	6 1%	13 2%	10 6%defh	3 1%	2 1%	3 1%	12 5%deh	3 1%	2 1%	5 2%	3 1%	2 1%	8 3%	3 1%	3 3%	6 9%mn	1 2%	3 2%	1 *	1 5%mr	5 1%	1 *	5 2%	11 3%t	3 3%u	2 3%u	5 3%u	2 12%	
Not applicable	10	6	4	5eh	3	*	2	6eh	2	*	2	3	2	3	6	1	1	-	2	-	*r	3	2	1	5	3	*	2	2	
Mean	3.36	3.40	3.33	3.29	3.18	3.40d	3.59cd	3.30	3.27	3.41	3.55jkl	3.34	3.25	3.25	3.31p	3.30	3.37	2.97	3.51ps	3.63mno	3.07	3.41	3.47y	3.35	3.30	3.28	3.20	3.36	2.74	
Standard deviation	0.94	0.96	0.93	0.93	0.99	0.94	0.87	0.92	0.98	0.92	0.92	0.88	0.99	0.98	0.92	0.93	0.95	1.14	0.90	0.88	1.08	0.93	0.90	0.97	0.95	1.00	0.95	0.92	0.98	
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.05	0.06	0.05	0.08	0.05	0.05	0.08	0.06	0.05	0.08	0.11	0.17	0.12	0.06	0.12	0.04	0.05	0.06	0.05	0.11	0.10	0.07	0.31	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 11  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your health**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (exl NA for %)	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Very satisfied	(5)	149	84	65	29	36	41	44	62	23	60	35	25	30	65	20	7	7	17	30	3	105	57	48	44	13	5	26	*	
		15%	17%	13%	17%	11%	16%	17%	16%	13%	20%jl	13%	15%	11%	15%	15%	11%	11%	14%	18%	12%	16%	17%y	16%y	13%	12%	7%	16%	2%	
Fairly satisfied	(4)	438	208	230	73	138	110	116	117	205	58	146	120	75	97	199	61	18	20	46	83	296	160	137	127	34	23	70	14	
		43%	42%	45%	42%	44%	43%	44%	43%	43%	39%	48%l	45%	46%	35%	45%o	46%o	28%	35%	38%	52%o	41%	47%w	47%xy	47%xy	36%	31%	30%	42%	62%
Neither satisfied nor dissatisfied	(3)	172	85	87	37	46	53	35	50	86	36	44	52	28	47	83	28	14	8	10	23	5	108	62	47	57	18	16	23	7
		17%	17%	17%	21%	15%	21%	13%	19%	18%	24%	15%	19%	17%	17%	19%	21%q	21%q	14%	9%	14%	22%q	17%	18%	16%	16%	17%	21%	14%	28%
Fairly dissatisfied	(2)	177	82	95	28	63	28	58	44	74	16	36	45	24	71	75	11	17	12	40	19	3	92	51	42	83	30	21	31	2
		18%	17%	18%	16%	20%e	11%	22%e	16%	16%	10%	12%	17%	15%	26%ijk	17%n	9%	25%nr	20%	33%mnrs	12%	12%	15%	15%	14%	24%t	28%uv	28%uv	19%	7%
Very dissatisfied	(1)	68	29	38	6	28	23	10	12	45	15	15	10	27	19	12	9	12	7	7	3	30	13	17	38	13	10	15	-	
		7%	6%	7%	3%	9%cf	9%cf	4%	5%	10%cfg	10%	5%	6%	6%	10%	4%	9%	14%mr	20%mqr	5%	4%	12%mr	5%	4%	6%	11%t	12%u	13%uv	9%u	-
NET: Satisfied		587	293	295	102	174	151	160	161	267	81	206	154	100	127	265	81	26	27	63	113	401	216	184	171	47	28	97	15	
		58%	59%	57%	58%	56%	59%	61%	60%	56%	54%	68%jl	57%l	62%l	46%	59%o	61%o	39%	46%	53%	70%mpoq	53%	63%w	63%xy	63%xy	49%	43%	37%	58%y	64%
NET: Dissatisfied		244	112	133	34	91	51	69	57	119	31	50	61	34	98	94	23	26	23	47	26	6	122	64	58	121	43	31	46	2
		24%	23%	26%	19%	29%ceg	20%	26%	21%	25%	21%	17%	23%	21%	36%ijk	21%	17%	39%mnr	40%mnr	39%mnr	16%	24%	19%	19%	20%	34%t	40%uv	41%uvz	28%u	7%
Don't know		5	3	2	2	1	-	2	3	1	1	1	-	2	3	1	1	-	-	-	3	-	3	2	-	-	-	2	-	
		*	1%	*	1%	*	-	1%	1%	1%	*	*	-	1%	1%	*	2%	-	-	-	*	-	-	1%	-	-	-	1%	-	
Not applicable		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		3.42	3.48	3.37	3.53	3.29	3.46	3.47	3.51d	3.35	3.39	3.67jl	3.42l	3.50l	3.11	3.49op	3.50op	2.97	2.98	3.23	3.68mop	3.28	3.56w	3.58xy	3.54xy	3.16	3.03	2.90	3.37y	3.59
																				qs										
Standard deviation		1.14	1.14	1.14	1.06	1.18	1.16	1.12	1.09	1.17	1.18	1.08	1.10	1.11	1.20	1.07	1.13	1.25	1.35	1.21	1.04	1.22	1.07	1.05	1.10	1.23	1.25	1.18	1.21	0.67
Standard error		0.04	0.05	0.05	0.08	0.07	0.07	0.07	0.07	0.05	0.10	0.06	0.06	0.09	0.06	0.09	0.14	0.20	0.15	0.07	0.13	0.04	0.06	0.06	0.07	0.13	0.12	0.10	0.19	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 12  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Direction of the UK as a whole**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work-ing but seek-ing (p)	State pension (q)	Pri-vate pension (r)	House person (s)	NET: Home-owners (t)	Owned out-right (u)	Owned with mort-gage (v)	NET: Rent-ers (w)	Rent-ed from coun-cil (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (exl NA for %)	1004	490	514	175	311	254	263	270	471	148	300	268	162	273	441	133	66*	58*	120*	161	24*	631	339	292	350	107*	75*	168	23**	
Very satisfied	(5)	17 2%	12 3%	5 1%	3 2%	6 2%	3 1%	5 2%	7 3%	6 1%	3 2%	7 2%	1 *	2 1%	8 3%	7 2%	3 1%	2 3%	4 3%	1 1%	- -	8 1%	3 1%	6 2%	9 3%	1 1%	1 1%	7 4%u	-	
Fairly satisfied	(4)	166 17%	97 20%b	69 13%	18 10%	36 12%	52 20%cdg	59 23%cdgh	33 12%	73 16%	35 23%	52 17%	37 14%	24 15%	53 19%	68 15%	27 20%	8 12%	7 12%	27 22%	27 17%	3 11%	112 18%	67 20%	45 16%	54 15%	22 20%	11 15%	21 13%	-
Neither satisfied nor dissatisfied	(3)	249 25%	108 22%	142 28%	61 35%dfh	57 18%	73 29%cd	59 22%	78 29%cd	112 24%	40 27%	74 25%	68 25%	43 26%	64 24%	101 30%	40 30%	15 23%	15 25%	28 23%	42 26%	8 32%	159 25%	90 27%	69 23%	80 23%	31 29%	14 18%	35 21%	11 48%
Fairly dissatisfied	(2)	312 31%	147 30%	165 32%	45 26%	119 38%ceg	64 25%	83 32%	72 27%	156 33%e	37 25%	90 30%	97 36%l	59 36%l	66 24%	144 33%	34 25%	20 31%	15 26%	30 25%	61 38%rn	8 31%	201 32%	109 32%	93 32%	105 30%	30 28%	24 32%	51 31%	6 25%
Very dissatisfied	(1)	219 22%	117 24%	102 20%	36 21%	78 25%	57 22%	48 18%	60 22%	111 24%	31 21%	69 23%	56 21%	30 19%	63 23%	102 23%	27 21%	18 27%	15 26%	24 20%	28 17%	5 21%	135 21%	64 19%	70 24%	78 22%	15 14%	22 30%ux	41 25%	6 27%
NET: Satisfied		183 18%	110 22%b	74 14%	21 12%	43 14%	55 22%cd	64 24%cdgh	40 15%	79 17%	38 26%	59 20%	38 14%	26 16%	60 22%j	75 17%	30 23%	9 13%	9 15%	31 25%	28 17%	3 11%	120 19%	69 20%	51 17%	63 18%	23 21%	12 16%	29 17%	-
NET: Dissatisfied		531 53%	264 54%	266 52%	82 47%	197 63%cefg	121 48%	131 50%	132 49%	268 57%ce	67 46%	159 53%	153 57%	89 55%	129 47%	246 56%	61 46%	38 58%	30 52%	54 45%	89 55%	13 52%	336 53%	173 51%	163 56%x	183 52%	44 41%	46 62%ax	92 55%	12 52%
Don't know		40 4%	8 2%	33 6%a	12 7%eh	14 4%	6 2%	9 4%	19 7%eh	12 2%	3 2%	8 3%	9 3%	4 3%	19 7%i	19 4%	1 1%	4 7%nr	5 9%nr	7 6%	2 1%	1 4%	16 3%	6 2%	10 3%	24 7%t	9 8%u	3 4%	12 7%u	-
Not applicable		4	2	2	-	2	-	-	4	2	1	1	-	2	4	-	-	-	-	-	-	3	3	-	1	1	-	-	-	
Mean		2.43	2.46	2.40	2.43	2.24	2.52d	2.57dh	2.42	2.36	2.61	2.45	2.34	2.42	2.51	2.37	2.58o	2.25	2.34	2.61	2.45	2.36	2.44	2.50y	2.38	2.42	2.64y	2.22	2.37	2.21
Standard deviation		1.07	1.14	1.01	1.01	1.04	1.10	1.10	1.08	1.05	1.13	1.11	0.98	1.01	1.16	1.07	1.11	1.05	1.12	1.16	0.99	0.97	1.06	1.04	1.08	1.11	1.01	1.08	1.15	0.86
Standard error		0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.07	0.05	0.09	0.06	0.06	0.08	0.07	0.06	0.09	0.12	0.17	0.15	0.07	0.11	0.04	0.06	0.06	0.11	0.11	0.09	0.25	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 13  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your household's standard of living**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	1003	488	515	173	311	256	263	268	473	150	299	268	162	275	442	133	66*	57*	120*	160	24*	633	341	291	350	107*	75*	168	21**
Very satisfied	(5) 23%	128 26%b	99 19%	40 23%cd	39 12%	56 22%de	91 35%cddeg	54 20%de	81 17%	31 21%	87 29%gh	57 21%	33 20%	50 18%	73 17%	28 21%	12 18%	12 20%	37 31%ms	61 s	3 38%mnop	170 14%	112 33%vwxyz	58 20%	56 16%	18 16%	10 14%	28 17%	-
Fairly satisfied	(4) 48%	232 48%	253 49%	85 49%	151 48%	120 47%	129 49%	135 51%	220 47%	62 41%	150 50%	130 49%	83 51%	121 44%	229 52%pe	62 47%pe	27 41%	16 28%	58 48%	82 51%p	10 41%	328 52%aw	172 50%	156 54%y	144 41%	43 40%	29 38%	73 43%	13 62%
Neither satisfied nor dissatisfied	(3) 15%	64 13%	88 17%	31 18%f	59 19%fg	35 14%	27 10%	44 16%	81 17%fg	27 18%	37 12%	36 13%	22 14%	57 21%g	71 16%r	21 16%r	11 16%r	16 28%r	16 13%	11 7%	6 25%r	83 13%	40 12%	43 15%	64 18%	21 20%	14 18%	29 17%	5 24%
Fairly dissatisfied	(2) 10%	51 10%	53 10%	10 6%	50 16%cfg	30 12%fg	13 5%	23 9%	67 14%cfg	22 15%	19 6%	34 13%g	19 12%	31 11%	57 13%r	17 13%r	7 10%r	7 12%r	8 7%	5 3%	3 11%r	41 6%	12 4%	28 10%u	60 17%t	18 17%u	14 19%uv	27 16%u	3 14%
Very dissatisfied	(1) 3%	10 2%	23 5%a	3 2%	13 4%fg	15 6%fg	2 1%	7 3%	24 5%fg	7 5%	2 1%	10 4%g	4 3%	16 6%g	12 3%	4 3%	6 10%mnqr	7 11%mnqr	1 1%	1 8%mnqr	2 2%	10 7%t	5 2%	5 7%t	23 7%u	7 11%uv	8 5%	8 5%	-
NET: Satisfied	712 71%	360 74%	352 68%	125 72%cd	190 61%	176 69%	221 84%cddeg	190 71%de	301 64%	93 62%	237 79%gh	187 70%	116 72%	171 62%	302 68%ps	91 68%p	39 59%	28 48%	95 79%ops	143 s	13 89%mnop	498 55%	284 83%vwxyz	214 73%xyz	200 57%	61 56%	39 52%	101 60%	13 62%
NET: Dissatisfied	137 14%	61 12%	76 15%	14 8%	63 20%cfg	45 18%cf	15 6%	30 11%	91 19%cfg	29 20%	22 7%	44 16%g	24 15%g	47 17%g	69 16%r	21 16%r	13 20%qr	13 23%qr	9 8%	6 4%	5 20%qr	51 8%	17 5%	34 12%u	83 24%t	26 24%uv	22 30%uv	35 21%uv	3 14%
Don't know	4 *	4 1%	-	4 2%defh	-	-	-	4 1%h	-	-	4 1%	-	-	-	-	-	4 5%mnqr	-	-	-	1 *	-	1 *	3 1%	-	-	3 2%u	-	
Not applicable	5	4	1	2	2	-	1	2	2	-	3	1	1	-	3	-	1	-	-	1	-	2	1	1	1	-	-	-	2
Mean	3.77	3.86b	3.68	3.88dh	3.49	3.67	4.12cddegh	3.78dh	3.56	3.59	4.02jk	3.71	3.75	3.57	3.67	3.71	3.50	3.34	4.01mops	4.23mno	3.41	3.96wz	4.10vxyz	3.80xyz	3.43	3.42	3.25	3.53	3.49
Standard deviation	1.02	0.99	1.04	0.91	1.03	1.12	0.84	0.96	1.08	1.12	0.87	1.06	1.00	1.09	0.99	1.03	1.21	1.26	0.89	0.77	1.15	0.89	0.84	0.93	1.15	1.16	1.23	1.10	0.74
Standard error	0.03	0.04	0.05	0.07	0.06	0.07	0.05	0.06	0.05	0.09	0.05	0.06	0.08	0.07	0.05	0.08	0.14	0.19	0.11	0.05	0.13	0.04	0.05	0.05	0.06	0.12	0.12	0.09	0.22

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 14  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your household level of savings**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	963	484	480	166	301	249	248	256	460	145	298	259	155	251	435	124	62*	55*	105*	160	23*	625	339	286	317	93*	68*	156	21**
Very satisfied	(5) 14%	132 16%	77 11%	54 7%	12 7%	22 17%cdg	41 23%cdgh	56 8%	20 12%	18 12%	55 19%kj	28 11%	17 11%	31 12%	47 11%st	13 10%st	5 8%	2 4%	20 19%ps	44 28%mnops	*	113 18%w	91 27%vxyz	22 8%	18 6%	11 12%z	2 3%	6 4%	-
Fairly satisfied	(4) 30%	287 35%b	169 25%	118 31%cd	51 21%	62 29%cd	72 41%degh	69 27%	116 25%	42 29%	110 37%jkl	72 28%	49 32%	55 22%	119 27%p	38 31%p	17 27%	7 12%	39 37%p	63 39%mps	5 22%	209 33%w	125 37%xyz	85 30%	71 22%	19 20%	14 20%	38 25%	7 33%
Neither satisfied nor dissatisfied	(3) 18%	178 17%	85 20%	94 23%ef	30 18%	54 20%ef	46 19%	48 19%	83 18%	26 18%	56 19%	45 17%	35 23%	43 17%	79 18%	21 17%	10 17%	6 11%	23 22%	34 21%	5 21%	120 19%	64 19%	56 19%	56 18%	16 18%	11 17%	28 18%	2 12%
Fairly dissatisfied	(2) 17%	163 14%	69 20%	94 23%ef	38 20%ef	60 20%ef	41 16%	24 10%	54 21%ef	85 18%f	31 21%	48 16%	49 19%	25 16%	94 22%r	22 18%r	10 16%	10 19%r	10 10%	13 8%	5 20%r	100 16%	35 10%	65 23%u	57 18%	13 14%	14 21%u	30 19%u	5 25%
Very dissatisfied	(1) 20%	195 16%	76 25%a	119 34%cefg	29 17%fh	101 34%cefg	47 19%fh	18 7%	58 23%fh	119 26%fh	27 19%	24 8%	29 25%ih	78 31%ilk	96 22%r	30 24%r	15 25%r	28 16%	13 51%mnop	6 12%	8 4%	78 33%qr	22 13%	56 20%u	113 36%t	34 37%uv	27 39%uv	52 33%uv	5 22%
NET: Satisfied	419 43%	246 51%b	173 36%	63 38%	85 28%	114 46%cdg	158 64%cddeg	89 35%	172 37%cd	60 42%	165 55%ijkl	101 39%	66 43%	87 35%	166 38%ps	51 41%ps	22 35%p	9 16%	59 56%mps	107 67%mnop	5 23%	323 52%w	216 64%vxyz	106 37%y	89 28%	29 32%	16 23%	44 28%	7 33%
NET: Dissatisfied	358 37%	145 30%	213 44%a	67 40%f	161 54%cefg	88 35%f	42 17%	113 44%f	204 44%ef	58 40%	72 24%	113 44%ih	54 35%ih	119 48%ik	189 44%qr	52 42%qr	25 41%qr	38 69%mnop	23 22%	19 12%	12 53%qr	178 29%	57 17%	121 42%u	170 54%t	47 51%u	41 60%uv	82 52%u	10 47%
Don't know	8 1%	8 2%b	1 *	6 4%defh	2 1%	1 *	-	7 3%efh	1 *	1 *	5 2%	* 2%	-	2 1%	1 *	-	4 7%mnqr	2 4%mnr	-	-	1 2%mnr	4 1%	2 1%	3 1%	2 1%	-	-	2 1%	2 8%
Not applicable	45	9	36a	10	12	7	15	14	16	5	3	10	7i	24ij	10	9mr	4mr	4r	15mr	1	1r	9	3	6	34t	16uv	6uv	12uv	2
Mean	3.00	3.21b	2.78	2.87d	2.48	3.08dgh	3.62cde	2.75d	2.79d	2.95	3.43jkl	2.81	3.00	2.68	2.83ps	2.85ps	2.77p	1.96	3.41mno	3.79mno	2.37	3.29w	3.68vxy	2.83yz	2.44	2.56	2.26	2.46	2.62
Standard deviation	1.36	1.32	1.36	1.25	1.34	1.37	1.15	1.30	1.39	1.33	1.20	1.37	1.30	1.43	1.33	1.36	1.37	1.25	1.25	1.06	1.22	1.28	1.17	1.27	1.33	1.45	1.25	1.29	1.23
Standard error	0.04	0.06	0.06	0.10	0.08	0.09	0.07	0.08	0.07	0.11	0.07	0.08	0.11	0.09	0.07	0.11	0.16	0.19	0.17	0.07	0.14	0.05	0.06	0.07	0.16	0.13	0.11	0.09	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 15  
**Q4. How would you describe the financial situation of your household at the moment?**  
 Base: All respondents

	Gender			Age							Social Grade				Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owed outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Very good	(5) 111 11%	58 12%	54 10%	11 6%	15 5%	36 14%cdg	50 19%cdgh	16 6%	45 10%cd	14 9%	50 16%jkl	24 9%	17 11%	21 8%	33 7%	14 11%st	7 10%	1 1%	19 16%ps	38 23%mnops	* 1%	96 15%w	75 22%vwxyz	21 7%z	13 4%	6 6%	4 5%	3 2%	2 7%
Fairly good	(4) 383 38%	223 45%b	159 31%	72 41%cd	94 30%	100 39%cd	116 44%cdh	101 37%	166 35%	63 42%	153 51%kl	101 38%	49 30%	80 29%	184 41%nop	40 30%p	19 28%	8 14%	45 37%p	79 49%mnop	7 30%p	280 44%w	154 45%xyz	126 43%xyz	92 26%	28 26%	17 23%	46 27%	11 47%
Neither good nor poor	(3) 301 30%	127 26%	173 34%a	64 37%ef	101 32%	67 26%	68 26%	92 34%	140 29%	39 26%	73 24%	81 30%	59 36%i	88 32%	140 31%	44 33%	20 30%	15 26%	35 29%	37 23%	9 39%r	179 28%	83 24%	96 33%u	117 33%	37 34%	27 37%u	53 32%	4 19%
Fairly poor	(2) 162 16%	67 14%	95 18%	22 12%	79 25%cefh	36 14%	26 10%	48 18%f	89 19%f	23 15%	20 7%	51 19%i	29 18%i	62 23%i	73 17%r	25 18%r	13 20%r	22 37%mnqr	20 17%r	4 3%	5 19%r	72 11%	27 8%	45 15%u	87 25%t	27 25%u	15 20%u	45 27%uv	3 14%
Very poor	(1) 47 5%	13 3%	34 7%a	4 2%	23 7%cf	17 7%f	3 1%	9 3%	35 7%cfg	11 7%	4 1%	11 4%	8 5%	24 9%i	14 3%	9 7%r	5 8%r	13 22%mnqr	2 1%	2 1%	2 8%mq	5 1%	3 1%	3 1%	39 11%t	10 9%uv	10 14%uv	19 11%uv	3 12%
NET: Good	494 49%	281 57%b	213 41%	83 47%cd	110 35%	136 53%cdh	166 63%cdgh	117 43%	211 44%cd	77 51%	202 67%jkl	125 47%l	66 41%	100 37%	218 49%ps	55 41%p	25 38%p	9 15%	64 53%ps	117 73%mnop	8 31%p	377 59%w	229 67%vwxyz	147 50%xyz	105 30%	35 32%	21 28%	49 29%	13 55%
NET: Poor	209 21%	80 16%	129 25%a	26 15%	102 33%cefg	53 21%f	29 11%	57 21%f	124 26%cf	34 22%	24 8%	62 23%i	37 23%i	86 31%i	88 20%r	34 26%r	18 28%r	34 59%mnqr	22 18%r	6 4%	7 27%r	77 12%	30 9%	48 16%u	126 36%t	37 34%uv	26 34%uv	64 38%uv	6 26%
Don't know	4 *	3 1%	1 *	3 2%dh	-	1 *	-	3 1%	1 *	1 *	2 1%	1 *	-	1 *	-	-	3 5%mnqr	-	-	-	1 2%mnr	1 *	* *	1 *	2 1%	-	* 1%	2 1%	-
Mean	3.35	3.50b	3.20	3.37d	3.00	3.40dh	3.70cdg	3.25d	3.21d	3.31	3.75jkl	3.29l	3.24	3.04	3.33ps	3.19p	3.13p	2.36	3.49ps	2.97p	3.62w	3.80vxy	3.41xyz	2.87	2.95	2.86	2.82	3.23	
Standard deviation	1.03	0.96	1.07	0.87	1.02	1.10	0.93	0.94	1.08	1.07	0.86	1.00	1.03	1.08	0.95	1.08	1.11	1.02	1.00	0.83	0.96	0.91	0.90	0.87	1.05	1.05	1.10	1.03	1.19
Standard error	0.03	0.04	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.09	0.05	0.06	0.08	0.07	0.05	0.09	0.13	0.15	0.13	0.06	0.11	0.04	0.05	0.05	0.06	0.11	0.11	0.08	0.34

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 16  
**Q5. Do you think the financial situation of your household will get better, worse or stay the same over the next 12 months?**  
 Base: All respondents

	Gender			Age						Social Grade					Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
A lot better	(5)	57 6%	29 6%	29 6%	18 10%efh	29 9%efh	7 3%	3 1%	31 11%efh	24 5%efh	6 4%	18 6%	20 8%	11 4%	40 9%qrs	10 8%qrs	4 5%qr	3 5%qr	-	1 *	-	41 6%w	11 3%	30 10%uyz	10 3%	4 4%	2 2%	5 3%	6 25%	
A little better	(4)	208 21%	109 22%	99 19%	63 36%defh	73 23%efh	45 18%efh	26 10%	87 32%defh	95 20%efh	28 18%	66 22%	60 25%efh	41 15%	128 29%qrs	21 16%	13 20%qr	15 26%qr	9 7%	18 11%	3 14%	125 20%	52 15%	73 25%uy	78 22%	23 21%	9 12%	46 27%uy	5 21%	
Stay the same	(3)	461 46%	219 44%	242 47%	61 35%	129 41%	123 48%cg	148 56%cdgh	95 35%	218 46%cg	68 45%	145 48%j	98 36%	72 44%	146 53%j	180 40%	52 39%	26 39%	27 46%	70 58%amno	93 58%amno	13 54%mn	295 47%	181 53%v	114 39%	157 45%	47 44%	34 46%	75 45%	9 39%
A little worse	(2)	189 19%	105 21%	84 16%	19 11%	51 16%	59 23%cg	60 23%cg	35 13%	94 20%cg	32 22%	52 17%	66 24%efh	27 16%	71 16%	31 23%	10 15%	6 11%	25 21%	41 25%mp	4 16%	124 20%	74 22%	50 17%	64 18%	21 20%	18 23%	25 15%	1 4%	
A lot worse	(1)	51 5%	18 4%	33 6%	6 3%	17 5%	13 5%	15 6%	12 5%	24 5%	11 7%	11 4%	15 6%	8 5%	17 4%	9 6%	8 12%mr	3 4%	8 7%	5 3%	1 5%	26 4%	14 4%	12 4%	23 7%	6 8%	6 8%	11 7%	2 11%	
NET: Better	265 26%	137 28%	127 25%	81 46%defh	102 33%efh	53 21%efh	28 11%	118 44%defh	119 25%efh	34 23%	84 28%efh	81 30%efh	49 30%efh	51 19%	168 38%qrs	31 23%qr	17 26%qr	18 31%qrs	9 7%	18 11%	3 14%	166 26%	63 18%	103 35%uy	88 25%	27 25%	10 14%	51 30%uy	11 46%	
NET: Worse	240 24%	123 25%	117 23%	25 14%	68 22%	72 28%cg	75 29%cg	47 18%	118 25%cg	43 29%	63 21%	81 30%efh	34 21%	62 22%	89 20%	39 30%am	18 28%	9 15%	34 28%	46 28%am	5 22%	150 24%	88 26%	62 21%	87 25%	28 26%	23 31%	36 22%	3 15%	
Don't know	42 4%	12 3%	30 6%a	7 4%	14 5%	9 3%	12 5%	9 4%	21 4%	5 3%	10 3%	9 3%	7 5%	16 6%	8 2%	11 8%mr	5 7%am	4 7%	8 7%am	4 3%	2 10%mr	23 4%	11 3%	12 4%	19 5%	6 6%	7 9%u	6 3%	-	
Mean	3.03	3.05	3.01	3.41defh	3.16efh	2.90	2.76	3.34efh	3.00f	2.90	3.09	3.02	3.10	2.93	3.23noqrs	2.94	2.90	3.18qr	2.71	2.80	2.85	3.05	2.92	3.21uy	2.96	2.97	2.74	3.05y	3.45	
Standard deviation	0.93	0.91	0.94	0.95	1.01	0.86	0.75	1.01	0.91	0.94	0.89	1.02	0.92	0.87	0.96	1.02	1.08	0.89	0.72	0.68	0.76	0.92	0.82	1.00	0.91	0.91	0.87	0.91	1.23	
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.05	0.06	0.04	0.08	0.05	0.06	0.08	0.06	0.05	0.09	0.12	0.14	0.09	0.05	0.09	0.04	0.05	0.06	0.05	0.10	0.09	0.07	0.36	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 17  
**Q6. How would you rate the state of the UK economy at the moment?**  
 Base: All respondents

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Very good	(5) 15 2%	13 3% <sup>b</sup>	2 *	3 2%	7 2%	1 *	4 2%	7 3%	4 1%	1 *	5 2%	3 1%	2 1%	5 2%	8 2%	1 1%	1 1%	2 3%	4 3%	1 *	-	11 2%	5 2%	6 2%	4 1%	2 2%	-	3 2%	-
Fairly good	(4) 208 21%	144 29% <sup>b</sup>	63 12%	21 12%	41 13%	52 20% <sup>cdg</sup>	94 36% <sup>cdg</sup>	33 12%	81 17%	42 28%	70 23%	53 20%	26 16%	59 22%	86 19% <sup>ps</sup>	21 16%	6 9%	4 6%	40 33% <sup>mnop</sup>	50 31% <sup>mnops</sup>	2 7%	139 22%	86 25%	53 18%	69 20%	22 21%	19 25%	28 16%	-
Neither good nor poor	(3) 304 30%	139 28%	166 32%	73 42% <sup>d</sup>	77 24%	91 35% <sup>d</sup>	64 24%	97 36% <sup>d</sup>	143 30%	53 35%	109 36% <sup>ijl</sup>	69 26%	61 38% <sup>ijl</sup>	65 24%	127 28%	51 39% <sup>m</sup>	26 39% <sup>q</sup>	15 25%	24 20%	51 32%	9 39% <sup>q</sup>	199 31%	116 34%	83 28%	91 26%	28 26%	21 27%	42 25%	14 60%
Fairly poor	(2) 336 33%	144 29%	192 37% <sup>a</sup>	52 30%	134 43% <sup>cefg</sup>	77 30%	72 27%	90 33%	174 37% <sup>f</sup>	38 25%	93 31%	105 39% <sup>l</sup>	59 36%	78 28%	163 37%	43 33%	25 38%	14 24%	31 26%	50 31%	10 40%	210 33%	102 30%	108 37%	118 34%	40 37%	28% <sup>u</sup>	58 34%	8 33%
Very poor	(1) 107 11%	47 10%	59 12%	14 8%	41 13%	28 11%	24 9%	23 9%	60 13%	13 9%	19 6%	26 9%	13 8%	50 18% <sup>ijk</sup>	41 9%	7 11%	7 32% <sup>mnoq</sup>	18 15% <sup>r</sup>	8 5%	2 8%	2 9%	55 9%	25 7%	30 10%	50 14% <sup>t</sup>	10 10%	11 14%	29 17% <sup>u</sup>	2 7%
NET: Good	223 22%	158 32% <sup>b</sup>	66 13%	24 14%	48 15%	53 21%	98 37% <sup>cdg</sup>	40 15%	85 18%	43 28%	75 25%	56 21%	28 17%	65 23%	94 21% <sup>os</sup>	21 16%	7 10%	5 9%	43 36% <sup>mnop</sup>	50 31% <sup>mnops</sup>	2 7%	150 24%	91 27%	59 20%	73 21%	24 22%	19 25%	30 18%	-
NET: Poor	443 44%	192 39%	251 49% <sup>a</sup>	67 38%	175 56% <sup>cefg</sup>	105 41%	97 37%	112 42%	234 49% <sup>cf</sup>	51 34%	112 37%	131 49% <sup>i</sup>	72 44%	128 47%	204 46% <sup>r</sup>	55 42%	32 48%	33 57% <sup>r</sup>	50 41%	58 36%	12 48%	265 42%	127 37%	138 47% <sup>u</sup>	168 48%	50 47%	31 42%	87 52% <sup>u</sup>	9 40%
Don't know	38 4%	4 1%	34 7% <sup>a</sup>	12 7% <sup>h</sup>	14 4%	8 3%	5 2%	20 7% <sup>efh</sup>	13 3%	4 2%	5 2%	13 5%	2 1%	18 6% <sup>ik</sup>	20 5% <sup>r</sup>	5 4%	1 2%	5 9% <sup>r</sup>	3 3%	2 1%	2 7% <sup>r</sup>	20 3%	7 2%	12 4%	18 5%	6 5%	4 6%	8 5%	-
Mean	2.68	2.86 <sup>b</sup>	2.50	2.67 <sup>d</sup>	2.46	2.68 <sup>d</sup>	2.93 <sup>cd</sup>	2.65 <sup>d</sup>	2.56	2.86	2.83 <sup>ijl</sup>	2.62	2.66	2.58	2.66 <sup>p</sup>	2.65 <sup>p</sup>	2.52	2.15	2.82 <sup>p</sup>	2.91 <sup>mno</sup>	2.48	2.74 <sup>w</sup>	2.83 <sup>vz</sup>	2.63	2.58	2.66	2.68	2.48	2.53
Standard deviation	0.98	1.04	0.89	0.88	0.97	0.94	1.04	0.92	0.95	0.96	0.92	0.96	0.88	1.10	0.97	0.88	0.85	1.09	1.16	0.91	0.77	0.97	0.95	0.97	1.02	0.99	1.03	1.04	0.63
Standard error	0.03	0.05	0.04	0.07	0.06	0.06	0.06	0.06	0.04	0.08	0.05	0.06	0.07	0.07	0.05	0.07	0.09	0.17	0.15	0.06	0.09	0.04	0.05	0.06	0.11	0.11	0.08	0.18	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 18

**Q7. Do you think the UK economy will get better, worse or stay the same over the next 12 months?**

**Base: All respondents**

	Gender			Age							Social Grade					Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
A lot better	(5)	18 2%	11 2%	7 1%	1 1%	9 3%	2 1%	5 2%	6 2%	7 1%	4 3%	2 1%	4 3%	5 2%	6 2%	10 2%	1 1%	-	3 6%nr	3 2%	1 1%	-	12 2%	5 2%	7 2%	6 2%	4 4%	1 1%	1 *	-
A little better	(4)	116 11%	79 16%b	37 7%	14 8%	28 9%	28 11%	45 17%cdgh	26 10%	45 9%	20 13%	36 12%	32 12%	13 8%	34 13%	43 10%	10 7%	7 10%	4 6%	24 20%mn	27 17%mn	2 10%	73 12%	44 13%	29 10%	43 12%	22 21%vyz	4 6%	16 10%	-
Stay the same	(3)	250 25%	123 25%	127 25%	47 27%	75 24%	66 26%	62 23%	69 26%	119 25%	40 27%	65 22%	57 21%	57 35%ij	71 27%	120 27%	38 29%	17 26%	11 19%	26 21%	32 20%	7 27%	158 25%	87 24%	71 24%	86 27%	29 27%	24 33%z	33 20%	7 30%
A little worse	(2)	351 35%	169 34%	182 35%	60 34%	109 35%	95 37%	86 33%	87 32%	178 37%	54 36%	118 39%kl	103 38%kl	53 33%	77 28%	162 36%	45 34%	22 33%	16 27%	33 27%	64 40%	9 37%	227 36%	116 34%	110 38%	120 34%	35 32%	21 28%	64 38%	5 21%
A lot worse	(1)	182 18%	92 19%	90 17%	30 17%	59 19%	47 18%	49 18%	87 18%	25 17%	57 19%	47 17%	25 15%	54 20%	78 18%	25 19%	14 21%	13 22%	24 20%	26 16%	2 10%	115 18%	60 18%	55 19%	63 18%	11 10%	13 18%	38 23%x	5 22%	
NET: Better	134 13%	90 18%b	44 9%	16 9%	37 12%	31 12%	50 19%cdgh	32 12%	52 11%	24 16%	38 13%	36 14%	18 11%	41 15%	53 12%	10 8%	7 10%	7 12%	26 22%nr	28 18%nr	2 10%	85 13%	49 14%	36 12%	48 14%	26 24%vyz	5 7%	17 10%	-	
NET: Worse	533 53%	261 53%	273 53%	90 51%	168 54%	143 56%	133 50%	136 50%	265 56%	79 53%	175 58%kl	149 56%	78 48%	131 48%	240 54%	70 52%	36 54%	29 49%	57 47%	91 56%	11 47%	341 54%	176 52%	165 56%	182 52%	46 43%	34 45%	102 61%xy	10 43%	
Don't know	91 9%	18 4%	72 14%a	23 13%e	32 10%	17 7%	18 7%	33 12%	39 8%	7 5%	23 8%	26 10%	9 6%	32 12%	32 7%	15 11%	6 10%	12 20%mr	10 10%	10 6%	4 16%mr	50 8%	29 9%	21 7%	34 10%	7 7%	11 15%v	16 9%	6 27%	
Mean	2.39	2.47b	2.30	2.33	2.36	2.34	2.49	2.38	2.33	2.46	2.31	2.36	2.48	2.43	2.38	2.29	2.27	2.34	2.52	2.42	2.44	2.39	2.42z	2.35	2.40	2.73uvy z	2.36	2.19	2.10	
Standard deviation	1.00	1.05	0.94	0.92	1.02	0.96	1.06	1.01	0.96	1.03	0.97	0.99	0.98	1.07	0.99	0.95	1.17	1.13	1.00	0.87	1.00	1.01	1.00	1.01	1.05	0.94	0.95	0.86		
Standard error	0.03	0.05	0.04	0.07	0.06	0.06	0.07	0.07	0.05	0.08	0.06	0.08	0.08	0.07	0.05	0.08	0.11	0.19	0.15	0.07	0.10	0.04	0.06	0.06	0.06	0.11	0.10	0.08	0.29	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 19

**Q8. Do you think the state of the UK's economy has a positive or negative impact on your household's financial situation, or do you think it has no impact?**

**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Very positive	(5)	12 1%	8 2%	4 1%	2 1%	4 1%	3 1%	5 2%	5 1%	2 1%	3 1%	6 2%	3 2%	- 1%	6 1%	2 1%	- -	- -	- -	3 2%	- -	12 2%w	5 2%	6 2%	- -	- -	- -	- -	- -	
Fairly positive	(4)	89 9%	68 14%b	21 4%	15 9%	23 7%	23 9%	28 10%	27 10%	35 13%	21 11%	21 8%	12 7%	21 8%	45 10%	10 7%	5 7%	4 6%	8 7%	16 10%	1 6%	63 10%	37 11%	26 9%	23 7%	11 10%	3 3%	10 6%	2 10%	
No impact	(3)	376 37%	189 38%	186 36%	64 36%	96 31%	96 37%	120 46%dgh	92 34%	163 34%	59 39%	112 37%	88 33%	58 36%	117 34%	48 36%	22 33%	17 29%	58 48%	69 43%am	11 47%	251 40%	158 46%vyz	93 32%	115 33%	51 47%vz	25 33%	39 23%	10 43%	
Fairly negative	(2)	380 38%	177 36%	203 39%	57 32%	133 42%fg	103 40%	87 33%	88 33%	204 43%cfg	52 35%	122 40%	110 41%l	63 39%	85 31%	181 41%	51 38%	22 33%	19 32%	41 34%	59 37%	7 30%	242 38%	113 33%	129 44%ux	134 38%	28 25%	32 43%x	75 45%ux	4 16%
Very negative	(1)	73 7%	29 6%	44 9%	7 4%	30 10%c	22 9%	15 6%	16 6%	43 9%c	11 7%	12 4%	19 7%	12 8%	30 11%ai	7 7%	7 10%	13 22%mnqr	6 7%	6 4%	2 9%	32 5%	16 5%	16 5%	42 12%t	9 10%	7 9%	25 15%uv	- -	
NET: Positive	100	76 10%	24 15%b	17 5%	17 10%	26 9%	30 11%	31 12%	39 8%	22 15%	37 10%	27 9%	15 8%	21 9%	51 11%	12 9%	5 7%	4 6%	8 7%	20 12%	1 6%	75 12%w	42 12%yz	33 11%y	23 7%	11 10%	3 3%	10 6%	2 10%	
NET: Negative	453	206 45%	246 42%	63 48%	163 36%	125 52%cfg	102 49%cfg	104 39%	247 52%cfg	63 42%	134 44%	128 48%	75 46%	115 42%	211 48%	58 44%	28 43%	32 54%	48 40%	66 41%	10 39%	273 43%	129 38%	144 49%ux	176 50%	37 34%	39 53%ux	100 59%ux	4 16%	
Don't know	79	20 8%	59 4%	31 11%a	27 18%defh	10 9%e	11 4%	42 16%defh	26 6%	6 4%	18 6%	25 9%	14 9%	21 8%	31 7%	16 12%r	11 16%mqr	7 11%	6 5%	6 4%	2 8%	35 6%	13 4%	23 8%u	37 11%t	10 9%	8 11%u	19 12%u	7 30%	
Mean	2.55	2.68b	2.43	2.65dh	2.44	2.52	2.67dh	2.63dh	2.45	2.66	2.62	2.53	2.53	2.51	2.55p	2.56p	2.45	2.21	2.58p	2.68p	2.54	2.64w	2.70vz	2.55z	2.38	2.64yz	2.34	2.23	2.92	
Standard deviation	0.82	0.86	0.76	0.79	0.84	0.83	0.79	0.85	0.81	0.86	0.79	0.85	0.84	0.81	0.84	0.80	0.82	0.90	0.72	0.80	0.78	0.82	0.79	0.84	0.81	0.80	0.73	0.81	0.63	
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.05	0.05	0.07	0.10	0.14	0.09	0.06	0.09	0.03	0.04	0.05	0.05	0.09	0.08	0.07	0.21	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 20  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Summary**  
**Base: All respondents**

		Q16 Summary													
		Banking (by this we mean day to day banking services, like current accounts, savings accounts) (a)	Longer-term financial products (e.g. investments/pensions, life insurance etc) (b)	Food/groceries (c)	Domestic appliances (e.g. fridges, washing machines, etc.) (d)	Technology appliances (e.g. cameras, home computers, TVs) (e)	Broadband/home phone services (f)	Mobile phone services (g)	Gas and electricity (h)	Water (supplied to your home) (i)	Trades services (e.g. plumbers, builders, electricians, etc.) (j)	Train travel (k)	Airlines / holiday operators (l)	Car dealers (m)	Estate and lettings agents (n)
Unweighted base		1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
Weighted base		1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
Trust a great deal	(5)	78 8%abfghjklmn	29 3%mn	96 10%bdefghijklmn	71 7%bgjklmn	66 7%bgjkmn	53 5%bjkmn	46 5%bkmn	53 5%bjkmn	141 14%abcdefgijklmn	30 3%mn	21 2%	49 5%bjkmn	13 1%	12 1%
Trust quite a lot	(4)	401 40%bfgghijklmn	222 22%mn	493 49%abfghijklmn	479 47%abfghijklmn	480 48%abfghijklmn	336 33%bhklmn	344 34%bhklmn	282 28%bkmn	474 47%abfghijklmn	330 33%bhklmn	206 20%mn	269 27%bkmn	75 7%	112 11%mn
Neither trust nor don't trust	(3)	265 26%	368 37%acehikmn	300 30%	336 33%ai	316 31%ai	375 37%acehikmn	370 37%acehikmn	313 31%a	277 27%	404 40%acdehikmn	307 30%	390 39%acdehikmn	297 29%	304 30%
Don't trust very much	(2)	168 17%cdeij	215 21%acdefgijl	87 9%	74 7%	79 8%	173 17%cdeij	171 17%cdeij	224 22%acdefgijl	68 7%	163 16%cdeij	251 25%acdefgijl	145 14%cdeij	351 35%abcdefgijkl	319 32%abcdefgijkl
Don't trust at all	(1)	76 8%cdefgijl	95 9%cdefgijl	13 1%	20 2%	22 2%	44 4%cde	50 5%cdeij	112 11%acdefgijl	30 3%c	39 4%cde	120 12%acdefgijl	56 6%cdeij	175 17%abcdefgijkl	148 15%abcdefgijkl
NET: Trust		479 47%abfghijklmn	251 25%mn	589 58%abdefghijklmn	549 55%abfghijklmn	546 54%abfghijklmn	389 39%bhklmn	389 39%bhklmn	336 33%bkmn	615 61%abdefghijklmn	360 36%bkmn	228 23%mn	318 32%bkmn	88 9%	124 12%mn
NET: Don't trust		244 24%cdeijl	310 31%acdefgijl	100 10%	94 9%	101 10%	217 22%cdeij	221 22%cdeij	336 33%acdefgijl	98 10%	201 20%cdeij	371 37%acdefgijl	200 20%cdeij	526 52%abcdefgijkl	467 46%abcdefgijkl
Don't know		20 2%	79 8%acdefghij	19 2%	28 3%	45 4%acdfghi	27 3%	28 3%	23 2%	18 2%	42 4%achi	102 10%acdefghij	100 10%acdefghij	97 10%acdefghij	113 11%abcdefghij
Mean		3.24bhjklmn	2.86kmn	3.58abdefghjklmn	3.52abfghijklmn	3.51abfghijklmn	3.18bhklmn	3.17bhklmn	2.94kmn	3.63abdefghjklmn	3.16bhklmn	2.73mn	3.12bhklmn	2.34	2.46m
Standard deviation		1.07	0.99	0.83	0.82	0.83	0.94	0.94	1.09	0.91	0.88	1.03	0.95	0.93	0.95
Standard error		0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Mean: All Columns Tested (5% risk level)  
 Overlap formulae used.

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 21  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Banking (by this we mean day to day banking services, like current accounts, savings accounts)**  
**Base: All respondents**

	Gender		Age					Social Grade				Working Status					Tenure												
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 8%	28 6%	50 10%a	26 15%defh	15 5%	16 6%	21 8%	31 11%dh	26 5%	4 3%	25 8%k	18 7%	4 3%	30 11%k	22 5%	12 9%	7 10%	6 10%	18 15%mr	9 6%	2 10%	41 7%	19 6%	22 8%	32 9%	15 14%lu	7 9%	10 6%	4 18%
Trust quite a lot	(4) 40%	192 39%	209 41%	71 40%	114 36%	99 39%	117 44%	105 39%	180 38%	61 41%	115 38%	114 42%	64 40%	108 39%	179 40%	48 36%	25 37%	19 33%	56 46%	67 42%	8 34%	246 39%	133 39%	113 39%	142 41%	51 47%	23 31%	68 41%	12 54%
Neither trust nor don't trust	(3) 26%	125 25%	141 27%	41 24%	77 25%	74 29%	73 28%	62 23%	130 27%	44 29%	82 27%	61 23%	47 29%	75 27%	115 26%	42 32%	15 22%	12 21%	34 28%	40 25%	7 30%	180 28%	105 31%	75 26%	82 23%	22 20%	17 22%	44 26%	4 17%
Don't trust very much	(2) 17%	93 19%	75 15%	19 11%	70 22%ce	37 15%	41 15%	42 16%	85 18%	22 15%	54 18%	53 20%	23 14%	37 14%	86 19%	19 13%	9 15%	9 15%	7 6%	35 22%q	3 13%	112 18%	57 17%	55 19%	55 16%	10 9%	16 21%x	29 17%	1 4%
Don't trust at all	(1) 8%	50 10%b	27 5%	13 7%	28 9%f	25 10%f	10 4%	18 6%	49 10%f	14 10%	21 7%	20 8%	20 12%l	15 6%	36 8%	10 8%	8 12%	6 10%	4 4%	9 6%	2 9%	50 8%	27 8%	23 8%	24 7%	6 5%	10 14%z	8 5%	2 7%
NET: Trust	479 47%	219 45%	259 50%	97 55%dh	129 41%	116 45%	138 52%dh	136 50%d	205 43%	65 43%	140 46%	132 49%	69 42%	138 50%	201 45%	60 45%	32 48%	25 43%	74 61%mn	77 48%	11 44%	288 45%	152 45%	136 46%	174 50%	66 61%luy	30 40%	79 47%	17 72%
NET: Don't trust	244 24%	142 29%b	101 20%	32 18%	98 31%cfg	63 24%	51 19%	59 28%cf	133 24%	37 24%	75 25%	73 26%	43 19%	52 28%q	122 22%q	30 22%q	17 25%q	15 25%q	11 9%	44 27%q	5 22%q	162 26%	84 25%	78 27%x	79 23%	16 15%	26 35%xz	37 22%	3 12%
Don't know	20 2%	6 1%	14 3%	5 3%	9 3%	4 2%	1 1%	12 5%fh	6 1%	4 3%	4 1%	2 1%	4 2%	10 4%	6 1%	2 5%r	3 11%mnqr	6 1%	1 -	1 4%r	4 1%	* *	4 1%	4 1%	16 4%t	5 5%u	2 2%u	9 5%lv	-
Mean	3.24	3.11	3.36a	3.45deh	3.06	3.18	3.37dh	3.35dh	3.10	3.13	3.23	3.21	3.06	3.38k	3.15	3.24	3.22	3.21	3.64mno	3.21	3.24	3.19	3.18	3.20	3.31	3.57lvy	2.99	3.28	3.70
Standard deviation	1.07	1.10	1.02	1.11	1.08	1.08	0.97	1.10	1.09	1.04	1.07	1.08	1.08	1.04	1.06	1.07	1.20	1.19	0.94	1.03	1.14	1.06	1.04	1.08	1.08	1.04	1.22	1.00	1.07
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.06	0.07	0.05	0.08	0.06	0.06	0.09	0.07	0.06	0.09	0.13	0.19	0.12	0.07	0.13	0.04	0.06	0.06	0.06	0.11	0.12	0.08	0.31

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 22  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Longer-term financial products (e.g. investments/pensions, life insurance etc)**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	90	99	161	12		
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Trust a great deal	(5) 3%	29 3%	17 3%	12 2%	11 6%efh	10 3%	2 1%	5 2%	18 7%efh	5 1%	3 2%	10 3%	11 4%	3 2%	4 4%	19 3%	4 -	1 1%	1 1%	3 2%	1 2%	17 3%	8 2%	8 3%	12 3%	3 2%	2 3%	7 4%	-	
Trust quite a lot	(4) 22%	222 22%	107 22%	115 22%	49 28%d	58 18%	59 23%	57 22%	67 25%	99 21%	30 20%	78 26%l	58 22%	40 25%	46 17%	111 25%p	27 21%	14 21%	4 7%	18 15%	43 27%p	4 16%	162 26%w	91 27%yz	71 24%yz	51 14%	16 15%	9 13%	25 15%	10 41%
Neither trust nor don't trust	(3) 37%	368 37%	187 38%	181 35%	57 33%	107 34%	106 41%	97 37%	92 34%	179 38%	62 41%	112 37%	102 38%	55 34%	100 36%	54 41%	26 39%	16 27%	50 41%	61 38%	7 30%	242 38%	137 40%yz	105 36%y	121 35%	58 53%vyz	18 24%	46 27%	5 21%	
Don't trust very much	(2) 21%	215 21%	103 21%	112 22%	26 15%	78 25%cg	52 20%	59 23%	45 17%	111 23%c	33 22%	64 21%	65 24%	38 23%	48 18%	103 23%	25 19%	11 17%	14 25%	21 17%	36 22%	4 17%	138 22%	70 21%x	68 23%x	75 21%	10 9%	16 22%x	49 29%x	3 12%
Don't trust at all	(1) 9%	95 9%	50 10%	45 9%	17 9%	32 10%	28 11%	18 7%	22 8%	55 12%	18 12%	24 8%	19 7%	18 11%	34 12%	16 8%	9 14%	10 15%	11 9%	7 7%	4 16%mr	56 9%	29 8%	27 9%	33 9%	8 7%	14 19%uvxz	11 7%	6 25%	
NET: Trust	251 25%	124 25%	127 25%	60 34%defh	68 22%	61 24%	62 23%	85 31%dh	104 22%	33 22%	88 29%l	69 26%	43 26%	51 18%	131 29%pq	31 24%p	14 21%	5 9%	20 16%	46 28%p	4 18%	179 28%w	99 29%yz	79 27%y	62 18%	19 17%	11 15%	32 19%	10 41%	
NET: Don't trust	310 31%	153 31%	158 31%	43 24%	110 35%cg	81 32%	77 29%	67 25%	166 35%cg	51 34%	88 29%	84 31%	56 34%	82 30%	140 31%	41 31%	21 31%	23 40%	31 26%	47 29%	8 33%	194 31%	99 29%x	95 32%x	108 31%	18 16%	30 40%x	60 36%x	9 38%	
Don't know	79 8%	28 6%	51 10%a	15 9%e	28 9%e	8 3%	27 10%eh	26 10%e	26 5%	5 3%	14 5%	14 5%	9 6%	42 15%ijk	20 4%	7 5%	6 9%	14 25%mnor	20 16%mr	7 4%	4 18%mr	20 3%	7 2%	13 4%	59 17%t	14 13%uv	16 21%uv	29 18%uv	-	
Mean	2.86	2.87	2.86	3.08deh	2.78	2.81	2.88	3.05deh	2.75	2.77	2.95i	2.91	2.82	2.74	2.94ps	2.83p	2.73	2.39	2.79	2.95ps	2.64	2.91	2.94y	2.88y	2.77	2.95y	2.48	2.77	2.78	
Standard deviation	0.99	1.01	0.98	1.08	1.01	0.95	0.93	1.06	0.97	0.98	0.99	0.97	1.01	1.00	1.01	1.01	0.99	0.98	0.90	0.93	1.11	0.98	0.96	1.00	1.00	0.85	1.12	1.01	1.26	
Standard error	0.03	0.05	0.05	0.09	0.06	0.06	0.06	0.07	0.05	0.08	0.06	0.06	0.09	0.07	0.05	0.08	0.11	0.16	0.12	0.07	0.13	0.04	0.05	0.06	0.06	0.10	0.12	0.09	0.36	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 23  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Food/groceries**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 96 10%	45 9%	51 10%	26 15%eh	30 10%	14 5%	25 10%	43 16%deh	28 6%	9 6%	27 9%	28 10%	12 7%	29 11%	36 8%	14 10%	9 14%	8 14%	11 9%	16 10%	2 8%	48 8%	34 10%v	15 5%	43 12%t	15 13%v	5 7%	23 14%v	4 18%
Trust quite a lot	(4) 493 49%	239 49%	254 49%	88 50%	135 43%	123 48%	148 56%dh	132 49%	214 45%	84 56%	152 50%	128 48%	77 47%	137 50%	212 48%	66 49%	29 44%	21 37%	69 56%	83 57%p	13 53%	310 49%	166 49%	144 48%	168 48%	61 57%	32 42%	75 45%	15 65%
Neither trust nor don't trust	(3) 300 30%	160 33%	140 27%	35 20%	99 32%cg	94 37%cg	73 28%	55 20%	173 36%cfg	44 30%	92 31%	78 29%	60 37%l	71 26%	137 31%	37 27%	15 22%	20 35%	32 27%	52 33%	7 29%	210 33%w	115 34%x	96 33%x	87 25%	17 16%	21 28%	49 29%x	3 13%
Don't trust very much	(2) 87 9%	36 7%	51 10%	20 11%f	37 12%f	16 6%	14 5%	29 11%f	44 9%	7 4%	23 8%	29 11%k	7 5%	28 10%	47 11%r	11 8%	9 14%r	5 9%	5 4%	8 5%	1 6%	50 8%	19 5%	32 11%u	36 10%	8 8%	11 15%u	16 10%	1 4%
Don't trust at all	(1) 13 1%	9 2%	4 1%	- -	7 2%	6 2%	1 *	2 1%	11 2%	4 3%	3 1%	4 1%	3 2%	2 1%	6 1%	5 3%	1 1%	- -	- -	1 1%	1 3%q	8 1%	5 1%	3 1%	5 1%	1 1%	3 4%	1 1%	- -
NET: Trust	589 58%	284 58%	305 59%	114 65%deh	165 53%	137 54%	173 66%deh	174 65%deh	242 51%	93 62%	179 59%	156 58%	88 54%	166 60%	247 56%	80 60%	39 58%	30 51%	80 66%	99 62%	15 62%	359 57%	200 59%	159 54%	211 60%	76 70%vy	37 49%	98 59%	19 83%
NET: Don't trust	100 10%	45 9%	55 11%	20 11%	44 14%f	22 9%	14 5%	31 12%f	55 12%f	11 7%	26 9%	33 12%	10 6%	30 11%	53 12%r	15 11%	10 15%qr	5 9%	5 4%	9 6%	2 9%	58 9%	23 7%	35 12%u	41 12%	9 9%	14 19%u	17 10%	1 4%
Don't know	19 2%	3 1%	15 3%a	7 4%h	5 2%	3 1%	3 1%	10 4%h	6 1%	3 2%	4 1%	2 1%	4 3%	8 3%	2 1%	2 5%r	3 5%r	3 3%	3 3%	- -	* 1%r	7 1%	4 1%	3 1%	12 3%t	6 5%uv	3 3%	4 2%	- -
Mean	3.58	3.56	3.59	3.72deh	3.47	3.49	3.71deh	3.71deh	3.43	3.59	3.59	3.55	3.54	3.61	3.51	3.56	3.60	3.58	3.73	3.65	3.59	3.54	3.61vy	3.47	3.62	3.78vy	3.35	3.63y	3.97
Standard deviation	0.83	0.83	0.84	0.87	0.90	0.79	0.72	0.90	0.83	0.79	0.81	0.88	0.78	0.85	0.84	0.91	0.95	0.87	0.69	0.76	0.85	0.80	0.80	0.80	0.89	0.83	0.96	0.87	0.70
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.06	0.05	0.05	0.06	0.05	0.04	0.07	0.11	0.13	0.09	0.05	0.09	0.03	0.04	0.05	0.05	0.09	0.10	0.07	0.20

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 24  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Domestic appliances (e.g. fridges, washing machines, etc.)**  
**Base: All respondents**

	Gender			Age						Social Grade					Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 71%	26 5%	45 9%	13 8%	20 6%	17 6%	21 8%	22 8%	27 6%	8 5%	22 7%	14 5%	11 7%	23 8%	24 5%	5 9%	6 8%	14 10%	8 12%	2 9%	36 6%	20 6%	16 5%	33 10%	11 10%	7 10%	15 9%	1 4%	
Trust quite a lot	(4) 47%	242 49%	236 46%	87 50%	138 44%	118 46%	135 51%	131 48%	213 45%	75 50%	151 50%	115 43%	82 51%	130 47%	202 45%	63 48%	30 46%	24 40%	59 49%	87 54%	13 52%	303 48%	161 47%	142 49%	158 45%	57 52%	24 33%	77 46%	17 75%
Neither trust nor don't trust	(3) 33%	161 33%	176 34%	51 29%	105 34%	93 36%	87 33%	77 29%	172 36%	52 35%	110 30%	51 41%	51 32%	84 31%	157 35%	43 32%	20 31%	16 28%	38 32%	54 28%	7 35%	222 38%	129 38%	93 32%	110 31%	25 23%	26 35%	58 35%	5 20%
Don't trust very much	(2) 7%	36 7%	37 7%	11 6%	34 11%	13 5%	15 6%	19 7%	40 8%	7 5%	26 9%	18 7%	9 6%	20 7%	39 9%	6 5%	7 10%	4 6%	10 6%	2 7%	49 8%	23 7%	26 9%	25 7%	8 7%	10 13%	7 4%	-	
Don't trust at all	(1) 2%	11 2%	9 2%	4 2%	7 2%	9 4%	1 2%	6 2%	14 3%	4 3%	4 1%	5 3%	6 2%	5 2%	10 4%	6 2%	1 3%	3 5%	-	1 1%	12 2%	5 1%	8 3%	8 2%	2 2%	3 4%	3 2%	-	
NET: Trust	549 55%	268 54%	281 55%	101 57%	158 50%	135 53%	157 59%	153 57%	240 50%	84 56%	173 57%	130 48%	94 58%	153 56%	226 51%	76 57%	36 54%	29 50%	73 61%	95 59%	15 60%	340 54%	182 53%	158 54%	191 55%	68 63%	32 42%	92 55%	18 80%
NET: Don't trust	94 9%	47 10%	46 9%	15 8%	41 13%	22 9%	15 6%	25 9%	54 11%	11 7%	31 10%	23 9%	15 9%	26 9%	49 11%	12 9%	8 11%	7 12%	6 5%	11 7%	2 8%	61 10%	28 8%	34 11%	33 9%	10 9%	13 17%	10 6%	-
Don't know	28 3%	16 3%	13 2%	9 5%	9 3%	6 2%	4 2%	14 5%	10 2%	4 2%	6 3%	3 2%	3 2%	12 4%	2 3%	2 4%	6 10%	3 2%	3 2%	2 1%	1 3%	11 2%	3 3%	8 3%	17 5%	6 5%	4 6%	7 4%	-
Mean	3.52	3.49	3.54	3.57	3.42	3.48	3.62	3.57	3.43	3.53	3.55	3.44	3.53	3.55	3.44	3.51	3.48	3.69	3.57	3.62	3.49	3.50	3.47	3.55	3.65	3.33	3.58	3.84	
Standard deviation	0.82	0.81	0.83	0.82	0.86	0.84	0.73	0.85	0.84	0.78	0.82	0.78	0.85	0.83	0.82	0.90	0.83	0.99	0.75	0.70	0.81	0.80	0.77	0.84	0.86	0.84	0.98	0.80	0.48
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.05	0.05	0.07	0.05	0.04	0.07	0.09	0.15	0.10	0.05	0.09	0.03	0.04	0.05	0.09	0.10	0.06	0.14	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 25  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Technology appliances (e.g. cameras, home computers, TVs)  
Base: All respondents

	Gender			Age						Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 7%	66 8%	40 5%	26 10%eh	18 8%	24 4%	11 4%	13 5%	31 11%efh	22 5%	6 8%	25 5%	13 9%	14 5%	39 9%	7 5%	4 6%	2 4%	3 2%	9 6%	2 8%	39 6%	17 5%	22 8%	26 7%	7 7%	4 5%	14 8%	1 4%
Trust quite a lot	(4) 48%	243 49%	237 46%	82 47%	136 43%	130 51%	131 50%	119 44%	230 48%	73 49%	141 47%	129 48%	72 44%	137 50%	205 46%	64 48%	28 42%	26 44%	64 53%	81 51%	11 47%	293 46%	164 48%	129 44%	168 48%	62 57%y	24 33%	82 49%y	19 82%
Neither trust nor don't trust	(3) 31%	152 31%	164 32%	44 25%	104 33%	77 30%	92 35%	70 26%	155 33%	52 35%	92 30%	92 34%	54 33%	79 29%	134 30%	42 31%	20 30%	20 35%	36 30%	58 36%	6 27%	218 34%w	124 36%x	94 32%x	96 27%	21 19%	29 39%x	46 27%	2 9%
Don't trust very much	(2) 8%	37 8%	42 8%	22 13%f	24 8%	25 10%f	9 3%	29 11%f	42 9%f	8 5%	32 11%k	23 9%	7 4%	17 6%	41 9%	12 9%	9 14%qr	4 8%	4 3%	7 5%	1 6%	54 9%	21 6%	33 11%u	25 7%	8 7%	8 10%	9 6%	-
Don't trust at all	(1) 2%	12 2%	10 2%	3 2%	7 2%	9 3%	3 1%	5 2%	14 3%	7 5%	4 1%	7 3%	6 4%	5 2%	10 2%	5 4%	2 3%	1 2%	2 2%	1 1%	1 5%r	11 2%	7 2%	4 1%	10 3%	1 1%	6 8%uvxz	3 2%	1 4%
NET: Trust	546 54%	283 58%	262 51%	100 57%	160 51%	141 55%	144 55%	150 56%	252 53%	79 53%	167 55%	141 53%	86 53%	151 55%	244 55%	71 54%	32 48%	28 48%	67 55%	91 56%	13 55%	332 52%	181 53%y	151 52%y	193 55%	69 64%y	28 38%	96 57%y	20 86%
NET: Don't trust	101 10%	49 10%	52 10%	25 14%f	30 10%f	33 13%f	12 5%	34 13%f	55 12%f	15 10%	36 12%	30 11%	14 8%	22 8%	50 11%r	17 13%r	11 17%qr	5 12%	6 5%	8 5%	3 11%	66 10%	28 8%	38 13%	34 10%	9 8%	13 18%uz	12 7%	1 4%
Don't know	45 4%	8 2%	37 7%a	6 3%	19 6%e	5 2%	15 6%	17 6%eh	13 3%	3 2%	8 3%	6 2%	8 5%	23 8%ij	17 4%	3 2%	4 5%	5 8%	11 9%	4 2%	2 7%	18 3%	9 3%	9 3%	27 8%t	10 9%lv	3 5%	14 8%lv	-
Mean	3.51	3.54	3.47	3.53	3.50	3.44	3.57	3.56	3.44	3.43	3.52	3.45	3.52	3.55	3.52	3.44	3.35	3.44	3.56	3.58o	3.50	3.48	3.49y	3.46y	3.54	3.67y	3.19	3.62y	3.82
Standard deviation	0.83	0.85	0.81	0.92	0.85	0.86	0.71	0.92	0.84	0.86	0.85	0.82	0.89	0.78	0.87	0.88	0.92	0.79	0.70	0.71	0.96	0.82	0.78	0.86	0.86	0.77	0.99	0.81	0.72
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.07	0.05	0.05	0.07	0.05	0.05	0.10	0.12	0.09	0.05	0.11	0.03	0.04	0.05	0.05	0.08	0.10	0.07	0.21	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 26  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Broadband/home phone services**  
**Base: All respondents**

	Gender		Age					Social Grade				Working Status					Tenure													
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employed (m)	Part time employed (n)	Unemployed (o)	Not working but seeking (p)	State pension (q)	Private pension (r)	House person (s)	NET: Home-owners (t)	Owned outright (u)	Owned with mortgage (v)	NET: Renters (w)	Rent-ed from council (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Trust a great deal	(5)	53 5%	22 4%	31 6%	7 4%	22 7%eh	7 3%	17 6%	22 8%eh	15 3%	4 13%	4 4%	12 7%	16 6%	21 5%	6 5%	2 4%	4 7%	10 8%	8 5%	2 8%	23 4%	10 3%	13 5%	29 8%t	15 14%uv	4 5%	11 6%	1 4%	
Trust quite a lot	(4)	336 33%	166 34%	169 33%	50 29%	91 29%	85 33%	108 41%cdgh	82 30%	145 31%	49 33%	89 30%	90 34%	49 30%	107 39%i	132 30%	35 26%	20 31%	22 38%	57 48%mn	62 39%mn	7 30%	205 32%	126 37%v	78 27%	125 36%	38 35%	19 25%	68 41%vy	6 24%
Neither trust nor don't trust	(3)	375 37%	184 37%	191 37%	66 38%	109 35%	102 40%	98 37%	92 34%	185 39%	66 44%	119 39%	94 35%	71 44%	91 33%	51 39%	24 37%	19 32%	35 29%	65 41%	10 42%	242 38%	136 40%	106 36%	123 35%	39 36%	29 39%	55 33%	10 42%	
Don't trust very much	(2)	173 17%	92 19%	81 16%	37 21%	63 20%	38 15%	36 14%	52 19%	85 18%	16 11%	67 22%kl	51 19%	21 13%	35 20%p	88 19%p	25 20%p	13 20%p	3 5%	15 12%	24 15%	4 17%p	124 20%w	53 15%	72 25%uxz	42 12%	10 9%	14 18%	18 11%	7 29%
Don't trust at all	(1)	44 4%	21 4%	23 5%	7 4%f	16 5%f	20 8%fg	1 *	9 3%f	34 7%fg	11 7%	8 3%	18 7%i	9 5%	10 4%	24 5%r	12 9%qr	2 3%	5 9%qr	-	1 1%	*	29 5%	12 4%	17 6%	15 4%	3 3%	5 6%	7 4%	-
NET: Trust		389 39%	188 38%	201 39%	58 33%	113 36%	93 36%	125 48%cdgh	104 38%	160 34%	53 35%	102 34%	61 37%	123 45%i	153 34%	41 31%	23 34%	26 44%	67 56%mo	70 44%mn	9 38%	228 36%	136 40%v	91 31%	155 44%t	53 49%vy	23 30%	79 47%vy	7 28%	
NET: Don't trust		217 22%	113 23%	105 20%	44 25%f	79 25%f	58 23%f	37 14%	61 22%f	120 25%f	27 18%	75 25%l	69 18%	29 16%	45 25%qr	37 28%qr	16 24%	8 14%	15 12%	25 16%	5 19%	153 24%w	65 19%	88 30%uxz	57 16%	14 13%	18 25%	25 15%	7 29%	
Don't know		27 3%	7 1%	20 4%a	8 5%f	12 4%	4 1%	3 1%	14 5%ef	10 2%	6 2%	4 2%	1 1%	16 6%ijk	2 2%	4 3%r	4 5%r	6 10%mr	3 3%	-	*	11 2%	5 2%	6 2%	16 5%t	3 3%	4 6%u	8 5%u	-	
Mean		3.18	3.16	3.21	3.09	3.13	3.09	3.40cde gh	3.22h	3.04	3.13	3.11	3.11	3.21	3.33ij	3.09	2.99	3.11	3.31	3.53mno	3.32mn	3.26	3.11	3.20v	3.00	3.33t	3.48uvy	3.05	3.36vy	3.03
Standard deviation		0.94	0.93	0.95	0.93	1.00	0.96	0.82	0.98	0.96	0.92	0.90	0.99	0.95	0.92	0.96	1.01	0.91	1.04	0.82	0.81	0.92	0.92	0.87	0.97	0.96	0.96	0.98	0.93	0.85
Standard error		0.03	0.04	0.04	0.07	0.06	0.06	0.05	0.06	0.04	0.07	0.05	0.06	0.08	0.06	0.05	0.08	0.10	0.16	0.10	0.06	0.10	0.05	0.06	0.05	0.10	0.10	0.08	0.25	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 27  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Mobile phone services**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work- ing but seek- ing (p)	State pension (q)	Pri- vate pension (r)	House person (s)	NET: Home- owners (t)	Owned out- right (u)	Owned with mort- gage (v)	NET: Rent- ers (w)	Rent- ed from coun- cil (x)	Rent- ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 5%	20 4%	26 5%	13 7% <sup>f</sup>	16 5%	11 4%	7 2%	19 7% <sup>f</sup>	20 4%	2 1%	19 6%	7 3%	7 4%	13 5%	20 4%	6 5%	5 7%	1 2%	6 5%	6 4%	1 5%	20 3%	9 3%	11 4%	22 6% <sup>t</sup>	10 10% <sup>u</sup>	2 2%	10 6%	4 18%
Trust quite a lot	(4) 34%	162 33%	182 35%	68 39% <sup>eh</sup>	97 31%	72 28%	107 41% <sup>d</sup> <sup>eh</sup>	103 38% <sup>eh</sup>	134 28%	46 31%	91 30%	79 29%	55 34%	119 43% <sup>ij</sup>	141 32%	34 26%	24 36%	26 45% <sup>n</sup>	58 48% <sup>m</sup> <sup>ns</sup>	54 33%	7 3%	194 29%	112 33%	82 28%	139 40% <sup>t</sup>	47 44% <sup>v</sup>	22 29%	70 42% <sup>w</sup>	11 49%
Neither trust nor don't trust	(3) 37%	181 37%	189 37%	47 27%	123 39% <sup>c</sup>	104 41% <sup>cg</sup>	97 37%	83 31%	190 40% <sup>cg</sup>	67 45%	111 37%	101 38%	68 42%	90 33%	168 38% <sup>o</sup>	61 45% <sup>o</sup>	14 21%	20 34%	37 31%	61 38% <sup>o</sup>	10 40% <sup>o</sup>	256 40% <sup>w</sup>	138 40%	118 40%	111 32%	34 32%	25 33%	52 31%	3 12%
Don't trust very much	(2) 17%	88 18%	83 16%	35 20%	46 15%	50 20%	39 15%	42 16%	90 19%	19 13%	61 20% <sup>kl</sup>	59 22% <sup>kl</sup>	18 11%	34 12%	78 18%	23 17%	16 24% <sup>p</sup>	5 8%	13 11%	32 20%	4 17%	119 19%	65 19% <sup>x</sup>	54 19%	49 14%	9 9%	17 23% <sup>x</sup>	23 14%	3 12%
Don't trust at all	(1) 5%	32 6%	18 4%	6 4%	22 7% <sup>f</sup>	14 6%	7 3%	11 4%	32 7%	10 7%	12 4%	18 7%	10 6%	9 3%	29 6% <sup>r</sup>	9 6%	4 6%	2 3%	3 2%	1 2%	34 6%	11 3%	23 8% <sup>u</sup>	14 4%	3 3%	5 6%	6 4%	2 9%	
NET: Trust	389 39%	182 37%	207 40%	81 46% <sup>eh</sup>	113 36%	83 32%	113 43% <sup>eh</sup>	122 45% <sup>d</sup> <sup>eh</sup>	154 32%	48 32%	110 36%	86 32%	62 38%	132 48% <sup>ij</sup>	161 36%	40 30%	29 43%	27 47% <sup>n</sup>	64 53% <sup>m</sup> <sup>n</sup> <sup>rs</sup>	60 37%	8 34%	214 34%	120 35%	93 32%	160 46% <sup>t</sup>	58 53% <sup>u</sup> <sup>v</sup>	23 31%	79 47% <sup>w</sup> <sup>y</sup>	15 67%
NET: Don't trust	221 22%	120 24%	101 20%	41 24%	69 22%	65 25%	47 18%	54 20%	121 25% <sup>f</sup>	30 20%	73 24% <sup>l</sup>	77 29% <sup>kl</sup>	28 17%	43 16%	107 24%	32 24%	20 30% <sup>p</sup> <sup>q</sup>	7 11%	16 13%	35 22%	5 23%	153 24%	76 22%	77 26% <sup>x</sup>	63 18%	13 12%	21 29% <sup>x</sup>	29 17%	5 21%
Don't know	28 3%	10 2%	18 3%	7 4%	9 3%	5 2%	7 3%	11 4%	10 2%	5 3%	8 3%	4 2%	5 3%	10 4%	9 2%	1 1%	4 6% <sup>n</sup>	5 8% <sup>m</sup> <sup>n</sup>	4 3%	4 3%	1 3%	12 2%	8 2%	4 1%	16 4% <sup>t</sup>	4 3%	5 6% <sup>v</sup>	7 4%	-
Mean	3.17	3.11	3.23	3.27 <sup>eh</sup>	3.12	3.06	3.26 <sup>eh</sup>	3.30 <sup>eh</sup>	3.05	3.07	3.15	2.99	3.19	3.35 <sup>ij</sup>	3.10	3.04	3.15	3.38 <sup>n</sup>	3.45 <sup>m</sup> <sup>n</sup> <sup>r</sup> <sup>s</sup>	3.18	3.11	3.08	3.12	3.02	3.31 <sup>t</sup>	3.49 <sup>u</sup> <sup>v</sup>	2.99	3.34 <sup>u</sup> <sup>v</sup>	3.55
Standard deviation	0.94	0.97	0.91	1.00	0.98	0.94	0.85	0.97	0.96	0.89	0.96	0.95	0.92	0.89	0.97	0.94	1.09	0.82	0.84	0.87	0.98	0.92	0.87	0.97	0.95	0.91	0.96	0.93	1.19
Standard error	0.03	0.04	0.04	0.08	0.06	0.06	0.05	0.06	0.04	0.07	0.06	0.06	0.08	0.06	0.05	0.08	0.12	0.13	0.11	0.06	0.11	0.04	0.05	0.06	0.05	0.10	0.10	0.07	0.34

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 28  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Gas and electricity**  
**Base: All respondents**

	Gender		Age					Social Grade					Working Status					Tenure											
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 5%	21 4%	32 6%	13 7%h	13 4%	9 4%	18 7%h	20 8%h	15 3%	4 2%	12 4%	12 4%	7 4%	23 8%	21 5%	4 3%	2 3%	4 6%	16 13%mnr	6 3%	2 6%	25 4%	13 4%	12 4%	28 8%t	17 16%uvz	4 5%	7 4%	-
Trust quite a lot	(4) 28%	126 26%	156 30%	47 27%	87 28%	60 23%	88 33%eh	86 32%h	108 23%	38 26%	87 29%	65 24%	45 28%	84 31%	119 27%	40 30%	17 25%	12 21%	48 40%rs	41 26%	5 21%	175 28%	104 30%y	71 24%	97 28%	32 29%	13 17%	53 31%y	10 43%
Neither trust nor don't trust	(3) 31%	150 30%	164 32%	55 31%	71 23%	96 37%dg	92 35%d	73 27%	148 31%d	55 37%	95 31%	79 29%	51 31%	88 32%	127 29%	41 31%	20 30%	19 33%	39 32%	59 37%rn	9 36%	216 34%w	128 37%z	88 30%	92 26%	31 29%	21 28%	40 24%	5 22%
Don't trust very much	(2) 22%	127 26%b	97 19%	40 23%	84 27%eg	48 19%	52 20%	51 19%	121 26%	28 19%	81 27%l	74 28%kl	29 18%	40 14%	113 25%q	31 23%	14 22%	7 13%	14 11%	40 25%q	4 18%	143 23%	66 19%	77 26%x	73 21%	15 13%	22 29%x	36 22%	8 35%
Don't trust at all	(1) 11%	62 13%	50 10%	13 7%	49 16%cfg	38 15%cf	13 5%	25 9%	75 16%cfg	20 13%	20 7%	34 13%l	25 15%l	33 12%	56 13%q	15 11%	9 14%q	11 18%q	4 3%	14 9%	3 13%q	69 11%	30 9%	39 13%	43 12%	10 9%	14 19%u	19 12%	-
NET: Trust	336 33%	147 30%	189 37%a	60 34%	100 32%	70 27%	106 40%eh	106 39%eh	123 26%	42 28%	100 33%	77 29%	52 32%	107 39%j	140 31%	44 33%	19 28%	16 27%	64 53%mnoprs	47 29%	7 27%	200 32%	117 34%	83 28%	125 36%	49 45%vy	17 23%	60 36%	10 43%
NET: Don't trust	336 33%	189 38%b	148 29%	53 30%	134 43%cefg	85 33%	64 24%	76 28%	196 41%cfg	48 32%	101 34%	109 41%l	53 33%	73 27%	169 38%q	46 35%q	24 36%q	18 31%	18 15%	54 33%q	7 31%q	212 33%	96 28%	116 40%lux	116 33%	25 23%	36 48%luxz	56 33%	8 35%
Don't know	23 2%	7 1%	16 3%	8 4%f	9 3%f	6 2%	1 *	14 5%fh	8 2%	5 3%	6 2%	4 1%	6 4%	7 3%	9 2%	2 1%	4 7%mrq	5 9%mnqr	-	1 *	1 6%qr	6 1%	1 *	5 2%	17 5%t	4 4%u	1 1%	12 7%uv	-
Mean	2.94	2.83	3.05a	3.04dh	2.77	2.82	3.18deh	3.10deh	2.72	2.85	2.97	2.79	2.88	3.09j	2.85	2.90	2.80	2.82	3.47mnoprs	2.91	2.89	2.91	3.01vy	2.79	2.98	3.30vy	2.61	2.95y	3.09
Standard deviation	1.09	1.09	1.08	1.06	1.16	1.07	0.99	1.11	1.09	1.04	1.01	1.09	1.12	1.14	1.10	1.06	1.10	1.21	0.98	0.99	1.13	1.05	1.01	1.09	1.17	1.18	1.14	1.13	0.90
Standard error	0.03	0.05	0.05	0.08	0.07	0.07	0.06	0.07	0.05	0.08	0.06	0.06	0.09	0.07	0.06	0.09	0.12	0.19	0.12	0.07	0.13	0.04	0.05	0.06	0.06	0.13	0.12	0.09	0.26

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 29  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Water (supplied to your home)**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 141	66	75	24	40	31	45	40	56	23	45	32	22	42	51	21	8	8	28	22	3	74	44	30	64	27	12	25	4
	14%	13%	14%	14%	13%	12%	17%	15%	12%	15%	15%	12%	13%	15%	11%	16%	13%	14%	23% <sub>m</sub>	13%	13%	12%	13%	10%	18% <sub>t</sub>	25% <sub>uv</sub>	16%	15%	15%
Trust quite a lot	(4) 474	222	252	85	136	109	143	133	197	68	146	128	73	128	202	63	26	23	66	81	13	318	179	139	145	42	28	74	12
	47%	45%	49%	49%	43%	43%	54% <sub>d</sub>	50%	41%	45%	48%	48%	45%	46%	45%	48%	39%	39%	55%	50%	54%	50% <sub>w</sub>	52% <sub>y</sub>	48%	41%	39%	38%	44%	50%
Neither trust nor don't trust	(3) 277	137	140	41	99	88	50	60	167	41	77	80	48	73	144	34	18	17	20	38	5	176	87	89	96	27	21	48	5
	27%	28%	27%	23%	31% <sub>f</sub>	34% <sub>cf</sub>	19%	22%	35% <sub>cf</sub>	28%	25%	30%	30%	27%	32% <sub>qr</sub>	26%	27%	28%	17%	24%	23%	28%	25%	30%	27%	25%	28%	28%	21%
Don't trust very much	(2) 68	46	22	14	21	19	14	20	33	10	25	18	8	16	30	8	8	2	2	16	2	41	23	18	25	6	8	11	2
	7%	9% <sub>b</sub>	4%	8%	7%	7%	5%	8%	7%	7%	8%	7%	5%	6%	7%	6%	12% <sub>q</sub>	4%	2%	10% <sub>q</sub>	6%	6%	7%	6%	7%	6%	11%	6%	7%
Don't trust at all	(1) 30	17	13	4	14	7	5	6	20	5	6	11	7	7	14	5	3	4	-	3	1	17	6	11	12	3	4	5	2
	3%	3%	3%	2%	4%	3%	2%	2%	4%	4%	2%	4%	4%	2%	3%	4%	5% <sub>q</sub>	7% <sub>q</sub>	-	2%	3% <sub>q</sub>	3%	2%	4%	3%	3%	6% <sub>u</sub>	3%	7%
NET: Trust	615	288	327	109	176	141	189	173	253	91	190	160	95	170	253	85	34	31	94	103	16	391	222	169	208	70	40	99	15
	61%	58%	63%	62%	56%	55%	72% <sub>d</sub>	64% <sub>h</sub>	53%	61%	63%	60%	58%	62%	57%	64%	51%	53%	78% <sub>mop</sub>	64%	67%	62%	65%	58%	59%	64%	53%	59%	65%
NET: Don't trust	98	62	35	18	35	26	19	26	53	15	31	29	15	23	44	13	12	6	2	19	2	58	29	29	37	9	13	15	3
	10%	13% <sub>b</sub>	7%	10%	11%	10%	7%	10%	11%	10%	10%	11%	9%	8%	10% <sub>q</sub>	9% <sub>q</sub>	17% <sub>q</sub>	11% <sub>q</sub>	2%	12% <sub>q</sub>	10% <sub>q</sub>	9%	8%	10%	10%	8%	17% <sub>u</sub>	9%	14%
Don't know	18	5	13	7	4	2	6	11	2	2	4	-	5	9	4	2	3	5	4	1	*	9	4	6	9	3	1	5	-
	2%	1%	3%	4% <sub>eh</sub>	1%	1%	2% <sub>h</sub>	4% <sub>eh</sub>	-	2%	1%	-	3% <sub>j</sub>	3% <sub>j</sub>	1%	1%	4% <sub>mr</sub>	8% <sub>mnr</sub>	4%	*	1%	1%	1%	2%	3%	2%	1%	3%	-
Mean	3.63	3.57	3.70 <sub>a</sub>	3.66	3.54	3.55	3.82 <sub>d</sub>	3.70 <sub>h</sub>	3.50	3.63	3.67	3.57	3.60	3.69	3.56	3.67	3.43	3.53	4.03 <sub>mno</sub>	3.64	3.67	3.63	3.68	3.56	3.66	3.81	3.47	3.64	3.59
Standard deviation	0.91	0.95	0.87	0.91	0.96	0.90	0.85	0.90	0.94	0.95	0.90	0.93	0.94	0.90	0.90	0.94	1.05	1.05	0.70	0.91	0.92	0.87	0.85	0.90	0.98	0.97	1.08	0.92	1.07
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.08	0.05	0.05	0.08	0.06	0.05	0.08	0.12	0.16	0.09	0.06	0.10	0.03	0.05	0.05	0.10	0.11	0.07	0.31	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 30  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Trades services (e.g. plumbers, builders, electricians, etc.)**  
**Base: All respondents**

	Gender			Age						Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HIA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 30	8	22	9	11	4	6	17	7	2	7	10	4	8	12	8	3	2	5	1	*	16	7	9	14	5	2	8	-
		3%	2%	4% <sup>a</sup>	5% <sup>h</sup>	3%	2%	6% <sup>efh</sup>	1%	1%	2%	4%	3%	3%	3%	6% <sup>ar</sup>	5% <sup>ar</sup>	3%	4%	*	1%	2%	2%	3%	4%	5%	3%	4%	-
Trust quite a lot	(4) 330	170	159	51	96	70	112	84	134	48	102	84	54	89	122	41	21	15	56	65	9	207	130	78	111	39	23	49	11
		33%	35%	31%	29%	31%	43% <sup>cd</sup>	31%	28%	32%	34%	31%	33%	33%	27%	31%	32%	26%	47% <sup>mnp</sup>	40% <sup>m</sup>	36%	33%	38% <sup>v</sup>	27%	32%	36%	31%	29%	49%
Neither trust nor don't trust	(3) 404	198	207	66	118	113	107	94	203	67	119	107	70	108	182	53	26	23	43	68	10	260	139	122	132	38	27	68	12
		40%	40%	40%	38%	38%	41%	35%	43%	45%	39%	40%	43%	39%	41%	40%	39%	39%	36%	42%	42%	41%	41%	42%	38%	35%	36%	40%	51%
Don't trust very much	(2) 163	81	81	26	58	50	29	39	95	20	56	55	14	38	88	19	10	9	10	23	3	109	52	57	54	13	10	31	-
		16%	17%	16%	15%	18% <sup>f</sup>	11%	14%	20% <sup>f</sup>	14%	18% <sup>k</sup>	20% <sup>k</sup>	9%	14%	20% <sup>q</sup>	15%	15%	15%	9%	15%	13%	17%	15%	19%	15%	12%	13%	19%	-
Don't trust at all	(1) 39	20	19	6	16	15	1	10	27	9	9	10	11	9	21	8	2	5	-	2	1	26	10	16	12	1	7	4	-
		4%	4%	4% <sup>f</sup>	5% <sup>f</sup>	6% <sup>f</sup>	*	4% <sup>f</sup>	6% <sup>f</sup>	6%	3%	4%	6%	3%	5% <sup>r</sup>	6% <sup>qr</sup>	3%	9% <sup>qr</sup>	-	1%	3% <sup>q</sup>	4%	3%	5%	3%	1%	10% <sup>uxz</sup>	2%	-
NET: Trust	360	178	182	60	107	75	118	101	141	50	109	94	58	98	134	49	24	17	61	66	9	223	137	87	125	44	25	56	11
		36%	36%	35%	34%	34%	45% <sup>d</sup>	37%	30%	33%	36%	35%	36%	36%	30%	37%	37%	29%	51% <sup>mp</sup>	41% <sup>m</sup>	37%	35%	40% <sup>v</sup>	30%	36%	41%	34%	34%	49%
NET: Don't trust	201	101	100	33	73	65	30	49	122	29	65	65	25	47	109	27	12	14	10	25	4	135	62	73	66	14	17	35	-
		20%	21%	19%	23% <sup>f</sup>	26% <sup>f</sup>	11%	18%	26% <sup>f</sup>	19%	22%	24%	15%	17%	25% <sup>qr</sup>	20% <sup>q</sup>	18%	24% <sup>q</sup>	9%	16%	17%	21%	18%	25% <sup>x</sup>	19%	13%	23%	21%	-
Don't know	42	15	27	17	14	3	8	25	9	4	9	3	9	22	20	4	5	5	6	2	1	15	4	11	27	12	6	9	-
		4%	3%	5%	10% <sup>efh</sup>	5% <sup>e</sup>	3%	9% <sup>defh</sup>	2%	3%	3%	1%	6% <sup>j</sup>	8% <sup>ij</sup>	5%	7% <sup>r</sup>	3%	8% <sup>r</sup>	5%	1%	3%	2%	1%	4%	8% <sup>t</sup>	11% <sup>uv</sup>	8% <sup>u</sup>	5% <sup>u</sup>	-
Mean	3.16	3.14	3.17	3.19 <sup>h</sup>	3.10	2.99	3.36 <sup>d</sup>	3.24 <sup>eh</sup>	3.00	3.10	3.14	3.11	3.18	3.20	3.04	3.22	3.22	2.99	3.49 <sup>mnp</sup>	3.25 <sup>m</sup>	3.19	3.13	3.21 <sup>v</sup>	3.02	3.19	3.35 <sup>v</sup>	3.04	3.15	3.49
Standard deviation	0.88	0.86	0.89	0.92	0.93	0.89	0.73	0.95	0.89	0.87	0.86	0.90	0.90	0.86	0.90	0.96	0.88	0.98	0.72	0.75	0.84	0.88	0.84	0.91	0.90	0.82	1.01	0.88	0.51
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.07	0.05	0.05	0.08	0.06	0.05	0.08	0.10	0.15	0.09	0.05	0.09	0.03	0.05	0.05	0.09	0.11	0.07	0.15	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 31  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?

-Train travel  
Base: All respondents

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work- ing but seek- ing (p)	State pension (q)	Pri- vate pension (r)	House person (s)	NET: Home- owners (t)	Owned out- right (u)	Owned with mort- gage (v)	NET: Rent- ers (w)	Rent- ed from coun- cil (x)	Rent- ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 21 2%	11 2%	11 2%	4 3%	11 4%	3 1%	3 1%	9 3%	9 2%	4 2%	10 3%	3 1%	* *	8 3%	12 3%	4 3%	2 3%	2 3%	- -	2 1%	1 2%	12 2%	6 2%	6 2%	10 3%	4 4%	1 2%	5 3%	- -
Trust quite a lot	(4) 206 20%	89 18%	117 23%	50 28%efh	62 20%	45 17%	50 19%	74 27%efh	83 17%	24 16%	63 21%	67 25%ek	22 13%	55 20%	88 20%	27 20%	23 34%mnrs	11 19%	26 22%	30 18%	2 10%	112 18%	61 18%	51 17%	81 23%	25 23%	12 16%	44 26%v	13 58%
Neither trust nor don't trust	(3) 307 30%	141 29%	166 32%	47 27%	101 32%	90 35%g	69 26%	68 25%	170 36%fg	55 37%	87 29%	77 29%	64 39%ij	79 29%	143 32%	42 32%	13 20%	23 39%o	30 25%	49 30%	6 26%	202 32%	125 37%vy	77 26%	104 30%	30 28%	17 22%	57 34%	1 4%
Don't trust very much	(2) 251 25%	135 27%	115 22%	45 26%	76 24%	54 21%	76 29%	65 24%	110 23%	28 18%	97 32%kl	74 27%l	30 19%	50 18%	117 26%p	33 25%	11 16%	7 11%	32 26%	45 28%p	6 24%	171 27%	81 24%	90 31%z	72 21%	25 23%	19 25%	28 17%	8 34%
Don't trust at all	(1) 120 12%	74 15%b	46 9%	15 9%	36 11%	39 15%	30 11%	26 9%	65 14%	24 16%	24 8%	30 11%	27 16%i	39 14%i	53 12%	12 9%	11 16%	19 19%	14 12%	16 10%	3 13%	123 11%	67 10%	57 13%	91 14%	29 10%	13 15%u	48 12%	13 4%
NET: Trust	228 23%	100 20%	128 25%	54 31%efh	73 23%	47 19%	53 20%	83 31%efh	91 19%	28 19%	73 24%k	70 26%k	22 13%	63 23%k	100 22%	31 23%	24 37%mnrs	13 21%	26 22%	32 20%	3 12%	123 19%	67 20%	57 19%	91 26%t	29 27%	13 18%	48 29%uv	13 58%
NET: Don't trust	371 37%	209 43%b	162 31%	61 35%	111 36%	93 36%	105 40%	90 33%	175 37%	51 34%	121 40%	104 39%	57 35%	89 32%	170 38%	45 34%	21 32%	18 30%	46 38%	61 38%	9 37%	242 38%	115 34%	127 44%uz	120 34%	36 33%	34 46%z	49 29%	9 38%
Don't know	102 10%	42 9%	60 12%	14 8%	27 9%	25 10%	36 14%h	28 10%	39 8%	16 11%	22 7%	18 7%	20 12%	44 16%ij	31 7%	15 11%	7 11%	6 10%	18 15%m	19 12%	6 25%mnop	67 10%	35 10%	32 11%	36 10%	13 12%	10 14%	13 8%	- -
Mean	2.73	2.62	2.85a	2.89eh	2.78	2.64	2.65	2.90efh	2.68	2.68	2.77	2.76	2.57	2.75	2.73	2.81	2.90	2.72	2.67	2.69	2.52	2.68	2.75y	2.61	2.79	2.85y	2.45	2.89vy	3.15
Standard deviation	1.03	1.05	1.00	1.04	1.05	1.02	1.01	1.07	1.01	1.00	1.02	0.97	1.10	1.03	1.00	1.19	1.11	1.01	0.98	1.05	0.99	0.96	1.03	1.08	1.07	1.11	1.06	1.06	
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.07	0.05	0.09	0.06	0.06	0.09	0.06	0.09	0.14	0.17	0.14	0.07	0.13	0.04	0.05	0.06	0.06	0.12	0.12	0.09	0.30	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 32  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Airlines / holiday operators**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 49 5%	20 4%	29 6%	13 8%	19 6%	8 3%	9 4%	20 7%e	20 4%	2 1%	13 4%	7 3%	12 7%j	18 7%	28 6%r	8 6%r	2 3%	3 5%	6 5%	3 2%	*	26 4%	13 4%	28 5%	21 6%	9 8%	1 1%	11 7%	2 10%
Trust quite a lot	(4) 269 27%	124 25%	145 28%	56 32%	86 27%	65 25%	62 24%	92 34%fh	115 24%	38 26%	99 33%l	74 28%	43 26%	53 19%	129 29%	35 27%	23 35%pp	9 16%	22 19%	43 27%	6 25%	171 27%	94 28%y	77 26%y	84 24%	24 22%	13% 13%	51 31%y	14 60%
Neither trust nor don't trust	(3) 390 39%	193 39%	197 38%	51 29%	123 39%cg	105 41%cg	111 42%cg	78 29%	201 42%cg	61 41%	110 37%	114 42%	68 42%	97 35%	168 38%	54 41%	21 22%	17 29%	54 45%	68 42%	8 32%	263 41%	147 43%y	116 40%	123 35%	44 40%	22 29%	57 34%	4 19%
Don't trust very much	(2) 145 14%	82 17%	62 12%	31 18%	42 13%	40 16%	32 12%	40 15%	73 15%	23 15%	55 18%l	42 16%	18 11%	30 11%	72 16%q	17 13%	9 14%q	10 18%q	5 4%	30 18%q	3 11%	105 16%	48 14%	57 19%x	40 11%	8 7%	11 15%	22 13%	-
Don't trust at all	(1) 56 6%	28 6%	27 5%	11 6%	19 6%	16 6%	10 4%	14 5%	32 7%	9 6%	10 3%	18 7%	11 7%	17 6%	25 6%r	11 8%r	4 6%	4 7%	7 5%	3 2%	2 10%r	30 5%	15 4%	15 5%	24 7%	4 3%	11 15%uvxz	9 5%	2 9%
NET: Trust	318 32%	144 29%	174 34%	69 40%efh	105 34%	72 28%	71 27%	112 42%efh	135 28%	40 27%	111 37%l	81 30%	55 34%	71 26%	158 35%	43 33%	25 37%	12 21%	28 24%	46 29%	6 26%	197 31%	107 31%y	90 31%y	105 30%	32 30%y	11 14%	62 37%y	16 71%
NET: Don't trust	200 20%	111 23%	90 17%	42 24%	60 19%	56 22%	41 16%	54 20%	105 22%	32 22%	65 21%	30 22%	46 18%	46 17%	97 22%q	27 21%	13 20%	14 25%q	11 10%	32 20%	5 20%	135 21%	63 18%	72 25%x	64 18%	11 10%	22 29%lux	31 18%	2 9%
Don't know	100 10%	45 9%	55 11%	13 7%	25 8%	22 9%	40 15%cdh	26 10%	34 7%	16 11%	14 5%	10 6%	60 22%ijk	23 5%	8 6%	15 12%am	15 26%mnr	26 22%mnr	15 9%	5 22%mnr	40 6%	26 8%	14 5%	59 17%t	21 19%uv	21 27%uvz	17 10%	* 2%	
Mean	3.12	3.06	3.19	3.18	3.16	3.03	3.13	3.27eh	3.04	3.01	3.17	3.04	3.17	3.12	3.15	3.11	3.16	2.92	3.17	3.09	2.97	3.10	3.13y	3.06y	3.13	3.30y	2.60	3.23y	3.65
Standard deviation	0.95	0.95	0.95	1.06	0.97	0.92	0.86	1.02	0.95	0.89	0.91	0.92	1.00	1.01	0.98	1.01	0.95	1.05	0.89	0.80	1.03	0.91	0.89	0.94	1.01	0.92	1.07	0.99	1.00
Standard error	0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.07	0.05	0.08	0.05	0.05	0.09	0.07	0.08	0.11	0.18	0.13	0.06	0.13	0.04	0.05	0.06	0.06	0.11	0.12	0.08	0.08	0.30

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 33  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Cars dealers**  
**Base: All respondents**

	Gender			Age						Social Grade					Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 13 1%	7 1%	6 1%	3 2%	9 3%ef	1 *	- -	9 3%efh	4 1%	* *	3 1%	2 1%	4 2%	3 1%	9 2%	1 *	1 2%	1 2%	- -	1 *	* 1%	10 2%	2 1%	8 3%	3 1%	- -	* 1%	2 1%	- -
Trust quite a lot	(4) 75 7%	34 7%	40 8%	17 10%e	26 8%	11 4%	21 8%	25 9%	29 6%	9 6%	25 8%	21 8%	14 9%	14 5%	38 8%n	4 3%	9 14%nr	5 9%	7 6%	10 6%	2 7%	51 8%	27 8%	24 8%	24 7%	5 5%	3 4%	16 10%	- -
Neither trust nor don't trust	(3) 297 29%	146 30%	151 29%	50 29%	84 27%	75 29%	88 33%	72 27%	137 29%	43 29%	100 33%	71 27%	51 31%	75 27%	133 30%p	41 31%p	17 26%	8 13%	37 30%	54 34%p	7 28%p	203 32%w	115 34%y	88 30%y	84 24%	28 26%	13 17%	43 26%	10 45%
Don't trust very much	(2) 351 35%	189 38%b	162 31%	56 32%	106 34%	104 40%	86 33%	85 32%	180 38%	60 40%	112 37%l	111 41%l	52 32%	76 28%	157 35%	51 39%p	19 29%	12 21%	33 28%	69 43%opq	8 35%	222 35%	130 38%	91 31%	123 35%	38 35%	24 32%	61 36%	7 28%
Don't trust at all	(1) 175 17%	90 18%	84 16%	29 16%	63 20%f	53 21%f	31 12%	45 17%	99 21%f	25 17%	46 15%	45 17%	31 19%	53 19%	87 20%r	25 19%r	14 21%r	12 20%	15 12%	17 11%	5 20%	109 17%	41 12%	68 23%u	62 18%	15 13%	19 26%u	29 17%	3 15%
NET: Trust	88 9%	41 8%	46 9%	20 11%e	35 11%e	12 5%	21 8%	33 12%eh	34 7%	10 6%	28 9%	24 9%	18 11%	18 6%	47 11%n	5 3%	11 16%nr	6 11%	7 6%	11 7%	2 8%	61 10%	30 9%	31 11%	27 8%	5 5%	3 4%	18 11%	- -
NET: Don't trust	526 52%	279 57%b	247 48%	84 48%	169 54%	156 61%cfg	117 44%	130 48%	279 59%cfg	85 57%	158 53%	156 58%l	83 51%	128 47%	244 55%q	77 58%q	33 50%	24 42%	48 40%	87 54%	13 54%	331 52%	171 50%	159 54%	186 53%	53 49%	43 58%	89 53%	10 43%
Don't know	97 10%	25 5%	72 14%a	21 12%eh	25 8%	13 5%	38 15%deh	33 12%eh	25 5%	12 8%	15 5%	17 7%	11 7%	54 20%ijk	20 5%	10 8%	5 8%	20 35%mnor	29 24%mnor	10 6%	2 9%	40 6%	26 8%	13 5%	55 16%t	22 21%uv	15 20%uvz	17 10%v	3 12%
Mean	2.34	2.31	2.37	2.42e	2.35	2.19	2.44eh	2.43eh	2.24	2.27	2.39	2.30	2.39	2.28	2.35	2.21	2.43	2.24	2.39	2.39	2.28	2.38	2.43y	2.32y	2.26	2.27	2.01	2.35y	2.34
Standard deviation	0.93	0.92	0.94	0.98	1.02	0.84	0.84	1.03	0.90	0.85	0.90	0.89	1.00	0.95	0.97	1.06	1.13	0.85	0.79	0.95	0.94	0.85	1.02	0.91	0.82	0.90	0.96	0.77	
Standard error	0.03	0.04	0.04	0.08	0.06	0.05	0.05	0.07	0.04	0.07	0.05	0.05	0.09	0.06	0.05	0.07	0.12	0.20	0.12	0.06	0.11	0.04	0.05	0.06	0.05	0.09	0.10	0.08	0.24

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 34  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Estate and lettings agents**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Working Status				Tenure											
		Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 12 1%	4 1%	8 2%	3 2%	6 2%	3 1%	1 *	9 3%fh	3 1%	1 *	4 1%	1 *	6 4%jl	*	9 2%	2 2%	*	-	-	-	*	6 1%	1 *	6 2%	1 2%	1 1%	*	4 3%u	-
Trust quite a lot	(4) 112 11%	44 9%	68 13%	35 20%efh	48 15%ef	18 7%	11 4%	52 19%efh	48 10%f	8 5%	33 11%	27 10%	17 10%	34 13%	61 14%nr	9 6%	16 25%mnqr	9 16%r	7 6%	8 5%	2 10%	69 11%	22 6%	47 16%uy	38 11%	12 11%	4 5%	22 13%u	5 21%
Neither trust nor don't trust	(3) 304 30%	138 28%	166 32%	53 30%	86 27%	83 32%	82 31%	76 28%	146 31%	47 31%	100 33%	75 28%	52 32%	77 28%	127 29%	52 39%omop	16 23%	13 22%	36 30%	53 33%	7 30%	210 33%w	127 37%vxy	83 28%	87 25%	26 24%	14 18%	48 29%	7 30%
Don't trust very much	(2) 319 32%	178 36%b	141 27%	47 27%	101 32%	78 31%	92 35%	71 26%	155 33%	44 29%	103 34%	90 34%	48 29%	78 28%	148 33%o	33 25%	13 19%	17 29%	35 29%	66 41%no	7 28%	201 32%	116 34%	84 29%	112 32%	32 29%	23 30%	58 34%	7 29%
Don't trust at all	(1) 148 15%	90 18%b	58 11%	23 13%	50 16%	46 18%f	29 11%	37 14%	82 17%	29 19%	41 14%	52 19%	20 12%	35 13%	75 17%r	20 15%	11 17%	10 17%	11 10%	16 10%	3 14%	97 15%	41 19%u	55 19%u	49 14%	10 9%	16 21%ux	23 14%	3 11%
NET: Trust	124 12%	48 10%	76 15%a	38 22%efh	53 17%efh	20 8%	12 5%	61 23%efh	51 11%f	9 6%	37 12%	28 11%	23 14%	35 13%	70 16%nr	11 8%	17 25%nqrs	9 16%r	7 6%	8 5%	3 11%	76 12%	23 7%	53 18%uy	43 12%	13 12%	4 6%	26 16%uy	5 21%
NET: Don't trust	467 46%	268 55%b	199 38%	70 40%	151 48%	125 49%	121 46%	109 40%	237 50%cg	73 48%	144 48%	142 53%l	68 42%	113 41%	223 50%o	54 40%	24 36%	27 46%	46 38%	83 51%o	10 42%	297 47%	158 46%	139 48%	161 46%	41 38%	38 52%	81 48%	9 40%
Don't know	113 11%	37 8%	76 15%a	14 8%	23 7%	28 11%	48 18%cddegh	24 9%	41 9%	22 14%	20 7%	23 9%	19 12%	50 18%ij	25 6%	16 12%am	10 15%am	10 17%am	31 26%mmr	17 11%am	4 17%am	52 8%	34 6%	17 6%	59 17%t	29 27%uvz	18 25%uvz	12 7%	2 9%
Mean	2.46	2.33	2.61a	2.68efh	2.51	2.35	2.36	2.69efh	2.39	2.28	2.49	2.33	2.59j	2.50	2.48	2.48	2.69r	2.43	2.36	2.47	2.47	2.43y	2.51y	2.45	2.53y	2.12	2.53y	2.67	
Standard deviation	0.95	0.93	0.96	1.03	1.02	0.93	0.79	1.08	0.94	0.90	0.93	0.95	1.01	0.94	1.01	0.94	1.12	1.03	0.82	0.76	0.97	0.94	0.82	1.06	0.98	0.93	0.93	1.00	0.99
Standard error	0.03	0.04	0.05	0.08	0.06	0.06	0.05	0.07	0.05	0.08	0.05	0.06	0.09	0.06	0.05	0.08	0.13	0.16	0.12	0.05	0.12	0.04	0.05	0.06	0.11	0.11	0.08	0.31	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 35  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**

**Summary**

**Base: All respondents**

Q16b Summary												
	GP (General Practitioner) (a)	Hospital (b)	Dentist (c)	Child(rens) school (primary/secondary) (d)	College (e)	University (f)	Child(rens) childcare up to 5 years old (i.e. nursery/childminder) (g)	Social care (i.e. care homes/care delivered in the home) (h)	The NHS (i)	The Government (j)	Politicians (k)	The European Union (l)
Unweighted base	1008	1008	1008	1008	744	1008	1008	1008	1008	1008	1008	1008
Weighted base	1008	1008	1008	1008	752	1008	1008	1008	1008	1008	1008	1008
Trust a great deal	(5) 304 30%cddefghijkl	287 28%cddefghijkl	237 24%defghijkl	94 9%fghijkl	52 7%fhijkl	49 5%ghjk	62 6%hijkl	31 3%ijk	311 31%cddefghijkl	10 1%	6 1%	38 4%jk
Trust quite a lot	(4) 478 47%cddefghijkl	487 48%cddefghijkl	497 49%cddefghijkl	365 36%efghijkl	237 32%hijkl	304 30%hijkl	306 30%hijkl	230 23%ijkl	460 46%defghijkl	81 8%k	40 4%	109 11%jk
Neither trust nor don't trust	(3) 140 14%	161 16%	171 17%	236 23%abcik	265 35%abcdgijkl	330 33%abcdgijkl	222 22%abcik	348 35%abcdgijkl	159 16%	230 23%abcik	160 16%	245 24%abcik
Don't trust very much	(2) 52 5%cdg	44 4%g	46 5%g	32 3%	34 5%g	69 7%bdeg	25 3%	189 19%abcdefgi	49 5%g	320 32%abcdefghil	362 36%abcdefghijl	225 22%abcdefgi
Don't trust at all	(1) 19 2%	17 2%	26 3%g	19 2%	11 1%	34 3%bdegi	14 1%	75 7%abcdefgi	17 2%	352 35%abcdefghi	427 42%abcdefghijl	321 32%abcdefghi
NET: Trust	782 78%cddefghijkl	774 77%cddefghijkl	734 73%defghijkl	459 46%efghijkl	289 38%hijkl	353 35%hijkl	368 37%hijkl	260 26%ijkl	771 77%cddefghijkl	92 9%k	46 5%	148 15%jk
NET: Don't trust	71 7%g	61 6%g	73 7%dg	50 5%	45 6%	102 10%abcdegi	39 4%	264 26%abcdefgi	66 7%g	672 67%abcdefghil	789 78%abcdefghijl	546 54%abcdefghi
Don't know	15 2%	12 1%	31 3%abijk	263 26%abcefhijkl	153 20%abchijkl	223 22%abchijkl	378 38%abcdehijkl	136 14%abcijkl	11 1%	14 1%	13 1%	69 7%abcijk
Mean	4.00cddefghijkl	3.99cddefghijkl	3.89defghijkl	3.65efhijkl	3.48fhijkl	3.34hijkl	3.60efhijkl	2.95ijkl	4.00cddefghijkl	2.07k	1.83	2.27jk
Standard deviation	0.91	0.88	0.92	0.85	0.80	0.88	0.81	0.98	0.91	1.00	0.88	1.17
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 36  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**GP (General Practitioner)**  
**Base: All respondents**

	Gender		Age					Social Grade				Working Status				Tenure													
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Homeowners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 30%	161 33%	143 28%	51 29% <sup>d</sup>	64 20%	79 31% <sup>d</sup>	109 42% <sup>cd</sup>	68 25%	127 27%	48 32%	92 31%	77 29%	41 25%	94 34%	111 25%	38 28%	19 28%	14 24%	61 51% <sup>mno</sup>	53 33%	8 35%	183 29%	117 34% <sup>v</sup>	66 23%	113 32%	45 41% <sup>v</sup>	21 28%	47 28%	8 36%
Trust quite a lot	(4) 47%	245 50%	233 45%	75 43%	164 52% <sup>f</sup>	130 51%	110 42%	125 46%	244 51% <sup>f</sup>	79 53%	154 51%	126 47%	85 52%	114 41%	226 51% <sup>q</sup>	64 48% <sup>q</sup>	31 47% <sup>q</sup>	27 47% <sup>q</sup>	33 27%	86 53% <sup>q</sup>	10 43%	313 49%	159 46%	154 53% <sup>x</sup>	155 44%	40 37%	33 44%	82 49%	11 46%
Neither trust nor don't trust	(3) 14%	61 12%	79 15%	27 15%	53 17% <sup>f</sup>	33 13%	27 10%	44 16%	69 15%	13 9%	37 12%	47 18%	21 13%	35 13%	69 16% <sup>r</sup>	18 14%	7 11%	12 20% <sup>r</sup>	16 13%	14 9%	3 14%	88 14%	44 13%	44 15%	48 14%	16 15%	14 18%	19 11%	4 18%
Don't trust very much	(2) 5%	14 3%	38 7% <sup>a</sup>	12 7%	24 8% <sup>e</sup>	7 3%	9 4%	21 8% <sup>e</sup>	21 5%	5 3%	12 4%	10 4%	11 7%	19 7%	27 6%	8 6%	5 8%	1 2%	5 4%	6 4%	1 3%	33 5%	13 4%	20 7% <sup>x</sup>	18 5%	1 7% <sup>x</sup>	5 7% <sup>x</sup>	12 7% <sup>x</sup>	-
Don't trust at all	(1) 2%	9 2%	11 2%	6 3%	6 2%	6 2%	2 1%	6 2%	12 2%	4 3%	4 1%	7 3%	3 2%	5 2%	7 2%	4 3%	2 4%	3 4%	- 1%	2 3% <sup>q</sup>	1 10%	10 2%	4 1%	9 3%	2 2%	1 1%	6 4%	-	
NET: Trust	782 78%	406 83% <sup>b</sup>	376 73%	126 72%	228 73%	209 82% <sup>cdg</sup>	219 83% <sup>cdg</sup>	193 71%	371 84%	126 81%	246 76%	203 77%	125 76%	208 76%	337 76%	102 77%	50 76%	41 71%	94 78%	139 86% <sup>mno</sup>	19 78%	495 78%	275 81%	220 75%	268 76%	85 78%	54 72%	129 77%	19 82%
NET: Don't trust	71 7%	22 5%	49 9% <sup>a</sup>	18 10% <sup>f</sup>	29 9% <sup>f</sup>	13 5%	11 4%	27 10% <sup>f</sup>	33 7%	9 6%	16 5%	17 6%	14 9%	23 8%	34 9%	11 8%	7 11%	4 6%	5 4%	8 5%	1 6%	43 7%	19 6%	24 8%	28 8%	3 3%	6 8%	18 11% <sup>x</sup>	-
Don't know	15 2%	3 1%	12 2% <sup>a</sup>	4 3%	3 1%	2 1%	6 2%	7 3% <sup>h</sup>	2 *	3 1%	* 1%	2 *	9 3% <sup>j</sup>	4 1%	1 1%	2 2%	3 3%	6 5%	1 *	2 2%	8 1%	4 4%	4 2%	7 2%	5 4%	1 1%	1 1%	-	
Mean	4.00	4.10 <sup>b</sup>	3.91	3.90	3.83	4.06 <sup>d</sup>	4.23 <sup>cd</sup>	3.87	3.96	4.09	4.07	3.95	3.93	4.03	3.92	3.95	3.91	3.87	4.31 <sup>mno</sup>	4.13 <sup>m</sup>	4.05	4.00	4.09 <sup>v</sup>	3.90	4.00	4.20 <sup>v</sup>	3.92	3.91	4.18
Standard deviation	0.91	0.85	0.96	1.02	0.91	0.87	0.83	0.96	0.90	0.88	0.84	0.93	0.91	0.96	0.89	0.96	1.03	0.96	0.86	0.82	0.97	0.89	0.88	0.88	0.96	0.88	0.94	1.01	0.73
Standard error	0.03	0.04	0.04	0.08	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.08	0.06	0.05	0.08	0.11	0.15	0.11	0.06	0.11	0.04	0.05	0.05	0.05	0.09	0.10	0.08	0.21

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 37  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Hospital**  
**Base: All respondents**

	Gender			Age						Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 28%	155 31%	132 26%	58 33% <sup>d</sup>	73 23%	80 31%	76 29%	87 32% <sup>d</sup>	124 26%	45 30%	85 28%	84 31%	40 24%	77 28%	128 29%	37 28%	25 38% <sup>pr</sup>	11 19%	40 34%	40 25%	6 26%	159 25%	90 26%	70 24%	119 34% <sup>t</sup>	37 34%	22 30%	60 36% <sup>v</sup>	8 36%
Trust quite a lot	(4) 48%	241 49%	246 48%	75 43%	154 49%	119 46%	139 53%	121 45%	227 48%	78 52%	155 51%	117 44%	83 51%	132 48%	210 47%	65 49%	26 39%	29 49%	55 46%	91 57% <sup>mo</sup>	12 49%	316 50%	166 49%	150 51%	160 46%	49 45%	35 47%	76 45%	11 50%
Neither trust nor don't trust	(3) 16%	70 14%	91 18%	28 16%	58 19%	43 17%	32 12%	42 16%	87 18%	18 12%	44 14%	49 18%	28 17%	40 15%	77 17%	19 14%	12 18%	12 20%	17 14%	21 16%	4 18% <sup>w</sup>	62 18% <sup>w</sup>	52 18% <sup>z</sup>	43 12%	15 14%	13 17%	16 9%	3 14%	
Don't trust very much	(2) 4%	21 4%	23 5%	6 4%	22 7%	8 3%	8 3%	11 4%	25 5%	4 2%	15 5%	9 3%	8 5%	11 4%	21 5%	7 6%	2 2%	4 8%	2 2%	7 4%	1 5%	31 5%	15 4%	16 5%	13 4%	3 3%	3 5%	8 5%	-
Don't trust at all	(1) 2%	2 3% <sup>a</sup>	14 3% <sup>a</sup>	3 2%	3 1%	5 2%	5 2%	4 1%	8 2%	4 3%	1 3% <sup>i</sup>	8 3% <sup>i</sup>	2 1%	5 2%	7 2%	4 3%	1 2%	- 3%	3 1%	1 3%	7 7%	5 2%	2 1%	10 3%	2 2%	1 1%	6 4% <sup>v</sup>	-	
NET: Trust	774 77%	396 81% <sup>b</sup>	377 73%	134 76%	227 72%	198 77%	215 82% <sup>dh</sup>	208 77%	350 74%	122 82%	240 80%	202 75%	123 76%	209 76%	338 76%	101 76%	51 77%	39 67%	95 79%	131 82% <sup>p</sup>	18 75%	475 75%	256 75%	219 75%	279 79%	86 79%	57 77%	135 81%	20 86%
NET: Don't trust	61 6%	23 5%	38 7%	10 5%	25 8%	13 5%	13 5%	14 5%	33 7%	7 5%	16 5%	17 6%	11 7%	16 6%	28 6%	11 8%	3 4%	4 8%	5 4%	8 5%	2 8%	38 6%	20 6%	18 6%	23 7%	5 5%	4 5%	14 8%	-
Don't know	12 1%	3 1%	9 2%	4 2%	3 1%	2 1%	4 1%	5 2%	2 1%	2 1%	* 1%	* 1%	1 3% <sup>ej</sup>	9 1%	1 1%	1 2%	1 5% <sup>emr</sup>	3 3%	3 1%	1 2%	* 2%	6 1%	4 1%	3 1%	6 2%	2 2%	1 1%	3 2%	-
Mean	3.99	4.08 <sup>b</sup>	3.90	4.05	3.87	4.02	4.05 <sup>d</sup>	4.05 <sup>d</sup>	3.92	4.05	4.03	3.97	3.92	4.00	3.97	3.93	4.11	3.83	4.09	4.01	3.92	3.94	3.95	3.93	4.06	4.09	4.02	4.06	4.22
Standard deviation	0.88	0.82	0.93	0.91	0.89	0.89	0.84	0.88	0.90	0.87	0.82	0.96	0.87	0.88	0.89	0.95	0.89	0.84	0.89	0.78	0.96	0.86	0.87	0.83	0.93	0.89	0.87	0.99	0.69
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.05	0.04	0.07	0.05	0.06	0.07	0.06	0.05	0.08	0.10	0.13	0.11	0.05	0.11	0.03	0.05	0.05	0.10	0.09	0.08	0.20	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 38  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Dentist**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 237 24%	118 24%	119 23%	43 24%	61 19%	64 25%	69 26%	65 24%	102 22%	38 26%	80 26%	61 23%	34 21%	61 22%	105 24%	23 17%	15 22%	13 21%	35 29%	42 26%	4 17%	149 24%	88 26%	61 21%	80 23%	30 27%	13 17%	38 22%	8 33%
Trust quite a lot	(4) 497 49%	248 50%	249 48%	79 45%	162 52%	125 49%	132 50%	128 48%	237 50%	72 48%	145 48%	141 52%	84 52%	128 47%	218 49%	68 51%	30 46%	31 52%	51 42%	89 55%	11 44%	321 51%	172 50%	149 51%	168 48%	61 56%	38 51%	69 41%	8 35%
Neither trust nor don't trust	(3) 171 17%	80 16%	91 18%	28 16%	60 19%	42 16%	41 15%	44 16%	86 18%	24 16%	56 18%	37 14%	30 19%	47 17%	73 16%	27 21%	11 17%	10 18%	21 17%	21 13%	6 25%r	110 17%	52 15%	58 20%	57 16%	12 11%	13 17%	32 19%	4 16%
Don't trust very much	(2) 46 5%	16 3%	30 6%	11 6%	15 5%	8 3%	12 5%	14 5%	20 4%	5 3%	10 3%	15 6%	9 5%	13 5%	29 6%	3 2%	1 2%	1 2%	6 5%	5 3%	1 5%	28 4%	13 4%	15 5%	18 5%	1 1%	3 4%	15 9%aux	-
Don't trust at all	(1) 26 3%	9 2%	17 3%	7 4%	5 2%	12 5%f	2 1%	7 3%	17 4%	8 6%	2 1%	10 4%i	2 1%	12 4%i	6 1%	9 7%mr	4 6%mr	4 6%mr	2 1%	1 1%	1 4%r	8 1%	8 2%v	-	17 5%t	3 3%v	4 5%v	10 6%v	2 7%
NET: Trust	734 73%	366 74%	368 71%	122 69%	223 71%	188 74%	201 76%	193 72%	340 71%	110 74%	224 74%	202 75%	118 73%	189 69%	323 73%	91 68%	45 68%	43 74%	86 71%	131 81%mnos	15 61%	470 74%	260 76%z	210 72%	248 71%	90 83%yz	51 68%	107 64%	16 68%
NET: Don't trust	73 7%	25 5%	47 9%a	18 10%	20 6%	20 8%	14 5%	21 8%	37 8%	13 9%	12 4%	25 9%i	11 7%	25 9%i	34 8%	12 9%	5 8%	5 8%	8 7%	6 4%	2 10%	36 6%	21 6%	15 5%	35 10%t	4 4%	6 9%	24 15%uvx	2 7%
Don't know	31 3%	21 4%	10 2%	8 4%	10 3%	6 2%	7 3%	11 4%	12 3%	2 1%	10 3%	4 2%	3 2%	14 5%	3 2%	5 3%	5 7%r	-	6 5%	3 2%	1 4%	18 3%	9 3%	8 3%	11 3%	2 2%	4 6%	4 3%	2 9%
Mean	3.89	3.95	3.84	3.83	3.85	3.88	3.99	3.89	3.84	3.86	4.001	3.86	3.87	3.82	3.90	3.71	3.83	3.80	3.97	4.05ns	3.67	3.93	3.96z	3.90z	3.81	4.07z	3.76	3.67	3.97
Standard deviation	0.92	0.86	0.96	1.02	0.85	0.99	0.84	0.94	0.94	1.03	0.81	0.96	0.86	1.00	0.89	1.01	1.03	1.02	0.92	0.77	1.00	0.85	0.89	0.79	1.01	0.83	0.98	1.11	1.13
Standard error	0.03	0.04	0.04	0.08	0.05	0.06	0.05	0.06	0.04	0.08	0.05	0.06	0.07	0.06	0.05	0.08	0.12	0.15	0.12	0.05	0.11	0.03	0.05	0.05	0.06	0.10	0.09	0.10	0.34

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 39  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Child(rens) school (primary/secondary)**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employed (m)	Part time employed (n)	Unemployed (o)	Not working but seeking (p)	State pension (q)	Private pension (r)	House person (s)	NET: Home-owners (t)	Owned out-right (u)	Owned with mortgage (v)	NET: Renters (w)	Rent-ed from council (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 94 9%	45 9%	49 10%	27 16%efh	35 11%e	15 6%	17 6%	37 14%efh	40 8%	5 3%	27 9%	29 11%	11 7%	27 10%	49 11%	13 10%	6 10%	3 6%	10 8%	11 7%	2 7%	52 8%	20 6%	32 11%u	35 10%	6 5%	8 10%	22 13%u	7 28%
Trust quite a lot	(4) 365 36%	186 38%	179 35%	77 44%efh	137 44%efh	76 30%	76 29%	126 47%efh	163 34%	48 32%	109 36%	107 40%	61 38%	88 32%	175 39%qr	56 42%qr	28 42%qr	24 41%	29 24%	44 27%	10 40%r	214 34%	97 28%	117 40%u	140 40%	45 41%u	27 36%	68 41%u	11 47%
Neither trust nor don't trust	(3) 236 23%	111 23%	124 24%	26 15%	74 24%c	83 32%cdfg	52 20%	45 17%	139 29%cfg	40 27%	70 23%	66 24%	37 22%	63 23%	113 25%	30 23%	14 21%	12 21%	28 23%	34 21%	4 19%	160 25%	93 27%	67 23%	71 20%	24 22%	12 17%	35 21%	5 23%
Don't trust very much	(2) 32 3%	13 3%	19 4%	6 3%	12 4%	3 1%	11 4%	8 3%	13 3%	1 1%	12 4%	8 3%	6 4%	6 2%	13 3%	2 2%	2 3%	2 4%	3 3%	7 4%	2 7%rn	20 3%	12 4%	8 3%	12 3%	2 1%	3 4%	7 4%	-
Don't trust at all	(1) 19 2%	6 1%	12 2%	6 3%	5 2%	3 1%	4 2%	7 3%	7 1%	3 2%	3 1%	5 2%	5 3%	5 2%	9 2%	3 2%	-	2 4%	1 1%	2 2%	1 3%	11 2%	4 1%	7 2%	8 2%	1 1%	3 4%	4 2%	-
NET: Trust	459 46%	231 47%	228 44%	104 59%efh	171 55%efh	91 35%	93 35%	164 61%efh	203 43%	53 35%	136 45%	136 51%	72 44%	115 42%	224 50%qr	68 51%qr	34 52%qr	27 47%	39 32%	55 34%	11 47%	267 42%	118 34%	149 51%u	175 50%t	51 47%	35 46%	90 54%u	17 75%
NET: Don't trust	50 5%	19 4%	31 6%	12 7%e	17 5%	6 2%	15 6%	15 6%	20 4%	4 3%	15 5%	14 5%	10 6%	11 4%	22 5%	6 4%	2 3%	5 8%	4 4%	10 6%	2 10%	31 5%	17 5%	14 5%	19 6%	3 3%	6 8%	11 6%	-
Don't know	263 26%	131 27%	132 26%	33 19%	51 16%	76 30%cdg	103 39%cdgh	46 17%	113 24%d	53 35%	81 27%	53 20%	43 27%	85 31%j	87 20%	29 22%	16 24%	14 23%	49 41%mn	62 39%mnos	6 24%	177 28%	115 34%vz	62 21%	85 24%	31 29%	22 30%	32 19%	*
Mean	3.65	3.69	3.61	3.79eh	3.70	3.53	3.57	3.80efh	3.59	3.52	3.65	3.68	3.57	3.67	3.68	3.70	3.76	3.53	3.61	3.55	3.54	3.61	3.52	3.69u	3.69	3.68	3.64	3.72	4.05
Standard deviation	0.85	0.80	0.89	0.95	0.83	0.75	0.87	0.87	0.81	0.76	0.82	0.85	0.87	0.86	0.85	0.83	0.73	0.91	0.84	0.88	0.95	0.84	0.81	0.85	0.86	0.73	0.98	0.89	0.74
Standard error	0.03	0.04	0.05	0.08	0.05	0.06	0.07	0.06	0.04	0.08	0.05	0.06	0.08	0.06	0.05	0.08	0.09	0.15	0.14	0.08	0.12	0.04	0.05	0.06	0.05	0.09	0.08	0.08	0.22

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





**Consumer Wellbeing Tracker 2018 (Including Boosters) - North East**  
**ONLINE Fieldwork : January to December 2018**

Absolutes/col percents

Table 40  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**College**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employed (m)	Part time employed (n)	Unemployed (o)	Not working but seeking (p)	State pension (q)	Private pension (r)	House person (s)	NET: Home-owners (t)	Owned outright (u)	Owned with mortgage (v)	NET: Renters (w)	Rent-ed from council (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	744	368	376	122	220	189	213	190	341	106	243	221	111	169	283	108	60	28	48	170	47	500	266	234	237	58	71	108	7
Weighted base	752	370	381	116	232	195	209	189	353	104*	235	206	126*	184	342	93*	47*	35**	92*	130	14*	501	269	232	240	67*	56*	117*	11**
Trust a great deal	(5) 52 7%	23 6%	29 7%	15 13%dfh	13 5%	13 6%	11 5%	22 12%dh	19 5%	8 8%	16 7%	10 5%	12 10%	13 7%	29 8%	5 6%	5 10%	1 4%	7 7%	5 4%	1 6%	32 6%	19 7%	13 5%	20 8%	3 4%	2 4%	15 13%v	-
Trust quite a lot	(4) 237 32%	116 31%	121 32%	49 43%efh	89 38%ef	51 26%	47 23%	81 43%efh	109 31%	25 24%	80 34%k	79 38%k	27 21%	51 28%	122 36%qqr	29 32%	17 36%	13 38%	17 19%	32 25%	6 43%qr	151 30%	68 25%	83 36%u	83 34%	24 36%	17 31%	41 35%	3 29%
Neither trust nor don't trust	(3) 265 35%	135 36%	130 34%	30 26%	79 34%	89 45%cdfg	68 32%	52 27%	146 41%cg	45 43%	86 37%	71 35%	52 41%	56 30%	123 36%	34 36%	15 31%	12 34%	37 40%	41 32%	4 28%	191 38%w	100 37%	91 39%y	69 29%	20 31%	13 24%	35 30%	6 51%
Don't trust very much	(2) 34 5%	20 5%	14 4%	4 3%	13 6%	6 3%	11 5%	6 3%	17 5%	2 2%	10 4%	10 5%	5 4%	10 5%	16 5%	4 5%	2 5%	1 4%	4 5%	6 5%	* 2%	18 4%	8 3%	10 4%	16 7%	7 10%u	3 5%	6 5%	-
Don't trust at all	(1) 11 1%	2 1%	9 2%	4 4%	3 1%	2 1%	2 1%	4 2%	5 1%	2 2%	4 2%	2 1%	1 1%	3 2%	7 2%	1 1%	1 2%	-	-	1 4%qr	9 2%	4 2%	4 2%	2 1%	1 2%	1 2%	-	-	
NET: Trust	289 38%	139 38%	149 39%	65 56%defh	102 44%ef	64 33%	58 28%	103 54%efh	128 36%	33 32%	96 41%	89 43%k	39 31%	64 35%	151 44%qqr	35 37%	21 46%qr	15 43%	24 26%	37 28%	7 49%qr	183 37%	88 33%	95 41%	103 43%	27 40%	19 35%	56 48%u	3 29%
NET: Don't trust	45 6%	23 6%	22 6%	8 7%	17 7%	8 4%	13 6%	10 5%	22 6%	4 4%	14 6%	12 6%	6 5%	13 7%	23 7%	5 6%	3 6%	2 7%	4 5%	6 5%	1 6%	27 5%	12 5%	14 6%	18 8%	8 12%	4 7%	6 5%	-
Don't know	153 20%	74 20%	79 21%	13 11%	34 15%	35 18%	71 34%cddeg	25 13%	57 16%	22 21%	39 17%	34 16%	29 23%	51 28%ij	44 13%	20 21%	8 17%	6 17%	27 29%lm	46 35%mnos	2 17%	101 20%	69 26%v	32 14%	50 21%	11 17%	19 35%vxz	19 17%	2 20%
Mean	3.48	3.47	3.49	3.67efh	3.48	3.42	3.40	3.67def	3.40	3.43	3.48	3.50	3.44	3.46	3.50	3.45	3.58	3.44	3.40	3.42	3.53	3.45	3.45	3.45	3.54	3.36	3.46	3.67	3.36
Standard deviation	0.80	0.77	0.84	0.92	0.79	0.74	0.80	0.85	0.77	0.82	0.80	0.74	0.83	0.87	0.84	0.78	0.85	0.83	0.76	0.71	0.91	0.79	0.80	0.78	0.84	0.86	0.84	0.82	0.51
Standard error	0.03	0.05	0.05	0.09	0.06	0.06	0.07	0.07	0.06	0.09	0.06	0.06	0.09	0.08	0.05	0.08	0.12	0.17	0.13	0.07	0.14	0.04	0.06	0.06	0.13	0.12	0.09	0.09	0.23

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 41  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
 University  
 Base: All respondents

	Gender		Age							Social Grade				Working Status						Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Trust a great deal	(5)	49 5%	30 6%	19 4%	19 11%defh	16 5%f	11 4%f	3 1%	26 10%efh	20 4%f	4 3%	20 7%l	14 5%	7 4%	7 3%	27 6%r	7 5%	9 13%mpqr	1 2%	-	3 5%q	1 4%	28 4%	11 3%	17 6%	20 6%	2 2%	2 3%	16 10%ux	-
Trust quite a lot	(4)	304 30%	146 30%	158 31%	73 42%efh	104 33%f	69 27%	57 22%	111 41%efh	136 29%	43 29%	95 32%	101 38%kl	39 24%	69 25%	156 35%qr	43 32%q	25 38%q	12 21%	20 17%	42 26%	6 24%	188 30%	87 25%	102 35%uy	101 29%	32 29%	15 21%	54 32%	15 63%
Neither trust nor don't trust	(3)	330 33%	170 35%	159 31%	42 24%	112 36%cg	102 40%cfg	73 28%	71 26%	186 39%cfg	53 36%	99 33%	79 29%	63 39%	89 32%	157 40%oo	43 32%o	9 14%	26 44%o	38 31%o	49 30%o	8 32%o	224 35%	124 36%	99 34%	102 29%	30 28%	24 32%	49 29%	4 17%
Don't trust very much	(2)	69 7%	47 10%b	21 4%	22 12%deh	18 6%	9 4%	20 8%	26 10%eh	23 5%	3 2%	29 10%	20 7%	7 5%	13 6%	26 5%	6 5%	10 15%mnq	3 5%	6 5%	16 10%	1 5%	45 7%	25 7%	20 7%	21 6%	8 7%	5 7%	8 5%	3 14%
Don't trust at all	(1)	34 3%	17 3%	17 3%	7 4%	8 3%	7 3%	11 4%	10 4%	13 3%	5 3%	6 2%	6 2%	4 3%	18 7%ij	9 2%	5 3%	4 6%lm	5 9%lm	7 6%	4 2%	1 3%	12 2%	6 2%	6 2%	21 6%t	8 7%uv	5 7%uv	7 4%	1 4%
NET: Trust	353 35%	176 36%	177 34%	92 53%defh	120 38%f	80 31%	60 23%	137 51%defh	156 33%f	47 31%	115 38%l	115 43%kl	46 28%	76 28%	184 41%pqr	49 37%q	34 51%pqrs	14 24%	20 17%	45 28%	7 30%	217 34%	98 29%	118 41%uy	122 35%	34 31%	18 24%	70 42%uy	15 63%	
NET: Don't trust	102 10%	64 13%b	38 7%	29 16%deh	26 8%	16 6%	31 12%	35 13%eh	36 7%	9 6%	34 11%	25 9%	12 7%	31 11%	35 8%	11 8%	14 21%mn	8 14%	13 11%	20 13%	2 8%	57 9%	31 9%	26 9%	41 12%	16 14%	10 14%	15 9%	4 18%	
Don't know	223 22%	82 17%	141 27%a	13 7%	55 17%cg	57 22%cg	98 37%cddeg	26 10%	26 21%cg	41 27%	53 17%	50 18%	41 25%	80 29%ij	69 16%	30 22%	9 14%	11 19%	50 41%mnop	47 29%mo	7 30%mo	137 22%	88 26%v	49 17%	85 24%	29 27%	23 30%v	33 20%	* 2%	
Mean	3.34	3.30	3.38	3.46f	3.39f	3.34f	3.12	3.49f	3.34f	3.34	3.38l	3.45l	3.30	3.18	3.45pr	3.39	3.43	3.05	3.01	3.21	3.35	3.35	3.29	3.43y	3.30	3.15	3.08	3.48y	3.41	
Standard deviation	0.88	0.91	0.85	1.01	0.83	0.80	0.89	0.96	0.81	0.81	0.88	0.84	0.82	0.95	0.82	0.88	1.16	0.94	0.88	0.84	0.91	0.82	0.80	0.83	1.00	0.99	1.00	0.97	0.91	
Standard error	0.03	0.05	0.04	0.08	0.05	0.06	0.07	0.06	0.04	0.08	0.06	0.05	0.08	0.07	0.05	0.08	0.14	0.15	0.15	0.07	0.12	0.04	0.05	0.05	0.06	0.12	0.12	0.09	0.27	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 42  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Child(rens) childcare up to 5 years old (i.e. nursery/childminder)**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 6%	34 7%	28 6%	12 7%	28 9%ef	12 5%	10 4%	22 8%	30 6%	6 4%	16 5%	21 8%	10 6%	15 6%	31 7%	13 10%r	2 3%	2 4%	6 5%	6 4%	2 8%	38 6%	14 4%	24 8%	24 7%	4 4%	5 7%	14 8%	-
Trust quite a lot	(4) 30%	145 30%	161 31%	78 44%efh	115 37%efh	61 24%	53 20%	119 44%efh	134 28%ef	40 27%	91 30%	97 36%l	55 34%	64 23%	159 36%qr	40 30%q	30 45%anqr	17 29%	17 14%	35 22%	9 37%qr	184 29%	74 22%	110 38%u	103 29%	34 32%	19 25%	50 30%	19 82%
Neither trust nor don't trust	(3) 22%	110 22%	112 22%	33 19%	66 21%	71 28%	52 20%	54 20%	117 25%	32 21%	77 25%	49 18%	34 21%	63 23%	93 21%	36 27%	14 21%	13 22%	31 26%	32 20%	4 17%	149 24%	89 26%	60 20%	72 21%	23 21%	13 18%	36 21%	1
Don't trust very much	(2) 3%	11 2%	15 3%	6 4%	11 3%	4 2%	4 2%	9 3%	12 2%	2 1%	8 3%	6 2%	6 4%	5 2%	16 4%	2 2%	1 2%	-	-	4 3%	1 6%pq	14 2%	5 1%	9 3%	11 3%	4 3%	3 4%	4 3%	-
Don't trust at all	(1) 1%	7 1%	7 1%	2 1%	6 2%	3 1%	3 1%	3 1%	8 2%	4 3%	1 *	3 1%	5 3%	4 2%	5 1%	2 2%	-	5 9%mnqr	1 1%	-	-	6 1%	2 1%	4 1%	8 2%	1 5%uv	4 2%	3 2%	-
NET: Trust	368 37%	179 36%	189 37%	90 51%efh	142 46%efh	73 28%	63 24%	141 52%efh	165 35%ef	46 30%	107 35%	118 44%l	64 40%	79 29%	190 43%qr	53 40%qr	32 48%qr	20 34%	23 19%	41 25%	11 45%qr	223 35%	88 26%	134 46%uy	127 36%	39 36%	24 33%	64 38%u	19 82%
NET: Don't trust	39 4%	17 4%	22 4%	8 5%	17 5%	7 3%	7 3%	12 4%	20 4%	6 4%	10 3%	10 4%	10 6%	9 3%	21 5%	5 3%	1 2%	5 9%q	1 1%	4 3%	2 7%q	20 3%	7 2%	13 4%	19 6%	5 5%	7 9%u	8 4%	-
Don't know	378 38%	186 38%	192 37%	44 25%	87 28%	105 41%cdg	142 54%cddeg	63 23%	174 37%cdg	66 44%	108 36%	92 34%	54 33%	124 45%jk	141 32%	39 30%	19 29%	21 36%	65 54%mnos	84 52%mnos	8 31%	242 38%	157 46%v	85 29%	132 38%	42 39%	30 41%	60 36%	3 14%
Mean	3.60	3.62	3.58	3.71e	3.65	3.49	3.52	3.71eh	3.55	3.49	3.58	3.72	3.54	3.53	3.64	3.63	3.69	3.32	3.48	3.55	3.65	3.60	3.51	3.68u	3.56	3.56	3.43	3.63	3.95
Standard deviation	0.81	0.81	0.80	0.75	0.86	0.78	0.79	0.77	0.84	0.85	0.74	0.79	0.90	0.83	0.80	0.85	0.61	1.10	0.77	0.72	0.90	0.77	0.73	0.80	0.89	0.78	1.09	0.87	0.22
Standard error	0.03	0.05	0.04	0.06	0.06	0.06	0.07	0.05	0.05	0.09	0.05	0.06	0.09	0.07	0.05	0.08	0.08	0.20	0.14	0.07	0.12	0.04	0.05	0.05	0.10	0.14	0.08	0.07	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 43  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Social care (i.e. care homes/care delivered in the home)**  
**Base: All respondents**

	Gender		Age					Social Grade				Working Status					Tenure													
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Trust a great deal	(5)	31 3%	17 4%	13 3%	9 5%h	10 3%	4 2%	8 3%	14 5%eh	1 2%	5 2%	13 5%i	4 3%	9 3%	14 3%	1 1%	4 6%n	1 1%	8 7%	3 2%	1 3%	19 3%	8 2%	11 4%	10 3%	2 2%	1 2%	6 4%	2 11%	
Trust quite a lot	(4)	230 23%	114 23%	116 22%	51 29%f	77 25%f	58 23%	43 16%	76 28%f	110 23%	34 22%	74 22%	60 20%	33 23%	63 27%r	29 21%	22 33%ppqr	8 14%	21 18%	24 15%	5 20%	150 24%	74 22%	76 26%	75 21%	27 25%	14 19%	35 21%	4 18%	
Neither trust nor don't trust	(3)	348 35%	181 37%	167 32%	53 30%	117 37%	94 37%	84 32%	89 33%	175 37%	52 35%	106 34%	91 39%	63 32%	88 32%	44 33%	19 28%	21 36%	41 34%	57 35%	6 26%	229 36%	122 36%	108 37%	114 32%	35 27%	20 27%	59 35%	5 22%	
Don't trust very much	(2)	189 19%	80 16%	108 21%	35 20%	49 16%	51 20%	53 20%	47 17%	88 19%	27 18%	65 21%l	57 21%l	29 18%	37 18%	27 20%	13 20%	9 15%	17 14%	40 25%m	6 24%	113 18%	60 18%	52 18%	69 20%	18 17%	14 18%	37 22%	7 32%	
Don't trust at all	(1)	75 7%	28 6%	47 9%	13 7%	20 6%	23 9%	20 7%	17 6%	39 8%	14 9%	21 5%	18 8%	22 11%l	29 6%	15 11%	3 4%	6 11%	8 7%	10 6%	4 17%moqr	45 7%	29 8%	16 6%	28 8%	7 7%	6 7%	15 9%	2 9%	
NET: Trust		260 26%	131 27%	129 25%	60 34%efh	87 28%f	62 24%	51 19%	90 33%efh	119 25%	35 23%	79 26%	73 27%	37 23%	72 26%	135 30%pr	30 22%	9 39%npqr	29 15%	26 24%	6 16%	169 23%	81 27%	88 30%	85 27%	29 24%	15 21%	41 24%	7 28%	
NET: Don't trust		264 26%	109 22%	155 30%aa	48 27%	69 22%	74 29%	73 28%	64 24%	127 27%	41 28%	78 29%	79 29%	47 22%	60 24%	107 31%	41 24%	16 24%	15 26%	25 31%	50 41%moq	10 25%	89 26%	69 23%	97 28%	26 24%	19 26%	52 31%	9 41%	
Don't know		136 14%	71 14%	65 13%	15 8%	41 13%	26 10%	55 21%cdg	27 10%	54 11%	22 14%	39 13%	27 10%	15 10%	55 20%ijk	43 10%	18 9%	13 22%lm	26 22%lm	28 17%lm	2 10%	79 12%	50 15%	28 10%	55 16%	19 18%	20 26%lvz	16 10%	2 9%	
Mean		2.95	3.03b	2.87	3.05	3.03	2.86	2.84	3.10efh	2.91	2.85	2.97	2.94	2.84	2.99	3.03nrs	2.78	3.19npqr	2.73	3.04	2.76	2.65	2.97	2.90	3.05	2.90	2.97	2.85	2.87	2.89
Standard deviation		0.98	0.95	1.01	1.04	0.95	0.96	0.99	1.00	0.96	0.90	1.03	1.00	1.01	0.96	1.00	1.00	0.97	1.04	0.91	1.14	0.97	0.97	0.95	0.99	0.97	1.00	1.01	1.20	
Standard error		0.03	0.05	0.05	0.08	0.06	0.06	0.07	0.06	0.05	0.06	0.09	0.07	0.07	0.05	0.09	0.11	0.16	0.15	0.07	0.13	0.04	0.06	0.06	0.11	0.12	0.08	0.36		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 44  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**The NHS**  
**Base: All respondents**

	Gender			Age						Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 311 31%	161 33%	151 29%	66% <sup>dh</sup> 38%	81 26%	84 33%	80 31%	98 36% <sup>dh</sup>	133 28%	48 32%	84 28%	106 39% <sup>kl</sup>	41 25%	81 29%	134 30%	41 31%	24 37%	12 21%	46 38%	46 29%	7 30%	180 28%	99 29%	81 28%	124 35% <sup>t</sup>	39 36%	25 34%	60 36%	8 33%
Trust quite a lot	(4) 460 46%	241 49%	219 42%	67 38%	149 47%	120 47%	125 47%	111 41%	224 47%	74 49%	152 51% <sup>ej</sup>	104 39%	79 48%	125 45%	210 47%	54 41%	25 38%	30 51%	45 37%	85 53% <sup>noq</sup>	12 49%	300 47%	161 47%	139 48%	148 42%	45 41%	31 42%	72 43%	11 50%
Neither trust nor don't trust	(3) 159 16%	65 13%	94 18%	26 15%	55 18%	41 16%	37 14%	37 14%	86 18%	21 14%	44 15%	37 14%	34 21%	45 16%	69 20%	27 20%	9 14%	13 22%	17 14%	21 13%	2 9%	111 18%	59 17%	52 18%	46 13%	18 17%	9 13%	19 11%	2 7%
Don't trust very much	(2) 49 5%	19 4%	30 6%	8 4%	20 6%	7 3%	14 5%	14 5%	22 5%	5 3%	17 5%	10 4%	8 5%	14 5%	21 5%	6 4%	4 5%	2 4%	7 6%	7 4%	2 9%	29 5%	15 4%	14 5%	18 5%	3 3%	6 8%	8 5%	2 11%
Don't trust at all	(1) 17 2%	1 *	16 3% <sup>ea</sup>	4 2%	6 2%	4 1%	4 1%	5 2%	9 2%	2 1%	1 *	10 4% <sup>ei</sup>	1 *	5 2%	8 2%	3 2%	1 2%	2 2%	2 1%	2 1%	2 2%	7 1%	4 1%	3 1%	10 3%	3 3%	2 2%	5 3%	-
NET: Trust	771 77%	402 82% <sup>b</sup>	370 72%	133 76%	229 73%	204 80%	205 78%	209 78%	357 75%	122 81%	237 78%	210 78%	119 73%	206 75%	344 77%	96 72%	49 74%	42 72%	91 76%	131 81%	19 79%	480 76%	260 76%	220 75%	272 78%	83 77%	57 76%	133 79%	19 83%
NET: Don't trust	66 7%	21 4%	46 9% <sup>ea</sup>	12 7%	26 8%	11 4%	18 7%	18 7%	30 6%	7 5%	18 6%	20 5%	9 5%	19 7%	29 7%	9 7%	5 7%	4 6%	9 8%	8 5%	3 11%	36 6%	19 6%	17 6%	28 8%	7 6%	8 10%	14 8%	2 11%
Don't know	11 1%	5 1%	6 1%	5 3% <sup>eh</sup>	3 1%	-	4 1%	5 2% <sup>e</sup>	2 *	-	3 1%	2 1%	1 *	5 2%	2 1%	1 1%	3 5% <sup>mr</sup>	-	3 3%	1 *	7 2%	4 1%	4 1%	3 1%	4 1%	1 *	1 1%	3 2%	-
Mean	4.00	4.11 <sup>b</sup>	3.90	4.07	3.90	4.07 <sup>d</sup>	4.02	4.07 <sup>d</sup>	3.95	4.07	4.01	4.07	3.93	3.97	4.00	3.95	4.07	3.85	4.08	4.04	3.98	3.98	3.99	3.97	4.03	4.03	3.99	4.05	4.05
Standard deviation	0.91	0.80	0.99	0.97	0.92	0.85	0.90	0.93	0.90	0.85	0.83	1.01	0.84	0.93	0.90	0.96	0.95	0.87	0.96	0.83	0.98	0.87	0.87	0.87	0.98	0.97	1.00	0.99	0.93
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.06	0.06	0.04	0.07	0.05	0.06	0.07	0.06	0.05	0.08	0.11	0.13	0.12	0.06	0.11	0.03	0.05	0.05	0.05	0.10	0.10	0.08	0.27

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 45  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**The Government**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 10 1%	7 1%	4 1%	4 2%	2 1%	3 1%	2 1%	5 2%	3 1%	2 1%	6 2%l	3 1%	2 1%	- -	6 1%	- -	- -	1 2%	2 2%	1 *	- -	7 1%	2 1%	5 2%	3 1%	3 3%	- -	- -	- -
Trust quite a lot	(4) 81 8%	46 9%	35 7%	12 7%	25 8%	17 7%	27 10%	25 9%	29 6%	11 7%	26 9%	24 9%	11 7%	20 7%	38 9%	9 7%	3 4%	3 5%	8 7%	19 12%	1 6%	52 8%	31 9%	21 7%	30 8%	9 8%	8 11%	13 8%	- -
Neither trust nor don't trust	(3) 230 23%	105 21%	125 24%	40 23%	55 17%	64 25%	72 27% <sup>dg</sup>	51 19%	108 23%	42 28%	76 25%	69 20%	33 20%	53 19%	96 22% <sup>p</sup>	39 30% <sup>p</sup>	14 21%	4 7%	28 24% <sup>p</sup>	44 28% <sup>p</sup>	4 16%	162 26% <sup>w</sup>	104 30% <sup>vxy</sup>	58 20%	62 18%	19 18%	8 11%	35 21%	6 26%
Don't trust very much	(2) 320 32%	150 30%	171 33%	61 35%	100 32%	74 29%	86 33%	86 32%	148 31%	41 27%	113 37% <sup>l</sup>	81 30%	51 32%	75 27%	144 32%	39 29%	22 34%	12 21%	35 29%	59 37% <sup>p</sup>	8 35%	212 33%	114 34%	98 34%	99 28%	34 31%	20 27%	45 27%	10 41%
Don't trust at all	(1) 352 35%	183 37%	168 33%	53 30%	129 41% <sup>cf</sup>	97 38% <sup>f</sup>	74 28%	93 34%	185 39% <sup>f</sup>	53 36%	77 26%	91 34% <sup>i</sup>	63 38% <sup>i</sup>	121 44% <sup>ij</sup>	157 35% <sup>r</sup>	43 32%	26 39% <sup>r</sup>	36 61% <sup>mn</sup>	43 36%	38 24%	10 39% <sup>r</sup>	192 30%	88 26%	104 35% <sup>u</sup>	152 43% <sup>t</sup>	43 40% <sup>u</sup>	37 49% <sup>uv</sup>	72 43% <sup>u</sup>	8 33%
NET: Trust	92 9%	53 11%	39 8%	16 9%	26 8%	20 8%	29 11%	30 11%	32 7%	13 8%	32 11%	27 10%	12 8%	20 7%	44 10%	9 7%	3 4%	5 8%	10 9%	19 12%	1 6%	59 9%	33 10%	26 9%	33 9%	12 11%	8 11%	13 8%	- -
NET: Don't trust	672 67%	333 68%	339 66%	114 65%	228 73% <sup>f</sup>	170 67%	159 61%	179 67%	333 70% <sup>f</sup>	94 63%	190 63%	172 64%	114 70%	196 71%	301 68%	81 61%	48 73%	48 82% <sup>nr</sup>	79 65%	97 60%	18 74% <sup>r</sup>	403 64%	202 59%	202 69% <sup>u</sup>	251 72% <sup>t</sup>	77 71%	57 76% <sup>u</sup>	117 70% <sup>u</sup>	17 74%
Don't know	14 1%	1 *	13 2% <sup>a</sup>	6 3% <sup>eh</sup>	4 1%	1 *	3 1%	9 3% <sup>eh</sup>	2 1%	1 1%	4 1%	1 *	4 2%	6 3%	3 1%	3 2% <sup>r</sup>	2 3% <sup>r</sup>	2 3% <sup>r</sup>	3 3%	3 -	1 3% <sup>mr</sup>	10 2%	3 1%	7 2%	4 1%	* *	2 2%	2 1%	- -
Mean	2.07	2.07	2.08	2.13	1.94	2.04	2.22 <sup>dh</sup>	2.09	1.98	2.11	2.23 <sup>kl</sup>	2.13 <sup>l</sup>	1.98	1.89	2.08 <sup>p</sup>	2.11 <sup>p</sup>	1.90	1.63	2.07 <sup>p</sup>	2.29 <sup>mop</sup>	1.89	2.15 <sup>w</sup>	2.25 <sup>vyz</sup>	2.04	1.94	2.03	1.83	1.93	1.92
Standard deviation	1.00	1.04	0.96	1.01	0.98	1.00	1.00	1.06	0.96	1.03	1.00	1.02	0.98	0.97	1.02	0.95	0.88	1.02	1.03	0.97	0.92	0.99	0.96	1.01	1.02	1.09	1.02	0.98	0.78
Standard error	0.03	0.05	0.04	0.08	0.06	0.06	0.06	0.07	0.04	0.08	0.06	0.06	0.08	0.06	0.05	0.08	0.10	0.15	0.13	0.07	0.10	0.04	0.05	0.06	0.12	0.10	0.08	0.23	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 46  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Politicians**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employed (m)	Part time employed (n)	Unemployed (o)	Not working but seeking (p)	State pension (q)	Private pension (r)	House person (s)	NET: Home-owners (t)	Owned outright (u)	Owned with mortgage (v)	NET: Renters (w)	Rent-ed from council (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 1%	3 1%	2 *	2 1%	2 1%	2 1%	- -	4 1%	2 1%	2 1%	2 1%	1 *	2 1%	2 1%	6 -	- -	- -	- -	- -	- -	- -	4 1%	3 1%	1 *	2 *	- -	- -	2 1%	- -
Trust quite a lot	(4) 4%	27 6%b	13 2%	14 8%eh	12 4%	4 2%	10 4%	19 7%eh	11 2%	4 3%	17 6%	12 4%	3 2%	8 3%	20 4%	3 3%	6 9%q	3 5%	2 1%	6 4%	1 2%	26 4%	13 4%	12 4%	12 4%	4 4%	3 4%	6 3%	2 7%
Neither trust nor don't trust	(3) 16%	74 15%	86 17%	32 18%e	29 9%	47 18%e	52 20%e	40 15%	68 14%	29 20%	45 15%	47 17%	29 18%	39 14%	73 16%	18 13%	7 11%	5 8%	23 19%	32 20%	2 10%	107 17%	64 19%	43 15%	46 13%	16 15%	9 12%	21 12%	8 33%
Don't trust very much	(2) 36%	177 36%	185 36%	58 33%	99 32%	93 36%	111 42%e	87 32%	164 35%	62 41%	132 44%jkl	94 35%	47 29%	89 32%	150 34%p	51 38%p	25 38%p	9 15%	51 42%p	67 42%p	9 39%p	240 38%	136 40%y	104 35%	114 32%	37 34%	20 27%	57 34%	8 34%
Don't trust at all	(1) 42%	207 42%	220 43%	65 37%	166 53%cefg	109 43%	88 33%	113 42%	227 48%cf	51 34%	101 34%	115 43%i	79 49%i	132 48%i	192 43%	58 43%	27 40%	42 72%mnop	42 35%	56 35%	11 45%	248 39%	122 36%	127 43%	173 49%t	51 47%	42 56%u	80 48%u	6 26%
NET: Trust	46 5%	31 6%b	15 3%	16 9%efh	15 5%	6 2%	10 4%	23 8%efh	14 3%	6 4%	19 6%	13 5%	5 3%	9 3%	26 6%	3 3%	6 9%q	3 5%	2 1%	6 4%	1 2%	30 5%	16 5%	14 5%	14 4%	4 4%	3 4%	7 4%	2 7%
NET: Don't trust	789 78%	385 78%	405 78%	123 70%	265 85%cfg	202 79%	199 75%	199 74%	391 82%cg	113 76%	234 77%	209 78%	126 78%	221 80%	342 77%	108 81%	52 78%	51 87%	93 77%	123 76%	20 84%	488 77%	258 75%	230 79%	287 82%	88 81%	62 83%	137 82%	14 60%
Don't know	13 1%	3 1%	10 2%	4 3%h	4 1%	1 *	3 1%	8 3%h	2 *	1 1%	4 1%	* *	2 2%	6 2%	4 1%	4 3%r	1 2%	- -	3 3%	- -	1 3%r	9 1%	3 2%	6 1%	4 1%	* *	1 2%	3 2%	- -
Mean	1.83	1.86	1.80	2.00dh	1.66	1.81	1.94dh	1.91dh	1.73	1.94	1.94l	1.84	1.76	1.73	1.86p	1.74p	1.88p	1.46	1.86p	1.93ps	1.69	1.88w	1.94yz	1.81	1.72	1.75	1.62	1.74	2.22
Standard deviation	0.88	0.92	0.84	1.00	0.86	0.84	0.83	1.00	0.83	0.87	0.88	0.88	0.90	0.86	0.94	0.79	0.93	0.84	0.77	0.84	0.78	0.88	0.89	0.88	0.86	0.84	0.84	0.88	0.93
Standard error	0.03	0.04	0.04	0.08	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.05	0.05	0.07	0.10	0.12	0.10	0.06	0.09	0.03	0.05	0.05	0.09	0.09	0.07	0.07	0.27

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 47  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**The European Union**  
**Base: All respondents**

	Gender		Age					Social Grade					Working Status					Tenure											
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Trust a great deal	(5) 38 4%	21 4%	17 3%	16 9%efh	14 5%f	7 3%	2 1%	23 9%efh	13 3%	4 2%	15 5%	10 4%	4 3%	10 4%	23 5%ar	4 3%ar	8 12%mnqrs	3 6%qr	-	-	-	21 3%	6 2%	15 5%u	13 4%	-	3 4%	10 6%ux	4 18%
Trust quite a lot	(4) 109 11%	59 12%	50 10%	42 24%defh	34 11%	20 8%	14 5%	56 21%defh	39 8%	6 4%	47 16%kl	33 12%l	12 7%	17 6%	62 14%q	14 10%	12 18%ppqr	3 5%	3 3%	13 8%	3 11%q	64 10%	28 8%	36 12%	39 11%	7 6%	7 10%	26 15%u	6 26%
Neither trust nor don't trust	(3) 245 24%	101 20%	145 28%a	46 26%	72 23%	69 27%	59 22%	68 25%	118 28%	42 28%	76 25%	67 28%	46 28%	57 21%	108 24%	41 31%rs	16 24%	12 21%	32 27%	33 20%	4 14%	162 26%	92 27%	70 24%	78 22%	23 21%	12 16%	42 25%	5 23%
Don't trust very much	(2) 225 22%	113 23%	112 22%	26 15%	72 23%g	64 25%cg	63 24%cg	40 15%	122 26%cg	35 23%	61 20%	76 28%ik	29 18%	59 22%	104 23%	25 19%	13 19%	11 20%	25 21%	42 26%	4 18%	141 22%	72 21%	69 24%	79 23%	32 30%	16 22%	31 18%	4 18%
Don't trust at all	(1) 321 32%	186 38%b	135 26%	28 16%	91 29%cg	86 33%cg	117 44%cddeg h	48 18%	156 33%cg	53 36%	93 31%	70 26%	58 35%	101 37%j	122 27%	36 27%	13 19%	18 30%	53 44%rmno	71 44%rmno	10 41%rmno	217 34%	134 39%vz	82 28%	102 29%	38 35%z	30 40%vz	34 20%	3 15%
NET: Trust	148 15%	81 16%	67 13%	57 33%defh	48 15%f	26 10%	16 6%	80 30%defh	52 11%	10 7%	62 21%kl	43 16%	16 10%	26 10%	85 19%qr	18 13%q	20 30%mpqrs	6 11%	3 3%	13 8%	3 11%q	85 13%	33 10%	52 18%ux	52 15%	7 6%	10 13%	36 22%ux	10 44%
NET: Don't trust	546 54%	299 61%b	247 48%	54 31%	162 52%cg	150 58%cg	180 68%cddeg h	88 32%	279 59%cg	88 59%	154 51%	146 54%	86 53%	160 58%	226 51%	60 45%	26 39%	29 50%	78 65%no	113 70%mnop59%o	14 5%	358 56%	207 60%z	151 52%z	181 51%	70 64%z	47 62%z	64 38%	8 33%
Don't know	69 7%	12 2%	57 11%a	18 10%ef	31 10%efh	11 4%	9 3%	34 13%efh	26 6%	10 7%	9 3%	13 5%	14 9%ai	32 12%ij	26 6%r	14 10%r	5 8%r	11 19%mqrs	7 6%	2 1%	4 16%mqrs	29 5%	10 3%	19 6%	40 11%t	9 8%	6 8%u	25 15%uv	-
Mean	2.27	2.20	2.35	2.94def h	2.32f	2.17f	1.90	2.86def h	2.18f	2.09	2.42l	2.36l	2.16	2.08	2.43qrs	2.38qrs	2.82mnp qrs	2.21	1.88	1.93	1.94	2.23	2.09	2.39uxy	2.30	1.99	2.06	2.64uxy	3.14
Standard deviation	1.17	1.21	1.12	1.25	1.19	1.08	0.98	1.27	1.09	1.05	1.23	1.13	1.12	1.13	1.21	1.13	1.33	1.21	0.93	0.99	1.11	1.15	1.08	1.20	1.17	0.94	1.18	1.23	1.35
Standard error	0.04	0.05	0.05	0.10	0.07	0.07	0.06	0.08	0.05	0.09	0.07	0.07	0.10	0.08	0.06	0.10	0.15	0.20	0.12	0.07	0.13	0.05	0.06	0.07	0.10	0.12	0.10	0.10	0.39

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 48  
**Q26. Which of the following has your household experienced in the last month?**  
 Base: All respondents

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Any	485	222	263	104	195	104	83	162	240	59	130	146	75	134	237	69	41	34	37	54	14	263	110	153	204	48	38	118	18
	48%	45%	51%	59%ef	62%efh	40%	31%	60%efh	51%ef	39%	43%	54%i	46%	49%	53%qr	52%qr	62%qr	58%qr	31%	33%	57%qr	41%	32%	52%u	58%t	45%	51%u	70%uvxy	78%
Cut back spending on essential household items	224	93	130	50	102	47	25	80	118	34	43	66	43	72	107	39	22	24	12	12	8	104	39	65	109	20	24	65	11
	22%	19%	25%a	28%ef	33%efh	18%f	10%	30%ef	25%f	23%	14%	25%i	27%i	26%i	24%qr	29%qr	33%qr	41%qr	10%	7%	33%qr	16%	11%	22%u	31%t	18%	32%u	39%uvx	46%
Taken money out of savings accounts, or transferred savings into current account, to cover this months spending	223	97	126	52	68	53	50	72	100	28	66	68	42	47	94	38	17	13	15	40	6	133	63	69	77	15	12	51	13
	22%	20%	24%	30%efh	22%	21%	19%	27%	21%	18%	22%	25%l	26%	17%	21%	29%q	26%q	23%	12%	25%q	23%	21%	18%	24%	22%	14%	30%uxy	56%	
Used an authorised overdraft facility of your bank account	144	62	82	40	52	36	16	58	71	18	35	51	23	34	86	24	12	3	6	9	3	71	23	48	65	12	11	43	7
	14%	13%	16%	23%efh	16%f	14%f	6%	21%fh	15%fh	12%	12%	19%i	14%	12%	19%ppqr	18%ppqr	18%qr	5%	5%	6%	11%	11%	7%	17%u	19%t	11%	15%u	26%uvx	32%
Borrowed money from friends or family	122	47	75	43	64	16	-	67	55	11	23	37	11	51	50	24	22	23	-	-	3	41	9	32	72	20	13	39	10
	12%	10%	15%a	24%efh	20%efh	6%f	-	25%efh	12%ef	7%	8%	14%i	7%	19%ik	11%qr	18%mq	33%mnqr	39%mnqr	-	-	13%qr	6%	3%	11%u	20%t	18%u	17%u	23%uv	42%
Taken out a new credit card/store card	66	36	30	17	28	11	10	25	31	5	27	17	7	16	36	6	6	3	7	8	*	40	14	27	22	6	2	14	4
	7%	7%	6%	10%fh	9%fh	4%	4%	9%fh	7%	3%	9%	6%	4%	6%	8%	5%	9%	5%	6%	5%	2%	6%	4%	9%u	6%	5%	3%	9%	16%
Defaulted on a bill (e.g. phone, utilities)	48	15	33	10	27	10	*	18	29	3	5	15	8	20	15	10	7	14	-	*	1	9	1	7	39	11	7	21	-
	5%	3%	6%a	6%f	9%ef	4%f	*	7%fh	6%fh	2%	2%	6%i	5%	7%i	3%r	7%qr	11%mq	23%mnqr	-	*	5%qr	1%	*	3%u	11%t	10%uv	9%uv	12%uv	-
Used an unauthorised overdraft facility	31	7	24	8	17	5	1	15	16	4	5	9	4	13	18	6	4	3	-	-	-	12	2	10	17	6	5	7	2
	3%	1%	5%a	5%fh	5%fh	2%	*	5%fh	3%fh	3%	2%	3%	3%	5%	4%r	4%r	7%qr	6%qr	-	-	-	2%	1%	4%u	5%t	5%u	6%u	4%u	7%
Taken out a short term, or 'pay day loan' (e.g. Wonga, Payday UK, Quick Quid)	23	9	14	10	11	3	-	14	9	2	8	6	4	5	17	3	2	-	-	-	*	13	4	8	8	4	1	3	3
	2%	2%	3%	5%efh	3%fh	1%	-	5%efh	2%	1%	3%	2%	2%	2%	4%r	2%r	4%r	-	-	-	1%	2%	1%	3%	2%	4%	1%	2%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 48  
**Q26. Which of the following has your household experienced in the last month?**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Defaulted on a loan	16 2%	7 1%	9 2%	5 3% <sub>f</sub>	6 2%	5 2% <sub>f</sub>	-	8 3% <sub>f</sub>	8 2%	2 2%	4 1%	5 2%	1 1%	5 2%	8 2%	2 2%	4 6% <sub>qr</sub>	1 2%	-	-	2 2% <sub>rr</sub>	4 1%	-	4 1% <sub>uu</sub>	12 3% <sub>tt</sub>	2 2%	2 3% <sub>uu</sub>	7 4% <sub>uu</sub>	-
Defaulted on rent payment	15 1%	6 1%	9 2%	3 2% <sub>f</sub>	8 2% <sub>f</sub>	4 1%	-	3 1%	11 2% <sub>f</sub>	2 2%	2 1%	5 2%	4 2%	4 1%	5 1% <sub>mr</sub>	6 5% <sub>mr</sub>	2 3% <sub>rr</sub>	-	-	1 6% <sub>moqr</sub>	-	-	-	15 4% <sub>tt</sub>	7 7% <sub>uv</sub>	3 4% <sub>uv</sub>	4 3% <sub>uv</sub>	-	
Taken out a commercial loan	13 1%	6 1%	7 1%	5 3% <sub>ef</sub>	8 2% <sub>e</sub>	-	1 *	9 3% <sub>efh</sub>	3 1%	-	3 1%	5 2%	3 2%	2 1%	10 2%	2 1%	1 1%	-	-	1 *	-	9 1%	1 *	9 3% <sub>uu</sub>	4 1%	1 1%	-	3 2%	-
Defaulted on a mortgage payment	9 1%	5 1%	3 1%	1 *	8 2% <sub>efh</sub>	-	1 *	6 2% <sub>e</sub>	2 *	-	3 1%	2 1%	3 2%	1 *	8 2%	-	1 1%	-	-	1 *	-	9 1%	-	9 3% <sub>uz</sub>	-	-	-	-	-
None of these	507 50%	257 52%	250 49%	65 37%	117 37%	149 58% <sub>cdgh</sub>	176 67% <sub>cdgh</sub>	101 37%	230 48% <sub>cdgh</sub>	87 58%	167 55% <sub>j</sub>	117 44%	84 52%	139 51%	204 46% <sub>oo</sub>	63 48% <sub>oo</sub>	19 28%	23 40%	83 69% <sub>mnop</sub>	103 64% <sub>mnop</sub>	10 43%	365 58% <sub>ww</sub>	229 67% <sub>vvz</sub>	136 46% <sub>zz</sub>	139 40%	58 54% <sub>zz</sub>	34 46% <sub>zz</sub>	46 28%	3 15%
Prefer not to say	8 1%	7 1%	1 *	2 1%	2 1%	1 1%	3 1%	2 1%	3 1%	2 1%	3 1%	3 1%	1 *	1 *	2 *	1 *	2 3% <sub>m</sub>	1 2%	-	2 1%	-	3 1%	2 1%	2 1%	5 1%	2 1%	-	3 2%	-
Don't know	8 1%	6 1%	2 *	4 2% <sub>d</sub>	-	3 1%	1 *	4 2% <sub>d</sub>	3 1%	2 1%	2 1%	2 2%	3 *	1 *	2 *	1 *	4 6% <sub>mnrq</sub>	-	-	1 1%	-	3 1%	1 *	2 1%	3 1%	-	3 3% <sub>uu</sub>	1 *	2 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 49  
**Q26. Squeezometer**  
 Base: All respondents

	Gender		Age					Social Grade				Working Status						Tenure												
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Defaulted on loan, bill, mortgage or rent	63	23	41	13	37	13	*	28	35	6	10	19	11	23	26	12	9	14	-	*	2	17	1	15	47	15	9	23	-	
	6%	5%	8%	8%f	12%ef	5%f	*	10%ef	7%f	4%	3%	7%	7%	8%i	6%r	9%qr	14%mq	23%mnqr	-	*	9%qr	3%	*	5%u	13%t	13%uv	12%uv	14%uv	-	
Used unauthorised overdraft or payday loan	29	5	24	9	14	5	1	13	15	5	7	8	4	10	19	6	3	-	-	-	*	13	4	9	13	6	2	5	3	
	3%	1%	5%a	5%f	4%f	2%	*	5%f	3%f	3%	2%	3%	3%	4%	4%r	4%r	5%qr	-	-	-	1%	2%	1%	3%	4%	5%u	3%	3%	11%	
Took loan or c card, borrowed from friends or family, or used authorised overdraft & cutting back	67	31	36	24	29	10	3	39	25	7	12	18	18	19	35	13	6	7	-	3	3	30	12	18	32	2	5	25	5	
	7%	6%	7%	14%efh	9%efh	4%	1%	14%efh	5%f	5%	4%	7%	11%i	7%	8%qr	10%qr	10%qr	12%qr	-	2%	3	11%qr	5%	3%	6%	9%t	2%	7%	15%uvx	20%
Took money from savings to cover spending & cutting back	39	16	24	5	13	13	8	7	24	11	7	15	13	5	18	8	3	2	2	5	1	22	8	14	15	2	4	9	3	
	4%	3%	5%	3%	4%	5%	3%	3%	5%	7%	2%	5%l	8%il	2%	4%	6%	4%	4%	1%	3%	6%	3%	2%	5%	4%	2%	5%	5%	12%	
Cutting back only	69	34	35	11	31	13	14	17	38	10	18	21	6	24	36	10	5	2	11	3	3	40	19	21	28	8	7	13	2	
	7%	7%	7%	6%	10%	5%	5%	6%	8%	7%	6%	8%	4%	9%	8%r	7%r	7%r	4%	9%r	2%	11%r	6%	6%	7%	8%	7%	9%	8%	7%	
Not squeezed	740	383	357	112	188	203	237	166	337	110	247	189	110	194	310	85	40	33	108	149	15	513	298	215	216	76	47	92	12	
	73%	78%b	69%	64%	60%	79%cdgh	90%cdgh	62%	71%cdg	74%	82%ijkl	70%	68%	70%	70%	64%	60%	57%	90%mnop	93%mnop	52%	81%w	87%vxyz	74%z	62%	70%z	63%	55%	50%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 50  
**Q.2 Thinking of your household, how has your overall spending changed in the last month, if at all?**  
 Base: All respondents

	Gender			Age							Social Grade					Working Status							Tenure						
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (AA)	Rent free (AB)
Unweighted base	1008	493	515	180	310	253	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Increased	280	137	143	42	92	58	88	69	123	39	88	86	41	65	122	34	19	12	36	51	5	181	100	82	91	24	18	50	7
	28%	28%	28%	24%	29%	23%	33%e	26%	26%	26%	29%	32%	25%	24%	27%	26%	29%	21%	30%	32%	20%	29%	29%	28%	26%	22%	24%	30%	32%
Increased a lot	57	27	29	11	23	9	13	20	24	3	17	16	10	13	7	5	5	7	6	1	34	15	19	17	5	2	10	5	
	6%	6%	6%	6%	7%	4%	5%	8%	5%	2%	6%	6%	6%	5%	6%	7%	9%	9%	4%	6%	5%	4%	7%	5%	5%	3%	6%	6%	21%
Increased a little	223	110	114	31	69	48	75	49	99	36	70	70	31	52	97	27	15	7	29	45	3	147	85	62	74	18	16	40	2
	22%	22%	22%	18%	22%	19%	29%cegh	18%	21%	24%	23%	26%	19%	19%	22%	20%	22%	12%	24%	28%ps	14%	23%	25%	21%	21%	17%	21%	24%	11%
Stayed the same	509	252	256	85	133	140	150	130	228	71	166	118	84	140	212	63	29	24	72	94	14	342	192	150	159	52	33	74	7
	50%	51%	50%	49%	42%	55%cd	57%dh	48%	48%	47%	55%j	44%	52%	51%	48%	47%	44%	42%	60%	58%gm	58%	54%w	56%z	51%	45%	48%	45%	44%	32%
Decreased a little	168	85	83	30	70	47	21	47	100	33	40	54	29	45	95	21	8	16	9	15	4	94	43	51	70	25	14	31	3
	17%	17%	16%	17%f	22%f	18%f	8%	17%f	21%f	22%	13%	20%i	18%	16%	21%qr	15%	12%	27%qr	8%	10%	16%	15%	13%	17%	20%	23%u	19%	19%	14%
Decreased a lot	43	14	29	12	16	12	3	17	23	7	4	10	7	22	16	12	6	5	3	-	1	14	7	7	24	7	8	9	5
	4%	3%	6%	7%f	5%f	4%	1%	6%f	5%f	5%	1%	4%	4%	8%i	4%r	9%mr	9%mr	8%r	2%	-	5%r	2%	2%	3%	7%t	7%	11%uv	5%	22%
NET: Decreased	211	99	112	42	86	58	25	64	123	40	44	64	37	67	111	33	14	21	12	15	5	108	50	59	94	32	22	40	8
	21%	20%	22%	24%f	28%f	23%f	9%	24%f	26%f	27%	15%	24%i	23%	24%i	25%qr	25%qr	22%r	35%qr	10%	10%	21%r	17%	15%	20%	27%t	29%u	30%u	24%u	36%
Don't know	8	4	5	5	2	-	1	7	1	-	5	-	1	3	-	3	3	1	-	1	*	2	-	2	6	1	1	4	-
	1%	1%	1%	3%efh	1%	-	*	2%eh	*	-	2%	-	*	1%	-	2%m	5%mqr	2%rn	-	*	1%rn	*	-	1%	2%	1%	1%u	2%u	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 51  
**Q.2b Thinking of your household, how do you think your overall spending will change in the next month, if at all?**  
 Base: All respondents

	Gender			Age						Social Grade				Working Status							Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Increase	322 32%	161 33%	161 31%	47 27%	94 30%	74 29%	106 40%	73 27%	143 30%	44 30%	107 35%	94 35%	49 30%	73 26%	141 32%	38 29%	17 25%	14 24%	50 41%	58 36%	4 17%	214 34%	114 33%	100 34%	101 29%	34 31%	21 28%	46 28%	7 32%
Increase a lot	49 5%	17 3%	32 6%	11 6%	15 5%	9 4%	13 5%	19 7%	17 4%	3 2%	12 4%	12 5%	6 4%	19 7%	24 5%	5 4%	3 4%	4 8%	6 5%	6 4%	*	29 5%	15 4%	15 5%	20 6%	4 4%	6 8%	10 6%	-
Increase a little	273 27%	144 29%	129 25%	36 20%	79 25%	65 25%	93 36%	54 20%	125 26%	41 28%	95 32%	81 30%	42 26%	54 20%	116 26%	33 25%	14 21%	10 17%	44 36%	53 33%	4 15%	184 29%	99 29%	85 29%	81 23%	30 28%	15 20%	36 22%	7 32%
No change	463 46%	227 46%	237 46%	76 43%	132 42%	135 53%	121 46%	116 43%	226 48%	75 50%	134 44%	115 43%	72 45%	142 52%	204 46%	59 45%	23 35%	24 41%	55 45%	82 51%	16 51%	298 47%	179 52%	120 41%	154 44%	52 48%	29 39%	73 43%	11 46%
Decrease a little	144 14%	70 14%	74 14%	31 18%	52 17%	32 12%	30 11%	49 18%	65 14%	22 15%	41 13%	39 15%	26 16%	38 14%	66 15%	20 15%	15 23%	12 21%	13 11%	16 10%	2 9%	80 13%	34 10%	46 16%	59 17%	16 15%	12 16%	31 19%	5 22%
Decrease a lot	44 4%	21 4%	24 5%	12 7%	16 5%	13 5%	3 1%	17 6%	24 5%	8 5%	12 4%	15 6%	7 4%	10 4%	20 5%	12 9%	6 8%	2 4%	1 1%	2 1%	1 4%	26 4%	12 3%	14 5%	19 5%	3 3%	5 7%	10 6%	-
NET: Decrease	189 19%	91 18%	98 19%	42 24%	68 22%	45 17%	33 13%	66 25%	89 19%	30 20%	53 17%	54 20%	33 21%	48 18%	86 19%	32 24%	20 31%	14 25%	14 12%	18 11%	3 13%	106 17%	45 13%	61 21%	77 22%	19 17%	17 23%	42 25%	5 22%
Don't know	34 3%	14 3%	20 4%	10 6%	19 6%	2 1%	3 1%	14 5%	17 3%	1 *	8 3%	6 2%	8 5%	12 4%	14 3%	4 3%	6 9%	6 9%	2 1%	2 2%	1 2%	16 3%	4 1%	12 4%	18 5%	3 3%	8 10%	7 4%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 52  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Summary**  
**Base: All respondents**

	Categories																
	Housing (rent or mortgage) (a)	Energy (e.g. Gas and electricity) (b)	Home Improvements (not including buying a house) (c)	Mobile phone (d)	Broadband (e)	Television packages (f)	Online entertainment subscriptions (g)	Public transport (h)	Running a car (fuel, maintenance etc.) (i)	Clothing and footwear (j)	Big ticket household purchases (e.g. new television, washing machine) (k)	Groceries (l)	Alcohol and/ or tobacco (m)	Socialising, eating out, takeaway food (n)	Hobbies and recreational interests (o)	Savings/ investments (p)	Pension contributions (q)
Unweighted base	1008	1008	1008	1008	1008	744	744	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
Weighted base	1008	1008	1008	1008	1008	752	752	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
Base (exl NA for %)	711	997	875	988	984	579	516	733	794	999	885	1005	791	957	967	877	591
NET: Increase	112 16%dgq	356 36%acdefghijk lmnopq	167 19%defgijkmnopq	83 8%	126 13%cd	77 13%cd	55 11%	125 17%degjnoq	241 30%acdefghijk nopq	138 14%cd	121 14%cd	298 30%acdefghijk nopq	108 14%cd	130 14%cd	120 12%cd	132 15%dgq	66 11%
Very likely increase (+2)	19 3%	83 8%acdefghijklm nopq	42 5%adegjknop	19 2%	24 2%	17 3%	10 2%	24 3%cd	57 7%acdefghijklm nopq	21 2%	23 3%	43 4%degjnop	27 3%dj	20 2%	22 2%	19 2%	18 3%
Likely increase (+1)	92 13%dgq	273 27%acdefghijk mnopq	125 14%defgkmoq	65 7%	102 10%cd	60 10%cd	45 9%	100 14%degmoq	184 23%acdefghijk nopq	117 12%dq	97 11%cd	255 25%acdefghijk nopq	80 10%cd	110 11%cd	98 10%cd	113 13%dgq	48 8%
Stay the same (0)	547 77%bchijklmno p	541 54%	522 60%b	817 83%abcfehiijkl mnopq	772 78%bcthiijklmno p	432 75%bcijklmnop	405 78%bchijklmno p	526 72%bcijklmnop	469 59%b	652 65%bcikln	520 59%	578 58%	507 64%bcikln	560 59%	666 69%bcijklmnop	541 62%b	450 76%bcijklmnop
Likely decrease (-1)	14 2%	54 5%a	82 9%abdefghiq	49 5%a	47 5%a	33 6%a	27 5%a	44 6%a	50 6%a	138 14%abcdefghikl q	74 8%abdeq	91 9%abdefghiq	112 14%abcdefghik lopq	165 17%abcdefghij klopq	109 11%abdefghikq	118 13%abcdefghikl q	25 4%a
Very likely decrease (-2)	10 1%	13 1%	56 6%abdefghijlo q	19 2%e	7 1%	19 3%abei	15 3%e	16 2%e	13 2%	44 4%abdehilq	73 8%abdefghijlm opq	21 2%e	42 5%abdeghilq	72 8%abdefghijlm opq	34 3%abdeil	51 6%abdefghiloq	12 2%e
NET: Decrease	24 3%	67 7%a	138 16%abdefghilq	69 7%a	54 6%a	52 9%ae	42 8%a	60 8%ae	62 8%a	181 18%abdefghilo q	146 17%abdefghilq	112 11%abdehiq	154 19%abcdefghil oq	238 25%abcdefghij klmnopq	143 15%abdefghilq	169 19%abcdefghilo q	37 6%a
Don't know	28 4%dl	33 3%dl	48 5%bdefghijlmn	20 2%	32 3%dl	17 3%l	14 3%	22 3%l	21 3%	28 3%l	98 11%abcdefghij mnopq	17 2%	22 3%l	30 3%l	38 4%dl	34 4%dl	38 6%abdefghijlmnop

Proportions/Mean: All Columns Tested (5% risk level)  
 Overlap formulae used.

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 52  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**

**Summary**

**Base: All respondents**

	Categories																
	Housing (rent or mortgage) (a)	Energy (e.g. Gas and electricity) (b)	Home Improvements (not including buying a house) (c)	Mobile phone (d)	Broadband (e)	Television packages (f)	Online entertainment subscriptions (g)	Public transport (h)	Running a car (fuel, maintenance etc.) (i)	Clothing and footwear (j)	Big ticket household purchases (e.g. new television, washing machine) (k)	Groceries (l)	Alcohol and/or tobacco (m)	Socialising, eating out, takeaway food (n)	Hobbies and recreational interests (o)	Savings/investments (p)	Pension contributions (q)
Base (excl NA for %)	711	997	875	988	984	579	516	733	794	999	885	1005	791	957	967	877	591
Not applicable	297bcdefijklmno	111	133bdeijlno	20jl	24bjl	173bcdeijklmnop	236bcdehijklmnop	275bcdefijklmnop	214bcdeijklnop	9	123bdeijlno	3	217bcdeijklnop	51bdejl	41bdejl	131bdeijlno	417bcdeghijklmnop
Mean	0.14cdefgijklmnopq	0.37acdefghijklmnopq	0.02jkmnp	0.01jkmnp	0.09cdfgijklmnop	0.04jkmnp	0.02jkmnp	0.10cdgijklmnop	0.29acdefghijklmnopq	-0.07n	-0.09n	0.21acdefghijklmnopq	-0.08n	-0.17	-0.04n	-0.08n	0.06jkmnp
Standard deviation	0.56	0.77	0.85	0.52	0.53	0.65	0.59	0.65	0.76	0.72	0.83	0.75	0.78	0.82	0.68	0.78	0.59
Standard error	0.02	0.02	0.03	0.02	0.02	0.03	0.03	0.02	0.03	0.02	0.03	0.02	0.03	0.03	0.02	0.03	0.03

**Proportions/Means: All Columns Tested (5% risk level)**  
**Overlap formulae used.**

## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 53  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Housing (rent or mortgage)**  
**Base: All respondents**

	Gender			Age						Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work-ing but seek-ing (p)	State pension (q)	Pri-vate pension (r)	House person (s)	NET: Home-owners (t)	Owned out-right (u)	Owned with mort-gage (v)	NET: Rent-ers (w)	Rent-ed from coun-cil (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	711	355	356	141	292	161	117*	233	362	90*	204	199	109*	199	377	86*	57*	51*	70*	53*	18*	369	86*	283	331	101*	67*	163	11**
NET: Increase	112	55	57	22	46	27	17	35	60	19	31	22	13	45	58	13	9	8	14	5	5	49	7	42	62	19	23	20	1
	16%	16%	16%	15%	16%	17%	15%	15%	17%	21%	15%	11%	12%	23% <sub>jk</sub>	15%	16%	15%	15%	20%	10%	27% <sub>mr</sub>	13%	9%	15%	19%	19%	34% <sub>uvxz</sub>	12%	9%
Very likely increase (+2)	19	5	14	6	9	3	1	10	8	2	4	6	2	7	11	4	1	2	-	1	*	9	4	5	10	1	4	4	1
	3%	2%	4%	5%	3%	2%	1%	4%	2%	2%	3%	2%	2%	3%	4%	2%	2%	5%	-	1	1%	2%	4%	2%	3%	1%	6% <sub>v</sub>	3%	9%
Likely increase (+1)	92	50	43	15	37	24	16	24	52	17	27	16	11	38	47	10	7	5	14	4	5	40	4	37	52	18	19	16	-
	13%	14%	12%	11%	13%	15%	14%	10%	14%	19%	13%	8%	10%	19% <sub>jk</sub>	12%	11%	13%	10%	20%	8%	26% <sub>mnpr</sub>	11%	4%	13% <sub>u</sub>	16%	17% <sub>u</sub>	28% <sub>uvz</sub>	10%	-
Stay the same (0)	547	274	273	109	223	127	88	181	278	65	158	163	87	139	295	68	41	39	48	43	11	294	73	222	243	75	36	133	9
	77%	77%	77%	77%	76%	79%	75%	78%	77%	72%	77%	82% <sub>kl</sub>	79%	70%	78% <sub>s</sub>	80% <sub>s</sub>	73%	77%	69%	82% <sub>s</sub>	62%	80%	84% <sub>y</sub>	74% <sub>y</sub>	74% <sub>y</sub>	54%	81% <sub>y</sub>	82%	-
Likely decrease (-1)	14	7	7	3	7	1	2	8	4	1	5	6	2	2	9	1	2	-	2	1	-	9	1	7	6	3	2	1	-
	2%	2%	2%	2%	3%	1%	2%	3%	1%	2%	3%	2%	2%	1%	2%	1%	4%	-	2%	1%	-	2%	2%	3%	2%	3%	3%	1%	-
Very likely decrease (-2)	10	6	4	2	4	3	1	3	7	1	3	3	3	1	8	1	1	-	-	1	*	7	1	6	3	-	*	3	-
	1%	2%	1%	1%	2%	2%	*	1%	2%	1%	2%	2%	3%	*	2%	1%	1%	-	-	1%	2%	2%	2%	2%	1%	-	*	2%	-
NET: Decrease	24	13	11	5	12	4	3	10	11	2	8	9	5	3	16	2	3	-	2	1	*	16	3	13	8	3	2	4	-
	3%	4%	3%	4%	4%	3%	2%	4%	3%	2%	4%	4%	4%	1%	4%	2%	5%	-	2%	2%	2%	4%	3%	5%	3%	3%	3%	2%	-
Don't know	28	13	15	5	11	3	9	7	13	4	7	5	5	12	8	2	4	4	6	3	2	10	3	7	17	5	6	6	1
	4%	4%	4%	4%	4%	2%	8%	3%	3%	4%	4%	3%	4%	6%	2%	2%	7%	8%	8%	5%	9% <sub>mn</sub>	3%	4%	2%	5%	5%	9% <sub>v</sub>	4%	9%
Not applicable	297	137	160	34 <sub>d</sub>	21	95 <sub>cdgh</sub>	146 <sub>cdegh</sub>	37 <sub>d</sub>	113 <sub>dg</sub>	60	98 <sub>j</sub>	69	53 <sub>j</sub>	76	67	47 <sub>mops</sub>	10	8	51 <sub>mops</sub>	108 <sub>m</sub>	6 <sub>m</sub>	265 <sub>w</sub>	256 <sub>v</sub>	9	20	8	7 <sub>vz</sub>	5	12
Mean	0.14	0.12	0.16	0.16	0.14	0.14	0.14	0.14	0.14	0.21	0.13	0.08	0.07	0.26 <sub>ijkl</sub>	0.12	0.17	0.13	0.21	0.19	0.09	0.25	0.10	0.08	0.10	0.19 <sub>t</sub>	0.18	0.41 <sub>uvx</sub>	0.12	0.19
Standard deviation	0.56	0.53	0.58	0.60	0.57	0.55	0.46	0.59	0.56	0.56	0.54	0.54	0.56	0.56	0.58	0.57	0.56	0.52	0.46	0.48	0.63	0.55	0.55	0.56	0.48	0.69	0.52	0.62	
Standard error	0.02	0.03	0.03	0.05	0.03	0.04	0.05	0.04	0.03	0.06	0.04	0.04	0.06	0.04	0.03	0.06	0.07	0.09	0.08	0.06	0.08	0.03	0.06	0.03	0.05	0.08	0.04	0.28	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 54  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Energy (e.g. Gas and electricity)**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	997	488	508	166	312	256	263	260	474	150	300	263	161	273	439	131	63*	58*	120*	161	24*	628	340	289	349	108*	75*	165	20**
NET: Increase	356 36%	193 40%b	163 32%	38 23%	94 30%g	91 36%cg	132 50%cd	56 21%	168 35%cg	60 40%	108 36%	95 36%	55 35%	98 36%	135 31%	46 35%o	13 21%	15 26%	63 52%mnop	76 47%mnop	8 33%	224 36%	136 40%v	87 30%	129 37%	41 38%	30 40%	58 35%	4 19%
Very likely increase (+2)	83 8%	36 7%	47 9%	8 5%	27 9%	19 7%	29 11%cg	13 5%	40 9%	12 8%	18 6%	18 7%	16 10%	31 12%ai	27 6%	13 10%	2 3%	6 10%	19 16%mo	13 8%	3 11%o	46 7%	29 8%	18 6%	36 10%	5 4%	7 10%	24 14%vx	1 5%
Likely increase (+1)	273 27%	157 32%b	116 23%	31 19%	67 21%	72 28%g	103 39%cd	42 16%	127 27%g	48 32%	90 30%	77 29%	40 25%	66 24%	108 24%	33 25%	11 18%	10 16%	44 36%op	63 39%mnop	5 21%	177 28%	108 32%z	70 24%	93 27%	36 33%	22 30%	35 21%	3 14%
Stay the same (0)	541 54%	251 51%	290 57%	97 59%ef	168 54%	152 59%ef	123 47%	158 61%ef	259 55%	84 56%	159 53%	143 54%	89 55%	150 55%	248 56%	70 54%	38 60%	37 63%	55 46%	80 50%	12 51%	349 56%	183 54%	167 58%	179 51%	56 52%	36 48%	87 52%	13 63%
Likely decrease (-1)	54 5%	25 5%	29 6%	19 11%efh	23 7%ef	8 3%	4 2%	27 10%efh	23 5%	5 3%	20 7%	17 7%	7 4%	10 4%	32 7%qr	6 5%	23 10%qr	3 6%q	-	4 3%	1 6%q	32 5%	14 4%	18 6%	19 6%	4 4%	3 4%	12 7%	2 12%
Very likely decrease (-2)	13 1%	3 1%	10 2%	2 1%	7 2%ef	3 1%	-	4 2%	8 2%	-	2 1%	1 *	4 2%	7 2%	10 2%	1 1%	-	1 2%	-	-	* 1%r	7 1%	2 *	6 2%	5 2%	2 1%	2 2%	2 1%	-
NET: Decrease	67 7%	28 6%	39 8%	21 12%efh	30 10%ef	12 5%	4 2%	31 12%efh	31 7%ef	5 3%	22 7%	18 7%	10 6%	17 6%	43 10%qr	7 5%q	6 10%qr	4 8%q	-	4 3%	2 7%q	40 6%	16 5%	24 8%	25 7%	6 5%	5 6%	14 8%	2 12%
Don't know	33 3%	16 3%	17 3%	9 6%ef	20 6%ef	1 *	3 1%	15 6%ef	16 3%e	1 1%	11 4%	7 3%	6 4%	9 3%	14 3%	7 6%r	5 8%mr	2 3%	2 2%	1 *	2 9%mqr	16 3%	5 1%	11 4%	17 5%	5 5%	4 6%u	7 4%	1 5%
Not applicable	11	4	8	10defh	1	-	-	10defh	1	-	2	5	2	3	5	2	4mqr	-	-	-	-	6	2	4	2	-	-	2	3
Mean	0.37	0.42	0.33	0.15	0.29	0.37cgh	0.60cdegh	0.13	0.37cgh	0.45	0.35	0.37	0.37	0.40	0.26	0.42o	0.15	0.28	0.69mnops	0.53mop	0.39	0.36	0.44v	0.27	0.40	0.37	0.43	0.41	0.12
Standard deviation	0.77	0.73	0.81	0.74	0.83	0.73	0.71	0.74	0.79	0.69	0.72	0.73	0.82	0.84	0.79	0.78	0.65	0.80	0.74	0.68	0.86	0.75	0.73	0.76	0.82	0.71	0.84	0.88	0.70
Standard error	0.02	0.03	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.04	0.04	0.07	0.05	0.04	0.07	0.08	0.12	0.09	0.05	0.10	0.03	0.04	0.04	0.05	0.08	0.09	0.07	0.23

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 55  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Home Improvements (not including buying a house)**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (exl NA for %)	875	441	434	150	292	221	213	234	428	123*	289	227	146	214	403	116	56*	48*	88*	144	21*	595	318	276	265	87*	54*	125	15**	
NET: Increase	167	87	80	31	58	36	41	51	75	15	61	48	33	26	84	15	8	9	11	35	6	133	66	67	31	13	4	15	3	
	19%	20%	18%	21%	20%	16%	19%	22%	18%	12%	21% <sup>d</sup>	21% <sup>d</sup>	22% <sup>d</sup>	12%	21%	13%	15%	18%	12%	24% <sup>n</sup>	27% <sup>nq</sup>	22% <sup>w</sup>	21% <sup>y</sup>	24% <sup>yz</sup>	12%	15%	7%	12%	17%	
Very likely increase	(+2)	42	21	21	4	19	12	8	11	23	4	15	11	9	7	25	4	2	2	7	3	31	10	21	11	1	2	8	1	
		5%	5%	5%	2%	6%	5%	4%	5%	3%	5%	5%	6%	3%	6%	4%	-	5%	2%	5%	12% <sup>noqr</sup>	5%	3%	8% <sup>u</sup>	4%	1%	3%	6%	6%	
Likely increase	(+1)	125	66	59	28	40	24	34	40	52	11	46	36	23	19	59	11	8	7	9	28	3	103	57	46	20	12	2	7	2
		14%	15%	14%	19%	14%	11%	16%	17%	12%	9%	16% <sup>d</sup>	16% <sup>d</sup>	16%	9%	15%	9%	15%	14%	11%	19% <sup>n</sup>	15%	17% <sup>w</sup>	18% <sup>yz</sup>	17% <sup>yz</sup>	8%	13%	4%	6%	11%
Stay the same	(0)	522	266	256	88	163	142	129	138	255	74	183	129	87	123	247	67	31	25	55	87	9	357	198	160	158	48	31	79	7
		60%	60%	59%	59%	56%	60%	59%	60%	60%	63%	57%	60%	57%	61% <sup>s</sup>	58%	56%	51%	63%	60% <sup>s</sup>	45%	60%	62%	62%	58%	60%	55%	58%	63%	42%
Likely decrease	(-1)	82	41	41	12	30	24	16	20	46	18	28	28	10	16	40	14	5	6	3	13	1	52	28	27	13	7	8	3	3
		9%	9%	9%	8%	10%	11%	8%	8%	11%	15%	10%	12%	7%	8%	10%	12%	9%	13%	4%	9%	4%	9%	7%	10%	15%	12%	7%	9%	18%
Very likely decrease	(-2)	56	28	28	4	24	14	14	9	33	12	10	11	9	26	21	12	5	3	10	4	1	35	21	14	21	6	4	11	-
		6%	6%	6%	3%	8% <sup>c</sup>	7%	7%	4%	8%	9%	3%	5%	6%	12% <sup>ij</sup>	5%	11% <sup>r</sup>	8%	6%	12% <sup>r</sup>	3%	5%	6%	7%	5%	8%	7%	7%	9%	-
NET: Decrease		138	69	69	16	53	39	30	29	79	30	38	39	19	43	61	26	10	9	13	2	87	45	42	49	19	10	20	3	
		16%	16%	16%	11%	18%	17%	14%	12%	18% <sup>c</sup>	24%	13%	17%	13%	20%	15%	22% <sup>rs</sup>	18%	19%	15%	9%	15%	14%	15%	18%	21%	19%	16%	18%	
Don't know		48	19	30	14	17	4	13	16	19	4	7	11	8	22	12	7	6	6	8	5	4	17	10	7	27	8	8	11	3
		5%	4%	7%	9% <sup>eh</sup>	6% <sup>e</sup>	2%	6% <sup>e</sup>	7% <sup>e</sup>	4%	3%	3%	5%	5%	11% <sup>ij</sup>	3%	6%	11% <sup>mr</sup>	12% <sup>m</sup>	9%	3%	19% <sup>mnr</sup>	3%	3%	3%	10% <sup>t</sup>	9% <sup>v</sup>	16% <sup>uv</sup>	9% <sup>uv</sup>	22%
Not applicable		133	51	82a	26d	21	35d	50dgh	35d	47	27	13	42i	16i	61ijk	41	17	10	10m	33mnors	17	3	40	24	16	85t	21uv	21uv	43uv	8
Mean		0.02	0.03	0.01	0.11	*	-0.02	0.03	0.11	-0.03	-0.19	0.10i	0.04i	0.10i	-0.18	0.07n	-0.17	-0.13	-0.02	-0.14	0.15no	0.32noq	0.07w	0.03	0.12y	-0.12	-0.13	-0.20	-0.07	0.06
Standard deviation		0.85	0.85	0.86	0.72	0.93	0.84	0.83	0.80	0.89	0.86	0.78	0.84	0.87	0.92	0.85	0.80	0.80	0.90	0.86	0.77	1.02	0.85	0.81	0.88	0.85	0.81	0.81	0.91	0.87
Standard error		0.03	0.04	0.04	0.06	0.06	0.06	0.05	0.04	0.08	0.05	0.05	0.08	0.07	0.05	0.08	0.10	0.15	0.13	0.06	0.13	0.03	0.05	0.05	0.05	0.10	0.10	0.09	0.33	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 56  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Mobile phone**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work- ing but seek- ing (p)	State pension (q)	Priv- ate pension (r)	House person (s)	NET: Home- owners (t)	Owned out- right (u)	Owned with mort- gage (v)	NET: Rent- ers (w)	Rent- ed from coun- cil (x)	Rent- ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	988	483	505	175	307	252	255	269	464	145	297	266	162	263	441	130	65*	55*	115*	159	23*	623	334	290	342	107*	71*	164	23**
NET: Increase	83	44	40	28	24	14	17	37	30	7	29	18	18	19	41	11	8	5	3	11	3	56	32	24	20	8	3	10	7
	8%	9%	8%	16%defh	8%	6%	7%	14%defh	6%	5%	10%	7%	11%	7%	9%	9%	12%q	9%	3%	7%	12%q	9%	10%	8%	6%	8%	4%	6%	31%
Very likely increase (+2)	19	7	12	5	6	4	3	6	10	2	7	1	3	7	10	2	-	2	-	3	1	11	7	4	7	2	1	4	1
	2%	1%	2%	3%	2%	2%	1%	2%	2%	1%	2%	1%	2%	3%	2%	2%	-	4%	-	2%	5%oq	2%	2%	1%	2%	2%	2%	2%	4%
Likely increase (+1)	65	37	28	24	18	10	13	31	20	6	21	17	15	12	32	9	8	3	3	8	2	45	25	20	13	6	1	6	6
	7%	8%	5%	14%defh	6%	4%	5%	12%defh	4%	4%	7%	6%	9%	4%	7%	7%	12%qr	5%	3%	5%	7%	7%	8%	7%	4%	5%	2%	4%	27%
Stay the same (0)	817	392	425	125	242	219	230	199	388	123	249	227	133	208	359	108	46	38	107	141	17	525	287	238	279	84	58	137	13
	83%	81%	84%	72%	79%	87%cdg	90%cdgh	74%	84%cg	85%	84%	85%	82%	79%	81%	83%	71%	69%	94%mops	89%mops	74%	84%	86%	82%	81%	78%	82%	84%	57%
Likely decrease (-1)	49	27	22	14	19	13	4	20	25	10	11	14	6	18	26	7	3	8	1	4	1	24	8	15	26	9	4	13	-
	5%	6%	4%	8%f	6%f	5%	2%	8%f	5%f	7%	4%	5%	4%	7%	6%	5%	5%	14%qr	1%	2%	2%	4%	2%	5%	8%t	9%u	5%	8%u	-
Very likely decrease (-2)	19	11	8	3	9	5	3	5	12	5	2	4	3	10	7	2	4	3	1	2	*	10	4	6	7	5	2	1	2
	2%	2%	2%	1%	3%	2%	1%	2%	3%	3%	1%	1%	2%	4%i	2%	1%	2%	6%mr	6%	1%	1%	2%	1%	2%	2%	5%	2%	*	7%
NET: Decrease	69	38	31	16	27	18	7	25	36	15	13	17	10	28	33	9	7	11	3	5	1	34	12	21	33	15	5	14	2
	7%	8%	6%	9%f	9%f	7%	3%	9%f	8%f	10%	5%	7%	6%	11%i	8%	7%	11%qr	20%mnqrs	2%	3%	3%	5%	4%	7%	10%t	14%u	7%	8%	7%
Don't know	20	10	10	5	13	*	2	8	10	*	6	3	2	9	8	2	4	1	2	1	2	9	3	6	10	1	5	3	1
	2%	2%	2%	3%e	4%ef	*	1%	3%e	2%	*	2%	1%	1%	3%	2%	2%	6%mr	2%	1%	1%	11%mpqr	1%	1%	3%	1%	8%uvx	2%	4%	
Not applicable	20	9	11	1	7	4	8g	1	11	4	5	3	-	12jk	4	3	1	3m	6m	2	1m	11	8	3	9	1	4v	4	-
Mean	0.01	*	0.03	0.08	-0.02	-0.02	0.04	0.05	-0.02	-0.08	0.07i	-0.01	0.05	-0.05	0.02	0.02	-0.04	*	0.05	0.14q	0.04	0.07x	*	-0.04	-0.09	-0.05	-0.01	0.21	
Standard deviation	0.52	0.53	0.52	0.62	0.57	0.49	0.04	0.59	0.54	0.53	0.49	0.45	0.53	0.62	0.54	0.50	0.65	0.78	0.28	0.45	0.61	0.50	0.48	0.51	0.54	0.65	0.48	0.48	0.87
Standard error	0.02	0.02	0.02	0.05	0.03	0.03	0.03	0.04	0.03	0.04	0.03	0.03	0.04	0.04	0.03	0.04	0.07	0.12	0.04	0.03	0.07	0.02	0.03	0.03	0.03	0.07	0.05	0.04	0.26

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 57  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**

**Broadband**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	984	484	501	163	308	250	263	257	464	144	296	260	161	268	433	130	62*	53*	120*	161	24*	625	340	285	341	104*	72*	166	18**
NET: Increase	126 13%	72 15%	54 11%	16 10%	42 14%	27 11%	41 16%	30 12%	55 12%	18 13%	41 14%	31 12%	22 13%	33 12%	57 13%	13 10%	4 6%	7 14%	16 13%	26 16%o	2 10%	84 13%	51 15%	33 12%	42 12%	12 12%	14 19%z	15 9%	1 5%
Very likely increase (+2)	24 2%	13 3%	11 2%	2 1%	14 5%	4 2%	3 1%	7 3%	14 3%	2 2%	9 3%	4 1%	3 2%	9 3%	13 3%	4 3%	- -	2 4%	1 1%	3 2%	2 2%	16 3%	8 2%	8 3%	7 2%	1 1%	2 3%	4 2%	1 5%
Likely increase (+1)	102 10%	59 12%	44 9%	14 9%	28 9%	23 9%	38 14%	23 9%	42 9%	16 11%	32 11%	27 10%	19 12%	24 9%	44 10%	9 7%	4 6%	5 9%	15 13%	23 14%n	2 8%	68 11%	42 12%	25 9%	35 10%	11 11%	12 16%z	12 7%	- -
Stay the same (0)	772 78%	369 76%	403 80%	127 78%	232 76%	208 83%	204 78%	201 78%	366 79%	113 78%	230 78%	213 82%	129 80%	200 75%	338 78%	108 83%	45 72%	39 74%	93 78%	129 80%	18 74%	497 79%	267 79%	230 81%y	263 77%	83 80%	49 68%	132 79%	11 64%
Likely decrease (-1)	47 5%	24 5%	23 5%	13 8%	16 5%	8 3%	10 4%	19 7%	18 4%	14 6%	10 5%	3 4%	16 2%	20 7%	7 5%	6 9%r	2 4%	2 4%	6 5%	3 2%	3 2%	* 4%mq	14 5%	14 5%	4 4%	3 4%	7 4%	5 5%	25% 25%
Very likely decrease (-2)	7 1%	6 1%	2 *	1 *	4 1%	2 1%	1 *	1 *	5 1%	* *	3 1%	1 *	- *	3 1%	4 1%	1 1%	* 1%	- -	- -	1 1%	1 4%mq	4 1%	2 *	2 1%	3 1%	1 1%	1 2%	1 1%	- -
NET: Decrease	54 6%	30 6%	25 5%	14 9%	19 6%	10 4%	11 4%	20 8%	24 5%	9 6%	17 6%	11 4%	3 2%	23 8%k	27 6%	7 6%	6 10%r	2 4%	6 5%	5 3%	1 6%	32 5%	16 5%	17 6%	18 5%	5 5%	4 5%	9 5%	5 25%
Don't know	32 3%	13 3%	19 4%	6 4%	14 5%	5 2%	7 3%	7 3%	18 4%	4 3%	7 3%	5 2%	7 4%	12 5%	11 3%	1 1%	7 11%mn	4 7%nr	5 4%	1 *	3 11%mn	12 2%	6 2%	6 2%	19 5%t	3 3%	6 8%uv	10 6%uv	1 6%
Not applicable	24	8	15	12defh	5	6f	-	12f	11f	6	6	8	2	7	12r	3	4qr	6mnqrs	-	-	-	9	2	7	9	5u	3u	2	5
Mean	0.09	0.11	0.08	0.02	0.11	0.08	0.13	0.06	0.09	0.09	0.10	0.09	0.13	0.06	0.09	0.07	-0.05	0.15	0.10	0.14o	0.02	0.10	0.13	0.08	0.09	0.08	0.16	0.06	-0.16
Standard deviation	0.53	0.57	0.49	0.50	0.62	0.47	0.48	0.54	0.55	0.49	0.56	0.46	0.44	0.59	0.56	0.53	0.46	0.57	0.46	0.51	0.60	0.53	0.52	0.53	0.52	0.47	0.63	0.50	0.71
Standard error	0.02	0.03	0.02	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.05	0.09	0.06	0.03	0.07	0.02	0.03	0.03	0.03	0.05	0.07	0.04	0.24	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 58  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Television packages**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	744	368	376	122	220	189	213	190	341	106	243	221	111	169	283	108	60	28	48	170	47	500	266	234	237	58	71	108	7	
Weighted base	752	370	381	116	232	195	209	189	353	104*	235	206	126*	184	342	93*	47*	35**	92*	130	14*	501	269	232	240	67*	56*	117*	11**	
Base (excl NA for %)	579	295	284	92*	204	160	123*	161	295	84*	193	174	96*	116*	307	75*	33*	21**	42**	89	10**	385	178	206	187	53*	40*	94*	7**	
NET: Increase	77	47	30	10	24	18	25	15	37	13	19	27	17	14	38	9	2	6	6	16	*	55	28	27	21	7	5	9	1	
	13%	16%	11%	11%	12%	12%	20%g	9%	13%	16%	10%	15%	18%	12%	12%	12%	6%	28%	14%	18%	4%	14%	16%	13%	11%	12%	13%	9%	13%	
Very likely increase	(+2)	17	7	10	1	10	2	3	2	12	1	5	3	3	6	9	2	2	2	3	-	12	8	5	4	-	2	2	1	
		3%	3%	3%	1%	5%	1%	3%	1%	4%	1%	3%	2%	3%	5%	3%	3%	-	10%	-	4%	3%	4%	2%	2%	-	5%	2%	13%	
Likely increase	(+1)	60	40	20	9	14	16	21	13	26	12	14	23	14	8	28	7	2	4	6	12	*	43	20	23	17	7	3	7	-
		10%	13%b	7%	10%	7%	10%	17%gdh	8%	9%	14%	7%	13%	14%	7%	9%	9%	6%	18%	14%	4%	11%	11%	11%	9%	12%	9%	7%	-	
Stay the same	(0)	432	217	215	67	148	125	92	122	217	60	148	127	72	85	234	56	19	13	36	66	7	293	134	159	136	36	26	74	3
		75%	74%	76%	73%	72%	78%	75%	76%	74%	71%	77%	73%	76%	73%	76%o	75%	58%	60%	86%	74%	70%	76%	75%	77%	73%	68%	66%	79%	45%
Likely decrease	(-1)	33	13	20	7	14	8	3	13	17	4	13	15	-	5	19	5	4	1	-	4	*	9	11	11	5	2	4	2	2
		6%	4%	7%	8%	7%	5%	3%	8%	6%	4%	7%k	9%k	-	4%	6%	6%	11%	3%	-	5%	3%	5%	5%	6%	10%	6%	4%	4%	29%
Very likely decrease	(-2)	19	11	9	2	9	7	1	4	14	6	4	3	5	8	10	4	3	-	2	*	11	6	5	8	5	2	1	-	
		3%	4%	3%	2%	4%	4%	1%	3%	5%	7%	2%	2%	5%	7%ij	3%	5%	9%	-	2%	2%	4%	3%	4%	2%	4%	9%	5%	1%	-
NET: Decrease		52	24	29	9	23	15	5	17	30	9	16	18	5	13	29	9	7	1	-	6	1	31	15	16	19	10	4	5	2
		9%	8%	10%	10%	11%f	9%	4%	11%	10%	11%	9%	10%	5%	11%	9%	12%	20%mr	3%	-	7%	8%	9%	8%	10%	19%z	11%	5%	29%	
Don't know		17	7	10	6	9	2	1	7	9	2	9	3	2	4	6	1	6	2	-	1	2	6	1	5	10	*	4	6	1
		3%	2%	4%	6%ef	4%	1%	1%	4%	3%	2%	5%	2%	2%	3%	2%	1%	17%mn	8%	-	1%	19%	2%	1%	2%	6%t	1%	10%uv	6%u	14%
Not applicable		173	75	98a	24d	28	35	86cdegh	28	59	20	43	32	30j	69ijk	35	18m	13m	14	50	40mn	3	116	90vxz	26	53	14	16v	23v	3
Mean		0.04	0.07	0.01	-0.01	0.01	-0.01	0.18ce	-0.03	0.02	-0.01	0.02	0.05	0.11	-0.01	0.03o	-0.02	-0.28	0.38	0.14	0.13o	-0.09	0.07	0.08	0.06	-0.02	-0.16	0.02	0.05	-0.03
Standard deviation		0.65	0.66	0.64	0.58	0.74	0.62	0.57	0.58	0.71	0.73	0.58	0.60	0.69	0.79	0.64	0.71	0.74	0.35	0.65	0.57	0.64	0.69	0.59	0.66	0.76	0.78	0.52	1.05	
Standard error		0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.05	0.04	0.08	0.04	0.04	0.08	0.08	0.04	0.08	0.12	0.18	0.07	0.06	0.11	0.03	0.05	0.04	0.05	0.11	0.12	0.06	0.53

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 59  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Online entertainment subscriptions**  
**Base: All respondents**

	Gender			Age					Social Grade				Working Status					Tenure											
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	744	368	376	122	220	189	213	190	341	106	243	221	111	169	283	108	60	28	48	170	47	500	266	234	237	58	71	108	7
Weighted base	752	370	381	116	232	195	209	189	353	104*	235	206	126*	184	342	93*	47*	35**	92*	130	14*	501	269	232	240	67*	56*	117*	11**
Base (excl NA for %)	516	267	250	100*	198	126*	92*	169	255	52*	169	151	90*	106*	283	61*	33*	22**	45**	63*	9**	338	150	188	168	44**	32*	92*	10**
NET: Increase	55	35	20	12	22	11	11	17	28	7	17	18	12	8	32	6	1	4	2	9	2	39	16	23	16	5	2	9	1
	11%	13%	8%	12%	11%	9%	12%	10%	11%	14%	10%	12%	13%	8%	11%	10%	4%	18%	3%	14%	17%	12%	10%	12%	9%	11%	5%	10%	9%
Very likely increase (+2)	10	3	7	1	7	2	1	3	7	1	4	1	3	2	7	2	-	1	-	1	*	6	1	5	3	*	1	2	1
	2%	1%	3%	1%	3%	1%	1%	2%	3%	1%	2%	1%	3%	2%	2%	3%	-	-	1%	4%	2%	2%	3%	2%	1%	4%	2%	2%	9%
Likely increase (+1)	45	32	13	10	15	9	10	14	21	6	13	17	9	6	26	4	1	3	2	8	1	33	15	18	12	5	*	7	-
	9%	12% <sup>b</sup>	5%	10%	8%	7%	11%	8%	8%	12%	8%	11%	10%	5%	9%	7%	4%	13%	3%	13%	13%	10%	10%	10%	7%	10%	2%	8%	-
Stay the same (0)	405	200	205	77	152	98	78	137	190	36	133	118	69	85	223	46	25	13	43	50	5	271	124	147	128	33	25	70	6
	78%	75%	82%	76%	77%	78%	85%	81%	75%	69%	79%	78%	77%	80%	79%	76%	75%	58%	97%	79%	58%	80%	82%	78%	76%	75%	78%	76%	61%
Likely decrease (-1)	27	16	11	4	10	11	2	5	20	4	9	11	1	6	18	1	1	3	-	3	*	15	5	11	10	5	2	4	2
	5%	6%	4%	4%	5%	8%	2%	3%	8%	8%	6%	7%	1%	5%	7%	2%	2%	15%	-	5%	3%	4%	3%	6%	11%	5%	4%	4%	20%
Very likely decrease (-2)	15	7	8	3	7	6	-	4	11	5	3	1	5	6	5	6	2	2	-	-	*	8	4	4	7	1	1	4	-
	3%	3%	3%	3%	3%	5%	-	3%	4%	9%	2%	*	6% <sup>cj</sup>	5% <sup>ej</sup>	2%	10% <sup>mr</sup>	5%	9%	-	-	4%	2%	3%	2%	4%	3%	3%	5%	-
NET: Decrease	42	24	18	7	17	16	2	9	30	9	13	12	6	11	23	7	2	5	-	3	1	23	9	15	16	6	3	8	2
	8%	9%	7%	7%	8%	13% <sup>fg</sup>	2%	5%	12% <sup>fg</sup>	17%	8%	8%	7%	11%	8%	12%	7%	24%	-	5%	7%	7%	6%	8%	10%	13%	8%	9%	20%
Don't know	14	8	6	5	7	-	1	7	6	-	6	3	3	1	5	2	5	-	-	1	2	5	2	3	8	*	3	5	1
	3%	3%	2%	5% <sup>e</sup>	4%	-	1%	4%	2%	-	4%	2%	3%	1%	2%	3%	14% <sup>mnr</sup>	-	-	2%	19%	1%	1%	1%	5%	1%	8% <sup>uv</sup>	5%	10%
Not applicable	236	104	132 <sup>a</sup>	15	34	70 <sup>cdgh</sup>	117 <sup>cdegh</sup>	20	99 <sup>cdg</sup>	52	66	55	36	78 <sup>ijk</sup>	59	32 <sup>m</sup>	13 <sup>m</sup>	13	47	67 <sup>mno</sup>	4	163	119 <sup>vz</sup>	45	72	23	24 <sup>vz</sup>	25	*
Mean	0.02	0.03	0.01	0.04	0.03	-0.07	0.10	0.04	-0.03	-0.11	0.03	0.05	0.04	-0.06	0.04	-0.10	-0.09	-0.11	0.03	0.10	0.12	0.04	0.02	0.05	-0.03	-0.04	-0.03	-0.02	-0.02
Standard deviation	0.59	0.59	0.58	0.56	0.64	0.63	0.39	0.54	0.67	0.78	0.56	0.48	0.71	0.64	0.57	0.78	0.55	0.93	0.18	0.46	0.83	0.56	0.51	0.60	0.63	0.59	0.63	0.65	0.84
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.04	0.04	0.04	0.11	0.04	0.04	0.08	0.07	0.04	0.09	0.09	0.22	0.04	0.05	0.15	0.03	0.04	0.04	0.05	0.10	0.10	0.07	0.38

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 60  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Public transport**  
**Base: All respondents**

	Gender		Age					Social Grade				Working Status					Tenure												
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HIA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	733	381	352	139	232	193	170	208	355	120*	245	204	111*	173	336	100*	53*	47*	73*	109	16*	454	238	216	261	86*	56*	119*	18**
NET: Increase	125	63	62	21	44	29	31	30	63	26	36	28	24	36	59	18	8	12	13	14	2	75	37	39	48	16	13	19	1
	17%	16%	18%	15%	19%	15%	18%	15%	18%	22%	15%	14%	22%	21%	17%	18%	14%	25%	18%	13%	11%	17%	15%	18%	19%	19%	23%	16%	5%
Very likely increase (+2)	24	12	12	8	9	5	3	9	13	2	5	6	9	11	6	3	4	1	2	-	12	8	4	11	2	4	4	1	
	3%	3%	4%	6%	4%	2%	2%	4%	4%	1%	2%	2%	5%	5%	3%	6%	3%	8%	1%	2%	-	3%	3%	2%	4%	3%	8%v	4%	5%
Likely increase (+1)	100	51	50	13	35	24	28	22	50	24	31	24	18	27	48	12	6	8	12	12	2	63	29	35	37	14	8	15	-
	14%	13%	14%	9%	15%	13%	17%	10%	14%	20%	13%	12%	16%	16%	14%	12%	12%	17%	16%	11%	11%	14%	12%	16%	14%	16%	15%	12%	-
Stay the same (0)	526	269	257	92	153	148	133	144	250	83	174	157	75	120	236	70	28	32	59	89	11	333	185	149	185	62	36	87	8
	72%	71%	73%	66%	66%	77% <sup>d</sup>	78% <sup>cd</sup>	69%	70%	69%	71%	77%	67%	69%	70% <sup>oo</sup>	70% <sup>oo</sup>	53%	68%	81% <sup>oo</sup>	82% <sup>mno</sup>	73%	73%	78% <sup>y</sup>	69%	71%	73%	64%	73%	45%
Likely decrease (-1)	44	28	16	14	15	12	3	18	23	8	17	10	10	7	20	9	8	3	-	4	*	23	9	14	15	5	4	6	7
	6%	7%	4%	10% <sup>f</sup>	7% <sup>f</sup>	6% <sup>f</sup>	2%	9% <sup>f</sup>	7% <sup>f</sup>	6%	7%	5%	9%	4%	9%	14% <sup>mqr</sup>	7%	7%	-	3%	3%	5%	4%	6%	6%	6%	7%	5%	36%
Very likely decrease (-2)	16	7	10	5	8	1	2	7	8	1	9	1	1	5	9	*	4	-	1	1	1	12	3	8	2	1	1	-	2
	2%	2%	3%	4%	3%	1%	1%	3%	2%	1%	3% <sup>j</sup>	1%	1%	3%	3%	*	8% <sup>nr</sup>	-	1%	1%	4%	3%	1%	4%	1%	1%	2%	-	13%
NET: Decrease	60	35	25	19	23	14	5	25	31	9	25	12	11	12	30	9	12	3	1	4	1	34	12	22	17	6	5	6	9
	8%	9%	7%	14% <sup>f</sup>	10% <sup>f</sup>	7%	3%	12% <sup>f</sup>	9% <sup>f</sup>	7%	10%	6%	10%	7%	9%	9%	22% <sup>mnqr</sup>	7%	1%	4%	7%	8%	5%	10%	6%	7%	9%	5%	50%
Don't know	22	14	8	7	12	2	1	9	12	2	10	7	1	5	11	3	6	-	-	1	1	11	5	6	11	1	3	8	-
	3%	4%	2%	5% <sup>f</sup>	5% <sup>ef</sup>	1%	1%	4%	3%	2%	4%	3%	1%	3%	3%	10% <sup>mpqr</sup>	-	-	-	1%	9% <sup>pqr</sup>	2%	2%	3%	4%	1%	5%	7%	-
Not applicable	275	111	163 <sup>a</sup>	37	82	63	93 <sup>cdegh</sup>	62	120	30	57	65	51 <sup>ij</sup>	102 <sup>ij</sup>	109	33	13	12	47 <sup>mnp</sup>	52 <sup>mnp</sup>	9 <sup>mnp</sup>	180	103 <sup>x</sup>	77	90	23	19	48	5
Mean	0.10	0.09	0.11	0.04	0.10	0.10	0.17	0.04	0.11	0.15	0.03	0.10	0.17	0.16	0.09 <sup>o</sup>	0.14 <sup>o</sup>	-0.15	0.26 <sup>o</sup>	0.16 <sup>o</sup>	0.10 <sup>o</sup>	0.01	0.09	0.12	0.06	0.16	0.13	0.21	0.16	-0.53
Standard deviation	0.65	0.64	0.66	0.78	0.72	0.55	0.52	0.71	0.66	0.59	0.66	0.53	0.70	0.72	0.67	0.67	0.87	0.71	0.51	0.48	0.58	0.63	0.58	0.68	0.63	0.61	0.78	0.57	0.94
Standard error	0.02	0.03	0.04	0.07	0.05	0.04	0.04	0.05	0.04	0.06	0.04	0.04	0.07	0.06	0.04	0.06	0.11	0.12	0.08	0.04	0.08	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.30

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 61  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Running a car (fuel, maintenance etc.)**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	794	415	378	136	250	203	204	213	376	108*	266	204	146	177	381	109	40*	25**	75*	145	19*	560	298	263	215	54*	40*	122*	18**
NET: Increase	241 30%	143 35% <sup>b</sup>	98 26%	41 30%	65 26%	55 27%	81 40% <sup>d</sup>	59 28%	102 27%	35 32%	84 32%	60 29%	40 27%	58 32%	96 25%	38 35%	11 27%	6 22%	34 46% <sup>m</sup>	51 35% <sup>m</sup>	5 25%	168 30%	91 31%	77 29%	66 31%	15 27%	12 31%	39 32%	6 34%
Very likely increase	(+2) 57 7%	26 6%	31 8%	13 10%	17 7%	11 6%	16 8%	17 8%	25 7%	6 6%	15 6%	12 6%	10 7%	20 11%	26 7%	8 8%	3 6%	2 9%	10 14% <sup>r</sup>	6 4%	2 10%	35 6%	20 7%	15 6%	21 10%	3 6%	4 9%	14 12%	1 5%
Likely increase	(+1) 184 23%	118 28% <sup>b</sup>	66 18%	27 20%	48 19%	44 21%	65 32% <sup>d</sup>	42 20%	77 20%	28 26%	69 26%	48 23%	29 20%	37 21%	71 19%	30 28%	8 21%	3 13%	24 32%	45 31% <sup>ms</sup>	3 15%	134 24%	72 24%	62 24%	45 21%	11 21%	9 22%	25 21%	5 29%
Stay the same	(0) 469 59%	235 57%	234 62%	77 56%	150 60%	135 67% <sup>f</sup>	107 52%	124 58%	238 63% <sup>f</sup>	65 60%	146 55%	126 62%	96 66%	101 57%	246 65% <sup>o</sup>	60 55%	19 47%	17 65%	36 48%	81 56%	10 54%	340 61%	181 61%	159 61%	121 56%	37 68%	20 49%	64 53%	8 47%
Likely decrease	(-1) 50 6%	21 5%	29 8%	9 6%	15 6%	11 6%	15 7%	14 7%	21 6%	7 7%	21 8%	11 6%	7 5%	10 6%	19 5%	7 6%	6 14% <sup>m</sup>	1 4%	5 6%	11 8%	1 6%	35 2%	20 7%	15 6%	13 6%	2 4%	3 7%	8 6%	2 14%
Very likely decrease	(-2) 13 2%	4 1%	8 2%	5 4%	5 2%	1 1%	2 1%	6 3%	5 1%	1 1%	6 2%	3 2%	- 2%	3 2%	9 2%	- 3%	1 2%	1 4%	- 1%	2 1%	* 1%	8 2%	3 1%	5 2%	4 2%	- 2%	- 3%	4 3%	- -
NET: Decrease	62 8%	25 6%	37 10%	14 10%	20 8%	12 6%	16 8%	20 9%	26 7%	9 8%	27 10%	14 7%	7 5%	14 8%	28 7%	7 6%	7 16%	2 9%	5 6%	13 9%	7 7%	43 8%	23 8%	20 8%	17 8%	2 4%	3 7%	12 10%	2 14%
Don't know	21 3%	11 3%	10 3%	5 4% <sup>ef</sup>	16 6% <sup>ef</sup>	1 *	- *	11 5% <sup>ef</sup>	11 3% <sup>f</sup>	* *	9 3%	4 2%	3 2%	5 3%	11 3% <sup>r</sup>	3 3% <sup>r</sup>	4 10% <sup>mqr</sup>	1 4%	- -	- -	2 13% <sup>mnrq</sup>	9 2%	3 1%	6 2%	11 5% <sup>t</sup>	1 1%	5 12% <sup>uv</sup>	6 5% <sup>u</sup>	1 6%
Not applicable	214	77	137 <sup>a</sup>	39	63	53	59	56	99	41	36	64 <sup>k</sup>	16	98 <sup>ijk</sup>	63	24 <sup>r</sup>	27 <sup>mnr</sup>	33	46 <sup>mnr</sup>	16	5 <sup>mr</sup>	74	44	30	135 <sup>t</sup>	54 <sup>uvyz</sup>	35 <sup>uvz</sup>	46 <sup>uv</sup>	5
Mean	0.29	0.35	0.23	0.27	0.24	0.26	0.39	0.24	0.26	0.29	0.26	0.27	0.30	0.35	0.23	0.38	0.16	0.19	0.54 <sup>m</sup>	0.29	0.31	0.28	0.29	0.26	0.33	0.30	0.38	0.32	0.28
Standard deviation	0.76	0.73	0.80	0.87	0.77	0.67	0.76	0.82	0.73	0.78	0.72	0.68	0.84	0.75	0.73	0.88	0.86	0.81	0.71	0.84	0.74	0.74	0.73	0.74	0.83	0.65	0.80	0.91	0.80
Standard error	0.03	0.04	0.04	0.08	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.06	0.06	0.04	0.07	0.13	0.19	0.13	0.05	0.11	0.03	0.04	0.05	0.06	0.09	0.11	0.09	0.28

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 62  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Clothing and footwear**  
**Base: All respondents**

	Gender			Age						Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from coun-cil (y)	Rent-ed from HIA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	999	490	509	172	309	255	263	264	472	150	300	267	161	270	442	133	63*	55*	120*	161	24*	633	342	291	343	106*	73*	164	23**
NET: Increase	138	79	59	29	48	26	35	39	64	18	47	38	26	27	66	15	10	8	17	18	3	85	33	52	51	22	8	21	3
	14%	16%	12%	17%	15%	10%	13%	15%	14%	12%	16%	14%	16%	10%	15%	11%	16%	14%	14%	11%	14%	13%	10%	18% <sub>u</sub>	15%	20% <sub>u</sub>	12%	13%	12%
Very likely increase (+2)	21	7	13	5	9	2	4	6	11	3	5	3	5	8	5	1	3	1	2	*	10	6	4	9	2	*	7	1	
	2%	1%	3%	3%	3%	1%	2%	2%	2%	2%	2%	1%	3%	3%	2%	2%	5%	5%	1%	2%	2%	2%	1%	3%	2%	2%	1%	4%	4%
Likely increase (+1)	117	71	46	24	39	23	31	33	53	15	43	36	21	19	58	10	9	5	16	16	3	74	27	48	41	20	8	13	2
	12%	15% <sub>b</sub>	9%	14%	13%	9%	12%	12%	11%	10%	14% <sub>l</sub>	13% <sub>l</sub>	13%	7%	13%	7%	15%	9%	13%	10%	12%	8%	16% <sub>uz</sub>	12%	19% <sub>uz</sub>	11%	8%	7%	
Stay the same (0)	652	324	328	108	178	183	184	171	296	99	203	169	101	179	288	83	32	35	79	121	14	441	260	182	198	62	39	97	12
	65%	66%	64%	63%	58%	72% <sub>dh</sub>	70% <sub>cd</sub>	65%	63%	66%	68%	63%	62%	66%	65% <sub>o</sub>	62%	51%	63%	66%	75% <sub>amnos</sub>	60%	70% <sub>uw</sub>	76% <sub>vxyz</sub>	62%	58%	59%	53%	59%	54%
Likely decrease (-1)	138	62	75	15	59	32	32	29	76	23	37	38	17	45	62	21	7	9	19	16	4	76	34	43	59	16	12	30	3
	14%	13%	15%	9%	19% <sub>cg</sub>	12%	12%	11%	16% <sub>c</sub>	15%	12%	14%	11%	17%	14%	16%	11%	16%	16%	10%	15%	12%	10%	15%	17%	15%	17%	19% <sub>u</sub>	12%
Very likely decrease (-2)	44	11	32	14	10	12	7	17	20	8	8	14	7	14	10	11	2	3	3	1	17	7	10	22	4	8	11	4	
	4%	2%	6% <sub>la</sub>	8% <sub>df</sub>	3%	5%	3%	6%	4%	5%	3%	5%	5%	5%	3%	7% <sub>ef</sub>	17% <sub>mn</sub>	4%	2%	2%	4%	3%	2%	4%	7% <sub>td</sub>	4%	10% <sub>uv</sub>	6% <sub>u</sub>	18%
NET: Decrease	181	74	108	29	69	44	39	46	96	30	45	53	25	59	76	31	18	11	21	20	5	94	41	53	81	20	20	41	7
	18%	15%	21% <sub>a</sub>	17%	22% <sub>ff</sub>	17%	15%	17%	20%	20%	15%	20%	15%	22%	17%	23% <sub>fr</sub>	28% <sub>mr</sub>	20%	18%	12%	19%	15%	12%	18% <sub>u</sub>	24% <sub>ft</sub>	19%	27% <sub>uu</sub>	25% <sub>uu</sub>	30%
Don't know	28	13	14	6	14	3	5	7	15	3	5	7	10	6	12	4	3	2	3	3	2	13	9	4	13	2	6	6	1
	3%	3%	3%	3%	5% <sub>ae</sub>	1%	2%	3%	3%	2%	2%	3%	6% <sub>ii</sub>	2%	3%	3%	5%	4%	2%	2%	8% <sub>mr</sub>	2%	3%	2%	4%	2%	8% <sub>uv</sub>	3%	4%
Not applicable	9	3	7	4 <sub>f</sub>	4	1	-	6 <sub>f</sub>	4	-	2	1	1	5	2	-	3 <sub>mnqr</sub>	3 <sub>mnqr</sub>	-	-	* <sub>nr</sub>	1	-	1	8 <sub>t</sub>	3 <sub>u</sub>	1 <sub>u</sub>	4 <sub>u</sub>	-
Mean	-0.07	* <sub>b</sub>	-0.14	-0.05	-0.08	-0.11	-0.03	-0.07	-0.09	-0.12	* <sub>i</sub>	-0.10	-0.01	-0.15	-0.04 <sub>o</sub>	-0.16	-0.28	-0.06	-0.05	-0.02 <sub>o</sub>	-0.08	-0.03	-0.03 <sub>y</sub>	-0.02 <sub>y</sub>	-0.13	*	-0.28	-0.15	-0.34
Standard deviation	0.72	0.66	0.77	0.84	0.77	0.67	0.64	0.77	0.74	0.73	0.66	0.74	0.77	0.74	0.69	0.83	1.00	0.80	0.66	0.58	0.75	0.65	0.58	0.72	0.82	0.75	0.85	0.84	1.03
Standard error	0.02	0.03	0.03	0.06	0.04	0.04	0.04	0.05	0.03	0.06	0.04	0.04	0.07	0.05	0.04	0.07	0.12	0.12	0.08	0.04	0.09	0.03	0.03	0.04	0.05	0.08	0.09	0.07	0.31

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 63  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Big ticket household purchases (e.g. new television, washing machine)**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work- ing but seek- ing (p)	State pension (q)	Pri- vate pension (r)	House person (s)	NET: Home- owners (t)	Owne d out- right (u)	Owne d with mort- gage (v)	NET: Rent- ers (w)	Rent- ed from coun- cil (x)	Rent- ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	885	452	433	139	284	230	232	227	426	138	284	235	140	227	398	117	58*	42*	101*	147	22*	578	314	264	293	95*	66*	132	14**
NET: Increase	121	67	54	22	38	18	42	34	44	15	44	35	18	24	54	13	8	3	18	21	3	79	42	37	41	15	8	17	1
	14%	15%	12%	16%e	13%	8%	18%eh	15%e	10%	11%	16%	15%	13%	10%	14%	11%	14%	7%	18%	15%	14%	14%	13%	14%	16%	12%	13%	7%	
Very likely increase (+2)	23	10	13	3	12	3	5	6	12	2	6	7	3	7	10	7	1	1	1	3	1	15	8	7	3	1	4	1	7
	3%	2%	3%	2%	4%	1%	2%	3%	3%	1%	2%	3%	2%	3%	2%	6%	1%	3%	1%	2%	3%	3%	3%	2%	3%	1%	3%	7%	
Likely increase (+1)	97	57	41	19	26	15	37	28	32	14	38	28	14	17	44	7	7	2	16	18	3	64	34	30	33	12	8	13	-
	11%	13%	9%	14%eh	9%	6%	16%deh	12%	7%	10%	13%	12%	10%	8%	11%	6%	13%	4%	16%	12%	11%	11%	11%	11%	13%	11%	10%	-	
Stay the same (0)	520	277	244	83	159	155	124	137	260	83	180	137	75	128	245	69	35	20	52	89	10	352	196	156	162	49	31	82	7
	59%	61%	56%	60%	56%	67%df	53%	60%	61%	60%	63%	58%	54%	56%	61%fs	59%	61%	47%	51%	61%	47%	61%	62%gy	59%	55%	52%	48%	62%	48%
Likely decrease (-1)	74	39	35	10	22	23	18	16	40	15	22	19	13	20	34	11	2	7	6	13	2	58	23	34	13	8	4	1	3
	8%	9%	8%	7%	8%	10%	8%	7%	9%	11%	8%	8%	9%	9%	8%	9%	3%	18%o	6%	9%	7%	10%w	7%z	13%uz	4%	8%z	6%	1%	20%
Very likely decrease (-2)	73	37	36	9	33	15	16	16	41	10	15	26	7	24	34	8	5	6	8	9	2	38	20	18	35	12	8	14	-
	8%	8%	8%	6%	12%	7%	7%	7%	10%	7%	5%	11%i	5%	11%	9%	7%	9%	14%	8%	6%	10%	7%	6%	7%	12%t	13%	13%	11%	-
NET: Decrease	146	75	71	19	55	38	34	32	80	25	37	45	20	43	68	19	7	13	14	22	4	95	43	52	48	20	12	16	3
	17%	17%	16%	13%	19%	17%	15%	14%	19%	18%	13%	19%	14%	19%	17%	16%	12%	31%or	14%	15%	17%	17%	14%	20%	16%	21%	19%	12%	20%
Don't know	98	33	64	15	31	19	32	24	42	15	22	17	26	32	32	15	7	6	18	14	5	52	33	19	42	10	14	18	3
	11%	7%	15%a	11%	11%	8%	14%	11%	10%	11%	8%	7%	19%ij	14%j	8%	13%	13%	15%	17%m	10%	22%mr	9%	11%	7%	14%t	11%	21%uv	14%	25%
Not applicable	123	40	83a	36defh	29	26	31	43deh	49	12	18	34i	23i	48i	47	16	9	16mnors	19	14	2	56	28	28	58t	13	9	36uvy	9
Mean	-0.09	-0.08	-0.11	-0.01	-0.15	-0.16	-0.01	-0.04	-0.17	-0.14	-0.01i	-0.13	-0.05	-0.19	-0.11	-0.07	-0.06	-0.41	-0.03	-0.05	-0.12	-0.07	-0.04	-0.11	-0.14	-0.17	-0.23	-0.08	-0.09
Standard deviation	0.83	0.82	0.85	0.79	0.94	0.71	0.84	0.81	0.84	0.77	0.75	0.90	0.79	0.88	0.82	0.87	0.81	0.94	0.85	0.78	0.96	0.79	0.78	0.81	0.92	0.97	0.94	0.87	0.83
Standard error	0.03	0.04	0.04	0.07	0.06	0.05	0.06	0.06	0.04	0.07	0.05	0.06	0.08	0.06	0.05	0.08	0.10	0.18	0.13	0.06	0.12	0.03	0.05	0.05	0.06	0.12	0.11	0.08	0.34

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 64  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Groceries**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Working Status					Tenure										
		Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	1005	490	514	172	313	256	263	266	475	150	301	268	161	275	442	133	65*	58*	120*	161	24*	632	342	290	350	108*	75*	167	23**
NET: Increase	298	159	139	39	85	72	102	58	138	43	94	85	44	75	123	36	15	10	48	61	5	193	119	75	99	32	18	49	6
	30%	32%	27%	23%	27%	28%	39% <sup>h</sup>	22%	29%	28%	31%	32%	28%	27%	28%	27%	23%	17%	40% <sup>ps</sup>	38% <sup>s</sup>	20%	31%	35% <sup>v</sup>	26%	28%	30%	24%	29%	27%
Very likely increase (+2)	43	25	18	7	20	8	9	9	25	5	11	11	8	13	23	6	1	1	6	5	1	28	16	12	15	5	4	5	1
	4%	5%	4%	4%	6%	3%	3%	4%	5%	3%	4%	4%	5%	5%	5%	2%	2%	2%	5%	3%	3%	4%	5%	4%	4%	5%	5%	3%	4%
Likely increase (+1)	255	134	121	32	66	64	93	49	112	37	83	73	37	62	100	30	14	9	42	56	4	165	103	62	84	27	14	43	5
	25%	27%	23%	18%	21%	25%	35% <sup>h</sup>	18%	24%	25%	28%	27%	23%	22%	23%	23%	21%	15%	35% <sup>ps</sup>	35% <sup>s</sup>	17%	26%	30% <sup>v</sup>	22%	24%	25%	18%	26%	23%
Stay the same (0)	578	279	299	108	166	157	147	166	265	88	167	150	96	165	260	72	33	41	68	90	14	377	198	178	187	58	40	90	14
	58%	57%	58%	63%	53%	61%	56%	62% <sup>d</sup>	59%	55%	56%	60%	60%	59%	54%	50%	54%	71% <sup>o</sup>	56%	56%	58%	60%	58%	61%	54%	53%	53%	54%	61%
Likely decrease (-1)	91	37	53	16	41	23	11	26	53	17	25	27	14	25	43	17	10	6	5	7	3	46	21	24	43	16	8	19	2
	9%	8%	10%	9%	13% <sup>f</sup>	9%	4%	10% <sup>f</sup>	11% <sup>f</sup>	11%	8%	10%	9%	9%	10% <sup>r</sup>	12% <sup>r</sup>	15% <sup>qr</sup>	10%	4%	4%	12% <sup>r</sup>	7%	6%	8%	12% <sup>t</sup>	15% <sup>u</sup>	11%	11%	7%
Very likely decrease (-2)	21	4	17	4	11	5	1	9	12	2	6	5	2	8	12	5	2	1	-	1	1	10	2	8	11	1	6	5	-
	2%	1%	3% <sup>a</sup>	3%	4% <sup>f</sup>	2%	*	3% <sup>f</sup>	2%	1%	2%	3%	1%	3%	3%	4% <sup>r</sup>	3%	2%	-	*	3% <sup>q</sup>	2%	1%	3%	3%	1%	7% <sup>ux</sup>	3%	-
NET: Decrease	112	42	71	20	52	28	12	35	65	19	31	32	16	33	55	22	12	7	5	8	3	56	23	32	55	18	13	24	2
	11%	8%	14% <sup>a</sup>	12% <sup>f</sup>	17% <sup>f</sup>	11% <sup>f</sup>	5%	13% <sup>f</sup>	14% <sup>f</sup>	13%	10%	12%	10%	12%	12% <sup>r</sup>	17% <sup>qr</sup>	19% <sup>qr</sup>	12%	4%	5%	14% <sup>qr</sup>	9%	7%	11%	16% <sup>t</sup>	16% <sup>u</sup>	18% <sup>u</sup>	14% <sup>u</sup>	7%
Don't know	17	11	6	5	9	-	2	7	8	-	9	2	4	2	5	3	5	-	-	2	2	6	1	5	9	*	4	5	1
	2%	2%	1%	3% <sup>e</sup>	3% <sup>e</sup>	-	1%	3% <sup>e</sup>	2%	-	3%	1%	2%	1%	1%	2%	8% <sup>mnpqr</sup>	-	-	1%	7% <sup>mnpqr</sup>	1%	*	2%	3%	*	5% <sup>u</sup>	3% <sup>u</sup>	4%
Not applicable	3	2	2	3 <sup>dh</sup>	-	-	-	3 <sup>h</sup>	-	-	1	1	2	-	2	-	1	-	-	-	-	3	-	3	1	-	-	1	-
Mean	0.21	0.29 <sup>b</sup>	0.14	0.13	0.14	0.18	0.37 <sup>cd</sup>	0.09	0.19	0.18	0.23	0.22	0.21	0.17	0.18	0.11	0.03	0.06	0.40 <sup>mno</sup>	0.37 <sup>mno</sup>	0.07	0.25	0.32 <sup>vyz</sup>	0.16	0.14	0.18	0.04	0.16	0.25
Standard deviation	0.75	0.72	0.78	0.74	0.86	0.71	0.64	0.75	0.80	0.73	0.75	0.76	0.73	0.77	0.78	0.84	0.79	0.64	0.65	0.64	0.77	0.72	0.69	0.75	0.81	0.79	0.92	0.78	0.67
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.05	0.04	0.06	0.04	0.04	0.06	0.05	0.04	0.07	0.09	0.10	0.08	0.04	0.09	0.03	0.04	0.04	0.08	0.10	0.06	0.20	0.20

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 65  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Alcohol and/or tobacco**  
**Base: All respondents**

	Gender		Age					Social Grade				Working Status				Tenure														
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (exl NA for %)	791	418	373	149	262	193	186	225	380	119*	257	211	134*	189	375	105*	56*	37**	78*	121	18*	516	266	250	254	84*	46*	125*	21**	
NET: Increase	108	59	49	34	38	17	19	45	43	14	40	26	21	19	55	12	14	6	3	15	3	63	21	42	37	10	5	22	7	
	14%	14%	13%	23%efh	15%	9%	10%	20%efh	11%	12%	16%	13%	16%	10%	15%	11%	24%nqr	17%	3%	12%	17%q	12%	8%	17%u	15%	13%	10%	18%u	35%	
Very likely increase	(+2)	27	11	16	7	11	5	4	8	15	2	5	3	8	10	13	2	2	3	2	1	16	4	12	11	3	2	5	1	
		3%	3%	4%	5%	4%	3%	2%	4%	4%	2%	2%	6%j	5%	5%	3%	6%	3%	3%	1%	5%	3%	1%	5%u	4%	4%	5%	4%	5%	
Likely increase	(+1)	80	48	32	27	27	12	14	37	29	11	35	23	13	9	42	6	12	4	-	13	2	47	17	30	27	7	2	17	6
		10%	11%	9%	18%defh	10%	6%	8%	16%efh	8%	10%	14%l	11%	10%	5%	11%q	6%	21%mnq	11%	-	14%q	12%q	9%	6%	12%u	10%	9%	5%	14%u	30%
Stay the same	(0)	507	266	242	92	140	140	135	140	232	75	163	143	86	116	235	59	28	23	61	91	10	357	199	158	143	52	25	66	8
		64%	64%	65%	62%	53%	72%cdgh	73%dh	62%	61%	63%	63%	68%	64%	61%	63%	56%	49%	62%	78%nos	76%mnos	54%	69%w	75%vyz	63%	56%	54%	53%	38%	
Likely decrease	(-1)	112	63	50	12	58	25	17	25	70	20	35	31	17	29	58	24	8	5	5	10	2	66	30	36	41	13	7	22	5
		14%	15%	13%	8%	22%cefg	13%	9%	11%	18%cfg	17%	14%	15%	13%	15%	15%r	23%qr	14%	14%	6%	8%	10%	13%	11%	15%	16%	15%	15%	17%	22%
Very likely decrease	(-2)	42	18	24	6	14	10	12	7	22	10	11	8	7	19	7	2	2	7	4	1	20	11	9	22	9	5	8	-	
		5%	4%	6%	4%	5%	5%	6%	3%	6%	9%	4%	4%	5%	9%	6%	3%	5%	9%	3%	7%	4%	4%	4%	9%t	10%	11%uv	6%	-	
NET: Decrease		154	81	73	18	72	35	29	33	92	31	46	38	24	46	77	31	10	7	12	14	3	86	41	46	63	21	12	30	5
		19%	19%	20%	12%	27%cefg	18%	16%	14%	24%cfg	26%	18%	18%	18%	24%	21%r	30%r	18%	18%	16%	11%	17%	17%	15%	18%	25%t	26%	24%	22%	
Don't know		22	12	10	5	12	2	3	7	12	-	8	3	3	8	7	3	5	1	2	1	2	10	5	4	11	*	4	7	1
		3%	3%	3%	3%	5%e	1%	2%	3%	3%	-	3%	2%	2%	4%	2%	3%	9%mr	3%	3%	1%	11%mr	2%	2%	2%	4%	*	9%uvx	5%	5%
Not applicable		217	75	142a	26	51	63cdg	77cdgh	44	95	30	45	58i	29	86ijk	70	28	10	21	42mnors	40mo	6m	118	76v	42	96t	24	29uvxz	43v	2
Mean		-0.08	-0.07	-0.09	0.12de	-0.14	-0.12	-0.10	0.06de	-0.15	-0.20	-0.04	-0.08	*	-0.18	-0.08	-0.20	0.07	*	-0.19	-0.01	-0.02	-0.05	-0.10	*	-0.15	-0.20	-0.25	-0.08	0.18
Standard deviation		0.78	0.75	0.81	0.79	0.85	0.70	0.72	0.76	0.80	0.81	0.73	0.68	0.83	0.88	0.79	0.86	0.82	0.85	0.75	0.61	0.91	0.71	0.63	0.79	0.89	0.88	0.94	0.88	0.86
Standard error		0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.05	0.04	0.08	0.05	0.05	0.08	0.07	0.04	0.08	0.10	0.16	0.12	0.05	0.12	0.03	0.04	0.05	0.06	0.11	0.13	0.08	0.27

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 66  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Socialising, eating out, takeaway food**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status							Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (excl NA for %)	957	477	480	173	303	241	240	266	451	135	297	252	158	249	436	126	64*	50*	103*	157	22*	617	330	286	317	97*	66*	153	23**	
NET: Increase	130	70	59	36	43	25	25	50	55	11	46	34	27	22	59	22	14	7	3	23	2	92	40	52	28	7	4	17	10	
	14%	15%	12%	21%efh	14%	10%	10%	19%efh	12%	8%	15%l	13%	17%l	9%	13%q	17%q	22%q	14%	3%	15%q	9%	15%w	12%	18%xy	9%	8%	6%	11%	42%	
Very likely increase	(+2)	20	10	10	7	6	4	3	10	7	3	4	2	11	7	6	3	1	1	*	10	5	6	6	*	2	5	3		
		2%	2%	2%	4%	2%	2%	1%	4%	2%	1%	2%	1%	4%	2%	5%mr	4%r	6%r	1%	*	1%	2%	2%	2%	*	3%	3%	15%		
Likely increase	(+1)	110	61	49	29	38	21	22	39	49	8	43	30	26	11	52	16	11	4	2	22	2	82	35	47	21	7	2	12	6
		11%	13%	10%	17%ef	12%	9%	9%	15%	11%	6%	14%l	12%l	16%l	5%	12%q	12%q	18%q	8%	2%	14%q	8%	13%w	11%	16%yz	7%	7%	3%	8%	27%
Stay the same	(0)	560	275	284	92	136	164	167	130	263	88	179	148	88	145	247	65	27	22	75	112	382	232	150	170	62	34	74	8	
		59%	58%	59%	53%	45%	68%cdgh	70%cdgh	49%	58%dg	65%	60%	59%	55%	58%	57%o	52%	42%	44%	73%mnop	71%mnop	53%	62%w	70%vyz	52%	54%	63%	52%	34%	
Likely decrease	(-1)	165	85	81	27	74	33	31	53	81	24	49	50	26	41	85	26	12	10	13	15	94	38	57	66	14	16	36	5	
		17%	18%	17%	16%	24%cef	14%	13%	20%	18%	16%	20%	17%	16%	20%r	20%r	19%r	21%	12%	10%	17%	15%	11%	20%u	21%	14%	24%u	24%u	20%	
Very likely decrease	(-2)	72	33	39	12	33	19	8	22	42	12	15	18	9	31	33	10	7	10	6	4	33	14	18	40	10	8	21	-	
		8%	7%	8%	7%	11%f	8%	3%	8%	9%f	9%	5%	7%	5%	12%ai	8%r	8%r	11%r	19%mr	6%	2%	12%r	5%	4%	6%	13%t	11%	12%u	14%uv	-
NET: Decrease		238	118	120	40	107	51	40	75	123	36	64	68	35	71	118	36	19	20	19	6	127	52	75	106	24	24	58	5	
		25%	25%	25%	23%	35%cefh	21%	17%	28%f	27%f	27%	22%	27%	22%	29%	27%r	28%r	30%r	40%qr	19%	12%	29%r	21%	16%	26%u	34%t	25%	36%u	38%uv	20%
Don't know		30	13	16	5	16	*	8	12	10	*	8	2	8	11	12	3	4	1	5	3	2	16	7	9	12	4	4	4	1
		3%	3%	3%	3%e	5%eh	*	3%e	5%e	2%	*	3%	1%	5%j	4%j	3%	2%	7%r	2%	5%	2%	10%mnr	3%	2%	3%	4%	6%	3%	4%	
Not applicable		51	15	36a	2	10	15cg	24cdg	4	24cg	15	5	17i	4	26ik	9	7m	3	9mnor	18mnor	4	2mr	17	12	6	34t	11uv	9uv	14uv	-
Mean		-0.17	-0.15	-0.19	-0.05dh	-0.32	-0.17	-0.09dh	-0.15	-0.23	-0.25	-0.10l	-0.19	-0.09	-0.29	-0.20	-0.14	-0.16	-0.40	-0.22	*mp	-0.34	-0.10w	-0.07xy	-0.13yz	-0.37	-0.29	-0.43	-0.39	0.38
																				qs		z								
Standard deviation		0.82	0.81	0.82	0.90	0.91	0.76	0.65	0.92	0.83	0.79	0.80	0.79	0.91	0.81	0.92	1.00	1.09	0.65	0.60	0.88	0.76	0.68	0.84	0.88	0.78	0.87	0.94	1.00	
Standard error		0.03	0.04	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.04	0.05	0.07	0.06	0.04	0.08	0.12	0.17	0.09	0.04	0.10	0.03	0.04	0.05	0.05	0.09	0.09	0.08	0.30	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 67  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Hobbies and recreational interests**  
**Base: All respondents**

	Gender			Age						Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	967	482	485	171	301	240	254	264	449	141	296	257	156	258	435	123	64*	51*	114*	157	23*	615	334	281	328	102*	69*	157	23**
NET: Increase	120	69	51	40	41	20	19	47	54	14	44	34	18	23	62	19	10	8	4	15	2	79	39	40	31	8	4	18	10
	12%	14%	10%	23% <sub>d</sub>	14% <sub>f</sub>	8%	7%	18% <sub>ef</sub>	12%	10%	15%	13%	12%	9%	14% <sub>q</sub>	15% <sub>q</sub>	16% <sub>q</sub>	16% <sub>q</sub>	3%	10%	8%	13%	12%	14%	9%	8%	6%	11%	42%
Very likely increase (+2)	22	11	11	9	7	3	3	11	9	1	4	4	2	11	7	6	3	1	1	2	*	10	7	3	8	*	2	6	3
	2%	2%	2%	5% <sub>efh</sub>	2%	1%	1%	4%	2%	1%	2%	2%	1%	4%	2%	5% <sub>m</sub>	5%	2%	1%	2%	1%	2%	2%	1%	3%	*	4%	4%	15%
Likely increase (+1)	98	58	40	31	34	17	16	36	45	13	40	30	16	12	54	12	7	7	3	13	2	69	32	37	23	8	2	12	6
	10%	12%	8%	18% <sub>efh</sub>	11%	7%	6%	14% <sub>ef</sub>	10%	10%	13% <sub>l</sub>	12% <sub>l</sub>	10%	5%	12% <sub>q</sub>	10%	11% <sub>q</sub>	14% <sub>q</sub>	2%	8%	7%	11%	10%	13% <sub>y</sub>	7%	8%	3%	8%	27%
Stay the same (0)	666	335	331	101	181	181	205	166	296	100	205	177	109	175	295	69	37	31	96	124	14	455	265	190	206	72	41	94	6
	69%	70%	68%	59%	60%	75% <sub>cdgh</sub>	81% <sub>cdgh</sub>	63%	66%	71%	69%	69%	70%	68%	68% <sub>n</sub>	57%	57%	61%	84% <sub>mnp</sub>	79% <sub>mnp</sub>	61%	74% <sub>w</sub>	79% <sub>vyz</sub>	68%	63%	70%	59%	60%	24%
Likely decrease (-1)	109	54	56	17	46	27	19	29	61	20	31	30	20	28	49	23	7	8	6	13	2	53	20	33	51	11	10	30	5
	11%	11%	11%	10%	15% <sub>f</sub>	11%	7%	11%	14% <sub>f</sub>	14%	11%	12%	13%	11%	19% <sub>mqr</sub>	12%	15%	15%	5%	9%	10%	9%	6%	12% <sub>lu</sub>	16% <sub>t</sub>	11%	15% <sub>u</sub>	19% <sub>u</sub>	20%
Very likely decrease (-2)	34	12	21	6	17	8	3	9	21	4	8	8	5	12	17	6	5	1	2	1	2	16	5	11	18	5	7	6	-
	3%	3%	4%	3%	6% <sub>f</sub>	3%	1%	3%	5% <sub>f</sub>	3%	3%	3%	3%	5%	4% <sub>r</sub>	5% <sub>r</sub>	8% <sub>r</sub>	2%	2%	1%	7% <sub>r</sub>	3%	1%	4%	5%	10% <sub>uv</sub>	4%	-	
NET: Decrease	143	66	77	23	63	35	22	38	82	23	39	38	26	40	66	29	13	9	8	14	4	69	25	44	69	16	17	36	5
	15%	14%	16%	13%	21% <sub>f</sub>	14%	9%	14%	18% <sub>f</sub>	17%	13%	15%	16%	15%	23% <sub>mqr</sub>	20% <sub>qr</sub>	17%	7%	7%	9%	17%	11%	8%	15% <sub>u</sub>	21% <sub>t</sub>	16%	25% <sub>u</sub>	23% <sub>u</sub>	20%
Don't know	38	12	26	8	16	5	8	13	16	2	7	7	4	20	13	6	4	3	6	3	3	12	5	8	22	6	7	10	3
	4%	3%	5%	5%	5%	2%	3%	5%	4%	2%	2%	3%	2%	8% <sub>ij</sub>	3%	5%	7%	6%	5%	2%	13% <sub>mnr</sub>	2%	1%	3%	7% <sub>t</sub>	6% <sub>u</sub>	10% <sub>uv</sub>	6% <sub>u</sub>	15%
Not applicable	41	10	31a	4	12	16g	9	6	26	9	6	12	6	17i	10	10mr	2	7mr	7	4	1	19	8	11	23t	6	6u	10u	-
Mean	-0.04	*	-0.08	0.12 <sub>de</sub>	-0.11	-0.08	-0.02	0.04 <sub>dh</sub>	-0.10	-0.08	*	-0.03	-0.07	-0.07	-0.03	-0.08	-0.06	*	-0.06	0.01 <sub>s</sub>	-0.18	0.01 <sub>w</sub>	0.05 <sub>xy</sub>	-0.04 <sub>y</sub>	-0.16	-0.13	-0.28	-0.12	0.43
				h																		z							
Standard deviation	0.68	0.66	0.70	0.80	0.78	0.60	0.49	0.76	0.72	0.61	0.65	0.66	0.66	0.75	0.69	0.84	0.91	0.71	0.46	0.51	0.76	0.61	0.55	0.68	0.75	0.63	0.85	0.77	1.05
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.03	0.05	0.03	0.05	0.04	0.04	0.06	0.05	0.04	0.07	0.10	0.12	0.06	0.04	0.09	0.02	0.03	0.04	0.04	0.07	0.06	0.33	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 68  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Savings/investments**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (exl NA for %)	877	450	427	163	271	213	230	244	402	117*	284	242	147	204	408	114	53*	41*	94*	152	16*	593	320	273	263	75*	55*	133	22**	
NET: Increase	132	72	61	48	37	29	18	64	50	16	42	39	20	31	89	15	8	2	6	12	1	83	31	52	39	15	8	16	11	
	15%	16%	14%	29% <sup>defh</sup>	14%	14%	8%	26% <sup>defh</sup>	12%	14%	15%	16%	14%	15%	22% <sup>pqrs</sup>	13%	16%	4%	7%	8%	4%	14%	10%	19% <sup>u</sup>	15%	19%	14%	12%	50%	
Very likely increase	(+2)	19	6	13	6	7	3	2	6	10	6	3	5	5	14	3	-	-	-	2	*	11	4	7	2	2	4	1		
		2%	1%	3%	4%	3%	2%	1%	3%	3%	2%	1%	3%	3%	3%	3%	-	-	-	1%	2%	2%	1%	3%	2%	3%	3%	4%		
Likely increase	(+1)	113	66	48	42	30	26	16	58	40	15	36	36	15	26	75	11	8	2	6	10	*	72	27	45	32	13	6	13	10
		13%	15%	11%	26% <sup>defh</sup>	11%	12%	7%	24% <sup>defh</sup>	10%	13%	13%	15%	10%	13%	18% <sup>nprs</sup>	10%	16% <sup>r</sup>	4%	7%	7%	2%	12%	9%	16% <sup>u</sup>	12%	17%	11%	10%	45%
Stay the same	(0)	541	280	261	81	153	143	164	129	248	75	178	144	101	118	235	63	31	25	66	110	379	222	157	159	43	34	81	3	
		62%	62%	61%	49%	57%	67% <sup>cdg</sup>	71% <sup>cdgh</sup>	53%	62% <sup>c</sup>	64%	63%	60%	69%	58%	58%	55%	59%	60%	71%	72% <sup>mn</sup>	65%	64%	69% <sup>v</sup>	58%	60%	58%	62%	61%	13%
Likely decrease	(-1)	118	59	59	12	48	29	30	22	66	17	46	39	15	18	60	15	4	10	23	2	86	44	42	32	9	6	17	-	
		13%	13%	14%	7%	18% <sup>cg</sup>	13%	13%	9%	16% <sup>cg</sup>	14%	16%	16%	10%	9%	15%	13%	8%	11%	11%	15%	10%	15%	14%	16%	12%	11%	11%	13%	-
Very likely decrease	(-2)	51	22	30	12	16	8	14	15	22	6	9	13	8	22	13	11	5	8	6	1	29	16	13	18	6	3	9	5	
		6%	5%	7%	7%	6%	4%	6%	6%	6%	5%	3%	5%	5%	11% <sup>ai</sup>	4%	3%	9% <sup>m</sup>	20% <sup>mr</sup>	9%	6%	5%	5%	5%	7%	8%	5%	6%	21%	
NET: Decrease	169	81	89	24	64	37	44	37	88	23	55	52	22	40	73	25	9	13	19	28	2	115	59	56	50	15	9	26	5	
	19%	18%	21%	15%	24% <sup>cg</sup>	17%	19%	15%	22%	19%	19%	22%	15%	20%	18%	22%	17%	31%	20%	19%	15%	19%	19%	20%	19%	20%	17%	20%	21%	
Don't know	34	17	17	10	16	3	4	14	16	3	9	6	4	16	10	11	4	2	2	2	3	15	7	8	15	2	4	9	3	
	4%	4%	4%	6% <sup>ef</sup>	6% <sup>ef</sup>	2%	2%	6% <sup>ef</sup>	4%	3%	3%	3%	2%	8% <sup>aj</sup>	3%	10% <sup>mr</sup>	8% <sup>mr</sup>	5%	2%	1%	17% <sup>mqr</sup>	3%	2%	3%	6% <sup>t</sup>	3%	7% <sup>u</sup>	7% <sup>u</sup>	16%	
Not applicable	131	43	89a	12	42c	44cg	33	25	73cg	33	18	27	16	71jk	37	19mr	13mr	17mnr	27mr	9	8mnoqr	42	22	20	88t	33uvz	20uv	35uv	2	
Mean	-0.08	-0.06	-0.11	0.12 <sup>df</sup>	-0.14	-0.06	-0.17	0.08 <sup>df</sup>	-0.13	-0.10	-0.06	-0.10	-0.04	-0.14	0.04 <sup>nq</sup>	-0.17	-0.11	-0.50	-0.23	-0.14	-0.18	-0.09	-0.13	-0.04	-0.09	-0.07	-0.05	-0.12	0.14	
Standard deviation	0.78	0.74	0.82	0.91	0.81	0.69	0.68	0.84	0.77	0.73	0.72	0.76	0.75	0.89	0.78	0.88	0.80	0.88	0.71	0.63	0.69	0.74	0.68	0.80	0.81	0.86	0.78	0.79	1.35	
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.07	0.04	0.05	0.07	0.07	0.04	0.08	0.10	0.16	0.10	0.04	0.10	0.03	0.04	0.05	0.05	0.11	0.10	0.07	0.45	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 69  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Pension contributions**  
**Base: All respondents**

	Gender			Age						Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	591	295	296	129*	237	186	40*	199	352	106*	183	180	111*	117*	391	94*	29**	26**	16**	24**	11**	388	144	245	184	50*	31*	103*	18**
NET: Increase	66	29	37	17	26	21	1	25	39	11	21	20	13	12	48	10	3	2	-	3	1	42	14	28	18	6	2	10	7
	11%	10%	13%	14%	11%	11%	3%	13%	11%	11%	11%	12%	10%	12%	10%	10%	8%	-	11%	6%	11%	9%	11%	10%	12%	5%	10%	36%	
Very likely increase (+2)	18	7	11	3	10	4	-	6	12	2	3	2	5	7	11	4	-	2	-	-	*	11	2	9	6	3	-	3	1
	3%	2%	4%	3%	4%	2%	-	3%	3%	2%	2%	1%	5%	6%	3%	5%	-	8%	-	-	2%	3%	1%	4%	3%	5%	-	3%	5%
Likely increase (+1)	48	22	26	14	16	17	1	20	27	10	17	18	8	5	37	5	3	-	-	3	*	30	11	19	12	3	2	7	6
	8%	7%	9%	11%	7%	9%	3%	10%	8%	9%	10%	10%	7%	4%	9%	6%	10%	-	-	11%	3%	8%	8%	8%	7%	5%	7%	7%	31%
Stay the same (0)	450	235	215	91	171	152	35	143	272	84	141	140	85	85	306	72	15	17	13	21	7	305	114	191	139	37	21	81	7
	76%	80%	73%	71%	72%	82%cdg	89%	72%	77%	79%	77%	78%	76%	72%	78%	76%	52%	66%	80%	89%	60%	78%	79%	78%	76%	73%	69%	79%	36%
Likely decrease (-1)	25	10	15	8	12	6	-	13	13	5	10	7	3	5	11	4	6	4	-	-	*	14	4	11	7	2	2	3	4
	4%	3%	5%	6%	5%	3%	-	6%	4%	4%	5%	4%	3%	4%	3%	5%	20%	15%	-	-	1%	4%	3%	4%	4%	5%	5%	3%	23%
Very likely decrease (-2)	12	5	7	2	8	2	-	4	8	2	5	3	3	1	9	2	1	-	-	-	-	9	3	6	3	1	-	2	-
	2%	2%	2%	1%	3%	1%	-	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	-	-	-	-	2%	2%	2%	2%	2%	-	2%	-
NET: Decrease	37	15	22	9	20	8	-	17	20	7	15	10	6	6	20	7	6	4	-	-	*	23	7	16	10	3	2	5	4
	6%	5%	7%	7%	8%	4%	-	9%	6%	7%	8%	6%	5%	5%	7%	7%	22%	15%	-	-	1%	6%	5%	7%	5%	7%	5%	5%	23%
Don't know	38	16	21	11	19	5	3	14	21	4	7	10	7	14	17	6	5	3	3	-	4	19	9	10	18	4	6	7	1
	6%	6%	7%	8%	8%e	3%	8%	7%	6%	4%	4%	5%	7%	12%i	4%	7%	16%	12%	20%	-	34%	5%	7%	4%	10%	8%	21%uvz	7%	6%
Not applicable	417	198	220	47	77	71	223h	71	123	44	119jk	89	51	158ijk	54	39m	37	32	104	137	13	246	198v	47	167t	58vz	44vz	65v	5
Mean	0.06	0.05	0.07	0.08	0.04	0.08	0.03	0.05	0.07	0.03	0.02	0.05	0.09	0.12	0.08	0.06	-0.17	*	0.00	0.11	0.10	0.06	0.05	0.06	0.06	0.09	*	0.06	0.19
Standard deviation	0.59	0.53	0.64	0.59	0.68	0.51	0.18	0.62	0.60	0.52	0.64	0.64	0.59	0.64	0.65	0.64	0.65	0.73	0.00	0.32	0.46	0.58	0.51	0.62	0.57	0.67	0.37	0.56	0.89
Standard error	0.03	0.03	0.04	0.06	0.05	0.04	0.03	0.05	0.03	0.06	0.05	0.04	0.07	0.06	0.03	0.06	0.13	0.17	0.00	0.06	0.09	0.03	0.05	0.04	0.04	0.11	0.06	0.06	0.31

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 70  
**Q34. How worried are you, if at all, about each of the following?**  
**-Summary**  
**Base: All respondents**

		Q34 Summary													
		Energy prices (a)	Fuel prices (b)	Food prices (c)	Public spending cuts (d)	Future tax levels (e)	Mortgage rates (f)	The value of my pension (g)	The interest rate on my savings (h)	The security of my savings (i)	Level of my household savings and investments (j)	The exchange rate of the pound (k)	Me or my partner losing our jobs (l)	Level of my household debt, including mortgage and credit card (m)	The price of my house falling (n)
Unweighted base		1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
Weighted base		1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
Base (excl NA for %)		1000	909	1006	997	958	573	847	842	853	869	954	654	799	711
Very worried	(4)	254 25% ImnopqstuvwxyzABC	231 25% ImnopqstuvwxyzABC	183 18% ijklmnoqstvwxyzABC	306 31% jklmnopqstvwxyzABC	186 19% ijklmnoqstvwxyzABC	96 17% klmnopqstvwxyzABC	173 20% fijklmnopqstvwxyzABC	161 19% ijklmnoqstvwxyzABC	82 10% osvw	119 14% inoswxyzAB	123 13% inoswxyzAB	77 12% oswv	95 12% inoswv	63 9% osv
Fairly worried	(3)	389 39% mnopqrstvwxyzABC	394 43% klmnopqrstvwxyzABC	407 40% defghijklmnopqrstvwxyzABC	345 35% gijklmnopqrstvwxyzABC	337 35% fgijklmnopqrstvwxyzABC	172 30% ilmnostvwxyzA	252 30% ilmnostvwxyzA	275 33% ilmnostvwxyzAB	168 20% o	253 29% ilmnostvwxyzA	304 32% ilmnostvwxyzAB	158 24% osv	166 21% o	148 21% o
Not very worried	(2)	278 28% bdr	200 22% %	326 32% abdor	229 23% %	295 31% bdr	160 28% bdr	259 31% bdr	277 33% abdor	387 45% abcdefghijklmnopqrstu	350 40% abcdefghijklmnopqrstu	313 33% abdor	249 38% abcdefghijklmnopqrstu	303 38% abcdefghijklmnopqrstu	296 42% abcdefghijklmnopqrstu
Not at all worried	(1)	51 5% %	46 5% %	65 6% d	45 5% %	58 6% %	102 18% abcdefghijklmnopqrC	77 9% abcdep	62 7% abd	151 18% abcdefghijklmnopqrC	87 10% abcdehp	96 10% abcdehp	127 19% abcdefghijklmnopqrswzC	196 25% abcdefghijklmnopqrswxyzABC	167 24% abcdefghijklmnopqrswxyzABC
NET: Worried		642 64% ImnopqstuvwxyzABC	626 69% acefghijklmnopqrstvwxyzABC	590 59% efghijklmnopqrstvwxyzABC	651 65% cefghijklmnopqrstvwxyzABC	522 55% fgijklmnopqrstvwxyzABC	268 47% ilmnostvwxyzAB	425 50% ijklmnopqstvwxyzABC	435 52% ijklmnopqstvwxyzABC	251 29% osv	372 43% ilmnostvwxyzAB	427 45% ilmnostvwxyzAB	236 36% inoswv	261 33% osv	211 30% osv

Proportions/Mean: All Columns Tested (5% risk level)  
 Overlap formulae used.

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 70  
**Q34. How worried are you, if at all, about each of the following?**  
**-Summary**  
**Base: All respondents**

	Q34 Summary													
	Energy prices (a)	Fuel prices (b)	Food prices (c)	Public spending cuts (d)	Future tax levels (e)	Mortgage rates (f)	The value of my pension (g)	The interest rate on my savings (h)	The security of my savings (i)	Level of my household savings and investments (j)	The exchange rate of the pound (k)	Me or my partner losing our jobs (l)	Level of my household debt, including mortgage and credit card (m)	The price of my house falling (n)
Base (exl NA for %)	1000	909	1006	997	958	573	847	842	853	869	954	654	799	711
NET: Not worried	329 33%bd	245 27%	392 39%abdr	274 27%	353 37%abdr	262 46%abcdeghp r	336 40%abdpr	338 40%abdpr	538 63%abcdefg hijklpqruxC	437 50%abcdeghk pr	409 43%abdepr	377 58%abcdefg hijklpqr	499 63%abcdefg hijklpqruxC	464 65%abcdefg hijklpqruxC
Don't know	28 3%	38 4%ac	24 2%	72 7%abcnnotvz B	83 9%abcnnotvz xyzABC	43 8%abcnnotvz zB	86 10%abcdhijl mnopqvwxyzA BC	68 8%abcnnotvz zBC	64 7%abcnnotvz zBC	60 7%abcnnotvz B	117 12%abcdefhij lmnopqrvwx yzABC	42 6%abcB	39 5%acB	36 5%acB
Not applicable	8	99acdekprsv wzB	2	11cz	50acdprsv wzB	435abcdghij kprstuvwxy zABC	161abcdekpr stuvwxyBC	166abcdekpr stuvwxyBC	155abcdekpr stuvwxyBC	139abcdekpr uvwzBC	54acdprsv wzB	354abcdeghi jknprstuvw xyzABC	209abcdeghi jknprstuvw xyzABC	297abcdeghij kmprstuvw xyzABC
Mean	2.87cefghij klmnopqstuv wxyzABC	2.93acefghi jklmnopqstu vwxyzABC	2.72fijklmn opqstuvwxyA BC	2.99acefghi jklmnopqrst uvwxyzABC	2.74fijklmn opqstuvwxyA BC	2.49ilmnost vwxyzAB	2.68fijklmn opqstuvwxyA BC	2.69fijklmn opqstuvwxyA BC	2.23ovy	2.50ilmnost vwxyzAB	2.54ilmnost vwxyzABC	2.30mnosvy	2.21oy	2.16o
Standard deviation	0.86	0.84	0.84	0.88	0.86	1.00	0.93	0.89	0.88	0.87	0.88	0.94	0.97	0.90
Standard error	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 70  
**Q34. How worried are you, if at all, about each of the following?**  
**-Summary**  
**Base: All respondents**

		Q34 Summary														
		Having my home repossessed (o)	The quality of public services (p)	Housing costs (e.g. rent or mortgage payments) (q)	Brexit (r)	The extent of my legal rights and protections when buying goods and services (s)	Being able to travel around Europe easily (t)	Immigration from the EU (u)	Clothing prices (v)	Prices of electrical goods (w)	Prices of holidays abroad (x)	Mobile phone roaming charges (y)	Food safety standards (z)	Prices of cars (A)	Quality of the food I buy (B)	The efficiency of public transport (C)
Unweighted base		1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	744
Weighted base		1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	752
Base (exl NA for %)		660	986	779	1001	994	883	989	1003	1002	876	888	1004	854	1005	688
Very worried	(4)	34 5%	168 17% ijklmnoq stvwxyzABC	107 14% inoswyz AB	300 30% abcdfghij klmnopqstuvw xyzABC	60 6%	104 12% noswyz	190 19% ijklmnoqs twxyzABC	57 6%	70 7%	113 13% inoswyzA B	65 7%	96 10% osvwy	78 9% osv	91 9% osv	85 12% noswyzAB
Fairly worried	(3)	46 7%	395 40% defghijk lmnopqrstuvw xyzABC	238 31% ilmnostu vwyzA	314 31% ilmnostu vwyzAB	179 18% o	211 24% iosvy	222 22% os	196 20% o	224 22% osv	244 28% ilmnostuvw yzA	174 20% o	226 23% os	202 24% osvy	263 26% ilmnostwyz	203 29% ilmnostuvwyzA
Not very worried	(2)	172 26% r	286 29% bdr	271 35% abdfopr	202 20%	490 49% abcdefghijklmnop qrstuvwxyABC	314 36% abdefgop ru	306 31% bdor	530 53% abcdefghijklmnop qrstuvwxyABC	500 50% abcdefghijklmnop qrstuvwxyABC	339 39% abcdefghijklmnop qrstuvwxyABC	391 44% abcdefghijklmnop qrstuvwxyABC	474 47% abcdefghijklmnop qrstuvwxyABC	378 44% abcdefghijklmnop qrstuvwxyABC	444 44% abcdefghijklmnop qrstuvwxyABC	282 41% abcdefghijklmnop qrstuvwxyABC
Not at all worried	(1)	379 57% abcdefghijklmnop qrstuvwxyABC	61 6%	117 15% abcdeghj kpr	96 10% abcdep	148 15% abcdeghj kpr	208 24% abcdefghijklmnop qrstuvwxyABC	191 19% abcdefghijklmnop qrstuvwxyABC	176 18% abcdefghijklmnop qrstuvwxyABC	152 15% abcdefghijklmnop qrstuvwxyABC	129 15% abcdefghijklmnop qrstuvwxyABC	204 23% abcdefghijklmnop qrstuvwxyABC	156 15% abcdefghijklmnop qrstuvwxyABC	142 17% abcdefghijklmnop qrstuvwxyABC	172 17% abcdefghijklmnop qrstuvwxyABC	82 12% abcdehp
NET: Worried		81 12%	564 57% efghijkl mnopqrstvwxyz ABC	345 44% ilmnostv wyzAB	614 61% efghijkl mnopqrstvwxyz ABC	239 24% o	315 36% inoswyz	412 42% ilmnostv wyzAB	254 25% o	294 29% osv	357 41% ilmnostvw yzAB	239 27% o	322 32% osv	280 33% osv	354 35% inoswyz	288 42% ilmnostvwyzAB

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 70  
**Q34. How worried are you, if at all, about each of the following?**  
**-Summary**  
**Base: All respondents**

Q34 Summary															
	Having my home repossessed (o)	The quality of public services (p)	Housing costs (e.g. rent or mortgage payments) (q)	Brexit (r)	The extent of my legal rights and protections when buying goods and services (s)	Being able to travel around Europe easily (t)	Immigration from the EU (u)	Clothing prices (v)	Prices of electrical goods (w)	Prices of holidays abroad (x)	Mobile phone roaming charges (y)	Food safety standards (z)	Prices of cars (A)	Quality of the food I buy (B)	The efficiency of public transport (C)
Base (excl NA for %)	660	986	779	1001	994	883	989	1003	1002	876	888	1004	854	1005	688
NET: Not worried	550 83%abcdefgh ijklmnpqrst uvwxyzABC	347 35%bdr	388 50%abcdefghik pr	298 30%	638 64%abcdefgh jklpqrtuxC	521 59%abcdefgh jkpqruxC	497 50%abcdefgh pr	706 70%abcdefgh ijklmnpqrst uvwxyzABC	651 65%abcdefgh jklpqrtuxAC	468 53%abcdefgh kpr	595 67%abcdefgh jklmpqrtuxz ABC	630 63%abodefgh jklpqruxC	520 61%abodefgh jkpqruxC	616 61%abcdefgh jkpqruxC	364 53%abcdefghkpr
Don't know	30 4%ac	76 8%abcnnotw zBC	46 6%acB	88 9%abcnnot wxyzABC	117 12%abcdefghij lmnopqrtuvw yzABC	46 5%acB	79 8%abcnnotw zBC	44 4%ac	57 6%acB	51 6%acB	54 6%abcvB	52 5%acB	54 6%abcvB	34 3%	36 5%acB
Not applicable	348abcdefghij kmpqrstuvwxy zABC	22acdrrwzB	229abcdefghijk mnpqrstuvwxyAB C	7	14cwwzB	125abodekprs uvwzBC	19acrwwzB	5	6	132abcdekr suvvwzBC	120acdekrpsuv wzBC	4	154acdekrpstu vwxyzBC	3	64acdekrpsuvwzB
Mean	1.58	2.74ijklmn opstuvwxyzA BC	2.46ilmnost wyzAB	2.90ceghij klmnopqstuv wxyzABC	2.17o	2.25nosvy	2.45ilmnost wyzAB	2.14o	2.22ovy	2.41ilmnost wyzAB	2.12o	2.28nosvy	2.27nosvy	2.28nosvy	2.45ilmnostwyzAB
Standard deviation	0.85	0.83	0.93	0.98	0.79	0.97	1.04	0.78	0.80	0.91	0.87	0.85	0.86	0.86	0.87
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 71  
**Q34. How worried are you, if at all, about each of the following?**  
**-Energy prices**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home- owners (u)	Owne d out- right (v)	Owne d with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	1000	490	511	169	313	255	263	263	474	149	301	268	160	271	442	129	66*	58*	120*	161	24*	632	342	290	348	108*	73*	167	21**
Very worried (4)	254 25%	124 25%	130 25%	38 23%	80 26%	75 29%	60 23%	56 21%	138 29%g	47 31%	49 16%	73 27%i	43 27%i	88 32%i	104 23%	42 33%mr	17 26%	14 23%	36 30%	33 20%	8 34%r	137 22%	77 22%	60 21%	108 31%t	31 28%	21 28%	57 34%uv	8 38%
Fairly worried (3)	389 39%	185 38%	204 40%	59 35%	133 42%	104 41%	94 36%	95 36%	200 42%	58 39%	131 44%l	110 41%l	70 43%l	79 29%	189 43%nq	37 29%	28 43%n	26 44%	33 28%	67 41%n	9 36%	265 42%	138 40%x	127 44%x	121 35%	28 26%	32 44%x	61 37%	4 17%
Not very worried (2)	278 28%	145 30%	133 26%	48 29%	76 24%	60 24%	94 36%cd	75 29%	109 24%	36 24%	94 31%	68 25%	42 26%	74 27%	116 26%	34 27%	12 18%	12 21%	42 35%	56 35%mos	5 22%	182 29%	99 29%	83 26%	89 26%	40 37%yz	13 17%	36 22%	8 37%
Not at all worried (1)	51 5%	30 6%	21 4%	14 8%	14 4%	13 5%	11 4%	21 8%	20 4%	6 4%	19 6%	12 4%	4 3%	16 6%	8 6%	4 5%	3 5%	5 4%	5 3%	1 3%	37 6%	23 7%	14 5%	12 4%	7 6%	1 1%	5 3%	2 3%	8 56%
NET: Worried	642 64%	309 63%	333 65%	97 57%	213 68%cfg	179 70%cfg	154 58%	151 57%	338 71%cfg	104 70%	180 60%	183 68%	113 70%i	167 61%	293 66%	80 62%	45 69%	39 67%	69 57%	99 62%	17 70%	402 64%	215 63%	187 65%	229 66%	58 54%	52 72%x	118 71%x	12 56%
NET: Not worried	329 33%	175 36%	155 30%	62 37%h	90 29%	73 29%	104 40%cd	96 36%h	129 27%	42 28%	114 38%	80 30%	46 29%	90 33%	143 32%	42 33%	16 24%	15 26%	47 39%	61 38%o	6 25%	219 35%	122 36%yz	97 33%y	101 29%	47 43%yz	13 18%	41 25%	9 44%
Don't know	28 3%	6 1%	22 4%a	10 6%eh	10 3%	3 1%	5 2%	16 6%efh	7 2%	2 2%	7 2%	5 2%	1 6%k	15 6%k	5 1%	7 6%mr	5 7%mr	4 7%mr	5 4%	1 *	1 5%mr	11 2%	5 2%	6 2%	18 5%t	3 3%	7 10%uv	8 5%	-
Not applicable	8	2	5	6defh	-	1	-	6dfh	1	1	1	1	3	4	3	4mr	1	-	-	-	-	3	-	3	-	2u	1	2	
Mean	2.87	2.83	2.90	2.76	2.92g	2.96cg	2.79	2.75	2.98cfg	2.99	2.71	2.93i	2.95i	2.93i	2.85	2.94	2.96	2.92	2.87	2.79	3.07r	2.81	2.80	2.82	2.98t	2.79	3.10uvx	3.07uvx	2.86
Standard deviation	0.86	0.88	0.84	0.92	0.83	0.86	0.85	0.90	0.84	0.86	0.82	0.84	0.81	0.94	0.86	0.94	0.85	0.83	0.91	0.80	0.86	0.85	0.87	0.82	0.87	0.94	0.74	0.85	1.04
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.06	0.04	0.08	0.10	0.13	0.12	0.05	0.10	0.03	0.05	0.05	0.10	0.08	0.07	0.31	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 72  
**Q34. How worried are you, if at all, about each of the following?**  
**-Fuel prices**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	909	454	455	161	278	236	233	248	428	133	287	241	155	227	415	124	55*	42*	99*	154	20*	605	325	280	283	80*	56*	147	21**
Very worried (4)	231 25%	122 27%	109 24%	36 22%	86 31%	56 24%	54 23%	57 23%	121 28%	39 29%	51 18%	72 30% <i>i</i>	44 28% <i>i</i>	64 28% <i>i</i>	115 28% <i>r</i>	35 28% <i>r</i>	12 21%	9 20%	28 29%	27 17%	6 31% <i>r</i>	131 22%	63 19%	68 24%	94 33% <i>t</i>	22 27%	17 30%	56 38% <i>uv</i>	6 27%
Fairly worried (3)	394 43%	187 41%	208 46%	75 46%	108 39%	109 46%	104 44%	107 43%	184 43%	55 41%	140 49% <i>l</i>	105 44%	67 46%	81 44%	182 44%	46 37%	27 48%	13 31%	42 43%	77 50% <i>n</i>	8 40%	276 46%	150 46%	125 45%	109 38%	32 39%	25 44%	52 36%	10 46%
Not very worried (2)	200 22%	111 24%	89 20%	31 19%	58 21%	52 22%	60 26%	51 21%	89 21%	28 21%	73 25%	45 19%	39 25%	43 19%	90 22%	25 20%	11 20%	8 19%	18 19%	44 28%	4 20%	157 26% <i>w</i>	87 27% <i>yz</i>	70 25% <i>yz</i>	41 15%	16 20%	6 10%	20 13%	2 8%
Not at all worried (1)	46 5%	26 6%	19 4%	9 6%	14 5%	13 6%	9 4%	16 6%	21 5%	5 4%	15 5%	14 6%	2 1%	14 6%	8 5%	3 5%	3 8%	2 2%	7 4%	*	28 5%	17 5%	11 4%	16 5%	4 4%	2 4%	10 7%	2 7%	
NET: Worried	626 69%	309 68%	316 70%	110 69%	193 70%	164 70%	157 67%	164 66%	305 71%	94 71%	191 67%	177 74%	111 72%	146 64%	296 71% <i>p</i>	81 65%	38 69%	22 52%	71 72%	104 67%	14 72%	407 67%	213 66%	194 69%	203 72%	53 66%	41 74%	108 74%	16 73%
NET: Not worried	245 27%	137 30%	108 24%	40 25%	72 26%	65 27%	68 29%	67 27%	110 26%	33 25%	88 31%	59 25%	41 27%	57 25%	111 27%	33 27%	14 25%	11 27%	21 21%	50 33%	4 21%	185 31% <i>w</i>	104 32% <i>yz</i>	81 29% <i>y</i>	57 20%	19 24%	8 14%	29 20%	3 15%
Don't know	38 4%	7 2%	30 7% <i>a</i>	10 6%	13 5%	7 3%	8 3%	17 7% <i>h</i>	13 4%	6 4%	8 3%	4 2%	2 1%	24 11% <i>ijkl</i>	7 2%	9 8% <i>mr</i>	3 6% <i>r</i>	9 21% <i>mnr</i>	7 7% <i>mnr</i>	1 *	1 7% <i>mr</i>	12 2%	7 2%	5 2%	23 8% <i>t</i>	7 9% <i>uv</i>	7 12% <i>uv</i>	9 6% <i>uv</i>	2 11%
Not applicable	99	39	61a	14	35	20	30	22	47	17	15	28i	8	48ijk	30	9	11mnr	16mnr	22mnr	6	4mnr	30	17	12	68t	28uvz	19uvz	21uv	2
Mean	2.93	2.91	2.96	2.91	3.00	2.90	2.90	2.89	2.98	3.00	2.81	3.00i	3.00i	2.96	2.95	2.94	2.90	2.82	3.06	2.80	3.10r	2.86	2.82	2.91	3.08t	2.98	3.14u	3.12uv	3.05
Standard deviation	0.84	0.87	0.80	0.83	0.87	0.83	0.81	0.86	0.84	0.83	0.79	0.86	0.78	0.90	0.85	0.90	0.81	0.94	0.79	0.77	0.79	0.81	0.81	0.81	0.87	0.85	0.79	0.91	0.88
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.06	0.05	0.08	0.10	0.18	0.11	0.05	0.10	0.03	0.05	0.05	0.11	0.09	0.08	0.08	0.28

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 73  
**Q34. How worried are you, if at all, about each of the following?**

**-Food prices**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Rent-ers (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	1006	492	514	175	312	256	263	268	475	150	302	269	162	273	443	133	66*	58*	120*	161	24*	633	340	292	351	108*	75*	168	23**
Very worried (4)	183 18%	91 18%	93 18%	40 23% <sup>f</sup>	85 27% <sup>ef</sup>	37 14%	22 8%	60 22% <sup>ef</sup>	101 21% <sup>ef</sup>	22 15%	36 12%	69 26% <sup>ll</sup>	31 19%	47 17%	99 22% <sup>qr</sup>	28 21% <sup>qr</sup>	15 23% <sup>qr</sup>	15 26% <sup>qr</sup>	9 7%	12 7%	5 22% <sup>qr</sup>	91 14%	37 11%	54 18% <sup>u</sup>	86 24% <sup>t</sup>	25 23% <sup>u</sup>	16 22% <sup>u</sup>	45 27% <sup>u</sup>	6 27%
Fairly worried (3)	407 40%	192 39%	215 42%	61 35%	116 37%	123 48% <sup>cdg</sup>	107 41%	100 37%	200 42%	66 44%	121 40%	109 41%	62 38%	115 42%	167 38%	52 39%	27 40%	20 35%	56 47%	70 43%	14 59% <sup>mnp</sup>	250 40%	136 40%	114 39%	149 42%	41 38%	37 49%	71 43%	8 37%
Not very worried (2)	326 32%	169 34%	157 31%	50 29%	84 27%	80 31%	112 43% <sup>cdg</sup>	73 27%	141 30%	52 34%	117 39% <sup>l</sup>	82 30%	58 36%	70 26%	147 33% <sup>ps</sup>	36 27% <sup>s</sup>	18 27%	10 16%	43 36% <sup>ps</sup>	70 43% <sup>mnp</sup>	3 13%	239 38% <sup>w</sup>	140 41% <sup>xyz</sup>	98 34% <sup>yz</sup>	82 23%	30 27%	16 21%	36 22%	6 26%
Not at all worried (1)	65 6%	34 7%	31 6%	14 8%	19 6%	14 5%	18 7%	19 7%	28 6%	8 5%	20 7%	8 3%	9 6%	28 10% <sup>j</sup>	11 8%	2 4%	5 9%	9 7%	9 6%	1 4%	43 7%	24 7%	19 7%	20 6%	11 10%	3 4%	6 4%	2 10%	
NET: Worried	590 59%	283 57%	308 60%	101 58%	201 64% <sup>f</sup>	159 62% <sup>f</sup>	129 49%	160 60% <sup>f</sup>	301 63% <sup>f</sup>	88 59%	157 52%	178 66% <sup>i</sup>	93 57%	162 59%	266 60% <sup>r</sup>	80 60%	42 63%	36 61%	65 54%	82 51%	20 81% <sup>mnp</sup>	341 54%	173 51%	168 58%	234 67% <sup>t</sup>	65 60%	53 71% <sup>uv</sup>	116 69% <sup>uv</sup>	15 64%
NET: Not worried	392 39%	204 41%	188 37%	65 37%	103 33%	94 36%	131 50% <sup>cdg</sup>	92 34%	169 36%	59 40%	137 45% <sup>j</sup>	89 33%	67 41%	99 36%	174 39% <sup>s</sup>	47 35% <sup>s</sup>	20 30%	15 26%	52 43% <sup>s</sup>	79 49% <sup>mnp</sup>	4 17%	282 45% <sup>w</sup>	164 48% <sup>yz</sup>	117 40% <sup>yz</sup>	101 29%	41 37%	18 25%	42 25%	8 36%
Don't know	24 2%	6 1%	19 4% <sup>a</sup>	10 6% <sup>efh</sup>	8 3%	3 1%	3 1%	16 6% <sup>efh</sup>	5 2%	2 2%	7 2%	2 1%	3 2%	13 5% <sup>j</sup>	3 1%	6 5% <sup>mr</sup>	4 6% <sup>mr</sup>	8 13% <sup>mqr</sup>	3 3%	-	1 2% <sup>r</sup>	9 1%	3 1%	6 2%	15 4% <sup>t</sup>	2 2%	3 5% <sup>u</sup>	9 5% <sup>u</sup>	-
Not applicable	2	-	2	-	2	-	-	2	-	-	-	-	-	2	2	-	-	-	-	-	-	2	2	-	-	-	-	-	-
Mean	2.72	2.70	2.75	2.76 <sup>f</sup>	2.88 <sup>f</sup>	2.72 <sup>f</sup>	2.51	2.80 <sup>f</sup>	2.80 <sup>f</sup>	2.69	2.59	2.89 <sup>il</sup>	2.72	2.69	2.77 <sup>r</sup>	2.76 <sup>r</sup>	2.88 <sup>qr</sup>	2.90 <sup>r</sup>	2.56	2.52	3.02 <sup>mqr</sup>	2.62	2.55	2.71 <sup>u</sup>	2.89 <sup>t</sup>	2.75	2.94 <sup>uv</sup>	2.98 <sup>uv</sup>	2.80
Standard deviation	0.84	0.85	0.83	0.92	0.89	0.78	0.75	0.89	0.84	0.79	0.79	0.82	0.84	0.89	0.87	0.89	0.83	0.96	0.75	0.72	0.73	0.82	0.78	0.85	0.85	0.93	0.78	0.82	0.97
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.06	0.05	0.05	0.07	0.06	0.05	0.07	0.09	0.15	0.10	0.05	0.08	0.03	0.04	0.05	0.10	0.08	0.07	0.08	0.28

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 74  
**Q34. How worried are you, if at all, about each of the following?**  
-Public spending cuts  
Base: All respondents

	Gender			Age						Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	997	489	508	171	311	255	261	263	474	149	300	267	161	269	443	129	66*	57*	118*	160	24*	633	342	291	344	106*	74*	165	21**
Very worried (4)	306 31%	165 34%	141 28%	51 30%	106 34%	73 28%	77 29%	83 31%	147 31%	37 25%	94 31%	90 34%	48 30%	74 27%	132 30%	44 34%	23 35%	15 27%	33 28%	52 32%	7 29%	186 29%	99 29%	87 30%	107 31%	27 25%	28 38%	52 32%	13 61%
Fairly worried (3)	345 35%	164 33%	182 36%	45 26%	111 36%	106 42%cg	83 32%	75 29%	187 40%cg	62 41%	105 35%	108 41%l	52 32%	80 30%	166 37%	45 35%	19 28%	18 32%	34 29%	56 35%	8 33%	230 36%	120 35%	110 38%cx	111 32%	24 23%	23 31%	65 39%cx	5 22%
Not very worried (2)	229 23%	113 23%	115 23%	45 26%	59 19%	52 21%	72 28%gdh	60 23%	96 20%	35 23%	74 25%	48 18%	46 28%j	60 22%	109 25%an	20 15%	16 24%	6 11%	30 26%	44 27%np	4 15%	158 25%	89 26%z	68 24%z	68 20%	32 31%yz	11 15%	24 14%	4 17%
Not at all worried (1)	45 5%	29 6%	16 3%	9 5%	9 3%	13 5%	13 5%	12 5%	19 4%	9 6%	15 5%	10 4%	6 4%	14 5%	9 5%	* 7%o	2 3%	4 3%	8 5%	1 4%	36 6%	21 6%	14 5%	10 3%	5 4%	1 1%	4 2%	-	
NET: Worried	651 65%	329 67%	323 63%	97 57%	217 70%cg	179 70%cg	160 61%	158 60%	334 70%cfg	99 66%	199 66%	198 74%kl	100 62%	154 57%	298 67%	89 69%	42 63%	34 58%	67 57%	108 67%	15 63%	415 66%	219 64%cx	197 68%cx	219 64%	51 48%	51 69%cx	117 71%cx	17 83%
NET: Not worried	274 27%	143 29%	131 26%	54 32%cd	68 22%	66 26%	86 33%gdh	73 28%	115 24%	44 29%	89 30%	58 22%	52 32%j	74 28%	130 29%ap	29 22%	16 25%	8 14%	34 29%	52 32%ps	5 19%	193 31%w	111 32%yz	83 28%z	77 22%	37 35%yz	13 17%	27 17%	4 17%
Don't know	72 7%	18 4%	54 11%ea	20 12%eh	26 8%	11 4%	15 6%	32 12%efh	25 5%	7 5%	12 4%	11 4%	9 5%	41 15%ijk	15 3%	11 9%mr	8 12%mr	16 27%mnr	17 14%mr	1 1%	4 18%mnr	24 4%	13 4%	11 4%	48 14%t	18 17%uv	10 14%uv	20 12%uv	-
Not applicable	11	3	7	4h	2	1	3	7h	1	*	1	1	2	6	1	4m	*	1	3	1	*	1	-	1	7i	3u	1	3u	2
Mean	2.99	2.99	2.99	2.92	3.10f	2.97	2.91	2.99	3.03	2.89	2.96	3.08	2.93	2.94	2.96	3.05	3.11	3.13	2.95	2.95	3.08	2.93	2.90	2.96	3.07t	2.83	3.23uvx	3.15ux	3.44
Standard deviation	0.88	0.92	0.84	0.94	0.84	0.85	0.91	0.92	0.84	0.87	0.89	0.83	0.89	0.91	0.87	0.93	0.84	0.83	0.88	0.89	0.88	0.89	0.91	0.87	0.85	0.93	0.81	0.78	0.78
Standard error	0.03	0.04	0.04	0.08	0.05	0.06	0.06	0.06	0.04	0.07	0.05	0.05	0.08	0.06	0.05	0.08	0.10	0.14	0.12	0.06	0.11	0.04	0.05	0.05	0.11	0.09	0.07	0.24	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 75  
**Q34. How worried are you, if at all, about each of the following?**  
**-Future tax levels**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	958	478	481	173	303	250	232	266	461	146	300	263	158	237	442	128	64*	53*	93*	154	22*	622	333	289	314	96*	59*	159	22**
Very worried (4)	186 19%	88 18%	98 20%	48 28%ef	81 27%efh	32 13%	24 10%	71 27%ef	91 20%ef	19 13%	42 14%	59 23%i	39 25%i	45 19%	96 22%r	32 25%qr	14 21%r	16 30%qr	9 10%	16 10%	3 14%	109 18%	44 13%	65 23%u	69 22%	13 14%	15 25%u	41 26%u	8 34%
Fairly worried (3)	337 35%	165 35%	172 36%	62 36%	105 35%	96 39%	73 31%	93 35%	171 37%	47 32%	115 38%i	100 38%	55 34%	67 28%	155 35%	47 37%	26 41%q	18 34%	21 22%	61 40%q	8 37%	228 37%	122 37%	105 36%	102 32%	34 36%	17 29%	50 31%	7 32%
Not very worried (2)	295 31%	167 35%b	129 27%	41 24%	74 24%	85 34%dg	95 41%cdgh	66 25%	134 29%	53 36%	102 34%	85 32%	41 26%	66 28%	144 33%nps	29 23%	16 25%	5 10%	36 39%ps	60 39%nops	3 15%	210 34%w	126 38%vz	84 29%	78 25%	26 28%	18 30%	34 21%	7 34%
Not at all worried (1)	58 6%	32 7%	25 5%	10 6%	10 3%	14 6%	24 10%dgh	11 4%	23 5%	11 8%	23 8%	10 4%	8 5%	17 7%	22 5%	8 6%o	- 3%	2 3%	11 12%o	14 9%o	1 6%o	38 6%	24 7%	14 5%	20 6%	8 8%	1 2%	11 7%	- -
NET: Worried	522 55%	253 53%	270 56%	111 64%ef	187 62%ef	129 52%	96 42%	164 62%ef	262 57%f	67 45%	157 52%	159 60%l	94 59%	113 48%	251 57%q	79 62%qr	40 62%q	34 63%q	30 32%	77 50%q	11 51%	337 54%	166 50%	171 59%u	171 54%	47 50%	32 54%	91 57%	15 66%
NET: Not worried	353 37%	199 42%b	154 32%	51 30%	84 28%	99 39%dg	119 51%cdgh	77 29%	157 34%	64 44%	125 42%	95 36%	50 32%	83 35%	166 38%ps	37 29%p	16 25%	7 13%	47 50%nops	74 48%mnop	4 21%	248 40%w	149 45%vyz	99 34%	97 31%	34 36%	19 31%	45 28%	7 34%
Don't know	83 9%	26 5%	57 12%a	11 7%	33 11%	23 9%	16 7%	25 10%	41 9%	16 11%	18 6%	9 4%	15 9%j	41 17%ij	25 6%	12 9%r	8 12%mr	12 23%mnr	16 17%mr	3 2%	6 29%mnor	37 6%	17 5%	20 7%	46 15%t	14 15%u	9 15%uv	23 15%uv	- -
Not applicable	50	15	35a	2	10	6	32cdegh	4	14	4	2	5	4	38ijk	2	5m	2m	5m	27mnoprs	7m	2mnr	12	9	3	37t	13uv	15vz	8v	1
Mean	2.74	2.68	2.81	2.92ef	2.95efh	2.65f	2.45	2.93ef	2.79f	2.57	2.63	2.82i	2.87i	2.72	2.78qr	2.89qr	2.95qr	3.17mqr	2.37	2.52	2.82qr	2.70	2.59	2.82u	2.82	2.65	2.90u	2.90u	3.00
Standard deviation	0.86	0.87	0.86	0.89	0.85	0.80	0.83	0.87	0.84	0.85	0.83	0.83	0.88	0.92	0.86	0.89	0.73	0.82	0.88	0.80	0.86	0.85	0.82	0.86	0.90	0.87	0.85	0.93	0.85
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.08	0.07	0.05	0.08	0.09	0.14	0.14	0.06	0.11	0.03	0.05	0.05	0.11	0.10	0.08	0.25	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 76  
**Q34. How worried are you, if at all, about each of the following?**  
**-Mortgage rates**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	573	281	292	150	227	138	59*	224	290	74*	197	165	91*	120*	339	81*	44*	32**	26**	42*	9*	415	126*	289	137	37**	18**	82*	22**
Very worried (4)	96 17%	40 14%	56 19%	39 26%eh	40 17%e	10 7%	8 13%	47 21%e	41 14%	8 10%	28 14%	32 19%	17 19%	18 15%	59 18%g	17 21%g	9 21%	4 11%	3 12%	4 8%	*	69 17%	12 10%	56 19%u	20 15%	4 10%	4 23%	13 15%	6 30%
Fairly worried (3)	172 30%	84 30%	88 30%	49 33%f	77 34%f	38 28%f	7 12%	78 35%f	87 30%f	15 20%	66 34%	56 34%	23 25%	27 23%	115 34%r	23 29%	13 29%	8 24%	5 20%	6 14%	3 27%	130 31%	18 14%	112 39%uz	36 26%	12 32%	4 22%	20 25%	6 29%
Not very worried (2)	160 28%	87 31%	73 25%	37 25%	65 29%	38 28%	19 33%	59 26%	81 28%	23 31%	54 27%	42 26%	31 34%	33 27%	102 30%	17 22%	11 25%	9 29%	7 27%	12 28%	2 22%	128 31%	36 28%	92 32%	31 23%	10 27%	2 13%	19 23%	2 7%
Not at all worried (1)	102 18%	58 21%	44 15%	10 7%	24 11%	43 31%cdg	24 41%cdgh	15 7%	63 22%cdg	23 32%	40 20%	26 16%	11 12%	25 21%	48 14%	14 17%	6 14%	3 8%	8 32%	20 48%mnos	2 21%	71 17%	54 43%vz	17 6%	25 19%	8 22%	2 12%	15 19%v	5 22%
NET: Worried	268 47%	124 44%	144 49%	88 59%efh	117 52%ef	48 35%	15 25%	125 56%efh	128 44%f	23 31%	94 48%	88 53%l	40 44%	45 38%	174 51%rs	40 49%r	22 50%r	11 36%	8 31%	10 23%	3 31%	199 48%	31 24%	168 58%uz	57 41%	16 42%	8 45%	33 40%u	13 59%
NET: Not worried	262 46%	145 52%b	117 40%	47 32%	90 40%	81 59%cdg	44 74%cdgh	74 33%	144 50%cdg	46 63%	94 48%	68 41%	42 47%	58 48%	150 44%	31 39%	17 39%	12 37%	16 59%	32 76%mnos	4 43%	199 48%	90 72%vz	109 38%	56 41%	18 49%	4 25%	34 41%	6 30%
Don't know	43 8%	11 4%	32 11%a	14 9%	20 9%	9 6%	1 1%	25 11%f	18 6%	5 6%	9 4%	9 6%	8 9%	17 14%ij	14 4%	10 11%	5 11%	9 27%	2 9%	1 1%	2 26%mnr	17 4%	5 4%	12 17%t	24 9%	3 30%	5 18%uv	15 11%	2 11%
Not applicable	435	211	224	26	86cg	119cdgh	204g	46	185cdg	76	105	103	71ij	155ij	106	52m	23m	26	94	119m	15mno	219	216v	3	214t	71	57	86v	1
Mean	2.49	2.39	2.60a	2.86efh	2.64efh	2.11	1.97	2.79efh	2.39ef	2.10	2.44	2.60	2.56	2.38	2.57r	2.60r	2.63r	2.54	2.12	1.83	2.19	2.49	1.91	2.75uz	2.46	2.34	2.81	2.45u	2.75
Standard deviation	1.00	0.98	1.00	0.92	0.92	0.96	1.03	0.89	1.00	1.00	0.99	0.99	0.97	1.04	0.96	1.06	1.02	0.91	1.06	0.98	0.98	0.98	1.01	0.85	1.04	0.98	1.13	1.05	1.20
Standard error	0.04	0.06	0.06	0.08	0.06	0.09	0.13	0.06	0.06	0.12	0.07	0.08	0.12	0.10	0.06	0.12	0.15	0.21	0.29	0.13	0.18	0.05	0.10	0.05	0.10	0.18	0.24	0.13	0.40

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 77  
**Q34. How worried are you, if at all, about each of the following?**  
**-The value of my pension**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	847	429	418	147	259	233	207	228	412	136	283	235	136*	194	412	114	39*	43*	75*	148	15*	565	293	272	265	82*	49*	134	17**
Very worried (4)	173 20%	82 19%	91 22%	41 28% <sub>f</sub>	65 25% <sub>f</sub>	42 18%	25 12%	54 24% <sub>f</sub>	94 23% <sub>f</sub>	29 21%	42 15%	60 25% <sub>i</sub>	33 24% <sub>i</sub>	38 20%	94 23% <sub>r</sub>	29 25% <sub>r</sub>	13 32% <sub>r</sub>	9 22% <sub>r</sub>	13 17%	11 8%	4 24% <sub>r</sub>	118 21%	53 18%	65 24% <sub>z</sub>	46 17%	20 25% <sub>z</sub>	11 22%	15 11%	9 55%
Fairly worried (3)	252 30%	127 29%	125 30%	42 29%	79 30%	79 34%	52 25%	69 30%	131 32%	34 25%	87 31% <sub>l</sub>	79 34% <sub>l</sub>	46 34% <sub>l</sub>	41 21%	137 33%	30 26%	11 28%	11 25%	13 17%	45 30%	5 31%	168 30%	75 26%	92 34%	81 30%	17 21%	15 30%	49 36% <sub>u</sub>	4 21%
Not very worried (2)	259 31%	152 35% <sub>b</sub>	107 26%	35 24%	69 26%	71 30%	85 41% <sub>cdeg</sub>	57 25%	117 28%	45 33%	102 36% <sub>l</sub>	66 28%	42 31%	50 26%	122 30%	26 23%	8 21%	7 15%	29 39% <sub>p</sub>	64 43% <sub>mnp</sub>	3 20%	195 34% <sub>w</sub>	108 37% <sub>yz</sub>	86 32% <sub>y</sub>	63 24%	25 30% <sub>y</sub>	6 12%	33 24%	2 9%
Not at all worried (1)	77 9%	48 11%	29 7%	9 6%	10 4%	24 10% <sub>d</sub>	33 16% <sub>cdgh</sub>	11 5%	33 8%	18 13%	32 11% <sub>k</sub>	17 7%	4 3%	24 12% <sub>k</sub>	26 6%	13 11%	2 6%	2 5%	9 12%	24 16% <sub>ms</sub>	1 4%	55 10%	45 15% <sub>vz</sub>	10 4%	22 8%	10 12% <sub>v</sub>	3 6%	9 7%	-
NET: Worried	425 50%	209 49%	216 52%	83 56% <sub>f</sub>	144 55% <sub>f</sub>	122 52% <sub>f</sub>	77 37%	123 54% <sub>f</sub>	225 55% <sub>f</sub>	62 46%	129 46%	139 59% <sub>il</sub>	79 58% <sub>il</sub>	79 41%	232 56% <sub>qr</sub>	59 52% <sub>r</sub>	24 60% <sub>qr</sub>	20 47%	26 34%	56 38%	8 54% <sub>r</sub>	285 51%	128 44%	157 58% <sub>u</sub>	127 48%	38 46%	25 52%	64 48%	13 76%
NET: Not worried	336 40%	200 47% <sub>b</sub>	136 33%	44 30%	79 30%	95 41% <sub>cdg</sub>	118 57% <sub>cdeg</sub>	68 30%	150 36%	63 46%	134 47% <sub>ijk</sub>	83 35%	46 34%	74 38%	148 36%	38 34%	11 27%	9 21%	38 51% <sub>ops</sub>	89 60% <sub>mnp</sub>	4 24%	250 44% <sub>w</sub>	153 52% <sub>vyz</sub>	96 35% <sub>y</sub>	85 32%	34 42% <sub>y</sub>	9 18%	42 31%	2 9%
Don't know	86 10%	21 5%	65 16% <sub>a</sub>	21 14% <sub>f</sub>	36 14% <sub>ef</sub>	17 7%	12 6%	36 16% <sub>efh</sub>	38 9%	10 8%	20 7%	13 6%	11 8%	42 21% <sub>ijk</sub>	33 8% <sub>r</sub>	17 15% <sub>mr</sub>	5 13% <sub>r</sub>	14 32% <sub>mnr</sub>	11 15% <sub>r</sub>	3 2%	3 21% <sub>mr</sub>	30 5%	12 4%	18 7%	54 20% <sub>t</sub>	10 12% <sub>u</sub>	15 31% <sub>uvx</sub>	29 21% <sub>uv</sub>	2 14%
Not applicable	161	63	98a	28e	54e	23	56eh	42e	63	14	19	34i	27i	81ijk	33	19mr	27mnp	15mnr	45mnr	13	9mnr	69	49v	20	85t	26v	25uvz	34v	6
Mean	2.68	2.59	2.79a	2.90ef	2.89ef	2.65f	2.35	2.87ef	2.76f	2.58	2.53	2.82i	2.87i	2.61	2.79r	2.77r	2.99r	2.94	2.46	2.30	2.94r	2.65	2.48	2.84u	2.71	2.67	2.96u	2.66	3.54
Standard deviation	0.93	0.94	0.92	0.94	0.88	0.92	0.91	0.90	0.93	1.00	0.90	0.92	0.84	1.03	0.89	1.02	0.95	0.94	0.97	0.84	0.91	0.93	0.97	0.86	0.92	1.03	0.93	0.83	0.71
Standard error	0.03	0.05	0.05	0.08	0.06	0.06	0.06	0.07	0.05	0.09	0.06	0.06	0.08	0.08	0.05	0.10	0.15	0.20	0.17	0.06	0.14	0.04	0.06	0.05	0.06	0.13	0.13	0.08	0.25

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 78  
**Q34. How worried are you, if at all, about each of the following?**  
**-The interest rate on my savings**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	842	429	413	160	250	218	214	239	389	121*	283	233	140*	185	391	113	55*	38**	80*	151	14*	583	317	266	236	71*	44*	120*	22**
Very worried (4)	161 19%	87 20%	74 18%	29 18%	55 22%	37 17%	40 19%	44 18%	77 20%	20 17%	45 16%	59 25%ll	32 23%	24 13%	74 19%q	22 20%q	9 16%	4 10%	4 6%	43 29%mq	4 29%q	116 20%	68 22%	48 18%	35 15%	10 14%	7 15%	18 15%	10 44%
Fairly worried (3)	275 33%	146 34%	128 31%	48 30%	55 22%	86 39%dg	86 40%dg	67 28%	122 31%cd	42 35%	111 39%k	70 30%	39 28%	55 30%	111 28%	37 33%	18 32%	11 29%	31 38%	62 41%lm	5 36%	193 33%	130 41%v	62 23%	80 34%	23 33%	14 32%	42 35%v	2 11%
Not very worried (2)	277 33%	135 31%	142 34%	56 35%	94 37%	68 31%	59 28%	85 35%	133 34%	44 37%	99 35%	77 33%	51 36%	50 27%	150 38%fr	36 32%	18 33%	9 24%	23 28%	38 25%	3 22%	208 36%w	91 29%	118 44%uxyz	58 25%	19 27%	12 26%	28 23%	10 45%
Not at all worried (1)	62 7%	42 10%b	19 5%	12 8%	15 6%	16 7%	19 9%	15 6%	28 7%	7 6%	16 6%	18 8%	7 5%	22 12%ai	31 8%	7 6%	3 6%	2 4%	11 14%	7 5%	*	38 6%	17 5%	21 8%	24 10%	10 15%u	4 8%	10 8%	-
NET: Worried	435 52%	233 54%	203 49%	76 48%	110 44%	123 56%d	126 59%dg	110 46%	199 51%	62 51%	156 55%l	129 51%	71 43%	79 43%	185 47%	59 52%	27 49%	15 40%	35 44%	106 70%mnq	9 65%lm	309 53%	199 63%vwx	110 41%	114 48%	34 47%	21 47%	60 50%	12 55%
NET: Not worried	338 40%	177 41%	161 39%	68 43%	109 43%	83 38%	78 37%	99 42%	161 41%	51 42%	115 40%	94 43%	57 41%	72 43%	181 46%rs	43 38%	22 40%	11 28%	33 42%	45 30%	3 24%	246 42%	108 34%	138 52%uyz	82 35%	30 41%	15 35%	37 31%	10 45%
Don't know	68 8%	19 4%	49 12%a	15 10%	31 13%ef	12 6%	9 4%	29 12%ef	30 8%	8 6%	13 4%	10 4%	11 8%	34 18%ijk	25 6%r	11 10%r	6 11%r	12 32%	12 14%r	-	2 11%r	28 5%	11 3%	18 7%	40 17%t	8 12%u	8 18%uv	23 19%uv	-
Not applicable	166	64	103a	15	63cg	38	50cg	31	86cg	29	18	35i	22i	90ijk	54r	20r	12r	20	40mnor	10	10mnoqr	51	25	26	114t	37uv	30uvz	47uv	1
Mean	2.69	2.68	2.71	2.64	2.69	2.70	2.72	2.66	2.69	2.66	2.69	2.76	2.75	2.54	2.62	2.73	2.66	2.67	2.42	2.94moq	3.03mq	2.70	2.82vx	2.55	2.64	2.53	2.66	2.70	2.99
Standard deviation	0.89	0.92	0.85	0.89	0.93	0.85	0.89	0.89	0.89	0.84	0.82	0.93	0.89	0.93	0.90	0.88	0.87	0.83	0.84	0.86	0.85	0.88	0.84	0.90	0.91	0.96	0.91	0.89	0.97
Standard error	0.03	0.05	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.08	0.05	0.06	0.08	0.08	0.05	0.08	0.11	0.18	0.14	0.06	0.13	0.04	0.05	0.06	0.07	0.13	0.13	0.09	0.29

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 79  
**Q34. How worried are you, if at all, about each of the following?**  
**-The security of my savings**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	853	439	413	165	253	219	216	246	391	122*	284	233	142*	193	398	115	57*	37**	80*	151	14*	589	321	268	242	71*	46*	125*	22**
Very worried (4)	82 10%	39 9%	44 11%	20 12% <sup>f</sup>	36 14% <sup>ef</sup>	15 7%	11 5%	29 12% <sup>f</sup>	42 11% <sup>f</sup>	10 8%	26 9%	22 9%	24 17% <sup>il</sup>	11 6%	40 10%	17 15% <sup>qr</sup>	8 14% <sup>q</sup>	3 8%	2 2%	10 7%	2 12% <sup>q</sup>	56 9%	23 7%	33 12%	20 8%	8 11%	4 10%	7 6%	7 32%
Fairly worried (3)	168 20%	82 19%	86 21%	38 23%	53 21%	42 19%	35 16%	59 24%	73 19%	25 21%	45 16%	55 23% <sup>il</sup>	26 19%	42 22%	74 19%	31 27%	12 20%	11 31%	11 13%	27 18%	3 20%	111 19%	61 19%	50 19%	52 21%	14 20%	12 26%	25 20%	5 25%
Not very worried (2)	387 45%	205 47%	181 44%	66 40%	105 42%	116 53% <sup>cdg</sup>	99 46%	99 40%	188 48%	63 51%	145 51% <sup>l</sup>	106 46%	65 46%	70 36%	202 53% <sup>n</sup>	38 33%	21 37%	13 35%	31 39%	75 50% <sup>n</sup>	6 43%	292 50% <sup>w</sup>	163 51% <sup>yz</sup>	129 48% <sup>y</sup>	87 36%	25 35%	14 30%	49 39%	7 33%
Not at all worried (1)	151 18%	96 22% <sup>b</sup>	55 13%	22 14%	31 12%	35 16%	63 29% <sup>cdg</sup>	27 11%	61 16%	20 17%	56 20%	36 16%	17 12%	42 22%	60 15%	16 14%	8 14%	2 5%	26 33% <sup>mno</sup>	37 25% <sup>mn</sup>	1 10%	105 18%	64 20%	41 15%	44 18%	15 21%	9 19%	20 16%	2 11%
NET: Worried	251 29%	121 27%	130 31%	58 35% <sup>f</sup>	89 35% <sup>f</sup>	57 26%	47 22%	89 36% <sup>ef</sup>	115 29%	35 28%	71 25%	77 33%	50 35%	53 27%	114 29%	48 42% <sup>mqr</sup>	20 34% <sup>q</sup>	14 39%	12 16%	37 25%	5 32%	167 28%	84 26%	83 31%	71 29%	23 32%	16 36%	32 26%	12 56%
NET: Not worried	538 63%	301 69% <sup>b</sup>	237 57%	89 54%	137 54%	151 69% <sup>cdg</sup>	162 75% <sup>cdgh</sup>	126 51%	250 64% <sup>dg</sup>	83 68%	201 71% <sup>ijkl</sup>	142 61%	82 58%	112 58%	262 66% <sup>no</sup>	54 47%	29 51%	14 39%	58 72% <sup>no</sup>	112 74% <sup>nos</sup>	8 53%	397 67% <sup>w</sup>	227 71% <sup>yz</sup>	170 64%	131 54%	40 56%	22 49%	69 55%	10 44%
Don't know	64 7%	17 4%	47 11% <sup>a</sup>	17 11% <sup>f</sup>	27 11% <sup>ef</sup>	11 5%	8 4%	30 12% <sup>efh</sup>	26 7%	4 4%	12 4%	14 6%	10 7%	27 14% <sup>ij</sup>	21 5% <sup>r</sup>	13 11% <sup>mr</sup>	8 14% <sup>mr</sup>	8 22%	10 13% <sup>r</sup>	1 1%	2 15% <sup>mr</sup>	24 4%	10 3%	14 5%	39 16% <sup>t</sup>	8 12% <sup>u</sup>	7 15% <sup>uv</sup>	24 19% <sup>uv</sup>	-
Not applicable	155	53	102 <sup>a</sup>	11	60 <sup>cg</sup>	38 <sup>cg</sup>	47 <sup>cg</sup>	24	84 <sup>cg</sup>	28	18	35 <sup>i</sup>	20 <sup>i</sup>	82 <sup>ijk</sup>	47	18 <sup>r</sup>	9 <sup>r</sup>	22	40 <sup>mnor</sup>	10	10 <sup>mnor</sup>	45	21	24	109 <sup>t</sup>	37 <sup>uvz</sup>	29 <sup>uvz</sup>	43 <sup>uv</sup>	1
Mean	2.23	2.15	2.32 <sup>a</sup>	2.38 <sup>ef</sup>	2.42 <sup>ef</sup>	2.18 <sup>f</sup>	1.98	2.42 <sup>ef</sup>	2.26 <sup>f</sup>	2.21	2.15	2.29	2.43 <sup>il</sup>	2.13	2.25 <sup>qr</sup>	2.48 <sup>mqr</sup>	2.40 <sup>qr</sup>	2.55	1.83	2.06	2.39 <sup>qr</sup>	2.21	2.14	2.30 <sup>u</sup>	2.23	2.26	2.31	2.19	2.77
Standard deviation	0.88	0.88	0.87	0.90	0.92	0.79	0.83	0.88	0.87	0.82	0.85	0.86	0.93	0.87	0.85	0.96	0.96	0.78	0.78	0.84	0.91	0.86	0.82	0.89	0.90	0.97	0.96	0.84	1.04
Standard error	0.03	0.04	0.05	0.08	0.06	0.06	0.05	0.06	0.05	0.08	0.05	0.06	0.09	0.07	0.05	0.09	0.12	0.17	0.13	0.06	0.14	0.04	0.05	0.06	0.13	0.13	0.08	0.31	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 80  
**Q34. How worried are you, if at all, about each of the following?**  
**-Level of my household savings and investments**  
**Base: All respondents**

	Gender			Age							Social Grade					Working Status						Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	869	447	422	161	274	215	220	245	404	121*	290	243	144	192	409	115	51*	41*	81*	155	16*	592	318	274	256	72*	49*	135	21**
Very worried (4)	119 14%	50 11%	68 16%	29 18%ef	59 22%efh	20 9%	11 5%	48 20%ef	60 15%ef	11 9%	30 10%	42 17%ei	20 14%	27 14%	67 16%er	20 18%er	10 19%qr	6 15%	5 6%	9 6%	2 10%	64 11%	26 8%	38 14%u	45 18%t	14 19%u	9 19%u	22 16%u	9 44%
Fairly worried (3)	253 29%	120 27%	133 32%	59 36%ef	83 30%	62 29%	50 23%	81 33%ef	122 30%	35 29%	71 25%	82 34%ei	40 28%	59 31%	120 29%er	42 37%er	16 32%	16 40%er	21 25%	31 20%	7 41%er	171 29%	71 22%	100 37%u	76 30%	19 26%	17 34%	40 30%	6 30%
Not very worried (2)	350 40%	208 47%b	142 34%	43 27%	95 35%	102 47%cdg	111 50%cdg	70 29%	169 42%ccg	53 43%	142 49%ejl	84 35%	64 44%	61 32%	162 40%	34 30%	17 34%	10 24%	28 35%	94 60%mnop	5 30%	265 45%w	157 49%vzy	108 39%y	80 31%	28 39%	11 22%	41 30%	6 26%
Not at all worried (1)	87 10%	56 12%b	31 7%	14 9%	14 5%	21 10%	37 17%cdgh	19 8%	31 8%	17 14%	36 12%	22 9%	10 7%	19 10%	36 9%	8 7%	4 8%	2 5%	16 20%mn	19 12%	1 5%	68 12%	55 17%vz	13 5%	19 7%	6 8%	4 9%	9 6%	-
NET: Worried	372 43%	170 38%	202 48%a	87 54%ef	142 52%efh	82 38%ef	61 28%	129 53%ef	182 45%ef	47 39%	102 35%	124 51%ei	60 42%	86 45%	187 46%er	63 54%qr	26 50%r	23 55%qr	25 31%	40 26%	8 51%er	235 40%	96 30%	139 51%u	121 47%	32 45%	26 54%u	63 46%u	16 74%
NET: Not worried	437 50%	264 59%b	173 41%	57 35%	109 40%	123 57%cdg	148 67%cdgh	89 36%	200 50%cdg	70 57%	177 61%ejl	106 44%	74 51%	80 42%	198 48%np	43 37%	21 42%	12 29%	44 55%p	113 73%mnop	6 35%	333 56%w	212 67%vxyz	121 44%	99 38%	34 47%	15 31%	50 37%	6 26%
Don't know	60 7%	13 3%	47 11%a	17 10%	23 8%	10 5%	11 5%	28 11%efh	22 5%	5 4%	11 4%	13 5%	10 7%	26 14%ej	24 6%er	10 9%er	4 8%er	6 16%mr	11 14%er	2 1%	2 15%mr	24 4%	10 3%	14 5%	36 14%t	6 8%	7 15%uv	23 17%uv	-
Not applicable	139	45	94a	15	40	41cg	43cg	24	71cg	28	12	26i	18i	83ijk	36	18r	15mnr	17mnr	40mnr	6	8mnr	43	24	18	95t	36uvz	26uvz	32uv	2
Mean	2.50	2.38	2.64a	2.71ef	2.75efh	2.39f	2.16	2.73efh	2.55ef	2.35	2.35	2.63i	2.52	2.57i	2.57qr	2.71qr	2.67qr	2.77	2.19	2.20	2.65qr	2.41	2.22	2.63u	2.67t	2.61u	2.76u	2.68u	3.18
Standard deviation	0.87	0.85	0.87	0.90	0.88	0.80	0.77	0.90	0.85	0.85	0.84	0.89	0.84	0.90	0.88	0.87	0.91	0.83	0.87	0.73	0.79	0.84	0.83	0.79	0.90	0.91	0.93	0.88	0.83
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.05	0.06	0.04	0.08	0.05	0.06	0.08	0.07	0.05	0.08	0.12	0.16	0.14	0.05	0.11	0.03	0.05	0.05	0.06	0.12	0.12	0.08	0.25

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 81

**Q34. How worried are you, if at all, about each of the following?****-The exchange rate of the pound****Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemp-loyed (o)	Not work-ing but seek-ing (p)	State pension (q)	Pri-vate pension (r)	House person (s)	NET: Home-owners (t)	Owned out-right (u)	Owned with mort-gage (v)	NET: Rent-ers (w)	Rent-ed from coun-cil (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	954	473	480	173	298	238	244	263	446	137	297	254	151	252	431	125	62*	54*	110*	153	18*	609	325	284	323	101*	62*	160	22**
Very worried	(4) 123 13%	65 14%	58 12%	28 16%f	44 15%f	31 13%	20 8%	44 17%f	59 13%	23 17%	45 15%l	41 16%l	17 11%	21 8%	63 15%q	20 16%q	14 22%qr	6 12%	5 4%	14 9%	2 12%	79 13%	38 12%	42 15%	38 12%	13 13%	6 10%	18 11%	6 28%
Fairly worried	(3) 304 32%	162 34%	142 29%	58 34%	90 30%	84 35%	72 29%	80 31%	151 34%	37 27%	105 35%	92 36%	40 26%	67 27%	138 32%	39 32%	15 24%	18 34%	22 20%	66 43%mnopq s	5 25%	206 34%	119 37%y	88 31%	89 28%	30 30%	14 23%	45 28%	8 35%
Not very worried	(2) 313 33%	157 33%	156 32%	52 30%	94 32%	76 32%	91 37%	81 31%	141 32%	43 31%	99 33%	87 34%	60 40%l	68 27%	155 36%p	37 29%p	17 27%	7 12%	36 33%p	56 36%p	6 33%p	222 36%w	115 35%z	107 38%yz	84 26%	29 29%	15 24%	40 25%	8 35%
Not at all worried	(1) 96 10%	64 14%b	32 7%	15 8%	31 10%	23 10%	28 11%	24 9%	45 10%	18 13%	29 10%	17 7%	14 9%	36 14%j	43 10%	10 8%	7 12%	6 10%	17 15%	11 7%	2 9%	56 9%	32 10%	24 9%	40 12%	8 8%	5 8%	27 17%uv	- 2%
NET: Worried	427 45%	227 48%	199 42%	87 50%f	134 45%	115 48%f	91 37%	125 47%	211 44%	61 44%	150 51%kl	132 52%kl	56 37%	88 35%	201 47%q	59 47%q	29 46%q	25 46%q	27 24%	80 52%qs	7 36%	286 47%	156 48%y	130 46%	127 39%	44 43%	20 33%	63 39%	14 63%
NET: Not worried	409 43%	222 47%b	188 39%	67 39%	125 42%	98 41%	119 49%	105 40%	186 42%	60 44%	128 43%	104 41%	74 49%	104 41%	198 46%p	47 38%	24 39%	12 23%	53 48%p	67 44%p	8 42%p	278 46%	147 45%	131 46%y	123 38%	37 37%	19 32%	67 42%	8 37%
Don't know	117 12%	24 5%	93 19%a	20 11%	39 13%	25 10%	34 14%	34 13%	49 11%	16 12%	19 6%	18 7%	21 14%i	61 24%ijk	32 7%	19 15%mr	10 15%mr	17 31%mr	30 27%mr	6 4%	4 22%mr	45 7%	22 7%	23 8%	72 22%t	21 20%uv	22 35%uvz	30 19%uv	-
Not applicable	54	19	36a	2	15	18cg	19cg	6	29cg	13	5	15i	12i	23i	13	8	4	4	10	8	6mnopq r	26	17	8	28t	7	13uvxz	8	1
Mean	2.54	2.51	2.58	2.65f	2.57	2.58	2.40	2.63f	2.57f	2.55	2.60l	2.66kl	2.45	2.38	2.55q	2.64q	2.66q	2.69	2.18	2.56q	2.50	2.55	2.53	2.56	2.50	2.61	2.55	2.42	2.89
Standard deviation	0.88	0.91	0.84	0.89	0.91	0.87	0.83	0.91	0.88	0.96	0.88	0.85	0.85	0.91	0.88	0.89	1.02	0.94	0.83	0.77	0.91	0.85	0.84	0.87	0.93	0.88	0.91	0.97	0.86
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.06	0.04	0.09	0.05	0.05	0.08	0.07	0.05	0.08	0.13	0.17	0.13	0.06	0.12	0.04	0.05	0.05	0.06	0.11	0.12	0.09	0.26

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 82  
**Q34. How worried are you, if at all, about each of the following?**  
**-Me or my partner losing our jobs**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employed (m)	Part time employed (n)	Unemployed (o)	Not working but seeking (p)	State pension (q)	Private pension (r)	House person (s)	NET: Home-owners (t)	Owned outright (u)	Owned with mortgage (v)	NET: Renters (w)	Rented from council (x)	Rented from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	654	325	330	148	276	194	37**	227	390	122*	206	202	120*	127*	429	128	29**	26**	12**	17**	13*	420	158	262	213	58*	32*	124*	22**
Very worried (4)	77 12%	32 10%	45 14%	18 12%	35 13%	23 12%	4 1%	24 11%	52 13%	17 14%	22 10%	26 13%	10 8%	20 16%	50 12%	16 13%	5 18%	4 16%	-	-	2 16%	46 11%	11 7%	35 13%	27 13%	6 10%	5 15%	16 13%	5 22%
Fairly worried (3)	158 24%	75 23%	83 25%	24 16%	89 32% <sup>c</sup>	45 23%	* 1%	53 23%	105 27% <sup>c</sup>	25 20%	44 21%	51 25%	40 33% <sup>l</sup>	24 19%	112 26%	28 22%	5 16%	11 40%	-	1 3%	3 24%	97 23%	35 22%	62 24%	57 27%	16 28%	9 29%	31 25%	5 21%
Not very worried (2)	249 38%	129 40%	121 37%	60 40%	100 36%	73 38%	16 44%	84 37%	149 38%	44 36%	75 36%	85 42%	41 34%	48 38%	182 43%	43 33%	9 30%	2 8%	4 37%	5 31%	4 29%	167 40%	59 37%	108 41%	74 35%	27 46%	8 26%	39 31%	9 41%
Not at all worried (1)	127 19%	78 24% <sup>b</sup>	50 15%	27 18%	34 12%	50 26% <sup>d</sup>	16 44%	39 17%	72 18%	36 30%	52 25% <sup>j</sup>	32 16%	20 17%	23 19%	69 16%	31 25% <sup>m</sup>	6 20%	2 9%	6 50%	11 62%	2 16%	89 21%	50 32% <sup>v</sup>	38 15%	35 17%	6 11%	6 18%	23 19%	3 16%
NET: Worried	236 36%	107 33%	129 39%	42 28%	124 45% <sup>c</sup>	68 35%	2 5%	77 34%	157 40% <sup>c</sup>	42 34%	66 32%	77 38%	49 41%	44 35%	161 38%	44 35%	10 34%	15 57%	-	1 3%	5 40%	143 34%	97 29%	97 37%	84 39%	22 38%	14 44%	48 38%	9 44%
NET: Not worried	377 58%	206 64% <sup>b</sup>	170 52%	87 59%	135 49%	123 63% <sup>d</sup>	33 89%	123 54%	221 57%	80 66%	127 62%	117 58%	61 51%	72 57%	252 59%	74 58%	15 50%	4 17%	10 86%	16 93%	6 44%	256 61% <sup>w</sup>	109 69% <sup>v</sup>	146 56%	109 51%	33 57%	14 44%	62 50%	12 56%
Don't know	42 6%	11 4%	30 9% <sup>a</sup>	19 13% <sup>d</sup>	17 6% <sup>e</sup>	3 2%	2 6%	27 12% <sup>h</sup>	13 3%	*	13 7%	8 4%	10 8%	11 9%	16 4%	9 7%	5 17%	7 27%	2 14%	1 4%	2 16% <sup>m</sup>	21 5%	3 2%	19 7% <sup>u</sup>	20 10%	3 5%	4 12% <sup>u</sup>	14 11% <sup>u</sup>	-
Not applicable	354	167	186	28	37	62 <sup>c</sup>	226	42	85 <sup>d</sup>	28	96 <sup>j</sup>	67	43	148 <sup>jk</sup>	16	5	37	32	109	144	11 <sup>mn</sup>	214	184 <sup>vz</sup>	30	138 <sup>t</sup>	51 <sup>vz</sup>	43 <sup>vz</sup>	44 <sup>v</sup>	1
Mean	2.30	2.20	2.42 <sup>a</sup>	2.26	2.48 <sup>ce</sup>	2.21	1.63	2.31	2.36	2.18	2.37	2.35	2.35	2.34	2.24	2.39	2.88	1.43	1.39	2.48	2.25	2.04	2.38 <sup>u</sup>	2.39	2.40 <sup>u</sup>	2.46 <sup>u</sup>	2.37 <sup>u</sup>	2.50	
Standard deviation	0.94	0.93	0.94	0.95	0.89	0.97	0.73	0.92	0.94	1.02	0.96	0.91	0.88	1.00	0.90	1.00	0.91	0.52	0.57	1.05	0.93	0.91	0.92	0.94	0.84	1.02	0.98	1.03	
Standard error	0.04	0.05	0.06	0.09	0.06	0.07	0.13	0.07	0.05	0.10	0.07	0.07	0.09	0.09	0.05	0.09	0.20	0.23	0.26	0.13	0.16	0.05	0.08	0.06	0.07	0.12	0.16	0.10	0.33

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 83  
**Q34. How worried are you, if at all, about each of the following?**  
**-Level of my household debt, including mortgage and credit card**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (AA)	Rent free (AB)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	799	417	382	143	280	214	161	227	411	126	255	226	128*	191	404	118	51*	39**	64**	106	17*	505	224	282	276	90*	48*	138	17**
Very worried (4)	95 12%	39 9%	56 15%a	25 17%f	46 16%g	21 10%h	3 2%	39 17%ef	53 13%g	13 10%	21 8%	35 16%h	16 13%	22 11%	57 14%r	16 14%r	10 20%r	8 20%	-	1 1%	2 13%r	47 9%	8 4%	39 14%u	24 16%t	12 13%u	13 27%uvz	19 14%u	3 20%
Fairly worried (3)	166 21%	71 17%	95 25%a	30 21%f	82 29%ef	39 18%g	15 10%	55 24%ef	96 23%g	23 18%	42 17%	55 25%h	29 23%	40 21%	93 23%r	29 24%r	14 28%r	10 26%	8 12%	7 6%	5 30%r	89 18%	21 9%	68 24%u	72 26%t	19 21%u	12 24%u	41 30%u	5 27%
Not very worried (2)	303 38%	170 41%	133 35%	50 35%	104 37%	89 42%	59 37%	79 35%	165 40%	50 40%	102 40%	85 37%	54 43%	63 33%	178 44%nos	37 31%	10 20%	8 20%	19 29%	48 45%nos	4 25%	203 40%	82 37%	121 43%y	94 34%	32 35%	13 28%	49 35%	7 39%
Not at all worried (1)	196 25%	126 30%b	70 18%	21 15%	31 11%	61 28%cdgh	83 51%cdgh	29 13%	84 20%gd	36 29%	79 31%jkl	42 19%	21 16%	55 29%jkl	62 15%	27 23%	10 19%	6 15%	38 59%	50 47%mnos	3 17%	147 29%w	108 48%vxyz	39 14%	47 17%	23 26%vz	6 12%	18 13%	2 14%
NET: Worried	261 33%	110 26%	150 39%a	55 39%f	128 46%efh	60 28%g	18 11%	94 41%ef	148 36%g	36 29%	64 25%	91 40%h	45 36%	61 32%	151 37%r	45 38%r	24 48%r	18 46%	8 12%	7 7%	7 43%r	137 27%	29 13%	107 38%u	116 42%t	31 34%u	25 52%u	60 44%u	8 47%
NET: Not worried	499 63%	296 71%b	203 53%	72 50%	135 48%	150 70%cdgh	142 88%cdgh	108 48%	249 61%gd	86 68%	181 71%jkl	126 56%	75 59%	117 61%	241 60%os	64 54%	20 39%	14 35%	57 88%	98 92%mnos	7 43%	350 69%w	190 85%vxyz	160 57%y	141 51%	55 61%y	19 40%	67 48%	9 53%
Don't know	39 5%	10 2%	29 7%a	16 11%efh	17 6%g	5 2%	1 1%	24 11%efh	14 3%	4 3%	10 4%	9 4%	7 6%	12 7%	13 3%	9 8%mr	6 13%mr	7 19%	-	1 1%	2 14%mr	19 4%	5 2%	14 5%	20 7%	5 5%	4 9%u	11 8%u	-
Not applicable	209	75	134a	32d	33	42d	102cdegh	43d	65	24	47	43	35	84ijk	41	15	16mn	19	56	55mno	8mn	129	118vzx	11	74	18v	27vzx	29v	6
Mean	2.21	2.06	2.39a	2.46ef	2.54efh	2.09f	1.62	2.51efh	2.30ef	2.11	2.03	2.39il	2.34i	2.16	2.37r	2.31r	2.57r	2.64	1.53	1.60	2.45r	2.08	1.68	2.40u	2.44t	2.23u	2.74uvx	2.48u	2.53
Standard deviation	0.97	0.93	0.97	0.99	0.91	0.93	0.73	0.96	0.95	0.95	0.92	0.97	0.92	1.00	0.92	1.01	1.08	1.06	0.71	0.64	1.02	0.93	0.80	0.91	0.98	1.00	1.03	0.92	1.00
Standard error	0.04	0.05	0.05	0.09	0.06	0.07	0.06	0.07	0.05	0.09	0.06	0.06	0.09	0.08	0.05	0.09	0.14	0.21	0.12	0.05	0.14	0.04	0.05	0.05	0.06	0.12	0.13	0.08	0.33

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 84  
**Q34. How worried are you, if at all, about each of the following?**  
**-The price of my house falling**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	711	371	340	117*	218	198	178	184	350	112*	263	188	126*	135*	350	96*	37*	23**	52**	141	13*	613	329	283	87*	31**	12**	44*	12**
Very worried (4)	63 9%	26 7%	37 11%	14 12%e	29 13%e	6 3%	13 7%	19 10%e	32 9%e	6 6%	20 8%	21 11%	12 10%	10 8%	32 9%	10 11%r	7 20%r	-	6 11%	6 4%	2 13%r	54 9%	17 5%	37 13%u	5 6%	1 3%	1 7%	3 8%	4 36%
Fairly worried (3)	148 21%	67 18%	81 24%	25 21%	47 22%	33 17%	43 24%	41 23%	64 18%	18 16%	51 19%	42 23%	24 19%	30 22%	81 23%r	12 13%	4 12%	3 14%	20 37%	25 18%	2 17%	136 22%	69 21%	67 24%	11 13%	3 10%	1 9%	7 15%	1 8%
Not very worried (2)	296 42%	163 44%	134 39%	38 33%	87 40%	100 50%cg	72 40%	61 33%	164 47%cg	57 51%	110 42%	72 38%	59 47%	56 42%	145 41%	46 48%	12 32%	13 56%	18 34%	59 42%	4 31%	261 43%	136 41%	125 44%z	31 36%	16 53%	4 31%	11 25%	4 35%
Not at all worried (1)	167 24%	106 29%b	61 18%	25 21%	41 19%	51 26%	51 29%d	42 23%	75 21%	27 24%	71 27%	46 24%	21 17%	30 22%	78 22%	17 18%	5 14%	6 25%	7 13%	51 36%mo	4 32%	142 23%	99 30%v	44 15%	22 26%	7 23%	2 13%	14 31%v	2 21%
NET: Worried	211 30%	93 25%	118 35%a	39 34%e	77 35%e	39 20%	55 31%e	60 33%e	95 27%	24 21%	71 27%	63 34%	36 29%	40 30%	113 32%r	23 24%	12 31%	3 14%	25 49%	31 22%	4 30%	190 31%w	85 26%	105 37%u	16 18%	4 13%	2 16%	10 23%	5 44%
NET: Not worried	464 65%	269 73%b	195 57%	63 54%	128 59%	150 76%cdg	122 69%cg	103 56%	239 68%cdg	84 75%	181 69%	117 62%	80 64%	86 64%	223 64%o	64 66%o	17 46%	18 81%	25 47%	110 78%mnos	8 63%	404 66%	235 71%v	169 60%	54 62%	24 76%	5 44%	25 56%	6 56%
Don't know	36 5%	9 2%	28 8%a	15 13%efh	14 6%f	8 4%f	-	21 11%efh	15 4%f	4 4%	11 4%	7 4%	9 8%	9 6%	14 4%r	10 10%mr	8 23%mr	1 6%	2 5%	-	1 7%r	19 3%	9 3%	10 4%	17 20%t	3 10%	5 40%	9 21%uv	-
Not applicable	297	121	176a	58eh	95e	59	86eh	86eh	126	38	39	81ik	37i	141ijk	94r	37mr	30mnr	36	68	20	12mnr	21	13	9	264t	77	63	124uv	12
Mean	2.16	2.03	2.30a	2.28e	2.32ef	1.97	2.10	2.23e	2.16e	2.03	2.08	2.21	2.24	2.17	2.20r	2.18r	2.49	1.88	2.49	1.90	2.12	2.17	2.01	2.36uz	1.98	1.92	2.17	1.99	2.60
Standard deviation	0.90	0.88	0.92	0.99	0.95	0.76	0.90	0.96	0.88	0.81	0.89	0.95	0.87	0.88	0.90	0.90	1.08	0.65	0.88	0.84	1.08	0.90	0.86	0.91	0.88	0.71	0.97	1.00	1.23
Standard error	0.03	0.05	0.05	0.10	0.07	0.06	0.06	0.08	0.05	0.08	0.06	0.07	0.08	0.08	0.05	0.09	0.18	0.16	0.17	0.06	0.17	0.04	0.05	0.05	0.10	0.14	0.29	0.16	0.50

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 85  
**Q34. How worried are you, if at all, about each of the following?**  
**-Having my home repossessed**  
**Base: All respondents**

	Gender			Age					Social Grade				Working Status					Tenure											
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (AA)	Rent free (AB)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	660	354	306	116*	229	174	142*	188	330	108*	230	181	103*	146*	340	90*	38*	33**	56**	94	10*	513	233	280	135*	60*	20**	56*	12**
Very worried (4)	34 5%	11 3%	24 8%a	12 10%ef	17 7%f	6 3%	-	19 10%efh	15 5%f	5 4%	12 5%	11 6%	4 4%	7 5%	18 5%r	11 12%mr	5 13%r	-	-	-	1 7%r	20 4%	2 1%	18 6%u	11 8%	2 4%	3 13%	6 11%u	3 28%
Fairly worried (3)	46 7%	23 7%	23 7%	12 10%ef	19 8%	12 7%	4 3%	15 8%	27 8%	4 4%	16 7%	17 9%	5 5%	9 6%	30 9%	4 4%	2 5%	6 17%	1 2%	3 3%	1 11%	32 6%	3 1%	29 10%u	14 10%	8 13%u	1 6%	5 9%u	-
Not very worried (2)	172 26%	91 26%	81 26%	30 26%	82 36%ef	36 21%	24 17%	55 29%f	93 28%f	20 18%	55 24%	32 31%	30 31%	30 20%	112 33%nr	17 19%	8 21%	8 26%	13 23%	10 11%	2 23%	132 26%	34 15%	98 35%u	35 26%	19 32%u	4 18%	13 23%	4 33%
Not at all worried (1)	379 57%	219 62%b	159 52%	50 43%	101 44%	114 65%cdg	114 80%cdg	79 42%	185 56%cdg	76 70%	140 61%j	91 50%	56 54%	91 62%	166 49%	53 59%	19 50%	15 46%	39 71%	80 86%mnos	6 57%	317 62%w	189 81%vxz	128 46%	57 42%	23 39%	9 44%	25 45%	5 38%
NET: Worried	81 12%	34 10%	47 15%a	24 20%ef	36 16%f	17 10%f	4 3%	35 19%ef	42 13%f	9 8%	28 12%	28 15%	9 9%	16 11%	48 14%r	14 16%r	7 18%r	6 17%	1 2%	3 3%	2 17%r	52 10%	5 2%	47 17%u	25 19%t	10 17%u	4 20%	11 20%u	3 28%
NET: Not worried	550 83%	310 88%b	240 78%	80 69%	182 80%	149 86%cg	138 97%cdg	134 71%	278 84%cg	95 88%	196 85%	146 81%	88 85%	121 83%	278 82%	70 78%	27 72%	23 72%	52 94%	91 97%mnos	8 79%	450 88%w	223 96%vxz	226 81%	92 68%	42 71%	12 62%	38 67%	9 72%
Don't know	30 4%	10 3%	19 6%	12 10%fh	11 5%f	7 4%f	-	19 10%efh	10 3%	5 4%	7 3%	7 4%	7 6%	9 6%	14 4%r	5 6%r	4 10%r	4 11%	2 2%	-	* 4%r	12 2%	5 2%	7 13%t	7 12%uv	4 19%	7 13%uv	-	
Not applicable	348	138	210a	60d	84	83	121cdg	81	145	41	72	88i	59i	129ijk	105	43m	29mn	26	65	67mn	14mnor	121	109v	12	216t	49uv	55	112uv	11
Mean	1.58	1.49	1.69a	1.86efh	1.78efh	1.46f	1.22	1.85efh	1.60f	1.40	1.55	1.70	1.55	1.50	1.69r	1.68r	1.78r	1.67	1.28	1.17	1.66r	1.51	1.20	1.77u	1.83t	1.79	1.86	1.85u	2.19
Standard deviation	0.85	0.76	0.94	1.02	0.90	0.77	0.48	1.00	0.83	0.77	0.85	0.89	0.77	0.84	0.85	1.04	1.09	0.79	0.50	0.46	0.97	0.79	0.49	0.89	0.98	0.86	1.15	1.06	1.27
Standard error	0.03	0.04	0.06	0.10	0.06	0.06	0.04	0.08	0.05	0.08	0.06	0.06	0.08	0.08	0.05	0.11	0.17	0.16	0.10	0.04	0.16	0.03	0.03	0.05	0.09	0.13	0.25	0.16	0.48

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 86  
**Q34. How worried are you, if at all, about each of the following?**  
**-The quality of public services**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (aa)	Rent free (Ab)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	986	487	499	172	303	252	260	261	466	148	300	265	160	261	437	129	64*	56*	117*	160	22*	624	336	288	342	107*	73*	161	21**
Very worried (4)	168 17%	90 18%	79 16%	26 15%	53 18%	48 19%	40 16%	45 17%	83 18%	32 22%	43 14%	56 21%	27 17%	43 16%	76 17%	25 20%	10 15%	9 17%	20 17%	24 15%	5 21%	110 18%	57 17%	53 19%	55 16%	12 12%	20 28% <sup>uxz</sup>	22 14%	3 15%
Fairly worried (3)	395 40%	206 42%	189 38%	61 36%	118 39%	98 39%	118 45% <sup>g</sup>	90 34%	188 40%	50 34%	142 47% <sup>kl</sup>	109 41%	52 32%	92 35%	165 38% <sup>s</sup>	48 37%	29 45% <sup>s</sup>	19 34%	44 37%	85 53% <sup>mnpq</sup>	5 24%	261 42%	153 45%	109 38%	123 36%	35 33%	25 33%	63 39%	12 56%
Not very worried (2)	286 29%	137 28%	149 30%	51 30%	78 26%	80 32%	78 30%	74 28%	134 29%	49 33%	84 28%	74 28%	64 40% <sup>ijl</sup>	65 25%	138 32%	35 27%	16 24%	12 21%	34 29%	46 29%	6 27%	186 30%	100 30%	85 30%	95 28%	41 38% <sup>y</sup>	15 21%	39 24%	6 29%
Not at all worried (1)	61 6%	35 7%	25 5%	14 8%	22 7%	12 5%	12 5%	20 7%	29 6%	7 5%	19 6%	15 6%	6 4%	20 8%	31 7%	9 7%	3 5%	2 3%	9 8%	5 3%	2 10% <sup>r</sup>	37 6%	19 6%	18 6%	24 7%	2 2%	2 3%	19 12% <sup>aux</sup>	-
NET: Worried	564 57%	296 61% <sup>b</sup>	268 54%	88 51%	172 57%	146 58%	158 61%	135 52%	271 58%	82 55%	185 62% <sup>kl</sup>	165 62% <sup>kl</sup>	79 49%	134 51%	241 55%	73 57%	38 60%	28 51%	64 54%	109 68% <sup>mnp</sup>	10 44%	371 60%	209 62% <sup>x</sup>	162 56%	178 52%	48 45%	45 61%	85 53%	15 71%
NET: Not worried	347 35%	173 35%	174 35%	64 37%	100 33%	92 37%	90 35%	94 36%	163 35%	56 38%	103 34%	89 34%	70 44%	85 33%	169 39%	44 34%	19 30%	14 24%	42 36%	51 32%	8 37%	222 36%	119 36%	103 36%	118 35%	43 40%	18 24%	58 36%	6 29%
Don't know	76 8%	19 4%	57 11% <sup>a</sup>	20 12% <sup>ef</sup>	31 10% <sup>ef</sup>	14 6%	11 4%	33 13% <sup>efh</sup>	32 7%	10 7%	12 4%	11 4%	42 7%	27 16% <sup>ijkl</sup>	12 9% <sup>r</sup>	7 10% <sup>r</sup>	14 25% <sup>mnpqr</sup>	11 10% <sup>r</sup>	1 1%	4 19% <sup>mnr</sup>	4 5%	30 5%	8 2%	23 8% <sup>u</sup>	45 13% <sup>t</sup>	17 15% <sup>u</sup>	11 15% <sup>u</sup>	18 11% <sup>u</sup>	-
Not applicable	22	5	16 <sup>a</sup>	4	10	4	4	9	9	2	2	4	2	14 <sup>ij</sup>	8	4	2	2	3	1	2 <sup>mr</sup>	10	6	5	9	1	1	7	2
Mean	2.74	2.75	2.73	2.66	2.74	2.76	2.75	2.70	2.75	2.77	2.73	2.81	2.67	2.71	2.70	2.76	2.78	2.86	2.71	2.80	2.68	2.75	2.75	2.71	2.64	2.62	2.62	2.86	
Standard deviation	0.83	0.85	0.82	0.87	0.87	0.83	0.78	0.88	0.84	0.87	0.80	0.85	0.82	0.88	0.86	0.88	0.80	0.81	0.87	0.72	1.01	0.83	0.81	0.85	0.86	0.75	0.86	0.90	0.67
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.06	0.05	0.08	0.09	0.14	0.12	0.05	0.13	0.03	0.04	0.05	0.09	0.09	0.08	0.08	0.20

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 87  
**Q34. How worried are you, if at all, about each of the following?**  
**-Housing costs (e.g. rent or mortgage payments)**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	779	382	397	162	285	189	144*	251	384	110*	227	222	124*	206	398	104*	56*	48*	78*	76*	18*	434	148	286	325	94*	68*	163	20**
Very worried (4)	107 14%	46 12%	62 15%	32 20% <sub>f</sub>	46 16% <sub>f</sub>	23 12% <sub>f</sub>	6 4%	49 19% <sub>f</sub>	52 14% <sub>f</sub>	15 14%	21 9%	41 18% <sub>i</sub>	16 13%	30 15%	63 16% <sub>r</sub>	16 16% <sub>r</sub>	14 24% <sub>qr</sub>	7 14% <sub>r</sub>	3 4%	2 3%	3 15% <sub>qr</sub>	43 10%	6 4%	37 13% <sub>u</sub>	62 19% <sub>t</sub>	14 15% <sub>u</sub>	14 21% <sub>u</sub>	33 20% <sub>u</sub>	3 14%
Fairly worried (3)	238 31%	106 28%	132 33%	61 38% <sub>f</sub>	90 32% <sub>f</sub>	60 32% <sub>f</sub>	26 18%	84 33% <sub>f</sub>	128 33% <sub>f</sub>	30 27%	62 27%	86 39% <sub>kl</sub>	36 29%	54 26%	129 32% <sub>r</sub>	33 32%	21 37% <sub>qr</sub>	20 42% <sub>qr</sub>	13 17%	16 21%	5 30%	109 25%	23 15%	86 30% <sub>u</sub>	118 36% <sub>t</sub>	32 34% <sub>u</sub>	22 33% <sub>u</sub>	64 39% <sub>u</sub>	11 54%
Not very worried (2)	271 35%	157 41% <sub>b</sub>	114 29%	44 27%	111 39% <sub>c</sub>	56 30%	60 42% <sub>c</sub>	81 32%	130 34%	35 32%	91 40% <sub>j</sub>	63 28%	47 38%	71 34%	150 38% <sub>no</sub>	25 24%	12 21%	14 30%	35 45% <sub>no</sub>	29 38% <sub>no</sub>	6 32%	177 41% <sub>w</sub>	58 39% <sub>yz</sub>	120 42% <sub>yz</sub>	91 28%	34 37%	16 24%	41 25%	2 12%
Not at all worried (1)	117 15%	62 16%	55 14%	11 7%	19 7%	42 22% <sub>cdg</sub>	45 31% <sub>cdgh</sub>	14 6%	57 15% <sub>cdg</sub>	24 22%	46 20% <sub>jl</sub>	26 12%	20 16%	25 12%	38 9%	20 19% <sub>mp</sub>	6 10%	2 4%	21 27% <sub>mp</sub>	29 38% <sub>mnp</sub>	2 12%	85 20% <sub>w</sub>	53 36% <sub>wxyz</sub>	32 11%	30 9%	8 9%	9 13%	13 8%	2 8%
NET: Worried	345 44%	151 40%	194 49% <sub>a</sub>	93 58% <sub>efh</sub>	136 48% <sub>f</sub>	83 44% <sub>f</sub>	32 23%	133 53% <sub>f</sub>	180 47% <sub>f</sub>	45 41%	83 36%	127 57% <sub>ikl</sub>	51 41%	84 41%	192 48% <sub>qr</sub>	49 47% <sub>qr</sub>	34 61% <sub>qr</sub>	27 56% <sub>qr</sub>	16 21%	18 24%	8 46% <sub>qr</sub>	152 35%	29 19%	124 43% <sub>u</sub>	180 55% <sub>t</sub>	46 49% <sub>u</sub>	37 55% <sub>u</sub>	97 59% <sub>uv</sub>	13 67%
NET: Not worried	388 50%	219 57% <sub>b</sub>	169 43%	54 33%	130 46% <sub>c</sub>	98 52% <sub>cg</sub>	105 73% <sub>cdeg</sub>	95 38%	187 49% <sub>cg</sub>	59 54%	137 61% <sub>jl</sub>	88 40%	66 53% <sub>j</sub>	96 47%	188 47% <sub>o</sub>	45 43%	17 31%	16 33%	56 72% <sub>mnp</sub>	58 76% <sub>mnp</sub>	8 44%	262 60% <sub>w</sub>	111 75% <sub>wxyz</sub>	152 53% <sub>yz</sub>	121 37%	43 45%	25 37%	54 33%	4 20%
Don't know	46 6%	11 3%	35 9% <sub>a</sub>	14 9%	18 6%	7 4%	6 4%	23 9% <sub>eh</sub>	17 4%	6 6%	7 3%	7 3%	7 5%	26 13% <sub>ij</sub>	19 5%	10 9% <sub>r</sub>	5 9% <sub>r</sub>	5 10% <sub>r</sub>	6 8%	-	2 10% <sub>r</sub>	20 5%	9 6%	11 4%	24 7%	6 6%	6 9%	12 8%	2 12%
Not applicable	229	110	118	13	29	67% <sub>cdgh</sub>	120% <sub>cdegh</sub>	18	91% <sub>cdg</sub>	40	75% <sub>j</sub>	47	38	69% <sub>j</sub>	46	29% <sub>m</sub>	10	10	42% <sub>mnp</sub>	85% <sub>mnpqs</sub>	6% <sub>o</sub>	200% <sub>w</sub>	193% <sub>wxyz</sub>	6	25	14% <sub>vz</sub>	7% <sub>vz</sub>	4	4
Mean	2.46	2.37	2.55 <sub>a</sub>	2.78% <sub>efh</sub>	2.61% <sub>f</sub>	2.35% <sub>f</sub>	1.95	2.73% <sub>efh</sub>	2.48% <sub>f</sub>	2.35	2.26	2.66% <sub>ik</sub>	2.40	2.50% <sub>i</sub>	2.57% <sub>qr</sub>	2.48% <sub>qr</sub>	2.82% <sub>qr</sub>	2.74% <sub>qr</sub>	1.97	1.89	2.54% <sub>qr</sub>	2.27	1.87	2.47% <sub>u</sub>	2.70% <sub>t</sub>	2.59% <sub>u</sub>	2.69% <sub>u</sub>	2.77% <sub>uv</sub>	2.83
Standard deviation	0.93	0.90	0.95	0.87	0.85	0.98	0.84	0.87	0.92	1.00	0.90	0.92	0.92	0.93	0.88	1.02	0.95	0.77	0.81	0.84	0.96	0.90	0.83	0.87	0.91	0.87	0.99	0.89	0.82
Standard error	0.03	0.05	0.05	0.07	0.05	0.07	0.07	0.06	0.05	0.10	0.06	0.06	0.09	0.07	0.05	0.10	0.12	0.13	0.13	0.08	0.12	0.04	0.07	0.05	0.05	0.10	0.11	0.07	0.29

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 88  
**Q34. How worried are you, if at all, about each of the following?**  
**-Brexit**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	1001	489	512	171	311	256	262	265	473	149	300	266	162	273	439	133	66*	58*	120*	161	23*	630	338	292	348	108*	75*	165	23**
Very worried (4)	300 30%	151 31%	149 29%	49 29%	95 30%	71 28%	85 32%	77 29%	138 29%	38 26%	100 33%k	92 35%kl	38 23%	70 26%	123 28%	36 27%	24 36% <sup>s</sup>	19 32%	35 29%	59 37% <sup>ms</sup>	4 18%	205 33%	114 34% <sup>x</sup>	91 31% <sup>x</sup>	90 26%	15 14%	23 31% <sup>x</sup>	51 31% <sup>x</sup>	5 22%
Fairly worried (3)	314 31%	151 31%	164 32%	62 36%	98 31%	80 31%	74 28%	93 35%	147 31%	42 28%	103 34% <sup>l</sup>	93 35% <sup>l</sup>	57 35% <sup>l</sup>	62 23%	154 35%	40 30%	18 27%	14 24%	31 26%	50 31%	8 33%	203 32%	103 30%	100 34%	97 28%	29 27%	20 26%	48 29%	15 66%
Not very worried (2)	202 20%	97 20%	105 21%	30 18%	57 18%	56 22%	59 22%	47 18%	96 20%	32 22%	51 17%	43 16%	39 24%	69 25% <sup>ij</sup>	93 21%	24 18%	12 18%	9 15%	27 22%	33 20%	5 23%	128 20%	71 21%	57 19%	72 21%	31 28%	11 14%	30 18%	3 12%
Not at all worried (1)	96 10%	71 14% <sup>ab</sup>	25 5%	10 6%	27 9%	33 13% <sup>c</sup>	25 10%	19 7%	51 11%	27 18%	26 9%	26 10%	15 9%	28 10%	13 11%	4 6%	5 9%	11 9%	14 8%	2 9%	55 9%	26 8%	29 10%	41 12%	14 13%	12 17% <sup>u</sup>	15 9%	-	-
NET: Worried	614 61%	302 62%	312 61%	112 65%	192 62%	151 59%	159 61%	170 64%	285 60%	80 54%	203 68% <sup>l</sup>	185 70% <sup>kl</sup>	95 58%	132 48%	277 63%	76 57%	41 63%	33 56%	66 55%	109 68% <sup>s</sup>	12 51%	408 65% <sup>w</sup>	217 64% <sup>x</sup>	186 65% <sup>x</sup>	186 54%	44 41%	43 58%	99 60% <sup>x</sup>	20 88%
NET: Not worried	298 30%	168 34% <sup>ab</sup>	130 25%	41 24%	84 27%	89 35% <sup>cg</sup>	84 32%	67 25%	147 31%	59 40%	78 26%	69 26%	55 34%	98 36% <sup>ij</sup>	140 32%	37 28%	16 24%	14 23%	38 31%	46 29%	7 32%	183 29%	97 29%	86 29%	112 32%	44 41%	23 31%	45 27%	3 12%
Don't know	88 9%	19 4%	69 14% <sup>a</sup>	19 11%	34 11%	16 6%	19 7%	28 11%	41 9%	10 7%	20 7%	12 5%	13 8%	43 16% <sup>ij</sup>	22 5%	20 15% <sup>mr</sup>	8 13% <sup>mr</sup>	12 20% <sup>mr</sup>	6 14% <sup>mr</sup>	4 4%	4 1% <sup>qr</sup>	39 6%	23 7%	16 5%	49 14% <sup>t</sup>	19 18% <sup>uv</sup>	8 11%	22 13% <sup>uv</sup>	-
Not applicable	7	3	4	4e <sup>h</sup>	2	-	1	4	2	1	2	3	-	3	6	-	1	-	-	-	1n <sup>qr</sup>	4	4	-	3	*	-	2	-
Mean	2.90	2.81	2.99a	2.99	2.94	2.79	2.90	2.96	2.86	2.65	2.99l	2.99l	2.79	2.76	2.85	2.87	3.06	3.00	2.87	3.00	2.73	2.94	2.97x	2.91x	2.79	2.51	2.82	2.94x	3.10
Standard deviation	0.98	1.05	0.90	0.89	0.97	1.02	1.00	0.93	1.00	1.08	0.96	0.97	0.94	1.02	0.97	0.99	0.96	1.03	1.00	0.97	0.94	0.97	0.96	0.97	1.02	0.95	1.12	0.99	0.59
Standard error	0.03	0.05	0.04	0.07	0.06	0.07	0.06	0.06	0.05	0.09	0.06	0.06	0.08	0.07	0.05	0.09	0.11	0.17	0.14	0.07	0.11	0.04	0.05	0.06	0.11	0.12	0.09	0.17	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 89  
**Q34. How worried are you, if at all, about each of the following?**  
**-The extent of my legal rights and protections when buying goods and services**  
**Base: All respondents**

	Gender			Age							Social Grade					Working Status					Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	994	488	506	170	309	253	261	263	470	147	299	267	157	271	440	131	63*	58*	118*	161	23*	628	341	286	344	105*	73*	165	22**
Very worried (4)	60 6%	31 6%	29 6%	12 7%	29 9%ef	11 4%	8 3%	21 8%f	30 6%	12 8%	12 4%	18 7%	12 8%	18 6%	34 8%r	12 9%qr	4 6%	4 7%	1 1%	4 2%	1 5%	36 6%	16 5%	20 7%	23 7%	7 7%	6 8%	10 6%	1 4%
Fairly worried (3)	179 18%	85 17%	95 19%	45 26%f	61 20%f	47 18%f	27 10%	63 24%f	90 19%f	28 19%	55 18%	49 19%	36 23%	39 14%	82 19%	21 16%	22 35%mnqr	14 24%	16 14%	20 12%	4 16%	105 17%	48 14%	56 20%	60 18%	19 18%	13 18%	28 17%	14 65%
Not very worried (2)	490 49%	253 52%	236 47%	55 33%	139 45%cg	140 55%cdg	155 60%cdg	90 34%	245 52%cg	73 50%	158 53%	136 51%	71 45%	125 46%	217 49%o	52 40%	20 32%	24 41%	62 53%o	102 64%mnop	12 54%o	340 54%w	195 57%yz	145 51%	149 43%	50 48%	32 44%	67 40%	-
Not at all worried (1)	148 15%	93 19%b	55 11%	32 19%	37 12%	35 14%	45 17%	46 17%	57 12%	24 16%	52 17%	34 13%	17 11%	45 16%	65 15%	23 17%	7 10%	6 10%	16 14%	29 18%	2 11%	100 16%	58 17%	42 15%	43 13%	9 9%	8 11%	26 16%	4 20%
NET: Worried	239 24%	116 24%	123 24%	57 33%ef	90 29%f	58 23%f	35 13%	84 32%ef	120 25%f	40 27%	68 23%	67 25%	48 30%	57 21%	115 26%r	34 26%r	26 41%mnqr	18 31%qr	17 15%	24 15%	5 20%	140 22%	64 19%	76 27%u	84 24%	26 25%	19 26%	38 23%	15 69%
NET: Not worried	638 64%	347 71%b	291 58%	87 51%	176 57%	174 69%cdg	200 77%cdgh	135 51%	302 64%cg	96 66%	209 70%k	170 64%	88 56%	170 63%	281 64%o	75 57%	28 44%	30 51%	78 67%o	131 81%mnop	15 65%o	441 70%w	253 74%vxyz	188 66%	193 56%	60 57%	40 55%	93 56%	4 20%
Don't know	117 12%	25 5%	92 18%a	27 16%e	44 14%	21 8%	25 10%	43 16%eh	48 10%	11 7%	22 7%	30 11%	21 13%	44 16%i	43 10%r	22 17%mr	9 15%r	10 18%r	22 19%r	6 4%	3 15%r	47 7%	24 7%	23 8%	68 20%t	19 18%uv	14 19%uv	34 21%uv	2 11%
Not applicable	14	5	10	5	4	3	3	7	5	3	3	2	5	4	5	2	3mr	-	3	-	2mnpr	7	1	6	7	3	2	2	1
Mean	2.17	2.12	2.24a	2.26f	2.31ef	2.15f	1.99	2.27f	2.22f	2.20	2.10	2.21	2.31i	2.13	2.21r	2.21r	2.41qr	2.35qr	2.03	1.99	2.17	2.13	2.07	2.20	2.23	2.28	2.29u	2.17	2.60
Standard deviation	0.79	0.80	0.76	0.89	0.84	0.72	0.67	0.84	0.77	0.83	0.75	0.78	0.81	0.82	0.81	0.90	0.82	0.81	0.63	0.64	0.72	0.76	0.73	0.80	0.81	0.77	0.83	0.83	0.91
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.07	0.04	0.05	0.07	0.06	0.04	0.08	0.10	0.13	0.09	0.04	0.09	0.03	0.04	0.05	0.05	0.09	0.09	0.07	0.29

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 90  
**Q34. How worried are you, if at all, about each of the following?**  
**-Being able to travel around Europe easily**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	883	438	444	170	280	220	212	257	413	130	280	245	147	210	414	127	58*	46*	78*	143	17*	576	304	273	284	93*	46*	146	22**
Very worried (4)	104 12%	55 13%	49 11%	33 19%efh	38 13%f	19 9%	14 7%	48 19%efh	41 10%	14 11%	35 12%	34 14%	15 10%	21 10%	52 13%r	15 12%r	13 23%mq	8 18%r	6 8%	8 5%	2 9%	63 11%	26 9%	37 13%	31 11%	5 5%	6 14%	20 14%	10 44%
Fairly worried (3)	211 24%	105 24%	107 24%	64 37%defh	67 24%	36 16%	45 21%	86 34%defh	80 19%	19 15%	72 26%	71 29%l	28 19%	40 19%	108 26%	28 22%	21 36%pr	5 11%	19 24%	26 18%	4 24%	132 23%	66 22%	66 24%	70 25%	24 26%	9 20%	37 25%	9 40%
Not very worried (2)	314 36%	153 35%	161 36%	42 24%	93 33%	97 44%cdg	82 39%cg	68 26%	164 40%cg	48 37%	103 37%	81 33%	57 39%	73 34%	141 34%	40 31%	16 27%	20 43%	20 26%	72 50%mn	5 31%	228 40%w	129 43%z	99 36%	83 29%	27 29%	13 29%	42 29%	3 15%
Not at all worried (1)	208 24%	120 27%b	88 20%	20 11%	64 23%cg	57 26%cg	67 32%cg	35 13%	106 26%cg	40 31%	63 22%	51 21%	36 24%	58 28%	97 23%o	31 25%o	5 9%	5 12%	30 39%op	36 25%o	4 22%o	138 24%	77 25%	61 22%	70 24%	25 27%	13 28%	31 22%	* 2%
NET: Worried	315 36%	160 36%	155 35%	97 57%defh	105 37%ef	55 25%	59 28%	135 52%defh	121 29%	33 26%	106 38%	105 43%kl	43 29%	61 29%	160 39%r	43 34%	34 58%mp	13 29%	25 32%	34 24%	5 33%	195 34%	92 30%	103 38%	102 36%	29 31%	15 34%	57 39%	18 83%
NET: Not worried	521 59%	273 62%	249 56%	61 36%	157 56%cg	154 70%cdg	149 70%cdg	102 40%	270 65%cdg	88 68%	166 59%	131 54%	93 64%	130 62%	238 57%o	71 56%o	21 35%	25 55%	50 65%o	107 75%mnop	9 53%	366 63%w	206 68%vz	159 58%	152 54%	52 56%	26 57%	74 51%	4 17%
Don't know	46 5%	6 1%	40 9%a	12 7%f	18 6%f	12 5%	4 2%	20 8%f	22 5%	8 6%	8 3%	8 3%	10 7%	19 9%ij	16 4%	13 10%mr	4 6%r	8 16%mr	3 3%	2 1%	2 14%mq	16 3%	5 2%	11 4%	30 11%t	11 12%uv	4 9%u	15 10%uv	- -
Not applicable	125	54	72	5	33cg	36cg	51cdgh	12	62cg	20	21	24	15	65ijk	31	6	8n	12mnr	43mnop	18n	8mnor	58	38v	19	67t	15v	29uvxz	22v	1
Mean	2.25	2.22	2.29	2.70defh	2.30ef	2.08	2.03	2.63defh	2.15	2.06	2.29	2.37i	2.16	2.12	2.29r	2.24	2.77mnq	2.42	2.01	2.04	2.24	2.21	2.14	2.30	2.25	2.11	2.21	2.35	3.25
Standard deviation	0.97	0.99	0.94	0.94	0.99	0.90	0.90	0.97	0.94	0.98	0.96	0.98	0.94	0.97	0.98	1.00	0.93	0.99	0.99	0.81	0.99	0.94	0.90	0.98	0.99	0.92	1.06	1.01	0.79
Standard error	0.03	0.05	0.05	0.07	0.06	0.06	0.06	0.06	0.05	0.09	0.06	0.06	0.08	0.07	0.05	0.09	0.11	0.18	0.16	0.06	0.14	0.04	0.05	0.06	0.11	0.14	0.09	0.24	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 91  
**Q34. How worried are you, if at all, about each of the following?**  
**-Immigration from the EU**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Base (exl NA for %)	989	485	504	172	304	253	260	263	466	148	297	263	157	271	441	129	62*	56*	120*	158	23*	630	340	291	336	106*	71*	159	22**	
Very worried (4)	190 19%	92 19%	98 19%	25 14%	58 19%	57 23%g	50 19%	36 14%	104 22%cg	38 26%	33 11%	47 18%i	42 26%i	67 25%i	82 19%r	26 20%r	9 14%	16 28%r	34 28%r	17 11%	6 28%or	106 17%	55 16%	51 18%	78 23%t	35 33%uvz	18 25%	25 16%	5 25%	
Fairly worried (3)	222 22%	99 20%	123 24%	43 25%	82 27%e	48 19%	50 19%	72 27%e	100 21%	24 16%	69 23%	70 27%	29 18%	54 20%	103 23%	32 24%	13 21%	14 25%	18 15%	36 23%	7 30%q	149 24%	81 24%	68 23%	68 20%	23 22%	12 16%	34 21%	5 23%	
Not very worried (2)	306 31%	162 33%	144 29%	55 32%	83 27%	80 32%	88 34%	77 29%	142 30%	43 29%	102 34%	83 32%	51 33%	69 26%	137 31%r	34 27%	23 38%ps	9 16%	33 28%	65 41%mnps	4 18%	214 34%w	118 35%xy	96 33%x	83 25%	20 19%	15 21%	48 30%	9 39%	
Not at all worried (1)	191 19%	115 24%b	76 15%	30 18%	52 17%	49 19%	60 23%	46 18%	84 18%	30 20%	78 26%kl	51 19%	19 12%	44 16%	92 21%ps	23 18%	9 14%	3 6%	25 21%	37 23%ps	2 8%	129 20%	72 21%	57 20%	62 18%	15 14%	16 23%	31 19%	* 2%	
NET: Worried	412 42%	191 39%	221 44%	67 39%	140 46%	105 41%	100 38%	108 41%	204 44%	62 42%	103 35%	117 45%i	70 45%i	122 45%i	185 42%	57 44%	22 35%	30 53%r	52 44%	53 34%	13 58%mor	255 40%	136 40%	119 41%	147 44%	58 55%uvz	29 41%	59 37%	11 48%	
NET: Not worried	497 50%	277 57%b	220 44%	85 50%	135 44%	130 51%	148 57%dg	123 47%	226 49%	73 50%	180 60%ijkl	134 51%	70 44%	113 42%	229 52%ps	57 44%ps	32 51%ps	12 22%	58 48%ps	102 65%mpq	6 26%	342 54%w	190 56%x	153 53%x	146 43%	35 33%	31 44%	79 50%x	9 41%	
Don't know	79 8%	17 4%	62 12%a	19 11%f	30 10%	19 7%	12 5%	32 12%f	36 8%	12 8%	15 5%	12 4%	17 11%j	36 13%ij	27 6%r	15 11%r	8 13%mr	14 25%mnqr	10 8%r	3 2%	4 16%mr	33 5%	14 4%	19 6%	44 13%t	12 12%u	11 15%uv	21 13%uv	2 11%	
Not applicable	19	7	12	4	9	3	3	6	10	2	4	6	5	4	4	4	4mq	3	-	3	2mqr	4	2	2	15t	2	4uv	8uv	1	
Mean	2.45	2.36	2.55a	2.40	2.54	2.48	2.36	2.42	2.52	2.52	2.21	2.45i	2.67i	2.62i	2.42r	2.52r	2.41	r	3.00mno	2.56r	2.21	2.92mno	2.39	2.36	2.42	2.56t	2.84uvz	2.51	2.39	2.79
Standard deviation	1.04	1.06	1.02	0.98	1.03	1.08	1.06	0.98	1.06	1.13	0.98	1.02	1.04	1.09	1.04	1.05	0.95	0.97	1.15	0.93	0.99	1.01	1.01	1.02	1.10	1.10	1.18	1.03	0.90	
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.06	0.05	0.10	0.06	0.06	0.09	0.07	0.06	0.09	0.11	0.17	0.15	0.07	0.12	0.04	0.06	0.06	0.12	0.13	0.09	0.09	0.28	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 92  
**Q34. How worried are you, if at all, about each of the following?**  
**-Clothing prices**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	1003	490	513	175	310	256	263	267	473	149	302	268	162	271	445	133	64*	57*	120*	161	23*	634	341	292	346	108*	73*	166	23**
Very worried (4)	57 6%	30 6%	27 5%	15 9%ef	29 9%ef	7 3%	6 2%	25 9%ef	26 5%	6 4%	6 2%	22 8%ii	12 8%ii	17 6%ii	29 7%fr	8 6%fr	7 10%fr	6 11%fr	3 2%	2 2%	2 9%fr	29 5%	12 4%	16 6%	27 8%	9 8%	7 9%u	12 7%	1 4%
Fairly worried (3)	196 20%	97 20%	99 19%	40 23%ef	79 26%ef	42 16%	34 13%	65 24%ef	97 20%fi	27 18%	48 16%	52 20%	38 23%	58 21%	86 19%	29 22%er	18 28%qr	17 30%qr	16 13%	21 13%	8 36%mnop	107 17%	48 14%	59 20%	78 22%	21 20%	16 22%	41 24%u	11 49%
Not very worried (2)	530 53%	248 51%	282 55%	77 44%	143 46%	148 58%cdg	162 62%cdg	113 42%	255 54%cg	84 56%	178 59%dl	137 51%	87 53%	129 48%	239 54%ops	67 51%os	22 35%	19 33%	72 60%ops	102 63%mnop	8 35%	362 57%w	202 59%yz	160 55%	161 47%	51 48%	32 44%	78 47%	6 26%
Not at all worried (1)	176 18%	100 20%b	76 15%	32 18%	36 12%	51 20%d	57 22%d	46 17%	74 16%	26 18%	56 18%	49 13%	22 13%	50 18%	73 16%	19 15%	13 20%	7 12%	28 23%	34 21%	2 11%	118 19%	75 22%v	43 15%	56 16%	19 17%	11 15%	26 16%	3 12%
NET: Worried	254 25%	127 26%	126 25%	56 32%ef	108 35%efh	49 19%	41 15%	90 34%efh	123 26%fi	33 22%	54 18%	74 28%ii	50 31%ii	75 28%ii	115 26%fr	37 28%fr	25 38%mqr	23 41%mqr	19 16%	23 15%	10 45%mnop	136 21%	61 18%	75 26%u	105 30%t	31 28%	23 31%u	52 31%u	12 53%
NET: Not worried	706 70%	348 71%	358 70%	108 62%	179 58%	199 78%cdgh	219 83%cdgh	158 59%	329 69%dg	110 74%	233 77%ijkl	186 69%	108 67%	178 66%	312 70%ops	87 65%ps	35 55%	26 46%	100 83%nops	136 85%mnop	11 46%	480 76%w	277 81%vxyz	203 69%	217 63%	70 65%	43 59%	105 63%	9 38%
Don't know	44 4%	15 3%	28 6%	11 6%f	22 7%ef	7 3%	3 1%	19 7%f	22 5%fi	6 4%	15 5%	8 3%	4 2%	17 6%	18 4%fr	8 6%fr	5 7%fr	8 13%mqr	2 1%	1 1%	2 9%qr	17 3%	3 1%	14 5%u	24 7%t	7 10%u	7 10%u	10 6%u	2 9%
Not applicable	5	2	3	-	4	1	*	2	2	1	-	*	-	4	-	*	2mr	1m	-	-	1mnqr	*	*	-	4t	1	2uv	2	-
Mean	2.14	2.12	2.16	2.24ef	2.35efh	2.02	1.96	2.28ef	2.17ef	2.08	2.02	2.18i	2.26i	2.17i	2.17r	2.21qr	2.31qr	2.46mqr	1.95	1.95	2.47mnq	2.08	2.00	2.18u	2.24t	2.21	2.28u	2.24u	2.49
Standard deviation	0.78	0.81	0.75	0.87	0.83	0.70	0.67	0.88	0.76	0.73	0.67	0.84	0.79	0.82	0.79	0.78	0.93	0.89	0.69	0.64	0.84	0.74	0.72	0.76	0.84	0.85	0.87	0.82	0.80
Standard error	0.03	0.04	0.03	0.07	0.05	0.04	0.04	0.06	0.04	0.06	0.04	0.05	0.07	0.05	0.04	0.07	0.11	0.14	0.09	0.04	0.10	0.03	0.04	0.04	0.05	0.09	0.09	0.07	0.24

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 93  
**Q34. How worried are you, if at all, about each of the following?**  
**-Prices of electrical goods**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work-ing but seek-ing (p)	State pension (q)	Pri-vate pension (r)	House person (s)	NET: Home-owners (t)	Owned out-right (u)	Owned with mort-gage (v)	NET: Rent-ers (w)	Rent-ed from coun-cil (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	1002	488	514	174	310	256	263	266	472	150	302	267	160	273	442	132	66*	57*	120*	161	24*	630	342	288	349	108*	73*	167	23**
Very worried (4)	70 7%	36 7%	34 7%	16 9% <sup>f</sup>	31 10% <sup>ef</sup>	13 5%	10 4%	29 11% <sup>ef</sup>	30 6%	7 5%	9 3%	22 8% <sup>ai</sup>	16 10% <sup>ai</sup>	23 8% <sup>ai</sup>	27 6%	12 9% <sup>or</sup>	11 16% <sup>mqr</sup>	7 13% <sup>or</sup>	5 5%	5 3%	3 12% <sup>or</sup>	30 5%	16 5%	14 5%	35 10% <sup>at</sup>	11 10%	9 12% <sup>uv</sup>	15 9%	5 22%
Fairly worried (3)	224 22%	107 22%	118 23%	39 22%	89 29% <sup>f</sup>	56 22%	41 16%	61 23%	122 26% <sup>f</sup>	40 27%	64 21%	56 21%	40 25%	65 24%	95 21%	41 31% <sup>mqr</sup>	15 23%	19 34% <sup>qr</sup>	18 15%	28 18%	8 34% <sup>mqr</sup>	133 21%	69 20%	64 22%	80 23%	21 19%	18 24%	42 25%	10 45%
Not very worried (2)	500 50%	248 51%	251 49%	78 45%	130 42%	137 54% <sup>cdg</sup>	155 59% <sup>cdgh</sup>	111 42%	234 49%	75 50%	167 55% <sup>ai</sup>	138 52% <sup>ai</sup>	79 49%	115 42%	233 53% <sup>nop</sup>	55 42%	24 36%	15 26%	68 56% <sup>op</sup>	96 59% <sup>nops</sup>	9 40%	337 53% <sup>w</sup>	188 55% <sup>x</sup>	149 52%	156 45%	44 41%	35 48%	76 46%	7 31%
Not at all worried (1)	152 15%	86 18%	65 13%	24 14%	36 12%	41 16%	51 19% <sup>d</sup>	38 14%	63 13%	21 14%	48 16%	41 15%	19 12%	44 16%	69 16% <sup>s</sup>	15 12%	7 11%	5 9%	24 20% <sup>es</sup>	31 19% <sup>es</sup>	1 5%	109 17%	64 19% <sup>y</sup>	44 15%	43 12%	17 16%	6 8%	20 12%	* 2%
NET: Worried	294 29%	142 29%	152 30%	55 32% <sup>f</sup>	120 39% <sup>ef</sup>	68 27%	51 19%	90 34% <sup>f</sup>	153 32% <sup>f</sup>	47 32%	72 24%	78 29%	56 35% <sup>ai</sup>	87 32%	122 28%	53 40% <sup>mqr</sup>	26 39% <sup>qr</sup>	27 47% <sup>mqr</sup>	23 19%	34 21%	11 46% <sup>mqr</sup>	164 26%	85 25%	79 27%	115 33% <sup>t</sup>	32 29%	27 36% <sup>u</sup>	57 34%	16 67%
NET: Not worried	651 65%	335 69% <sup>b</sup>	317 62%	102 59%	166 53%	178 70% <sup>cdg</sup>	205 78% <sup>cdgh</sup>	149 56%	297 63% <sup>d</sup>	96 64%	215 71% <sup>ai</sup>	179 67%	98 61%	159 58%	302 68% <sup>nops</sup>	70 53% <sup>p</sup>	31 47%	20 34%	91 76% <sup>nops</sup>	126 78% <sup>mnop</sup>	11 45%	445 71% <sup>w</sup>	252 74% <sup>xyz</sup>	194 67%	198 57%	62 57%	40 55%	96 58%	8 33%
Don't know	57 6%	11 2%	45 9% <sup>a</sup>	16 9% <sup>ef</sup>	24 8% <sup>ef</sup>	9 3%	7 3%	27 10% <sup>efh</sup>	23 5%	7 4%	15 5%	9 4%	6 4%	27 10% <sup>ej</sup>	18 4% <sup>r</sup>	10 7% <sup>r</sup>	10 14% <sup>mr</sup>	11 19% <sup>mnqr</sup>	6 5%	1 1%	2 9% <sup>r</sup>	21 3%	5 2%	16 5% <sup>u</sup>	35 10% <sup>t</sup>	15 14% <sup>uv</sup>	6 8% <sup>u</sup>	14 9% <sup>u</sup>	- -
Not applicable	6	4	2	2	4	1	-	3	3	-	-	2	2	2	3	1	-	1	-	-	1 <sup>qr</sup>	4	-	4	2	-	1 <sup>u</sup>	1	-
Mean	2.22	2.19	2.26	2.30 <sup>f</sup>	2.40 <sup>efh</sup>	2.16	2.04	2.34 <sup>ef</sup>	2.27 <sup>i</sup>	2.24	2.11	2.23	2.35 <sup>i</sup>	2.27	2.19	2.40 <sup>mqr</sup>	2.52 <sup>mqr</sup>	2.63 <sup>mqr</sup>	2.04	2.05	2.59 <sup>mqr</sup>	2.14	2.11	2.18	2.34 <sup>t</sup>	2.27	2.45 <sup>uv</sup>	2.34 <sup>u</sup>	2.87
Standard deviation	0.80	0.82	0.79	0.85	0.84	0.76	0.72	0.89	0.78	0.76	0.70	0.82	0.83	0.86	0.78	0.83	0.94	0.89	0.75	0.71	0.80	0.76	0.76	0.76	0.85	0.90	0.83	0.82	0.79
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.06	0.04	0.05	0.07	0.06	0.04	0.07	0.11	0.15	0.10	0.05	0.09	0.03	0.04	0.05	0.10	0.09	0.07	0.23	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 94  
**Q34. How worried are you, if at all, about each of the following?**  
-Prices of holidays abroad  
Base: All respondents

	Gender			Age							Social Grade					Working Status							Tenure						
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemp-loyed (o)	Not work-ing but seek-ing (p)	State pension (q)	Priv-ate pension (r)	House person (s)	NET: Home-owners (t)	Owned out-right (u)	Owned with mort-gage (v)	NET: Rent-ers (w)	Rent-ed from coun-cil (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	876	433	442	169	290	210	206	259	411	116*	279	245	147	205	415	119	57*	46*	81*	140	17*	566	292	274	286	85*	47*	155	23**
Very worried (4)	113 13%	56 13%	57 13%	30 18%ef	54 19%ef	15 7%	14 7%	46 18%ef	53 13%ef	12 11%	26 9%	43 18%ei	22 15%	22 11%	63 15%er	21 18%er	13 23%pr	3 7%	8 10%	3 2%	2 12%r	64 11%	25 8%	40 14%u	39 14%	12 14%	5 10%	22 14%	9 40%
Fairly worried (3)	244 28%	126 29%	118 27%	53 31%	77 27%	63 30%	52 25%	75 29%	118 29%	33 28%	78 26%	73 26%	38 27%	55 27%	117 28%	30 25%	18 31%	13 28%	22 27%	39 28%	5 29%	164 29%	75 26%	89 32%	75 26%	27 32%	10 22%	37 24%	6 26%
Not very worried (2)	339 39%	170 39%	168 38%	54 32%	99 34%	87 41%g	99 48%cdg	80 31%	159 39%	44 38%	119 43%l	96 39%	58 40%	65 32%	162 39%	36 31%	16 27%	17 36%	33 42%	70 50%mnos	5 29%	234 41%	138 47%vx	96 35%	102 36%	26 31%	19 40%	57 37%	2 11%
Not at all worried (1)	129 15%	67 16%	62 14%	17 10%	41 14%	38 18%	32 16%	35 13%	62 15%	21 18%	44 16%j	22 9%	22 15%	41 20%j	56 14%	21 18%	6 11%	6 13%	11 14%	24 17%	4 25%mo	78 14%	44 15%	34 12%	48 17%	15 18%	7 14%	26 16%	3 13%
NET: Worried	357 41%	182 42%	175 39%	83 49%ef	131 45%f	78 37%	66 32%	120 47%f	171 42%f	45 39%	105 37%	116 47%i	59 41%	77 38%	180 43%r	51 43%r	31 54%r	16 35%	30 37%	43 30%	7 41%	228 40%	99 34%	129 47%u	114 40%	39 46%	15 32%	60 39%	15 66%
NET: Not worried	468 53%	238 55%	230 52%	71 42%	140 48%	125 59%cdg	132 64%cdgh	115 44%	221 54%cg	66 57%	163 58%j	118 48%	80 54%	106 52%	218 53%o	57 48%	22 38%	22 49%	45 55%	94 67%mmo	9 55%	312 55%	182 62%v	130 48%	150 52%	42 49%	25 54%	83 53%	5 24%
Don't know	51 6%	13 3%	38 9%a	15 9%	19 7%	8 4%	9 4%	24 9%eh	19 5%	5 4%	11 4%	11 5%	7 5%	22 11%ij	17 4%	11 9%mr	5 8%	7 16%mr	6 8%	4 3%	1 4%	26 5%	11 4%	15 6%	23 8%	4 5%	6 14%uv	12 8%	2 10%
Not applicable	132	59	73	7	23	46cdg	57cdgh	11	65cdg	4	23	23	16	70ijk	29	14	9m	13mn	40mnor	20m	7mnor	68	50vz	18	64t	24vz	28uvz	13	-
Mean	2.41	2.41	2.42	2.62efh	2.53ef	2.27	2.24	2.56ef	2.41	2.33	2.32	2.58il	2.43	2.32	2.47r	2.47r	2.72rs	2.34	2.36	2.16	2.29	2.40	2.28	2.52u	2.40	2.45	2.33	2.40	3.04
Standard deviation	0.91	0.91	0.91	0.93	0.98	0.85	0.81	0.97	0.91	0.92	0.86	0.90	0.93	0.95	0.92	1.02	0.97	0.84	0.87	0.73	1.03	0.88	0.83	0.91	0.95	0.97	0.90	0.96	1.10
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.06	0.06	0.05	0.09	0.05	0.06	0.08	0.07	0.05	0.09	0.12	0.15	0.14	0.05	0.14	0.04	0.05	0.06	0.12	0.12	0.08	0.33	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 95  
**Q34. How worried are you, if at all, about each of the following?**  
**-Mobile phone roaming charges**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent- ed from council (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	888	436	452	171	293	224	200	262	427	124*	279	252	145	212	425	116	61*	51*	83*	133	20*	570	292	278	300	93*	50*	157	18**
Very worried (4)	65 7%	39 9%	25 6%	23 13%efh	24 8%	9 4%	9 5%	31 12%efh	25 6%	6 5%	19 7%	26 10%l	10 7%	9 4%	36 8%	10 8%	8 13%rs	3 5%	3 3%	5 4%	*	36 6%	12 4%	23 8%	24 8%	10 10%	5 11%u	9 6%	5 27%
Fairly worried (3)	174 20%	82 19%	92 20%	50 29%defh	57 19%	41 19%	26 13%	70 27%fh	78 18%	24 19%	60 21%	56 22%	26 18%	32 15%	91 21%q	26 22%q	18 30%qr	8 15%	6 7%	21 16%	4 21%q	123 22%	58 20%	65 23%	47 16%	12 13%	7 14%	28 18%	5 27%
Not very worried (2)	391 44%	194 44%	197 44%	60 35%	128 44%	111 49%cg	93 46%g	91 35%	207 48%cg	54 43%	123 44%	112 47%	68 47%	88 41%	196 46%	47 40%	20 33%	16 32%	41 49%	64 48%os	6 33%	275 48%w	145 50%x	131 47%x	110 37%	27 29%	18 37%	65 41%	5 29%
Not at all worried (1)	204 23%	109 25%	95 21%	30 17%	60 20%	54 24%	61 30%cdg	49 19%	95 22%	31 25%	67 24%	48 19%	33 23%	56 26%	86 20%	22 19%	10 17%	14 28%	25 30%	39 30%mmo	7 36%mmo	115 20%	68 23%	47 17%	86 29%t	34 36%v	11 23%	42 26%v	3 17%
NET: Worried	239 27%	121 28%	118 26%	73 43%defh	81 27%f	50 22%	35 18%	101 39%defh	103 24%	30 24%	79 28%	83 33%l	37 25%	41 19%	127 30%qr	36 31%qr	26 43%mpqr	10 20%	9 11%	26 20%	5 23%	158 28%	70 24%	88 32%	71 24%	12 23%	37 24%	10 54%	
NET: Not worried	595 67%	303 69%	292 65%	90 52%	187 64%cg	165 74%cdg	154 77%cdg	140 53%	302 71%cg	85 69%	190 68%	160 64%	101 70%	143 68%	282 66%o	69 59%	31 50%	31 60%	66 79%no	104 78%mnop	14 69%o	390 68%	213 73%v	177 64%	197 65%	61 65%	30 60%	106 67%	8 46%
Don't know	54 6%	12 3%	42 9%a	8 5%	26 9%	9 4%	11 6%	21 8%	22 5%	8 7%	10 4%	9 4%	7 5%	28 13%ijk	16 4%	11 10%mr	4 7%	10 20%mr	8 10%r	2 2%	2 8%r	21 4%	9 3%	12 4%	33 11%t	11 12%uv	8 16%uv	14 9%u	-
Not applicable	120	56	64	5	20	32cdg	63cdegh	8	48cg	26	23	17	17	63ijk	20	17m	5	8m	38mnoprs	28mo	5mo	64	50vz	14	50	15v	25uvz	10	5
Mean	2.12	2.12	2.12	2.40defh	2.17f	2.02	1.91	2.34efh	2.08f	2.05	2.11	2.25l	2.10	1.97	2.19qrs	2.22qrs	2.43pqrs	1.96	1.82	1.94	1.88	2.14	2.05	2.24uz	2.03	1.97	2.14	2.03	2.63
Standard deviation	0.87	0.90	0.83	0.94	0.88	0.78	0.81	0.94	0.82	0.84	0.86	0.90	0.85	0.82	0.87	0.89	0.95	0.90	0.74	0.79	0.85	0.82	0.79	0.85	0.93	1.02	0.97	0.86	1.08
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.06	0.06	0.04	0.08	0.05	0.06	0.08	0.06	0.05	0.08	0.11	0.16	0.12	0.06	0.11	0.03	0.05	0.05	0.06	0.13	0.13	0.07	0.34

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 96  
Q34. How worried are you, if at all, about each of the following?

-Food safety standards  
Base: All respondents

	Gender			Age							Social Grade					Working Status							Tenure						
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	1004	490	513	174	313	256	261	268	475	150	302	269	161	273	443	133	66*	58*	118*	161	24*	632	342	290	348	106*	75*	168	23**
Very worried (4)	96 10%	48 10%	48 9%	27 16%efh	37 12%ef	16 6%	16 6%	36 13%ef	44 9%	10 7%	22 7%	38 14%il	16 10%	19 7%	45 10%	14 10%	12 18%qr	8 14%	7 6%	8 5%	2 7%	50 8%	21 6%	29 10%	42 12%	18 17%u	10 14%u	14 8%	3 15%
Fairly worried (3)	226 23%	98 20%	128 25%	41 24%	67 21%	62 24%	56 21%	68 26%	102 21%	36 24%	73 24%	59 22%	31 19%	63 23%	93 21%	39 29%p	17 26%	6 11%	28 24%	34 21%	9 38%mpr	142 22%	78 23%	64 22%	78 22%	24 23%	13 18%	41 24%	6 24%
Not very worried (2)	474 47%	230 47%	245 48%	71 41%	147 47%	128 50%g	128 49%g	102 38%	244 51%cg	74 49%	152 50%	123 46%	81 51%	118 43%	226 51%nos	49 37%	23 35%	29 50%	52 44%	86 53%nos	9 37%	312 49%	170 50%	142 49%	149 43%	41 38%	30 40%	78 47%	14 61%
Not at all worried (1)	156 15%	104 21%b	52 10%	22 13%	44 14%	40 16%	49 19%	38 14%	69 14%	23 15%	44 15%	39 15%	27 17%	45 17%	67 15%	20 15%	11 16%	5 9%	18 16%	31 19%	3 11%	106 17%	59 17%	47 16%	50 14%	16 15%	13 18%	20 12%	-
NET: Worried	322 32%	146 30%	176 34%	69 40%f	104 33%	78 31%	71 27%	104 39%fh	146 31%	47 31%	95 31%	98 36%	48 30%	82 30%	138 31%	53 40%r	29 43%pr	14 25%	35 30%	42 26%	11 45%mpr	192 30%	99 29%	93 32%	121 35%	42 40%	23 31%	55 33%	9 39%
NET: Not worried	630 63%	334 68%b	296 58%	93 54%	192 61%	168 66%cg	177 68%cg	140 52%	313 66%cg	97 65%	195 65%	162 60%	109 68%	163 60%	293 66%nos	70 52%	34 52%	34 58%	70 60%	117 72%nos	11 47%	417 66%w	229 67%x	188 65%	198 57%	57 53%	43 58%	99 59%	14 61%
Don't know	52 5%	11 2%	41 8%a	12 7%	18 6%	10 4%	12 5%	23 9%eh	16 3%	6 4%	11 4%	9 3%	4 3%	27 10%ijk	12 3%	11 8%mr	3 5%	10 17%mr	13 11%mr	2 1%	2 7%mr	23 4%	14 4%	9 3%	29 8%t	7 7%	8 11%uv	14 8%v	-
Not applicable	4	2	3	2	-	-	3	2	-	-	-	-	2	3	2	-	-	-	3	-	-	2	-	2	3	3u	-	-	-
Mean	2.28	2.19	2.37a	2.46efh	2.33f	2.22	2.16	2.42efh	2.27	2.24	2.25	2.37	2.24	2.23	2.27	2.38r	2.47r	2.36	2.22	2.12	2.45r	2.22	2.19	2.27	2.36	2.45u	2.30	2.32	2.54
Standard deviation	0.85	0.89	0.81	0.93	0.88	0.80	0.81	0.92	0.83	0.81	0.80	0.91	0.86	0.84	0.85	0.90	0.99	0.88	0.81	0.78	0.81	0.83	0.80	0.86	0.90	0.97	0.97	0.82	0.75
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.05	0.04	0.08	0.11	0.14	0.11	0.05	0.09	0.03	0.04	0.05	0.11	0.10	0.07	0.22	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 97  
**Q34. How worried are you, if at all, about each of the following?**  
**-Prices of cars**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (excl NA for %)	854	440	414	162	273	214	205	250	400	119*	283	229	145	197	402	117	58*	42*	73*	144	17*	573	300	273	258	69*	48*	141	23**
Very worried (4)	78 9%	40 9%	38 9%	23 14% <sup>eh</sup>	25 9%	14 6%	16 8%	31 12%	31 8%	14 12%	21 7%	28 12%	14 10%	15 8%	34 8%	19 16% <sup>mr</sup>	9 15% <sup>ar</sup>	2 5%	6 8%	7 5%	1 8%	48 8%	23 8%	25 9%	26 10%	9 13%	7 14%	10 7%	4 19%
Fairly worried (3)	202 24%	112 26%	90 22%	51 31% <sup>ef</sup>	69 25%	43 20%	39 19%	70 28%	93 23%	26 21%	61 22%	54 24%	39 27%	48 24%	96 24%	28 24%	18 31% <sup>ar</sup>	12 26%	19 25%	26 18%	5 26%	130 23%	68 23%	62 23%	63 24%	18 27%	8 16%	36 26%	9 39%
Not very worried (2)	378 44%	187 42%	191 46%	59 36%	114 42%	112 53% <sup>cdg</sup>	92 45%	93 37%	193 48% <sup>cg</sup>	50 42%	142 50% <sup>l</sup>	99 43%	68 47%	69 35%	201 50% <sup>nop</sup>	42 36%	16 28%	8 20%	23 32%	81 56% <sup>nopq</sup>	7 37%	283 49% <sup>w</sup>	145 48% <sup>yz</sup>	138 51% <sup>yz</sup>	89 34%	25 36%	13 27%	51 36%	6 28%
Not at all worried (1)	142 17%	84 19%	58 14%	18 11%	42 15%	35 16%	48 23% <sup>cg</sup>	32 13%	62 16%	22 19%	45 16%	38 16%	18 12%	41 21%	55 14%	19 17%	9 15%	9 22%	18 24%	28 19%	3 20%	92 16%	57 19%	35 13%	47 18%	8 11%	12 24% <sup>v</sup>	27 20%	3 15%
NET: Worried	280 33%	153 35%	127 31%	74 46% <sup>defh</sup>	94 35%	57 27%	55 27%	101 41% <sup>efh</sup>	124 31%	40 33%	82 29%	82 36%	54 37%	63 32%	130 32% <sup>r</sup>	46 40% <sup>r</sup>	27 46% <sup>mr</sup>	14 33%	24 33%	33 23%	6 35%	178 31%	91 30%	87 32%	89 34%	27 40%	15 30%	47 33%	13 58%
NET: Not worried	520 61%	270 61%	249 60%	77 47%	156 57%	148 69% <sup>cdg</sup>	140 68% <sup>cdg</sup>	125 50%	255 64% <sup>cg</sup>	73 61%	187 66%	137 60%	86 59%	110 56%	256 64% <sup>op</sup>	62 53%	25 43%	18 42%	41 56%	109 75% <sup>mnpq</sup>	10 57%	374 65% <sup>w</sup>	202 67% <sup>xyz</sup>	173 63%	136 53%	33 48%	25 51%	78 56%	10 42%
Don't know	54 6%	17 4%	37 9% <sup>a</sup>	11 7%	23 8%	9 4%	10 5%	23 9%	21 5%	7 6%	15 5%	10 4%	5 4%	24 12% <sup>ijkl</sup>	17 4%	9 7% <sup>r</sup>	6 11% <sup>mr</sup>	10 25% <sup>mnr</sup>	8 11% <sup>r</sup>	2 2%	9 9% <sup>r</sup>	20 4%	8 3%	13 5%	33 13% <sup>t</sup>	9 13% <sup>u</sup>	9 19% <sup>uv</sup>	16 11% <sup>uv</sup>	-
Not applicable	154	52	102 <sup>a</sup>	13	40 <sup>g</sup>	42 <sup>cg</sup>	59 <sup>cdgh</sup>	20	76 <sup>cg</sup>	31	19	40 <sup>i</sup>	17	78 <sup>ijkl</sup>	42	16	8	17 <sup>mno</sup>	47 <sup>mno</sup>	17	7 <sup>mno</sup>	61	42 <sup>v</sup>	20	93 <sup>t</sup>	39 <sup>uvz</sup>	26 <sup>uvz</sup>	27 <sup>v</sup>	-
Mean	2.27	2.26	2.28	2.53 <sup>defh</sup>	2.31 <sup>f</sup>	2.17	2.12	2.44 <sup>efh</sup>	2.25	2.28	2.21	2.33	2.36	2.21	2.28 <sup>r</sup>	2.42 <sup>r</sup>	2.52 <sup>r</sup>	2.21	2.20	2.08	2.26	2.24	2.20	2.29	2.30	2.47	2.25	2.24	2.62
Standard deviation	0.86	0.88	0.84	0.89	0.87	0.79	0.87	0.90	0.83	0.92	0.81	0.91	0.84	0.91	0.82	0.98	0.98	0.96	0.94	0.76	0.92	0.83	0.84	0.82	0.93	0.90	1.07	0.89	0.98
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.06	0.04	0.09	0.05	0.06	0.07	0.07	0.05	0.09	0.12	0.19	0.16	0.06	0.12	0.03	0.05	0.05	0.06	0.13	0.14	0.08	0.28

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 98  
**Q34. How worried are you, if at all, about each of the following?**  
**-Quality of the food I buy**  
**Base: All respondents**

	Gender			Age							Social Grade					Working Status						Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Base (exl NA for %)	1005	489	516	174	312	256	263	268	474	150	300	269	161	275	442	133	66*	58*	120*	161	24*	631	340	290	351	108*	75*	168	23**
Very worried (4)	91 9%	44 9%	48 9%	31 18%efh	36 11%ef	14 6%	10 4%	38 14%ef	43 9%ef	9 6%	17 6%	32 12%i	15 9%	27 10%	44 10%	17 13%qr	8 13%qr	8 14%q	3 3%	9 5%	2 9%	49 8%	25 7%	24 8%	42 12%	13 12%	13 17%uv	16 10%	1 4%
Fairly worried (3)	263 26%	105 21%	158 31%a	48 28%	89 29%	70 27%	55 21%	77 29%	130 27%	43 29%	79 26%	63 23%	54 33%j	67 24%	124 28%r	40 30%r	18 28%r	12 20%	37 31%r	24 15%	8 33%r	152 24%	76 22%	75 26%	99 28%	29 27%	15 20%	55 33%u	12 50%
Not very worried (2)	444 44%	224 46%	221 43%	63 36%	126 40%	115 45%	141 53%cdgh	97 36%	206 44%	64 43%	138 46%	122 46%	68 42%	116 42%	195 44%	47 35%	21 32%	26 44%	58 48%	88 55%mnos	9 38%	298 47%w	158 46%	140 48%	139 40%	44 41%	29 39%	65 39%	8 35%
Not at all worried (1)	172 17%	108 22%b	64 12%	21 12%	44 14%	54 21%cd	53 20%	38 14%	81 17%	31 21%	53 18%	47 18%	21 13%	50 18%	69 16%	22 16%	12 18%	8 13%	20 16%	38 24%m	3 13%	120 19%	77 23%vz	43 15%	49 14%	16 15%	12 15%	22 13%	2 11%
NET: Worried	354 35%	148 30%	206 40%a	79 46%ef	125 40%f	85 33%	116 25%	173 43%ef	173 37%f	52 35%	97 32%	95 35%	69 43%	94 34%	168 38%r	57 43%r	27 41%r	20 34%	40 33%	33 20%	10 42%r	200 32%	101 30%	99 34%	141 40%t	42 39%	28 37%	71 43%u	13 55%
NET: Not worried	616 61%	331 68%b	285 55%	84 48%	169 54%	169 66%cdg	193 73%cdgh	135 50%	288 61%cg	95 63%	191 64%	170 63%	89 55%	166 60%	264 60%	69 52%	33 50%	33 57%	77 64%	127 79%mnop	12 51%	418 66%w	235 69%xyz	183 63%z	188 54%	60 55%	41 54%	87 52%	11 45%
Don't know	34 3%	9 2%	25 5%a	10 6%ef	17 6%ef	2 1%	4 2%	17 6%efh	13 3%	2 2%	12 4%	4 1%	3 2%	15 5%j	10 2%	7 6%r	6 9%mr	6 10%mr	3 3%	1 1%	2 7%mr	13 2%	4 1%	9 3%	22 6%t	6 5%u	6 8%uv	9 6%u	-
Not applicable	3	3	-	2	1	-	-	2	1	-	1	-	2	-	3	-	-	-	-	-	-	3	1	2	-	-	-	-	-
Mean	2.28	2.18	2.39a	2.54efh	2.40ef	2.18	2.09	2.46efh	2.29f	2.21	2.30	2.40i	2.27	2.33r	2.42r	2.39r	2.38r	2.20	2.02	2.40r	2.21	2.15	2.28	2.41t	2.39	2.42u	2.41u	2.48	
Standard deviation	0.86	0.88	0.83	0.95	0.88	0.83	0.75	0.93	0.86	0.84	0.81	0.90	0.84	0.89	0.87	0.93	0.97	0.92	0.74	0.78	0.86	0.84	0.82	0.89	0.90	0.98	0.85	0.75	
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.06	0.05	0.08	0.11	0.14	0.10	0.05	0.10	0.03	0.05	0.05	0.10	0.10	0.07	0.22	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 99  
**Q34. How worried are you, if at all, about each of the following?**  
**-The efficiency of public transport**  
Base: All respondents

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Pri-vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cill (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	744	368	376	122	220	189	213	190	341	106	243	221	111	169	283	108	60	28	48	170	47	500	266	234	237	58	71	108	7
Weighted base	752	370	381	116	232	195	209	189	353	104*	235	206	126*	184	342	93*	47*	35**	92*	130	14*	501	269	232	240	67*	56*	117*	11**
Base (exl NA for %)	688	340	348	109*	213	179	187	176	325	93*	223	190	114*	160	318	83*	42*	34**	80*	118	11*	466	251	215	211	58*	49*	103*	11**
Very worried (4)	85 12%	45 13%	40 12%	19 17%	24 11%	21 12%	21 11%	27 15%	37 11%	12 13%	17 8%	29 15% <i>i</i>	11 10%	28 17% <i>i</i>	38 12%	11 14%	6 13%	7 21%	10 12%	12 10%	1 7%	52 11%	28 11%	24 11%	32 15%	8 14%	9 18%	15 14%	1 9%
Fairly worried (3)	203 29%	114 34% <i>b</i>	89 25%	36 33%	62 29%	55 31%	50 27%	51 29%	102 31%	27 29%	88 39% <i>kl</i>	57 30%	23 20%	35 22%	102 32% <i>n</i>	14 17%	14 33% <i>n</i>	10 30%	24 30%	35 30% <i>n</i>	4 33%	148 32%	84 33%	64 30%	50 24%	17 29%	11 21%	23 22%	5 45%
Not very worried (2)	282 41%	123 36%	160 46% <i>a</i>	36 33%	90 42%	76 42%	81 43%	62 35%	139 43%	36 38%	77 35%	79 42%	63 56% <i>ijl</i>	63 39%	130 41%	37 45%	15 36%	11 31%	32 40%	53 45%	4 34%	195 42%	109 43%	87 40%	82 39%	22 38%	18 36%	43 41%	5 46%
Not at all worried (1)	82 12%	51 15% <i>b</i>	31 9%	8 8%	19 9%	24 13%	30 16%	16 9%	36 11%	17 18%	28 12%	21 11%	12 10%	22 14%	39 12%	11 13%	2 4%	-	12 15%	16 14%	2 22% <i>o</i>	54 12%	28 11%	27 12%	28 13%	9 15%	7 13%	13 12%	-
NET: Worried	288 42%	159 47% <i>b</i>	129 37%	54 50%	86 41%	76 42%	71 38%	78 44%	139 43%	39 42%	105 47% <i>k</i>	86 45% <i>k</i>	35 30%	63 39%	139 44% <i>n</i>	26 31%	20 46%	17 51%	34 42%	47 40%	5 41%	200 43%	112 45%	88 41%	25 39%	20 43%	38 40%	6 37%	6 54%
NET: Not worried	364 53%	174 51%	191 55%	44 41%	109 51%	100 56% <i>c</i>	111 60% <i>c</i>	78 44%	175 54% <i>c</i>	53 57%	105 47%	100 52%	75 66% <i>ijl</i>	85 53%	169 53%	48 58%	17 41%	11 31%	44 54%	69 59% <i>o</i>	6 55%	249 54%	136 54%	113 53%	110 52%	30 52%	24 49%	55 53%	5 46%
Don't know	36 5%	7 2%	28 8% <i>a</i>	10 9% <i>efh</i>	18 8% <i>efh</i>	4 2%	4 2%	20 11% <i>efh</i>	11 4%	1 1%	14 6%	5 3%	4 4%	13 8% <i>j</i>	9 3%	9 11% <i>m</i>	6 14% <i>m</i>	6 18%	3 4%	2 1%	*	17 4%	3 1%	14 6% <i>u</i>	19 9% <i>t</i>	3 5%	5 11% <i>u</i>	10 10% <i>u</i>	-
Not applicable	64	31	34	7	19	16	22	14	28	11	12	16	12	24i	4	10	4	1	12	11	2mr	35	18	17	29t	9	7	14	-
Mean	2.45	2.46	2.43	2.66ef	2.47	2.41	2.34	2.57f	2.45	2.37	2.45	2.51	2.32	2.46	2.45	2.36	2.63	2.88	2.41	2.37	2.27	2.44	2.45	2.43	2.45	2.44	2.50	2.43	2.63
Standard deviation	0.87	0.91	0.83	0.89	0.83	0.87	0.89	0.89	0.84	0.94	0.82	0.89	0.80	0.96	0.86	0.92	0.81	0.80	0.90	0.85	0.94	0.85	0.83	0.87	0.93	0.93	0.99	0.92	0.67
Standard error	0.03	0.05	0.05	0.09	0.06	0.07	0.06	0.07	0.05	0.10	0.06	0.06	0.08	0.08	0.05	0.10	0.12	0.17	0.14	0.07	0.15	0.04	0.05	0.06	0.07	0.13	0.13	0.10	0.25

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 100  
**Q.C1 Thinking about the price of goods / services over the last 12 months? Do you think they have?**  
 Base: All respondents

	Gender			Age							Social Grade					Working Status							Tenure						
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Increased	787	395	391	122	233	207	225	179	383	123	243	223	129	192	327	108	52	40	95	147	18	508	288	220	262	76	50	136	17
	78%	80%	76%	69%	74%	81%cg	85%cdg	66%	81%cg	82%	80%kl	83%kl	79%	70%	74%	81%	79%	68%	79%	91%mnop	73%	80%	84%vxy	75%	75%	70%	66%	81%y	71%
Increased a lot	184	80	104	25	67	53	38	41	105	38	37	60	33	53	84	26	11	20	20	19	4	106	51	54	72	21	11	40	6
	18%	16%	20%	14%	21%	21%	14%	15%	22%fg	26%	12%	22%il	21%il	19%	19%r	20%	16%	35%moqr	17%	12%	15%	17%	15%	19%	21%	19%	14%	24%u	27%
Increased a little	603	315	288	96	166	154	187	138	278	85	205	163	95	138	243	82	42	19	75	128	14	403	237	166	190	55	39	96	10
	60%	64%b	56%	55%	53%	60%	71%cdg	51%	59%	57%	68%kl	61%kl	59%	50%	55%p	62%p	63%p	33%	62%p	80%mnop	58%p	64%w	69%vxyz	57%	54%	51%	52%	57%	44%
Stayed the same	157	75	81	37	56	39	24	64	69	22	45	32	26	54	88	16	10	12	16	9	5	99	45	54	54	14	16	24	3
	16%	15%	16%	21%f	18%f	15%	9%	24%efh	14%	15%	15%	12%	16%	19%j	20%r	12%r	15%r	21%r	13%	5%	20%r	16%	13%	19%	15%	13%	22%	14%	13%
Decreased a little	15	7	7	5	2	3	4	6	4	3	3	1	1	10	6	1	1	2	4	-	*	4	-	4	11	8	1	2	-
	1%	2%	1%	3%	1%	1%	2%	2%	1%	2%	1%	*	1%	4%j	1%	1%	1%	3%r	4%	-	1%	1%	-	1%	3%t	7%uvz	1%	1%	-
Decreased a lot	3	-	3	-	2	1	*	-	3	-	*	-	1	2	1	-	1	1	-	*	-	1	-	1	2	1	1	-	-
	*	-	1%	-	1%	*	*	-	1%	-	*	-	1%	1%	*	-	1%	2%	-	*	-	*	-	1%	1%	1%u	-	-	-
NET: Decreased	18	7	11	5	4	4	5	6	7	3	4	1	2	11	7	1	1	3	4	*	*	5	-	5	13	9	2	2	-
	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	1%	*	1%	4%j	2%	1%	2%	5%r	4%	*	1%	1%	-	2%u	4%t	8%uvz	2%u	1%	-
Don't know	47	14	33	12	20	6	10	21	16	1	11	13	5	18	22	7	3	3	5	5	1	22	9	13	22	9	7	6	4
	5%	3%	6%a	7%e	6%e	2%	4%	8%eh	3%	1%	4%	5%	3%	7%	5%	5%	4%	6%	4%	3%	6%	3%	3%	4%	6%	8%u	9%u	3%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Consumer Wellbeing Tracker 2018 (Including Boosters) - North East**  
**ONLINE Fieldwork : January to December 2018**

Table 101  
**Q.C2 Do you think each of the following will increase, decrease or stay the same over the coming year?**

**SUMMARY TABLE**  
**Base: All respondents**

	Prices of goods and services (a)	Unemployment (b)
Unweighted base	1008	1008
Weighted base	1008	1008
NET: Increase	803 80% <sup>ab</sup>	531 53%
Increase a lot	180 18%	175 17%
Increase a little	623 62% <sup>ab</sup>	356 35%
Stay the same	132 13%	282 28% <sup>aa</sup>
Decrease a little	12 1%	86 9% <sup>aa</sup>
Decrease a lot	4 *	7 1%
NET: Decrease	17 2%	93 9% <sup>aa</sup>
Don't know	56 6%	103 10% <sup>aa</sup>

**Proportions/Mean: All Columns Tested (5% risk level)**  
**Overlap formulae used.**



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 102  
**Q.C2 Do you think each of the following will increase, decrease or stay the same over the coming year?**  
**Prices of goods and services**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Increase	803	412	391	123	233	215	232	190	381	130	251	221	116	214	337	105	49	42	104	146	19	518	297	221	269	81	54	134	16
	80%	84%b	76%	70%	74%	84%cdg	88%cdgh	70%	80%cg	87%	83%k	82%k	72%	78%	76%	79%	74%	72%	86%	91%mnop	80%	82%	87%vxy	76%	77%	75%	72%	80%	70%
Increase a lot	180	80	100	26	64	48	42	43	94	30	41	55	24	60	76	25	14	14	21	26	3	98	48	49	78	21	10	47	4
	18%	16%	19%	15%	20%	19%	16%	16%	20%	20%	14%	21%i	15%	22%i	17%	19%	21%	25%	18%	16%	14%	15%	14%	17%	22%t	19%	14%	28%uvy	19%
Increase a little	623	332	291	97	168	167	191	146	286	100	210	166	93	154	261	80	34	28	83	121	16	420	248	172	191	60	43	87	12
	62%	67%b	56%	55%	54%	65%dg	72%cdgh	54%	60%	67%	70%kl	62%	57%	56%	59%	60%	52%	47%	69%p	75%mnop	66%	66%w	73%vxyz	59%	54%	56%	58%	52%	51%
Stay the same	132	64	69	28	52	32	20	43	69	16	34	33	30	35	81	12	9	7	11	9	2	86	35	51	46	16	8	21	-
	13%	13%	13%	16%f	17%f	13%	8%	16%f	14%f	11%	11%	12%	18%	13%	18%nr	9%	13%r	13%	9%	6%	9%	14%	10%	18%u	13%	15%	11%	13%	-
Decrease a little	12	3	10	8	2	-	2	11	-	1	4	*	3	5	4	5	1	3	-	*	*	6	-	6	4	1	1	3	2
	1%	1%	2%	5%defh	1%	-	1%	4%defh	-	1%	1%	*	2%	2%	1%	3%mr	2%	4%mr	-	*	1%	1%	-	2%u	1%	1%	2%u	10%	
Decrease a lot	4	1	3	1	2	1	-	1	3	-	1	-	1	2	2	1	1	1	-	-	-	1	-	1	3	2	1	-	-
	*	*	1%	*	1%	*	-	*	1%	-	*	-	1%	1%	*	*	1%	2%	-	-	-	*	-	*	1%	2%u	1%u	-	-
NET: Decrease	17	4	13	9	4	1	2	12	3	1	5	*	4	7	6	5	2	4	-	*	*	7	-	7	8	3	2	3	2
	2%	1%	3%a	5%defh	1%	*	1%	4%efh	1%	1%	2%	*	3%j	3%j	1%	4%r	2%	6%mqr	-	*	1%	1%	-	2%u	2%	3%u	3%u	2%u	10%
Don't know	56	14	43	15	24	8	9	24	23	2	11	14	12	19	21	10	7	5	5	5	2	23	10	13	29	8	11	10	5
	6%	3%	8%a	9%ef	8%e	3%	3%	9%efh	5%	1%	4%	5%	7%	7%	5%	8%	11%r	9%	4%	3%	10%r	4%	3%	5%	8%t	7%	15%uvz	6%	20%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 103  
**Q.C2 Do you think each of the following will increase, decrease or stay the same over the coming year?**  
**Unemployment**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owning out-right (v)	Owning with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Increase	531	244	287	95	170	151	115	142	275	81	156	152	73	150	231	76	36	40	52	82	14	323	165	158	191	66	36	90	16
	53%	50%	56%	54%	54% <sup>f</sup>	59% <sup>f</sup>	44%	52%	58% <sup>f</sup>	54%	52%	57% <sup>k</sup>	45%	55%	52%	57%	55%	69% <sup>mqr</sup>	43%	51%	59%	51%	48%	54%	55%	61%	48%	53%	70%
Increase a lot	175	71	104	36	61	43	35	54	86	26	33	51	27	64	66	30	14	22	21	17	4	93	49	44	75	19	16	40	7
	17%	14%	20% <sup>a</sup>	20%	20%	17%	13%	20%	18%	17%	11%	19% <sup>i</sup>	17%	23% <sup>i</sup>	15%	22% <sup>r</sup>	22% <sup>r</sup>	38% <sup>mqr</sup>	18%	11%	16%	15%	14%	15%	21% <sup>t</sup>	18%	21%	24% <sup>uv</sup>	29%
Increase a little	356	173	183	59	108	108	80	88	188	55	123	101	45	87	165	46	22	18	30	65	10	230	116	114	116	47	20	49	9
	35%	35%	36%	34%	35%	42% <sup>fg</sup>	30%	32%	40% <sup>f</sup>	37%	41% <sup>k</sup>	38%	28%	32%	37%	34%	33%	31%	25%	40% <sup>q</sup>	42% <sup>q</sup>	36%	34%	39%	33%	43% <sup>y</sup>	27%	30%	41%
Stay the same	282	159	123	47	84	64	86	71	125	43	82	71	55	73	138	30	11	15	43	42	3	195	112	83	83	25	15	43	4
	28%	32% <sup>b</sup>	24%	27%	27%	25%	33%	26%	26%	29%	27%	26%	34%	27%	31% <sup>os</sup>	23%	16%	25%	36% <sup>os</sup>	26% <sup>s</sup>	13%	31% <sup>w</sup>	33% <sup>y</sup>	28%	24%	23%	21%	26%	15%
Decrease a little	86	51	35	18	19	16	33	29	24	14	33	22	11	19	36	9	8	10	22	1	57	31	25	27	11	3	12	2	
	9%	10%	7%	10% <sup>h</sup>	6%	6%	12% <sup>deh</sup>	11% <sup>h</sup>	5%	10%	11%	8%	7%	7%	8%	7%	12% <sup>p</sup>	-	9%	13% <sup>p</sup>	4%	9%	9%	8%	11%	4%	7%	7%	11%
Decrease a lot	7	2	4	-	3	1	2	1	4	-	-	-	1	5	1	2	-	1	2	-	3	2	1	4	2	1	-	-	
	1%	*	1%	-	1%	1%	1%	*	1%	-	-	-	1%	2% <sup>i</sup>	*	1%	-	2%	2%	-	1%	2%	1%	4%	2%	1%	-	-	
NET: Decrease	93	53	39	18	22	17	35	30	28	14	33	22	13	24	38	11	8	1	12	22	1	60	34	26	30	14	4	12	2
	9%	11%	8%	10%	7%	7%	13% <sup>deh</sup>	11% <sup>h</sup>	6%	10%	11%	8%	8%	9%	8%	8%	12% <sup>p</sup>	2%	10%	13% <sup>p</sup>	5%	9%	10%	9%	9%	13%	6%	7%	11%
Don't know	103	36	67	15	37	24	28	28	48	11	31	24	22	27	38	17	12	2	13	15	5	56	31	25	46	4	19	23	1
	10%	7%	13% <sup>a</sup>	8%	12%	9%	10%	10%	10%	8%	10%	9%	13%	10%	9%	13%	18% <sup>mp</sup>	4%	11%	10%	22% <sup>mpr</sup>	9%	9%	8%	13%	3%	26% <sup>uvwx</sup>	14% <sup>x</sup>	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 104

**Q.C3 Do you think now is a good time or a bad time for people to make major household purchases (such as furniture, electrical devices etc)?**

Base: All respondents

	Gender		Age							Social Grade					Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Now is a good time	148 15%	90 18% <sup>b</sup>	58 11%	24 14%	49 16%	37 14%	38 14%	41 15%	69 15%	18 12%	55 18%	40 15%	17 10%	35 13%	71 16%	16 12%	10 15%	8 14%	21 17%	20 13%	2 8%	93 15%	46 13%	47 16%	51 15%	20 19%	7 10%	24 14%	4 15%
It is neither a good time nor a bad time	627 62%	303 62%	324 63%	103 59%	168 54%	178 70% <sup>cdg</sup>	178 68% <sup>dg</sup>	146 54%	303 64% <sup>dg</sup>	107 72%	181 60%	171 64%	105 65%	171 62%	269 60%	89 67% <sup>oop</sup>	35 52%	28 48%	75 62%	116 72% <sup>mop</sup>	15 61%	420 66% <sup>w</sup>	244 71% <sup>vyz</sup>	175 60%	190 54%	65 60%	36 49%	89 53%	17 76%
Now is a bad time	100 10%	50 10%	49 10%	21 12%	42 14% <sup>ef</sup>	18 7%	19 7%	37 14% <sup>ef</sup>	45 9%	11 8%	32 11%	28 10%	15 9%	25 9%	47 11%	10 8%	13 20% <sup>mnr</sup>	9 16%	8 7%	10 6%	2 9%	60 9%	21 6%	39 13% <sup>u</sup>	38 11%	8 8%	10 13%	20 12% <sup>u</sup>	2 7%
Don't know	133 13%	49 10%	84 16% <sup>a</sup>	27 16%	54 17% <sup>e</sup>	23 9%	29 11%	46 17% <sup>e</sup>	58 12%	13 9%	34 11%	30 11%	26 16%	44 16%	58 13%	17 13%	9 13%	13 23% <sup>r</sup>	16 14%	14 9%	5 22% <sup>r</sup>	62 10%	31 9%	30 10%	71 20% <sup>t</sup>	15 14%	21 29% <sup>uvx</sup>	35 21% <sup>uv</sup>	* 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 105  
**Q.C4 In the next 12 months, do you think you will save more money, less money or about the same as you are at the moment?**  
 Base: All respondents

	Gender		Age							Social Grade					Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
More money	160 16%	72 15%	88 17%	64 37% <i>defh</i>	56 18% <i>ef</i>	25 10%	15 6%	86 32% <i>defh</i>	59 12% <i>f</i>	17 11%	56 19% <i>l</i>	56 21% <i>l</i>	21 13%	27 10%	108 24% <i>pqrs</i>	21 16% <i>qr</i>	13 19% <i>qrs</i>	4 8%	4 3%	8 5%	2 6%	101 16%	33 10%	68 23% <i>ux</i>	50 14%	11 10%	10 14%	29 17% <i>u</i>	9 40%
About the same	538 53%	273 56%	264 51%	76 43%	135 43%	150 58% <i>cdg</i>	177 67% <i>cdgh</i>	115 42%	246 52% <i>dg</i>	84 56%	167 55%	132 49%	84 51%	156 57%	220 50% <i>p</i>	64 48%	31 47%	19 33%	87 72% <i>mnop</i>	103 64% <i>mnop</i>	12 49%	352 55%	213 62% <i>vyz</i>	139 47%	177 51%	59 54%	34 45%	84 50%	9 37%
Less money	253 25%	118 24%	135 26%	25 14%	95 30% <i>cg</i>	70 28% <i>cg</i>	63 24% <i>c</i>	47 17%	143 30% <i>cg</i>	42 28%	67 22%	73 27%	46 28%	66 24%	94 21%	41 31% <i>m</i>	16 25%	25 43% <i>mqr</i>	27 22%	43 27%	7 29%	159 25%	86 25%	73 25%	89 25%	34 32%	21 28%	34 20%	5 23%
Don't know	58 6%	29 6%	29 6%	11 6%	28 9% <i>f</i>	11 4%	8 3%	22 8% <i>f</i>	27 6%	7 5%	12 4%	8 3%	11 7%	26 10% <i>ij</i>	23 5%	7 5%	6 9%	10 17% <i>mnqr</i>	3 2%	6 4%	4 16% <i>mnqr</i>	23 4%	10 3%	13 4%	35 10% <i>t</i>	4 4%	10 14% <i>uvx</i>	21 13% <i>uvx</i>	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 106  
**Gender**  
 Base: All respondents

	Gender			Age							Social Grade					Working Status						Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Male	492	492	-	64	157	129	142	108	242	79	181	120	74	116	247	34	30	28	43	108	3	332	185	147	154	55	31	69	5
	49%	100% <sup>b</sup>	-	37%	50% <sup>cg</sup>	50% <sup>cg</sup>	54% <sup>cg</sup>	40%	51% <sup>cg</sup>	53%	60% <sup>ijkl</sup>	45%	46%	42%	56% <sup>nqs</sup>	25%	46% <sup>ns</sup>	47% <sup>ns</sup>	35% <sup>s</sup>	67% <sup>mnpq</sup>	14%	52% <sup>w</sup>	54% <sup>yz</sup>	50%	44%	50%	41%	41%	23%
Female	516	-	516	111	156	127	122	161	233	71	120	148	88	159	198	99	36	31	78	53	21	302	157	145	196	54	44	99	18
	51%	-	100% <sup>a</sup>	63% <sup>deth</sup>	50%	50%	46%	60% <sup>deth</sup>	49%	47%	40%	55% <sup>i</sup>	54% <sup>i</sup>	58% <sup>i</sup>	44% <sup>r</sup>	75% <sup>mopr</sup>	54% <sup>r</sup>	53% <sup>r</sup>	65% <sup>mr</sup>	33%	86% <sup>mopq</sup>	48%	46%	50%	56% <sup>t</sup>	50%	59% <sup>u</sup>	59% <sup>u</sup>	77%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 107  
Age  
Base: All respondents

	Gender			Age							Social Grade				Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
18-24	104	32	72	104	-	-	-	104	-	-	32	39	9	23	45	13	38	7	-	-	1	47	22	25	39	4	5	30	17
	10%	7%	14%a	59%defgh	-	-	-	38%defh	-	-	11%	15%k	6%	9%	10%lqr	10%qr	57%mnopqrs	12%qr	-	-	3%qr	7%	6%	9%	11%	4%	7%	18%uvxy	75%
25-34	166	76	90	72	94	-	-	166	-	-	46	47	29	44	105	30	12	14	-	-	5	91	14	77	74	18	13	43	2
	16%	15%	17%	41%defh	30%efh	-	-	62%cdefh	-	-	15%	18%	18%	16%	24%qr	22%qr	18%qr	25%qr	-	-	20%qr	14%	4%	26%u	21%t	17%u	17%u	25%u	7%
35-44	136	70	66	-	136	-	-	-	136	-	42	32	31	31	91	20	3	16	-	1	5	74	11	62	59	22	9	27	4
	14%	14%	13%	-	43%cefg	-	-	-	29%cefg	-	14%	12%	19%l	11%	20%oqr	15%oqr	4%	27%oqr	-	1%	21%oqr	12%	3%	21%u	17%	21%u	12%u	16%u	17%
45-54	177	88	89	-	83	94	-	-	177	-	50	54	28	45	129	22	6	10	3	2	5	127	51	76	50	9	14	27	-
	18%	18%	17%	-	26%cfg	37%cdfg	-	-	37%cdfg	-	17%	20%	17%	16%	29%noqr	16%qr	9%r	17%qr	2%	1%	22%oqr	20%	15%	26%luxz	14%	8%	19%	16%	-
55-64	162	85	77	-	-	162	-	-	162	127	52	41	28	41	65	37	8	10	6	28	8	114	81	33	48	21	10	17	*
	16%	17%	15%	-	-	63%cdfgh	-	-	34%cdfg	85%	17%	15%	17%	15%	15%	28%moqr	12%	17%	5%	17%qr	33%mnopqr	18%	24%vz	11%	14%	19%	14%	10%	2%
65+	263	142	122	-	-	-	263	-	-	22	79	55	38	91	9	11	-	1	111	129	*	182	163	19	81	34	23	23	-
	26%	29%	24%	-	-	-	100%cdegh	-	-	15%	26%	20%	23%	33%j	2%	9%mo	-	2%	92%mnoprs	80%mnop	2%	29%	48%vxyz	6%	23%	32%vz	31%vz	14%v	-
Average age	49.13	51.00b	47.35	23.98	39.32cg	56.71cdgh	70.20cdegh	26.79cg	50.14cdg	60.31	49.57j	46.46	49.18	51.24j	41.85o	45.42mo	30.28	40.51o	69.39mnop	68.49mnop	46.37mop	51.33wyz	59.09vxyz	42.24	46.72	51.28vz	50.44vz	42.13	25.62

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 108  
Social Grade  
Base: All respondents

	Gender		Age							Social Grade				Working Status							Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
AB	302	181	120	48	101	74	79	78	144	39	302	-	-	-	159	29	14	2	7	86	4	252	127	125	44	7	7	29	7
	30%	37% <sup>ab</sup>	23%	27%	32%	29%	30%	29%	30%	26%	100% <sup>ijkl</sup>	-	-	-	36% <sup>mnpq</sup>	22% <sup>ppq</sup>	21% <sup>pqr</sup>	4%	6%	54% <sup>mnpqr</sup>	18% <sup>pqr</sup>	40% <sup>vw</sup>	37% <sup>xyz</sup>	43% <sup>xyz</sup>	12%	7%	10%	17% <sup>xy</sup>	29%
C1	269	120	148	68	72	74	55	87	127	40	-	269	-	-	148	39	21	3	16	39	1	161	83	78	101	28	16	57	7
	27%	24%	29%	38% <sup>dfh</sup>	23%	29%	21%	32% <sup>df</sup>	27%	27%	-	100% <sup>kl</sup>	-	-	33% <sup>pqrs</sup>	30% <sup>pqs</sup>	32% <sup>pqs</sup>	6%	13%	25% <sup>ps</sup>	5%	25%	24%	27%	29%	26%	22%	34% <sup>u</sup>	29%
C2	162	74	88	23	58	44	38	38	87	29	-	-	162	-	76	28	7	7	10	28	6	121	67	54	38	8	10	20	4
	16%	15%	17%	13%	18%	17%	14%	14%	18%	20%	-	-	100% <sup>ijl</sup>	-	17%	21% <sup>oq</sup>	10%	12%	8%	17%	26% <sup>oq</sup>	19% <sup>w</sup>	20% <sup>x</sup>	19% <sup>x</sup>	11%	7%	14%	12%	17%
DE	275	116	159	37	83	63	91	67	116	41	-	-	-	275	62	36	24	46	87	7	12	101	66	35	168	65	41	62	6
	27%	24%	31% <sup>a</sup>	21%	26%	25%	35% <sup>cegh</sup>	25%	24%	27%	-	-	-	100% <sup>ijk</sup>	14% <sup>r</sup>	27% <sup>mr</sup>	37% <sup>mr</sup>	78% <sup>mnr</sup>	72% <sup>mnr</sup>	5%	50% <sup>mnr</sup>	16%	19% <sup>v</sup>	12%	48% <sup>t</sup>	60% <sup>uvz</sup>	55% <sup>uvz</sup>	37% <sup>uvz</sup>	25%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 109  
**GO Region**  
 Base: All respondents

	Gender			Age						Social Grade					Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North East	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66	58	120	161	24	634	342	292	351	108	75	168	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South East	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 110  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age						Social Grade					Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Yes	607 60%	305 62%	302 59%	130 74% <sup>defh</sup>	188 60%	153 60%	136 52%	186 69% <sup>defh</sup>	285 60%	89 59%	237 78% <sup>ijkl</sup>	178 66% <sup>kl</sup>	99 61% <sup>l</sup>	94 34%	307 69% <sup>pqs</sup>	90 68% <sup>pqs</sup>	39 59% <sup>pqs</sup>	17 29%	36 30%	109 68% <sup>pqs</sup>	9 35%	430 68% <sup>w</sup>	223 65% <sup>xy</sup>	207 71% <sup>xyz</sup>	160 45%	37 34%	28 37%	95 56% <sup>xy</sup>	18 77%
No	401 40%	187 38%	213 41%	45 26%	125 40% <sup>cg</sup>	104 40% <sup>cg</sup>	127 48% <sup>cg</sup>	83 31%	190 40% <sup>cg</sup>	61 41%	65 22%	91 34% <sup>il</sup>	64 39% <sup>il</sup>	181 66% <sup>ijkl</sup>	138 31%	43 32%	27 41%	41 71% <sup>mno</sup>	84 70% <sup>mno</sup>	52 32%	16 65% <sup>mno</sup>	204 32%	119 35%	85 29%	191 55% <sup>t</sup>	71 66% <sup>uvz</sup>	47 63% <sup>uvz</sup>	73 44% <sup>v</sup>	5 23%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 111  
**Tenure**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status						Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned outright (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
NET: Homeowners	634	332	302	87	182	183	182	138	314	102	252	161	121	101	313	77	21	15	55	144	9	634	342	292	-	-	-	-	-	
	63%	68%b	59%	50%	58%	71%cdg	69%cdg	51%	66%cdg	68%	83%ijkl	60%kl	75%jkl	37%	70%mnopq	58%opqs	31%	26%	46%	89%mnop36%qs	100%w	100%xyz	100%xyz	-	-	-	-	-	-	
Owned outright - without mortgage	342	185	157	29	34	115	163	36	143	67	127	83	67	66	91	47	8	8	48	134	5	342	342	-	-	-	-	-	-	
	34%	38%b	30%	17%	11%	45%cdgh	62%cdg	13%	30%cdg	45%	42%jkl	31%	41%kl	24%	21%	35%mp	12%	13%	40%mp	83%mnop23%qs	54%w	100%xyz	-	-	-	-	-	-	-	
Owned with a mortgage or loan	292	147	145	58	148	68	19	102	171	35	125	78	54	35	222	30	13	8	7	9	3	292	-	292	-	-	-	-	-	
	29%	30%	28%	33%fh	47%cefg	26%fh	7%	38%ef	36%ef	23%	41%jkl	29%kl	33%kl	13%	50%nopq	23%qrs	19%qr	13%	6%	6%	13%r	46%w	-	100%xyz	-	-	-	-	-	
NET: Renters	351	154	196	70	127	73	81	113	156	47	44	101	38	168	126	46	40	43	65	17	14	-	-	-	351	108	75	168	-	
	35%	31%	38%	40%e	41%ef	28%	31%	42%efh	33%	32%	14%	38%ikl	23%kl	61%ijkl	28%r	34%r	60%mnr	74%mnr	54%mnr	11%	58%mnr	-	-	-	100%t	100%uv	100%uv	100%uv	-	
Rented from the council	108	55	54	15	34	25	34	22	52	20	7	28	8	65	36	12	8	12	31	3	6	-	-	-	108	108	-	-	-	
	11%	11%	10%	9%	11%	10%	13%	8%	11%	14%	2%	10%i	5%	24%jkl	8%r	9%r	12%r	20%mr	26%mnr	2%	25%mnr	-	-	-	31%t	100%uvyz	-	-	-	
Rented from a housing association	75	31	44	12	25	15	23	18	33	9	7	16	10	41	23	6	11	7	21	5	3	-	-	-	75	-	75	-	-	
	7%	6%	9%	7%	8%	6%	9%	7%	7%	6%	2%	6%i	6%	15%ijkl	5%	4%	16%mnr	13%r	17%mnr	3%	13%mnr	-	-	-	21%t	-	100%uvxz	-	-	
Rented from someone else	168	69	99	43	68	33	23	73	72	18	29	57	20	62	68	28	21	24	13	9	5	-	-	-	168	-	-	168	-	
	17%	14%	19%	24%efh	22%efh	13%	9%	27%efh	15%fh	12%	9%	21%ikl	12%	23%ikl	15%r	21%r	32%mnrs	41%mnqr	11%	6%	20%r	-	-	-	48%t	-	-	100%uvxy	-	
Rent free	23	5	18	19	4	*	-	19	4	*	7	7	4	6	6	10	6	-	-	-	1	-	-	-	-	-	-	-	23	
	2%	1%	3%a	11%defh	1%	*	-	7%defh	1%	*	2%	3%	2%	2%	1%	8%mq	9%mpqr	-	-	-	6%mpqr	-	-	-	-	-	-	-	-	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 112  
**What is the highest educational level that you have achieved to date?**  
 Base: All respondents

	Gender			Age							Social Grade				Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
No formal education	10 1%	3 1%	6 1%	-	7 2%	2 1%	1 *	1 *	8 2%	*	-	1 *	-	8 3% <sub>ai</sub>	1 *	2 1%	1 2%	4 7% <sub>mnr</sub>	1 1%	*	*	3 1%	2 *	1 *	7 2%	2 2%	4 5% <sub>uvz</sub>	1 1%	-
Primary	5 *	4 1%	1 *	1 1%	2 1%	-	2 1%	1 *	2 *	-	-	1 *	2 1%	2 1%	2 *	-	1 2%	-	2 1%	-	-	4 1%	4 1%	-	1 *	1 1%	-	-	-
Secondary school, high school, NVQ levels 1 to 3, etc.	600 60%	269 55%	331 64% <sub>a</sub>	74 42%	185 59% <sub>cg</sub>	168 65% <sub>cg</sub>	174 66% <sub>cg</sub>	125 46%	302 64% <sub>cg</sub>	108 72%	108 36% <sub>kl</sub>	149 56% <sub>ij</sub>	119 73% <sub>ij</sub>	224 81% <sub>ij</sub>	234 53%	82 62%	34 51%	50 85% <sub>mnr</sub>	98 82% <sub>mnr</sub>	82 51%	21 87% <sub>mnr</sub>	345 54%	192 56%	153 52%	248 71% <sub>t</sub>	91 84% <sub>uvyz</sub>	51 69% <sub>v</sub>	106 63% <sub>v</sub>	7 31%
University degree or equivalent professional qualification, NVQ level 4, etc.	243 24%	127 26%	117 23%	55 31% <sub>eh</sub>	76 24%	53 21%	60 23%	81 30% <sub>eh</sub>	102 22%	31 20%	109 36% <sub>kl</sub>	79 29% <sub>kl</sub>	25 16%	30 11%	127 28% <sub>pqs</sub>	37 28% <sub>pqs</sub>	12 18%	3 6%	12 10%	51 31% <sub>opqs</sub>	2 10%	169 27% <sub>w</sub>	84 24% <sub>x</sub>	85 29% <sub>x</sub>	67 19%	12 11%	15 19%	41 24% <sub>x</sub>	7 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	124 12%	75 15% <sub>b</sub>	49 10%	29 17% <sub>f</sub>	40 13%	31 12%	25 9%	43 16% <sub>f</sub>	57 12%	10 7%	79 26% <sub>kl</sub>	25 9% <sub>l</sub>	12 7%	8 3%	75 17% <sub>nopqs</sub>	12 9%	2 3%	1 2%	6 5%	28 17% <sub>nopqs</sub>	* 2%	102 16% <sub>w</sub>	53 16% <sub>xyz</sub>	49 17% <sub>xyz</sub>	17 5%	1 1%	3 3%	14 8% <sub>x</sub>	5 21%
Still in full time education	17 2%	9 2%	8 2%	15 8% <sub>defh</sub>	2 1%	-	-	17 6% <sub>defh</sub>	-	-	3 1%	9 4% <sub>l</sub>	3 2%	2 1%	-	1 1%	16 24% <sub>mnpqr</sub>	-	-	-	-	6 1%	2 1%	3 1%	8 2%	-	2 3%	6 4% <sub>u</sub>	3 15%
Don't know	2 *	2 *	-	-	-	2 1%	-	-	2 *	-	-	2 1%	*	2 *	-	-	-	-	-	-	* 1%	2 *	2 1%	-	* *	-	-	* *	-
Prefer not to answer	6 1%	3 1%	3 1%	2 1%	2 1%	1 *	2 1%	2 1%	2 1%	1 1%	2 1%	2 1%	2 1%	1 *	4 1%	-	-	-	1 1%	1 *	-	4 1%	3 1%	1 *	2 1%	2 1%	1 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 113  
**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status							Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Yes - responsible for half or more of the items bought	904	417	487	131	303	240	230	220	454	137	262	239	145	257	408	129	44	52	118	130	24	555	291	265	336	107	70	159	12
	90%	85%	94%a	75%	97%cfg	94%cfg	87%c	81%	96%cfg	91%	87%	89%	89%	94%i	92%or	97%or	67%	89%o	98%opr	81%o	98%or	88%	85%	91%	96%t	98%uv	94%u	95%u	54%
No - not responsible for most of the items bought	104	75	29	45	10	17	33	50	21	13	40	29	18	18	37	4	22	7	3	31	*	79	51	27	15	2	4	9	11
	10%	15%b	6%	25%defh	3%	6%	13%deh	19%deh	4%	9%	13%l	11%	11%	6%	8%	3%	33%mpq	11%q	2%	19%mnqs	2%	12%w	15%xyz	9%x	4%	2%	6%	5%	46%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 114  
**How many cars are there in your household?**  
 Base: All respondents

	Gender			Age							Social Grade				Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
No cars in the household	228 23%	86 17%	142 28%a	38 21%	79 25%	55 22%	56 21%	62 23%	110 23%	42 28%	34 11%	68 25%ik	16 10%	111 40%ijk	78 17%r	31 23%r	19 28%mr	37 63%mn	44 37%mr	14 9%	6 24%r	72 11%	45 13%	27 9%	152 43%t	57 53%uvz	37 49%uvz	58 35%uv	4 16%
NET: Any	780 77%	406 83%b	373 72%	138 79%	234 75%	201 78%	207 79%	208 77%	365 77%	108 72%	268 89%jl	201 75%l	146 90%jl	165 60%	367 83%opq	102 77%p	48 72%p	22 37%	76 63%p	147 91%mnop	18 76%pq	562 89%w	297 87%xyz	265 91%xyz	198 57%	51 47%	38 51%	109 65%xy	19 84%
1	390 39%	216 44%b	174 34%	46 26%	126 40%cg	99 39%cg	119 45%cg	75 28%	196 41%cg	55 37%	118 39%	102 38%	76 47%l	95 35%	174 39%o	42 32%	17 26%	15 26%	47 39%	84 52%mnop	11 44%o	264 42%	148 43%	116 40%	125 36%	35 32%	28 37%	62 37%	1 6%
2	286 28%	140 29%	146 28%	56 32%	83 27%	82 32%	65 25%	87 32%	134 28%	42 28%	110 36%l	75 28%l	62 38%l	40 14%	145 33%pq	46 35%pq	17 25%pq	5 8%	13 11%	53 33%pq	7 29%pq	227 36%w	120 35%xyz	107 37%xyz	52 15%	7 7%	9 12%	35 21%x	7 32%
3+	104 10%	50 10%	54 10%	35 20%defh	24 8%	20 8%	23 9%	46 17%defh	34 7%	11 7%	41 14%k	24 9%	9 6%	30 11%	49 11%r	14 10%	14 20%mp	2 3%	16 13%	10 6%	1 3%	71 11%w	29 9%y	42 14%yz	22 6%	9 9%	1 1%	11 7%	11 47%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 115  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age						Social Grade					Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
White	981	478	503	168	301	249	263	261	457	146	289	259	161	272	429	127	63	57	120	160	24	616	337	279	341	107	73	162	23
	97%	97%	98%	96%	96%	97%	100%	cd	deg	97%	96%	97%	96%	99%	99%	96%	95%	97%	100%	o	100%	mno	100%	97%	99%	v	96%	97%	100%
NET: Non-white	19	10	10	6	9	4	-	7	12	4	10	7	1	2	12	3	3	2	-	-	-	13	2	10	6	-	1	5	-
	2%	2%	2%	4%	3%	2%	-	3%	3%	3%	3%	3%	1%	1%	3%	3%	4%	3%	-	-	-	2%	1%	4%	2%	-	1%	3%	-
Mixed	8	4	4	4	2	2	-	5	3	2	3	4	1	-	4	2	1	-	-	-	5	2	3	3	-	-	3	-	
	1%	1%	1%	2%	1%	1%	-	2%	1%	1%	1%	2%	1%	-	1%	2%	1%	-	-	-	1%	1%	1%	1%	-	-	2%	-	
Asian	7	3	4	3	2	2	-	3	4	2	4	2	-	2	3	1	2	2	-	-	-	3	*	3	4	-	1	3	-
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	3%	-	-	-	1%	*	1%	1%	-	1%	1%	-
Black	1	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-
	*	*	-	-	*	-	-	-	*	-	-	*	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-
Chinese	3	1	2	-	3	-	-	-	3	-	2	1	-	-	3	-	-	-	-	-	-	3	-	3	-	-	-	-	-
	*	*	*	-	1%	-	-	-	1%	-	1%	*	-	-	1%	-	-	-	-	-	-	*	-	1%	-	-	-	-	-
Other ethnic group	1	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-
	*	*	-	-	*	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-
Prefer not to answer	8	5	3	1	4	3	1	2	6	-	4	3	-	2	4	2	1	-	-	1	-	5	3	2	3	2	1	1	-
	1%	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	-	1%	1%	2%	2%	-	-	*	-	1%	1%	1%	1%	1%	1%	*	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 116  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Gender			Age							Social Grade					Working Status							Tenure						
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Christian	531	252	279	47	128	164	192	81	258	106	163	119	95	154	198	73	22	24	90	109	15	354	217	136	173	60	41	72	4
	53%	51%	54%	27%	41%cg	64%cdgh	73%cdgh	30%	54%cdg	70%	54%j	44%	59%j	56%j	44%	55%mo	33%	41%	75%mnop	68%mnop	62%mp	56%	64%vz	47%	49%	56%	55%	43%	17%
NET: Other	22	8	14	6	8	6	1	9	12	6	5	8	1	9	10	5	4	3	1	-	-	10	2	8	13	2	5	5	-
	2%	2%	3%	4%f	3%	3%	*	3%f	3%	4%	2%	3%	*	3%	2%	4%r	6%r	5%r	1%	-	-	2%	1%	3%	4%	2%	7%u	3%u	-
Muslim	4	3	1	1	1	2	-	1	3	2	2	-	-	3	-	1	-	-	-	-	-	3	*	2	1	-	1	-	-
	*	1%	*	1%	*	1%	-	*	1%	1%	1%	1%	-	1%	-	1%	-	-	-	-	-	*	*	1%	*	-	1%	-	-
Hindu	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-
	*	*	-	*	-	-	-	*	-	-	*	-	-	-	-	1%am	-	-	-	-	-	*	-	*	-	-	-	-	-
Jewish	2	1	1	-	-	1	1	-	1	1	-	-	-	2	-	1	-	1	-	-	-	-	-	-	2	-	2	-	-
	*	*	*	-	-	*	*	-	*	1%	-	-	-	1%	-	1%am	-	1%	-	-	-	-	-	-	1%	-	2%uv	-	-
Sikh	3	-	3	1	2	-	-	1	2	-	1	-	-	2	-	1	-	2	-	-	-	-	-	-	3	-	-	3	-
	*	-	*	1%	*	-	-	*	*	-	*	-	-	1%	-	1%	-	3%am	-	-	-	-	-	-	1%	-	-	1%u	-
Buddhist	3	3	1	1	1	1	-	1	2	1	-	3	-	3	1	-	-	-	-	-	-	2	-	2	1	-	-	1	-
	*	1%	*	1%	*	*	-	1%	*	*	-	1%	-	1%	*	-	-	-	-	-	-	*	-	*	*	-	-	1%	-
Other	10	1	9	2	5	3	-	5	5	3	1	3	1	5	4	3	1	1	-	-	-	4	2	3	6	2	2	1	-
	1%	*	2%a	1%	2%	1%	-	2%	1%	2%	*	1%	*	2%	1%	3%r	2%	2%	-	-	-	1%	*	1%	2%	2%	3%u	1%	-
None	436	222	214	119	167	83	67	173	197	38	128	134	63	111	227	53	38	32	26	51	9	258	115	143	161	44	28	89	18
	43%	45%	41%	68%defh	53%eth	32%	25%	64%defh	41%ef	25%	42%	50%	39%	40%	51%nqr	40%q	57%nqrs	55%qr	22%	32%	38%q	41%	34%	49%u	46%	40%	38%	53%uy	76%
Prefer not to say	19	10	8	3	10	3	3	7	8	-	6	8	3	2	11	2	3	-	3	1	-	13	8	5	4	3	-	2	2
	2%	2%	2%	2%	3%	1%	1%	3%	2%	-	2%	3%	2%	1%	2%	1%	4%r	-	2%	*	-	2%	2%	2%	1%	2%	-	1%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 117  
**Which of the following best describes where you live?**  
**Base: All respondents**

	Gender		Age							Social Grade				Working Status							Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Urban	812	392	420	161	245	193	212	241	359	113	222	214	130	246	358	110	53	52	105	115	18	494	264	230	295	98	65	132	23
	81%	80%	81%	92%	78%	75%	81%	89%	75%	75%	73%	80%	80%	89%	81%	80%	90%	87%	87%	72%	74%	78%	77%	79%	84%	90%	87%	79%	100%
Urban - Population over 10,000	356	204	152	76	110	87	82	110	163	63	92	111	55	98	186	37	28	16	32	48	7	218	106	112	130	45	30	56	7
	35%	41%	29%	43%	35%	34%	31%	41%	34%	42%	30%	41%	34%	36%	42%	28%	42%	28%	27%	30%	31%	34%	31%	38%	37%	41%	40%	33%	30%
Town and Fringe	456	188	268	85	135	106	130	131	196	50	130	103	76	148	172	73	25	36	72	68	10	275	158	117	164	53	35	76	16
	45%	38%	52%	49%	43%	41%	49%	48%	41%	33%	43%	38%	47%	54%	39%	55%	38%	62%	60%	42%	43%	43%	46%	40%	47%	49%	47%	45%	70%
NET: Rural	196	101	96	14	68	63	51	29	116	37	80	55	32	29	86	23	13	6	16	46	6	140	78	63	56	10	10	36	-
	19%	20%	19%	8%	22%	25%	19%	11%	25%	25%	27%	20%	20%	11%	19%	17%	20%	10%	13%	28%	26%	22%	23%	21%	16%	10%	13%	21%	-
Village	186	92	93	14	68	60	44	29	113	36	77	51	31	27	86	21	13	6	14	39	6	134	72	63	51	10	10	31	-
	18%	19%	18%	8%	22%	23%	17%	11%	24%	24%	26%	19%	19%	10%	19%	16%	20%	10%	12%	24%	26%	21%	21%	15%	10%	13%	18%	-	
Hamlet & Isolated Dwelling	11	8	3	-	-	4	7	-	4	1	3	4	1	3	-	2	-	-	2	7	-	6	6	-	5	-	-	5	-
	1%	2%	1%	-	-	1%	3%	-	1%	1%	1%	1%	1%	-	2%	-	-	1%	4%	-	1%	2%	-	1%	-	-	3%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 118  
Which of the following best describes your current working status?  
Base: All respondents

	Gender			Age						Social Grade					Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Working	578	281	297	120	253	184	21	193	364	123	187	187	105	99	445	133	-	-	-	-	-	390	138	252	172	48	28	95	16
	57%	57%	58%	69% <sub>f</sub>	81% <sub>cefg</sub>	72% <sub>f</sub>	8%	72% <sub>f</sub>	77% <sub>f</sub>	82%	62% <sub>l</sub>	70% <sub>l</sub>	64% <sub>l</sub>	36%	100% <sub>opqrs</sub>	100% <sub>opqrs</sub>	-	-	-	-	-	62% <sub>w</sub>	40%	86% <sub>luxyz</sub>	49%	44%	38%	57% <sub>uy</sub>	68%
Working full time - working 30 hours per week or more	445	247	198	90	218	128	9	150	285	75	159	148	76	62	445	-	-	-	-	-	-	313	91	222	126	36	23	68	6
	44%	50% <sub>b</sub>	38%	51% <sub>f</sub>	70% <sub>cefg</sub>	50% <sub>f</sub>	4%	56% <sub>f</sub>	60% <sub>ef</sub>	50%	53% <sub>l</sub>	55% <sub>l</sub>	47% <sub>l</sub>	23%	100% <sub>nopqrs</sub>	-	-	-	-	-	-	49% <sub>w</sub>	27%	76% <sub>luxyz</sub>	36%	33%	30%	40% <sub>u</sub>	24%
Working part time - working between 8 and 29 hours per week	133	34	99	30	35	56	11	43	79	48	29	39	28	36	-	133	-	-	-	-	-	77	47	30	46	12	6	28	10
	13%	7%	19% <sub>a</sub>	17% <sub>f</sub>	11% <sub>f</sub>	22% <sub>df</sub>	4%	16% <sub>f</sub>	17% <sub>f</sub>	32%	10%	15%	18% <sub>i</sub>	13%	-	100% <sub>mopqrs</sub>	-	-	-	-	-	12%	14%	10%	13%	11%	7%	16%	44%
NET: Not working	430	212	219	55	60	72	243	77	111	27	114	81	58	176	-	-	66	58	120	161	24	244	204	40	179	60	46	72	7
	43%	43%	42%	31% <sub>d</sub>	19%	28% <sub>d</sub>	92% <sub>cdeg</sub>	28% <sub>d</sub>	23%	18%	38%	30%	36%	64% <sub>ijk</sub>	-	-	100% <sub>mn</sub>	100% <sub>mn</sub>	100% <sub>mn</sub>	100% <sub>mn</sub>	100% <sub>mn</sub>	38%	60% <sub>vz</sub>	14%	51% <sub>t</sub>	56% <sub>v</sub>	62% <sub>vz</sub>	43% <sub>v</sub>	32%
Not working but seeking work or temporarily unemployed or sick	58	28	31	11	34	13	1	22	35	11	2	3	7	46	-	-	-	58	-	-	-	15	8	8	43	12	7	24	-
	6%	6%	6%	6% <sub>f</sub>	11% <sub>ef</sub>	5% <sub>f</sub>	*	8% <sub>f</sub>	7% <sub>f</sub>	7%	1%	1%	4% <sub>i</sub>	17% <sub>ijk</sub>	-	-	-	100% <sub>mnopr</sub>	-	-	-	2%	2%	3%	12% <sub>t</sub>	11% <sub>uv</sub>	10% <sub>uv</sub>	14% <sub>uv</sub>	-
Not working and not seeking work	66	30	36	42	15	10	-	50	17	8	14	21	7	24	-	-	66	-	-	-	21	8	13	40	8	11	21	6	
	7%	6%	7%	24% <sub>defh</sub>	5% <sub>f</sub>	4% <sub>f</sub>	-	18% <sub>defh</sub>	3% <sub>f</sub>	5%	5%	8%	4%	9%	-	-	100% <sub>mnpqrs</sub>	-	-	-	3%	2%	4%	11% <sub>t</sub>	8% <sub>u</sub>	14% <sub>uv</sub>	12% <sub>uv</sub>	25%	
Retired on a state pension only	120	43	78	-	-	9	111	-	9	-	7	16	10	87	-	-	-	-	120	-	-	55	48	7	65	31	21	13	-
	12%	9%	15% <sub>a</sub>	-	-	4% <sub>cdg</sub>	42% <sub>cdegh</sub>	-	2% <sub>cdg</sub>	-	2%	6% <sub>i</sub>	6%	32% <sub>ijk</sub>	-	-	-	-	100% <sub>mnpqr</sub>	-	-	9%	14% <sub>v</sub>	2%	19% <sub>t</sub>	29% <sub>uvz</sub>	28% <sub>uvz</sub>	8% <sub>v</sub>	-
Retired with a private pension	161	108	53	-	2	30	129	-	31	-	86	39	28	7	-	-	-	-	-	161	-	144	134	9	17	3	5	9	-
	16%	22% <sub>ab</sub>	10%	-	1%	12% <sub>cdgh</sub>	49% <sub>cdegh</sub>	-	7% <sub>cdg</sub>	-	29% <sub>ijkl</sub>	15% <sub>l</sub>	17% <sub>l</sub>	3%	-	-	-	-	-	100% <sub>mnpqrs</sub>	-	23% <sub>w</sub>	39% <sub>vxyz</sub>	3%	5%	3%	6%	5%	-
House person, housewife, househusband, etc.	24	3	21	3	10	11	*	5	18	8	4	1	6	12	-	-	-	-	-	-	24	9	5	3	14	6	3	5	1
	2%	1%	4% <sub>a</sub>	2%	3% <sub>f</sub>	4% <sub>f</sub>	*	2%	4% <sub>f</sub>	6%	1%	*	4% <sub>j</sub>	4% <sub>j</sub>	-	-	-	-	-	-	100% <sub>mnpqr</sub>	1%	2%	1%	4% <sub>t</sub>	5% <sub>v</sub>	4%	3%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 119  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender			Age							Social Grade					Working Status							Tenure						
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	521	257	264	108	229	160	24	171	326	111	164	183	81	93	369	152	-	-	-	-	-	355	113	242	159	40	34	85	7
Weighted base	578	281	297	120*	253	184	21**	193	364	123*	187	187	105*	99*	445	133	**	**	**	**	**	390	138*	252	172	48*	28*	95*	16**
NET: Public Sector	212	85	127	40	91	79	2	60	150	43	71	88	35	19	167	45	-	-	-	-	-	146	39	107	60	17	5	38	5
	37%	30%	43%a	33%	36%	43%g	10%	31%	41%g	35%	38%l	47%l	33%	19%	37%	34%	-	-	-	-	-	37%	28%	43%uy	35%	36%	17%	40%y	33%
A nationalised industry/state corporation	5	2	4	1	3	1	-	1	4	-	1	1	-	2	4	1	-	-	-	-	-	4	-	4	1	-	-	1	-
	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	2%	1%	1%	-	-	-	-	-	1%	-	2%	1%	-	-	2%	-
Central government or civil service (including Courts service and Bank of England)	33	17	16	1	9	23	-	3	30	12	18	12	3	-	30	2	-	-	-	-	-	25	6	19	8	2	2	3	-
	6%	6%	5%	1%	3%	12%cdg	-	1%	8%cdg	10%	10%l	6%l	3%	-	7%n	2%	-	-	-	-	-	6%	4%	8%	5%	4%	8%	4%	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	75	31	44	9	38	28	-	19	56	10	25	26	16	8	59	16	-	-	-	-	-	54	13	41	16	2	2	13	5
	13%	11%	15%	8%	15%	15%	-	10%	15%	8%	13%	14%	16%	8%	13%	12%	-	-	-	-	-	14%	9%	16%x	9%	3%	6%	13%	33%
A university, or other grant funded establishment (include opted-out schools)	20	11	9	7	7	6	-	8	13	5	7	12	1	1	16	4	-	-	-	-	-	14	4	10	6	1	-	5	-
	4%	4%	3%	6%	3%	3%	-	4%	3%	4%	4%	6%	1%	1%	4%	3%	-	-	-	-	-	4%	3%	4%	4%	3%	-	5%	-
A health authority or NHS Trust	43	9	33	16	20	7	*	20	22	4	6	24	7	6	32	11	-	-	-	-	-	28	8	20	15	3	-	11	-
	7%	3%	11%a	13%eh	8%	4%	2%	10%e	6%	3%	13%i	7%	6%	7%	8%	8%	-	-	-	-	-	7%	6%	8%	9%	7%	-	12%	-
The armed forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (Please specify as much detail as possible)	36	15	20	6	15	13	2	9	25	12	13	13	7	2	26	10	-	-	-	-	-	22	8	14	14	9	1	4	-
	6%	5%	7%	5%	6%	7%	8%	5%	7%	10%	7%	7%	7%	2%	6%	7%	-	-	-	-	-	6%	6%	5%	8%	18%uvz	3%	4%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 119  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender			Age						Social Grade					Working Status					Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Weighted base	578	281	297	120*	253	184	21**	193	364	123*	187	187	105*	99*	445	133	-**	-**	-**	-**	-**	390	138*	252	172	48*	28*	95*	16**
NET: Private Sector	366	196	171	80	162	105	19	133	214	80	117	99	70	80	278	88	-	-	-	-	-	244	100	144	111	31	23	57	11
	63%	70%b	57%	67%	64%	57%	90%	69%eh	59%	65%	62%	53%	67%	81%ij	63%	66%	-	-	-	-	-	63%	72%v	57%	65%	64%	83%vz	60%	67%
A charity, voluntary organisation or trust	17	3	14	2	10	5	-	5	12	2	-	11	4	2	10	6	-	-	-	-	-	7	6	1	9	2	1	6	-
	3%	1%	5%a	1%	4%	3%	-	2%	3%	1%	-	6%i	4%i	2%	2%	5%	-	-	-	-	-	2%	4%v	*	6%t	5%v	4%	6%v	-
Self-employed (Private sector)	57	33	24	3	29	17	8	15	33	16	17	17	11	12	38	19	-	-	-	-	-	42	20	23	15	7	2	6	-
	10%	12%	8%	3%	11%c	9%	40%	8%	9%c	13%	9%	9%	11%	12%	9%	14%	-	-	-	-	-	11%	14%	9%	9%	14%	7%	6%	-
None of the above/ I work in the Private sector	292	159	133	76	123	83	10	113	169	63	100	72	55	66	230	62	-	-	-	-	-	195	74	120	87	21	20	45	11
	51%	57%ab	45%	63%deh	49%	45%	50%	59%eh	46%	51%	53%j	38%	52%	67%ij	52%	47%	-	-	-	-	-	50%	54%	48%	51%	45%	72%vxz	47%	67%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 120  
**Do you have any children aged 18 or under? If so, how old are they?**  
 Base: All respondents

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
No children aged 18 or under	745	368	377	143	130	214	258	182	304	136	231	204	94	215	279	87	55	36	117	158	12	479	317	162	248	74	54	120	18
	74%	75%	73%	82% <sup>dgh</sup>	41%	83% <sup>dgh</sup>	98% <sup>cdeg</sup>	68% <sup>d</sup>	64% <sup>d</sup>	91%	77% <sup>k</sup>	76% <sup>k</sup>	58%	78% <sup>k</sup>	63%	98% <sup>mnps</sup>	62%	97% <sup>mnps</sup>	98% <sup>mnps</sup>	52%	76%	93% <sup>vxyz</sup>	56%	71%	69%	72% <sup>v</sup>	71% <sup>v</sup>	77%	77%
NET: Yes	259	122	137	32	180	42	4	87	168	14	69	62	68	60	162	46	12	22	2	3	12	152	24	128	101	32	21	48	5
	26%	25%	27%	16% <sup>f</sup>	58% <sup>cefg</sup>	17% <sup>f</sup>	1%	32% <sup>cef</sup>	35% <sup>cef</sup>	9%	23%	23%	42% <sup>ijl</sup>	22%	37% <sup>oqr</sup>	34% <sup>oqr</sup>	18% <sup>q</sup>	38% <sup>oqr</sup>	2%	2%	48% <sup>oqr</sup>	24%	7%	44% <sup>uxyz</sup>	29%	30% <sup>u</sup>	28% <sup>u</sup>	29% <sup>u</sup>	23%
Yes - children aged under 5 years old	72	24	47	26	42	4	-	48	23	2	19	15	20	18	33	23	5	6	-	-	4	39	2	37	28	8	4	16	4
	7%	5%	9% <sup>a</sup>	15% <sup>efh</sup>	14% <sup>efh</sup>	1%	-	18% <sup>efh</sup>	5% <sup>ef</sup>	2%	6%	5%	12% <sup>j</sup>	7%	7% <sup>qr</sup>	18% <sup>mqr</sup>	8% <sup>qr</sup>	10% <sup>qr</sup>	-	-	18% <sup>mqr</sup>	6%	1%	13% <sup>u</sup>	8%	7% <sup>u</sup>	5% <sup>u</sup>	9% <sup>u</sup>	19%
Yes - children aged 5 to 10 years old	115	57	58	19	91	5	1	53	62	1	28	25	36	27	67	20	6	15	-	1	6	57	6	51	55	20	11	23	4
	11%	12%	11%	11% <sup>ef</sup>	29% <sup>cefg</sup>	2%	*	20% <sup>cefh</sup>	13% <sup>ef</sup>	*	9%	9%	22% <sup>ijl</sup>	10%	15% <sup>qr</sup>	15% <sup>qr</sup>	10% <sup>qr</sup>	26% <sup>oqr</sup>	-	*	24% <sup>oqr</sup>	9%	2%	17% <sup>u</sup>	16% <sup>t</sup>	19% <sup>u</sup>	15% <sup>u</sup>	14% <sup>u</sup>	17%
Yes - children aged 11 to 15 years old	95	43	52	3	72	19	1	19	75	4	24	26	22	23	62	15	4	9	-	1	5	63	13	51	31	11	6	14	-
	9%	9%	10%	2%	23% <sup>cefg</sup>	7% <sup>cf</sup>	*	7% <sup>cf</sup>	16% <sup>cefg</sup>	3%	8%	10%	13%	8%	14% <sup>qr</sup>	11% <sup>qr</sup>	5% <sup>qr</sup>	15% <sup>qr</sup>	-	*	20% <sup>oqr</sup>	10%	4%	17% <sup>uz</sup>	9%	10% <sup>u</sup>	8%	9% <sup>u</sup>	-
Yes - children aged 16 to 18 years old	64	30	33	-	36	25	2	2	60	10	13	21	18	13	46	5	4	4	2	2	2	45	8	37	18	4	4	10	-
	6%	6%	6%	-	12% <sup>cfg</sup>	10% <sup>cfg</sup>	1%	1%	13% <sup>cfg</sup>	6%	4%	8%	11% <sup>il</sup>	5%	10% <sup>nqr</sup>	4%	5% <sup>r</sup>	6%	2%	1%	9% <sup>qr</sup>	7%	2%	13% <sup>uxz</sup>	5%	4%	5%	6%	-
Refused	4	2	2	-	3	-	1	-	3	-	1	3	-	-	3	-	-	-	1	-	-	3	1	1	2	2	-	-	-
	*	*	*	-	1%	-	1%	-	1%	-	*	1%	-	-	1%	-	-	-	1%	-	-	*	*	1%	*	1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 121  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age							Social Grade					Working Status							Tenure						
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Anglia	2	2	1	-	2	-	-	1	2	-	1	-	-	2	1	-	-	2	-	-	-	1	-	1	2	2	-	-	-
	*	*	*	-	1%	-	-	*	*	-	*	-	-	1%	*	-	-	3% <sup>m</sup>	-	-	-	*	-	*	*	2%	-	-	-
Border	5	3	1	2	-	2	1	2	2	2	-	2	1	1	-	4	-	-	-	1	-	1	1	-	2	1	-	1	2
	*	1%	*	1%	-	1%	*	1%	*	1%	-	1%	1%	*	-	3% <sup>m</sup>	-	-	-	*	-	*	*	-	*	1%	-	1%	7%
Central	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Granada	*	-	*	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	*	-	-	-
	*	-	*	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	* <sup>m</sup>	-	-	*	-	*	-	-	
London	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	
	*	-	*	*	-	-	-	*	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	*	-	1%	-	-	
Meridian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
STV	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	-	
	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	*	*	-	-	-	-	-	
Tyne Tees	990	482	508	168	309	254	259	262	469	148	299	263	159	269	441	126	66	55	120	157	24	628	338	290	342	104	73	164	21
	98%	98%	98%	96%	99%	99%	98%	97%	99% <sup>c</sup>	99%	98%	98%	98%	98%	99% <sup>np</sup>	95%	99%	95%	100%	97%	100%	99%	99%	99%	97%	96%	98%	98%	89%
Wales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-
	*	-	*	*	-	-	-	*	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	*	-	1%	-	-	
Westcountry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yorkshire	9	4	5	4	2	1	3	4	3	-	1	4	1	3	3	2	-	1	-	3	-	4	2	1	4	2	-	2	1
	1%	1%	1%	2%	1%	*	1%	1%	1%	-	*	1%	1%	1%	1%	1%	-	2%	-	2%	-	1%	1%	*	1%	2%	-	1%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 122  
**Marital Status**  
 Base: All respondents

	Gender			Age						Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Single	259	123	136	104	87	46	22	127	110	31	70	78	25	86	126	41	35	31	11	11	3	126	60	65	121	38	21	62	13
	26%	25%	26%	59%defg	28%ef	18%f	8%	47%defh	23%ef	21%	23%	29%k	15%	31%k	28%qrs	31%qrs	53%mnqr	53%mnqr	9%	7%	12%	20%	18%	22%	34%t	35%uv	28%u	37%uv	56%
NET: Married/ Civil partnership/ co habiting	611	326	285	64	210	168	169	134	308	92	202	158	131	120	283	83	22	20	57	126	21	451	246	204	152	44	32	76	8
	61%	66%b	55%	37%	67%cg	66%cg	64%cg	50%c	65%cg	61%	67%l	59%l	80%ijl	44%	64%opq	62%op	34%	34%	47%	78%mnop	85%mnop	71%w	72%xyz	70%xyz	43%	40%	43%	45%	36%
Married	454	250	204	22	131	140	162	66	226	78	162	105	99	87	179	60	13	14	55	119	14	367	218	149	86	32	20	34	1
	45%	51%b	39%	12%	42%cg	55%cdg	61%cdgh	25%c	48%cg	52%	54%jl	39%	61%jl	32%	40%op	45%op	19%	23%	46%op	74%mnop	60%mp	58%w	64%vxyz	51%xyz	24%	29%	27%	20%	6%
Civil Partnership	6	2	4	2	3	1	1	4	2	-	1	1	4	1	3	1	-	1	-	1	*	4	1	3	2	-	1	1	-
	1%	*	1%	1%	1%	*	*	2%	*	-	*	*	2%	1%	1%	1%	-	2%	-	*	1%	1%	*	1%	1%	-	2%	1%	-
Co Habiting	151	73	77	40	76	28	7	63	80	14	39	52	28	31	101	21	10	5	2	6	6	80	27	53	64	12	11	41	7
	15%	15%	15%	23%ef	24%efh	11%f	3%	24%ef	17%ef	9%	13%	20%l	17%	11%	23%pqr	16%qr	15%qr	9%	1%	4%	24%pqr	13%	8%	18%u	18%t	11%	15%	24%ux	30%
NET: Widowed/ separated/ divorced	128	35	92	-	14	42	72	2	54	27	23	30	6	69	32	9	3	7	52	24	1	56	36	20	72	25	21	26	-
	13%	7%	18%a	-	4%cg	16%cdg	27%cdgh	1%	11%cdg	18%	7%	11%k	4%	25%ijkl	7%	4%	4%	12%	44%mnop	15%mnos	3%	9%	10%	7%	21%t	23%uv	28%uvw	15%v	-
Widowed	34	12	22	-	1	5	28	-	6	2	5	7	4	18	2	2	1	-	17	12	-	21	15	6	13	7	5	2	-
	3%	2%	4%	-	*	2%g	11%cdgh	-	1%	1%	2%	3%	2%	6%i	*	2%	1%	-	14%mnop	7%mnos	-	3%	4%	2%	4%	6%	6%z	1%	-
Separated	20	9	11	-	4	5	11	1	8	5	1	2	-	17	3	*	1	5	10	-	*	4	2	3	16	4	1	11	-
	2%	2%	2%	-	1%	2%	4%cg	*	2%	3%	*	1%	-	6%ijkl	1%	*	2%	9%lmnr	8%lmnr	-	2%r	1%	*	1%	4%t	3%u	1%	7%uv	-
Divorced	74	14	60	-	9	32	33	1	40	20	17	21	3	34	28	6	1	2	25	12	*	31	19	12	43	15	16	13	-
	7%	3%	12%a	-	3%cg	12%cdg	13%cdg	*	8%cdg	13%	5%	8%k	2%	12%ik	6%	5%	1%	4%	21%mnop	8%	1%	5%	6%	4%	12%t	14%uv	21%uvw	8%	-
Prefer not to answer	10	8	2	7	3	-	-	7	3	-	6	4	*	-	4	-	6	-	-	-	*	2	-	2	6	2	*	4	2
	1%	2%	*	4%efh	1%	-	-	3%efh	1%	-	2%l	1%	*	-	1%	-	9%mpqr	-	-	-	1%	*	-	1%	2%	1%	1%	2%u	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 123  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Gender		Age								Social Grade					Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Glasgow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Edinburgh	3	3	-	-	-	2	1	-	2	-	1	3	-	-	-	-	-	-	-	3	-	2	2	-	1	-	-	1	-	
Newcastle	962	468	493	166	293	249	253	255	454	148	290	257	156	259	425	129	64	51	116	153	24	611	329	282	328	105	68	155	23	
	95%	95%	96%	95%	93%	97%	96%	94%	95%	99%	96%	96%	96%	94%	96% <sub>p</sub>	97% <sub>p</sub>	96%	88%	97%	95%	98%	96%	96%	96%	94%	96%	92%	92%	100%	
Leeds	17	8	9	5	8	1	3	7	7	-	6	3	5	3	10	1	1	2	-	3	-	8	5	3	8	1	2	6	-	
	2%	2%	2%	3% <sub>e</sub>	2%	*	1%	3%	1%	-	2%	1%	3%	1%	2%	1%	1%	4%	-	2%	-	1%	2%	1%	2%	1%	2%	4%	-	
Hull	2	2	1	1	2	-	-	1	2	-	-	2	1	-	2	1	-	-	-	-	-	-	-	-	2	2	1	-	-	
	*	*	*	*	1%	-	-	*	*	-	-	1%	1%	-	*	1%	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	
Sheffield	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	
	*	-	*	1%	-	-	-	*	-	-	-	-	-	*	-	-	-	2% <sub>m</sub>	-	-	-	-	-	-	*	-	-	1%	-	
Manchester	1	-	1	*	-	1	-	*	1	-	1	*	-	-	-	1	-	-	-	-	*	1	1	-	*	-	*	-	-	
	*	-	*	*	-	*	-	*	*	-	*	*	-	-	1%	-	-	-	-	-	* <sub>m</sub>	*	*	-	*	-	*	-	-	
Liverpool	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	
	*	-	*	*	-	-	-	*	-	-	-	-	-	*	-	1%	-	-	-	-	-	-	-	-	*	-	1%	-	-	
Nottingham	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Birmingham	*	-	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	*	-	-	
	*	-	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	1% <sub>m</sub>	-	-	-	*	-	*	-	-	
Norwich	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Milton Keynes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 123  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Gender		Age						Social Grade				Working Status						Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
Brighton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oxford	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southampton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bristol	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plymouth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cardiff	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	21	11	9	1	11	3	6	5	10	2	5	4	*	12	9	1	1	3	4	2	*	12	5	7	9	2	3	4	-
	2%	2%	2%	1%	4%	1%	2%	2%	2%	1%	2%	2%	*	4%k	2%	1%	2%	6%	3%	1%	1%	2%	1%	2%	2%	2%	4%	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 124  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Gender			Age							Social Grade				Working Status							Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work- ing but seek- ing (p)	State pension (q)	Private pension (r)	House person (s)	NET: Home- owners (t)	Owned out- right (u)	Owned with mort- gage (v)	NET: Rent- ers (w)	Rent- ed from coun- cil (x)	Rent- ed from HA (y)	Other Rent (z)	Rent free (A)	
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12	
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**	
Up to £7,000	(3.5)	51 5%	24 5%	27 5%	10 6%f	22 7%f	15 6%f	3 1%	20 7%f	28 6%f	10 6%	-	7 2% <i>i</i>	4 2% <i>i</i>	41 15% <i>ijkl</i>	1 *	8 6% <i>mr</i>	10 15% <i>mnrq</i>	26 45% <i>mnoqr</i>	4 4% <i>m</i>	1 *	1 5% <i>mr</i>	7 1%	6 2%	1 *	45 13% <i>t</i>	14 13% <i>uv</i>	10 13% <i>uv</i>	21 13% <i>uv</i>	-
£7,001 to £14,000	(10.5)	129 13%	43 9%	86 17% <i>a</i>	12 7%	32 10%	30 12%	56 21% <i>cdegh</i>	20 7%	53 11%	16 11%	17 6%	24 9%	8 5%	81 29% <i>ijkl</i>	21 5%	17 12% <i>m</i>	12 18% <i>m</i>	11 19% <i>m</i>	45 37% <i>mnor</i>	17 11% <i>m</i>	7 30% <i>mnr</i>	42 7%	36 10% <i>v</i>	6 2%	85 24% <i>t</i>	39 36% <i>uvz</i>	17 23% <i>uv</i>	29 17% <i>v</i>	2 9%
£14,001 to £21,000	(17.5)	157 16%	74 15%	83 16%	22 13%	45 14%	52 20%	38 14%	36 13%	83 17%	33 22%	28 9%	44 16% <i>i</i>	30 19% <i>i</i>	55 20% <i>i</i>	74 17%	14 10%	7 11%	9 15%	24 20%	22 14%	7 28% <i>mnor</i>	79 12%	45 13%	34 11%	77 22% <i>t</i>	27 25% <i>uv</i>	15 20%	35 21% <i>v</i>	1 4%
£21,001 to £28,000	(24.5)	147 15%	73 15%	73 14%	23 13%	51 16%	33 13%	39 15%	36 13%	71 15%	22 15%	30 10%	45 17% <i>i</i>	35 21% <i>i</i>	37 14%	62 20% <i>o</i>	27 8%	5 11%	7 11%	13 18% <i>o</i>	29 18% <i>o</i>	4 18%	94 15%	61 18% <i>v</i>	33 11%	48 14%	9 8%	14 19%	25 15%	5 22%
£28,001 to £34,000	(31)	122 12%	57 12%	65 13%	24 14%	41 13%	29 11%	28 11%	35 13%	58 12%	13 9%	35 12%	38 14% <i>l</i>	29 18% <i>l</i>	21 7%	63 14%	17 13%	5 7%	4 7%	6 5%	26 16% <i>qs</i>	1 6%	88 14% <i>w</i>	37 11%	51 17% <i>uxy</i>	29 8%	5 5%	5 7%	19 11%	5 21%
£34,001 to £41,000	(37.5)	89 9%	58 12% <i>b</i>	32 6%	14 8%	23 7%	19 8%	34 13% <i>h</i>	22 8%	33 7%	15 10%	37 12% <i>l</i>	30 11% <i>l</i>	13 8%	10 3%	41 9% <i>ps</i>	12 9% <i>ps</i>	4 6%	-	14 12% <i>p</i>	19 12% <i>ps</i>	*	62 10%	38 11%	23 8%	28 8%	8 8%	3 4%	16 10%	-
£41,001 to £48,000	(44.5)	54 5%	28 6%	26 5%	12 7%	17 5%	15 6%	10 4%	14 5%	30 6%	6 4%	17 6% <i>l</i>	17 6% <i>l</i>	15 9% <i>l</i>	4 2%	33 7% <i>q</i>	7 5% <i>q</i>	1 2%	-	-	11 7% <i>q</i>	1 5% <i>pq</i>	48 8% <i>w</i>	21 6% <i>z</i>	27 9% <i>xz</i>	6 2%	2 1%	3 4%	1 1%	-
£48,001 to £55,000	(51.5)	59 6%	36 7%	23 4%	6 3%	30 9% <i>cf</i>	14 5%	10 4%	15 6%	34 7%	8 5%	30 10% <i>l</i>	20 7% <i>l</i>	8 5% <i>l</i>	1 *	39 9% <i>opqs</i>	9 7% <i>q</i>	1 1%	-	-	10 6% <i>q</i>	1 1%	52 8% <i>w</i>	15 4%	37 13% <i>uxyz</i>	7 2%	-	-	7 4%	-
£55,001 to £62,000	(58.5)	32 3%	13 3%	19 4%	13 7% <i>dfh</i>	8 3%	8 3%	3 1%	16 6% <i>f</i>	13 3%	3 2%	19 6% <i>l</i>	7 3%	4 3%	1 *	20 5%	3 2%	5 7% <i>q</i>	-	-	4 3%	-	30 5% <i>w</i>	13 4%	16 6% <i>xyz</i>	2 1%	-	-	2 1%	-
£62,001 to £69,000	(65.5)	16 2%	12 2%	4 1%	5 3% <i>ef</i>	9 3% <i>e</i>	1 *	1 *	6 2%	9 2%	1 1%	9 3% <i>l</i>	4 1%	3 2%	-	15 3% <i>r</i>	1 1%	-	-	-	-	-	14 2%	2 1%	12 4% <i>u</i>	2 1%	-	-	2 1%	-
£69,001 to £76,000	(72.5)	19 2%	8 2%	11 2%	3 2%	5 2%	9 3%	2 1%	5 2%	12 2%	3 2%	14 5% <i>jl</i>	4 1%	2 1%	-	14 3%	4 3%	-	-	-	2 1%	-	19 3% <i>w</i>	9 3%	11 4% <i>z</i>	-	-	-	-	-
£76,001 to £83,000	(79.5)	9 1%	7 2%	2 *	1 *	5 2%	1 *	3 1%	3 1%	3 2%	3 2%	8 3% <i>jl</i>	1 *	-	-	8 2%	-	-	-	-	1 *	-	9 1%	4 1%	5 2%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 124  
**What is the combined annual income of your household, prior to tax being deducted?**  
Base: All respondents

	Gender		Age							Social Grade				Working Status					Tenure										
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employed (m)	Part time employed (n)	Unemployed (o)	Not working but seeking (p)	State pension (q)	Private pension (r)	House person (s)	NET: Home-owners (t)	Owned outright (u)	Owned with mortgage (v)	NET: Renters (w)	Rent-ed from council (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
£83,001 or more	(86)	38	25	13	10	12	14	2	17	19	9	32	6	-	29	3	4	-	2	*	31	10	21	1	-	-	1	5	
	4%	5%	3%	6% <sup>f</sup>	4% <sup>f</sup>	6% <sup>f</sup>	1%	6% <sup>f</sup>	4% <sup>f</sup>	6%	11% <sup>ijkl</sup>	2% <sup>l</sup>	-	-	7% <sup>qr</sup>	2%	6% <sup>qr</sup>	-	1%	1%	5% <sup>w</sup>	3%	7% <sup>luxyz</sup>	*	-	-	1%	23%	
Prefer not to answer	85	33	52	22	14	15	34	24	28	9	25	24	11	25	23	13	13	2	14	19	1	60	44	15	21	4	7	9	5
	8%	7%	10%	12% <sup>d</sup> <sup>eh</sup>	5%	6%	13% <sup>d</sup> <sup>eh</sup>	9%	6%	6%	8%	9%	7%	9%	5%	10%	19% <sup>mps</sup>	3%	12%	12% <sup>m</sup>	5%	9%	13% <sup>v</sup> <sup>xz</sup>	5%	6%	4%	10%	6%	21%
Average income (£000's)	31.15	33.81 <sup>b</sup>	28.52	35.04 <sup>f</sup>	32.42 <sup>f</sup>	31.39 <sup>f</sup>	26.64	34.59 <sup>f</sup>	31.57 <sup>f</sup>	31.28	44.58 <sup>jk</sup>	31.51 <sup>l</sup>	29.96 <sup>l</sup>	16.68	38.83 <sup>no</sup>	29.85 <sup>pq</sup>	26.58 <sup>pq</sup>	11.35	18.25 <sup>p</sup>	30.55 <sup>pq</sup>	19.55 <sup>p</sup>	37.37 <sup>w</sup>	32.74 <sup>xy</sup>	42.34 <sup>ux</sup>	19.73	16.31	18.31	22.59 <sup>xy</sup>	41.87

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 125

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender			Age							Social Grade				Working Status							Tenure							
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned outright (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
NET: Yes	256	115	142	26	83	60	88	45	124	39	46	66	26	118	73	27	25	27	60	36	8	115	64	51	135	53	36	45	7
	25%	23%	27%	15%	26%cg	23%c	33%ceg	17%	26%cg	26%	15%	25%i	16%	43%ijk	16%	20%	38%mnr	47%mnr	50%mnrs	23%	31%ms	18%	19%	17%	38%t	49%uvz	48%uvz	27%v	29%
Yes - physical condition	170	74	96	9	44	43	73	19	77	26	32	44	13	81	41	15	12	15	52	30	6	73	43	31	92	40	25	27	4
	17%	15%	19%	5%	14%cg	17%cg	28%cdgfh	7%	16%cg	17%	11%	16%k	8%	29%ijk	9%	11%	18%am	25%mn	43%mnor	19%ms	24%mn	12%	12%	11%	26%t	37%uvz	34%uvz	16%	17%
Yes - mental condition	88	32	56	19	43	19	7	29	51	10	15	30	7	35	34	14	11	13	6	5	4	31	12	19	53	17	12	23	4
	9%	6%	11%a	11%ef	14%ef	7%ef	3%	11%f	11%f	7%	5%	11%ik	5%	13%ik	8%	11%r	16%mqr	23%mq	5%	3%	18%mq	5%	3%	7%	15%t	16%uv	16%uv	14%uv	18%
Yes - disability	80	43	37	2	16	18	44	6	30	15	13	15	7	44	9	9	10	5	32	12	2	32	23	8	46	18	16	12	2
	8%	9%	7%	1%	5%	7%cg	17%cdgfh	2%	6%cg	10%	4%	6%	4%	16%ijk	2%	7%ms	14%am	9%ms	27%mnpr	7%ms	8%ms	5%	7%v	3%	13%t	17%uv	22%uvz	7%	7%
Yes - other	13	9	4	-	8	4	1	4	9	4	1	2	2	7	5	1	2	4	-	1	*	8	3	5	5	3	2	-	-
	1%	2%	1%	-	3%f	2%	*	1%	2%	3%	*	1%	1%	3%	1%	1%	3%	7%mnqr	-	*	1%	1%	1%	2%	1%	3%z	-	-	-
No	736	369	367	147	222	193	174	222	340	109	253	199	134	150	364	104	37	31	60	123	17	512	275	238	207	51	38	118	16
	73%	75%	71%	84%dfh	71%	75%	66%	82%dfh	72%	73%	84%jl	74%l	82%l	55%	82%opqs	78%opq	56%	53%	50%	76%opq	69%q	81%w	80%xyz	81%xyz	59%	47%	51%	71%xy	71%
Prefer not to say	16	8	8	2	9	3	1	3	11	2	3	4	3	7	8	3	4	-	-	1	-	7	3	3	9	4	1	4	-
	2%	2%	2%	1%	3%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	2%	6%mq	-	-	1%	-	1%	1%	1%	3%	4%	1%	2%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 126  
Urban/Rural Flags  
Base: All respondents

	Gender		Age					Social Grade					Working Status					Tenure											
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owne d out-right (v)	Owne d with mort-gage (w)	NET: Rent-ers (x)	Rent-ed from coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1008	493	515	180	310	253	265	271	472	154	310	294	147	257	369	152	83	45	62	214	83	646	341	305	350	90	99	161	12
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
(England/Wales) Urban major conurbation	310	161	149	48	99	87	76	70	164	52	87	87	44	92	126	45	17	24	41	47	10	182	91	91	123	50	31	42	5
(England/Wales) Urban minor conurbation	12	5	7	1	3	5	3	2	6	2	5	*	3	3	6	-	2	-	1	2	*	10	5	5	2	1	*	*	-
(England/Wales) Urban city and town	362	187	176	67	108	86	102	102	158	50	97	90	66	110	156	46	25	24	50	55	7	230	131	99	122	32	26	64	11
(England/Wales) Urban city and town in a sparse setting	5	4	1	1	2	2	1	1	3	2	-	3	1	2	2	1	-	-	1	-	1	1	1	3	2	-	2	-	
(England/Wales) Rural town and fringe	83	35	47	6	32	18	26	12	44	12	33	18	11	20	38	11	4	1	16	10	2	55	29	26	28	7	4	17	-
(England/Wales) Rural town and fringe in a sparse setting	9	4	5	2	1	5	1	3	5	2	2	3	1	2	5	2	-	-	2	-	2	*	1	1	6	3	1	1	2
(England/Wales) Rural village	23	7	16	2	8	5	8	6	9	3	5	6	2	10	6	4	3	1	4	4	1	16	10	6	6	-	1	5	-
(England/Wales) Rural village in a sparse setting	6	3	3	1	3	1	1	4	1	1	3	-	1	2	2	1	1	-	1	1	2	1	1	4	1	-	3	-	
(England/Wales) Rural hamlet and isolated dwellings	12	2	10	2	6	2	2	4	6	2	2	4	3	2	8	2	-	-	2	1	1	5	4	1	7	-	1	7	-
(England/Wales) Rural hamlet and isolated dwellings in a sparse setting	2	1	2	-	-	-	2	-	-	*	*	1	-	2	-	-	-	-	2	1	*	1	1	-	2	-	-	2	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - North East

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 126  
**Urban/Rural Flags**  
 Base: All respondents

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work-ing but seek-ing (p)	State pension (q)	Pri-vate pension (r)	House person (s)	NET: Home-owners (t)	Owne d out-right (u)	Owne d with mort-gage (v)	NET: Rent-ers (w)	Rent-ed from coun-cil (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Weighted base	1008	492	516	175	313	256	263	270	475	150	302	269	162	275	445	133	66*	58*	120*	161	24*	634	342	292	351	108*	75*	168	23**
(Scotland) Large Urban Area	14	5	9	2	3	4	5	4	6	3	3	6	1	5	4	2	2	-	2	4	1	9	7	2	4	-	2	2	2
(Scotland) Other Urban Area	8	3	6	3	-	4	1	3	4	1	1	6	2	-	4	-	1	-	3	-	7	4	2	1	-	-	1	-	
(Scotland) Accessible Small Town	2	2	-	-	-	1	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	1	-	1	-	-	-	1	-
(Scotland) Remote Small Town	*	-	*	-	-	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	*	*	-	-	-	-	-	-	-
(Scotland) Very Remote Small Town	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Scotland) Accessible Rural	3	1	2	2	-	1	1	2	1	-	-	3	-	1	1	1	-	-	1	-	2	1	1	1	-	-	1	-	-
(Scotland) Remote Rural	3	-	3	2	-	2	-	2	2	-	2	-	2	3	-	-	-	-	-	-	2	2	-	2	2	-	-	-	-
(Scotland) Very Remote Rural	2	2	*	2	*	-	-	2	*	-	2	-	-	-	-	2	-	-	-	*	1	-	-	*	*	-	-	-	2
Not stated	152	71	80	35	49	33	34	54	64	19	60	41	27	24	83	16	8	8	5	29	2	110	53	58	39	11	8	20	2
	15%	15%	16%	20%	16%	13%	13%	20%h	13%	13%	20%l	15%l	16%l	9%	19%q	12%	12%	14%	4%	18%q	10%	17%w	15%	20%	11%	10%	11%	12%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

