

Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Very satisfied	(5) 188 14%	96 14%	92 13%	28 13%	37 9%	46 13%	78 19% ^{dgh}	35 11%	75 11%	33 16%	77 16%	50 14%	23 12%	38 11%	78 13% ^p	21 12% ^p	6 8% ^p	1 1%	25 15% ^p	56 21% ^{mnp}	3 8% ^p	154 16% ^w	104 19% ^{vyxz}	50 12% ^x	32 8%	2 2%	10 8%	20 10% ^x	2 7%	
Fairly satisfied	(4) 738 53%	335 50%	402 56% ^{aa}	119 57%	228 53%	169 49%	223 54%	170 55%	346 51%	102 49%	268 57% ^{ai}	200 54%	98 49%	172 48%	344 56% ^{op}	85 49%	27 38%	27 42%	87 51%	144 55% ^o	23 60% ^{op}	538 57% ^w	286 53% ^y	252 62% ^{uxyz}	185 45%	40 45%	51 43%	93 46%	15 44%	
Neither satisfied nor dissatisfied	(3) 216 16%	118 17%	98 14%	33 16%	76 18%	47 14%	61 15%	54 18%	102 15%	26 13%	56 12%	53 14%	40 20% ^{ai}	68 19% ^{ai}	87 14%	32 18%	11 16%	15 22%	33 19%	33 13%	6 16%	116 12%	71 13%	45 11%	87 21% ^t	24 27% ^{uv}	30 25% ^{uvz}	33 16%	14 39%	
Fairly dissatisfied	(2) 199 14%	93 14%	106 15%	21 10%	69 16%	65 19% ^{cfg}	44 11%	35 12%	119 18% ^{cfg}	36 17%	53 11%	55 15%	30 15%	62 17% ^{ai}	88 14% ^r	27 15% ^r	18 25% ^{mnqr}	16 24% ^r	23 13%	22 8%	5 14%	113 12%	62 12%	50 12%	84 21% ^t	13 14%	22 19% ^u	50 25% ^{uv}	1 4%	
Very dissatisfied	(1) 49 4%	33 5% ^b	16 2%	7 4%	18 4%	17 5% ^f	7 2%	11 4%	31 5% ^f	10 5%	13 3%	10 3%	7 4%	19 5%	9 2%	9 5%	7 11% ^{mqr}	4 11% ^{mqr}	6 2%	1 2%	26 3%	14 3%	12 3%	22 5% ^t	11 12% ^{uvz}	5 5%	6 3%	1 4%		
NET: Satisfied	926 67%	431 64%	495 69%	147 70%	264 62%	215 62%	301 73% ^{dgh}	205 67%	421 63%	135 65%	345 74% ^{kl}	250 68% ^{kl}	121 61%	210 58%	422 69% ^{op}	105 61% ^{op}	33 46%	28 43%	112 65% ^{op}	200 77% ^{mnp}	26 67% ^{op}	692 73% ^w	390 73% ^{xyz}	302 74% ^{xyz}	216 53%	42 47%	61 51%	113 56%	17 51%	
NET: Dissatisfied	248 18%	126 19%	122 17%	28 13%	87 20% ^f	82 24% ^{cfg}	51 12%	47 15%	150 22% ^{cfg}	46 22%	66 14%	64 18%	37 19%	81 23% ^{ai}	103 17% ^r	36 20% ^r	27 38% ^{mnqr}	23 35% ^{mnqr}	26 15%	27 11%	6 17%	139 15%	76 14%	63 15%	107 26% ^t	23 26% ^{uv}	28 23% ^{uv}	55 27% ^{uv}	3 8%	
Don't know	1 *	1 *	-	1 1%	-	-	-	1 *	-	-	* *	-	-	1 *	-	1 *	* 1% ^m	-	-	-	-	* *	* *	-	-	-	-	-	-	1 2%
Mean	3.59	3.54	3.63	3.67 ^{dh}	3.46	3.47	3.78 ^{deg}	3.59	3.47	3.54	3.73 ^{kl}	3.621	3.50	3.41	3.63 ^{op}	3.47 ^{op}	3.04	2.98	3.62 ^{op}	3.85 ^{mno}	3.55 ^{op}	3.72 ^w	3.75 ^{xyz}	3.68 ^{xyz}	3.29	3.11	3.32	3.36	3.46	
Standard deviation	1.01	1.05	0.96	0.95	1.00	1.09	0.93	0.96	1.05	1.10	0.96	0.98	1.01	1.06	0.96	1.05	1.22	1.07	0.96	0.92	0.93	0.97	0.98	0.94	1.05	1.08	1.02	1.05	0.86	
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.07	0.05	0.04	0.07	0.10	0.13	0.11	0.06	0.08	0.03	0.05	0.05	0.04	0.11	0.07	0.07	0.16	

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



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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	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Weighted base	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Base (excl NA for %)	1389	1384	978	829	1379	1384	1375	1386	1391	1391	1391	1358
Very satisfied (5)	175 13% _{aj}	455 33% _{adfgghijkl}	616 63% _{abdefghijkl}	151 18% _{ahjl}	474 34% _{adfgghijkl}	310 22% _{adghijl}	215 16% _{ahjl}	150 11% _j	216 16% _{ahjl}	33 2%	303 22% _{agghijl}	163 12% _j
Fairly satisfied (4)	566 41% _{bcjl}	584 42% _{cejl}	201 21%	346 42% _{cjl}	517 37% _{cjl}	626 45% _{acejl}	580 42% _{cejl}	606 44% _{cejl}	637 46% _{acejl}	285 20%	678 49% _{abcddeghijl}	444 33% _{bcj}
Neither satisfied nor dissatisfied (3)	266 19% _{bceik}	143 10%	82 8%	133 16% _{bce}	160 12% _c	234 17% _{bcei}	279 20% _{bcdefik}	390 28% _{abcddefgikl}	192 14% _{bc}	375 27% _{abcddefgikl}	195 14% _{bc}	242 18% _{bceik}
Fairly dissatisfied (2)	247 18% _{bcefgkh}	157 11% _c	41 4%	124 15% _{bckf}	163 12% _c	153 11% _c	200 15% _{bcefhk}	162 12% _c	250 18% _{bcefgkh}	449 32% _{abcddefghikl}	155 11% _c	267 20% _{bcddefghk}
Very dissatisfied (1)	132 10% _{bcefgkh}	43 3%	32 3%	65 8% _{bcefhk}	61 4%	58 4%	100 7% _{bcefhk}	51 4%	94 7% _{bcefhk}	224 16% _{abcddefghk}	56 4%	235 17% _{abcddefghk}
NET: Satisfied	741 53% _{ajl}	1039 75% _{adfgghijkl}	817 84% _{abdefghijkl}	496 60% _{ahjl}	991 72% _{adfgghijl}	936 68% _{adghijl}	794 58% _{ajl}	756 55% _{jl}	853 61% _{agghjl}	318 23%	981 71% _{adghijl}	606 45% _j
NET: Dissatisfied	379 27% _{bcdefghk}	200 14% _c	73 7%	189 23% _{bcefhk}	224 16% _c	211 15% _c	300 22% _{bcefhk}	213 15% _c	344 25% _{bcefhk}	673 48% _{abcddefghikl}	211 15% _c	502 37% _{abcddefghk}
Don't know	3 *	2 *	6 1%	11 1% _{abefgik}	4 *	3 *	2 *	26 2% _{abcefgikl}	2 *	25 2% _{abcefgikl}	3 *	8 1% _{gi}
Not applicable	3	8 _{jk}	414 _{abefghijkl}	563 _{abctghijkl}	13 _{aijk}	8 _j	17 _{afijk}	6	1	1	1	34 _{abefghijk}
Mean	3.29 _{jl}	3.91 _{adfgghijkl}	4.37 _{abdefghijkl}	3.48 _{ajl}	3.86 _{adfgghijkl}	3.71 _{adghijl}	3.44 _{ajl}	3.47 _{ajl}	3.45 _{ajl}	2.60	3.73 _{adghijl}	3.02 _j
Standard deviation	1.18	1.08	1.03	1.18	1.15	1.06	1.14	0.97	1.15	1.06	1.05	1.31
Standard error	0.03	0.03	0.03	0.04	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.

Prepared by Populus on behalf of Which?



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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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Base (exl NA for %)	1389	677	712	207	426	344	412	304	673	207	466	366	198	359	611	174	69	66*	171*	261	38*	946	538	409	408	90*	117	201	35**	
Very satisfied	(5)	175 13%	94 14%	81 11%	20 10%	46 11%	40 12%	69 17%cdgh	28 9%	78 12%	29 14%	87 19%ijkl	46 13%kl	17 9%	25 7%	81 13%op	15 9%	4 5%	2 3%	17 10%	54 18%mnopq	3 7%	137 15%w	96 18%wxyz	42 10%	33 8%	3 3%	11 9%	19 9%	5 15%
Fairly satisfied	(4)	566 41%	272 40%	295 41%	87 42%	162 38%	133 39%	184 45%	119 39%	264 39%	81 39%	229 49%ijl	146 40%kl	81 41%l	110 31%	252 41%p	68 39%p	23 34%p	11 17%	65 38%p	131 50%mnop	15 40%p	441 47%w	246 46%xyz	195 48%xyz	114 28%	26 28%	32 28%	57 28%	10 30%
Neither satisfied nor dissatisfied	(3)	266 19%	127 19%	138 19%	40 19%	67 16%	65 19%	94 23%d	56 19%	116 17%	33 16%	72 15%	67 18%	39 20%	88 24%l	107 17%	24 14%	12 18%	13 19%	59 34%mnor	41 16%	9 25%n	189 20%	118 22%	71 17%	72 18%	15 17%	21 18%	35 17%	5 14%
Fairly dissatisfied	(2)	247 18%	112 17%	135 19%	40 19%	85 20%f	67 19%	55 13%	66 22%f	125 19%	46 22%	60 13%	72 20%l	32 16%	83 23%l	117 19%fr	42 24%qr	14 21%r	14 22%r	23 13%	31 12%	6 16%	123 13%	65 12%	58 14%	113 28%t	20 22%u	31 26%uv	62 31%uv	11 32%
Very dissatisfied	(1)	132 10%	69 10%	63 9%	20 9%f	64 15%f	38 11%f	10 2%	33 11%f	89 13%f	17 8%	17 4%	34 9%l	29 15%l	52 15%l	52 9%r	23 13%qr	14 21%mr	26 39%mnors	7 4%	4 1%	5 12%qr	56 6%	13 2%	43 11%u	74 18%t	26 29%uvyz	20 17%u	27 14%u	3 7%
NET: Satisfied		741 53%	366 54%	375 53%	107 52%	208 49%	173 50%	253 61%cdgh	147 48%	341 51%	110 53%	316 68%ijkl	192 52%kl	98 49%l	135 38%	333 55%op	83 48%p	27 39%p	13 20%	82 48%p	185 71%mnop	17 46%p	579 61%w	342 64%xyz	237 58%xyz	147 36%	28 31%	43 37%	76 38%	15 44%
NET: Dissatisfied		379 27%	182 27%	197 28%	59 29%f	150 35%f	104 30%f	66 16%	99 32%f	215 32%f	63 30%	77 16%	106 29%l	61 31%l	135 38%ij	169 28%r	66 38%mr	29 42%mrqs	40 61%mnors	30 18%	35 13%	11 28%r	178 19%	77 14%	101 25%u	187 46%t	46 52%uv	50 43%uv	90 45%uv	14 39%
Don't know		3 *	2 *	1 *	2 1%	1 *	1 *	-	2 1%	1 *	1 *	1 *	-	1 *	1 *	1 1%r	-	-	-	*	-	-	-	-	2 1%t	-	2 2%uv	*	1 2%	
Not applicable		3	1	3	1	2	-	-	3	1	-	-	2	-	1	1	-	2mnqr	-	-	*	1	-	1	-	2	-	1u	*	-
Mean		3.29	3.31	3.28	3.23	3.09	3.21	3.60cdegh	3.14	3.17	3.29	3.67jkl	3.27l	3.12	2.92	3.32nop	3.06p	2.81p	2.22	3.36op	3.77mno	3.12p	3.51w	3.65vxyz	3.33xyz	2.80	2.53	2.86	2.89x	3.12
Standard deviation		1.18	1.20	1.16	1.15	1.27	1.21	1.00	1.18	1.24	1.20	1.04	1.18	1.22	1.18	1.24	1.27	1.22	0.98	0.96	1.16	1.07	0.98	1.16	1.25	1.26	1.27	1.23	1.25	



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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 (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)
Base (exl NA for %)	1389	677	712	207	426	344	412	304	673	207	466	366	198	359	611	174	69	66*	171*	261	38*	946	538	409	408	90*	117	201	35**
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	0.06	0.05	0.09	0.10	0.15	0.11	0.06	0.10	0.04	0.05	0.06	0.05	0.13	0.09	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

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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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1384	674	710	204	425	343	412	299	672	207	459	368	198	358	604	174	71	66*	171*	261	38*	941	535	406	408	90*	117	201	35**
Very satisfied (5)	455 33%	207 31%	248 35%	43 21%	104 25%	113 33%cdg	195 47%cdg	67 22%	194 29%	75 36%	172 38%l	119 32%	71 36%l	93 26%	168 28%p	50 29%	17 24%	10 16%	68 40%mp	132 50%mnop	11 29%ps	375 40%w	250 47%vxyz	125 31%z	77 19%	19 21%	25 21%	34 17%	3 8%
Fairly satisfied (4)	584 42%	291 43%	293 41%	86 42%	191 45%	146 43%	160 39%	127 42%	297 44%	89 43%	211 46%	143 39%	75 38%	155 43%	266 44%	81 47%	31 44%	23 35%	71 42%	97 37%	14 37%	392 42%	205 38%	187 46%	176 43%	34 37%	52 44%	90 45%	16 47%
Neither satisfied nor dissatisfied (3)	143 10%	81 12%	62 9%	27 13%	46 11%	36 11%	33 8%	41 14%f	68 10%	16 8%	34 7%	45 12%	20 10%	43 12%	63 10%	17 10%	10 14%	10 15%	19 11%	20 7%	6 15%r	79 8%	40 7%	40 10%	62 15%t	16 17%u	16 14%u	30 15%u	2 5%
Fairly dissatisfied (2)	157 11%	75 11%	82 12%	37 18%ef	64 15%f	36 11%f	19 5%	51 17%ef	86 13%f	20 10%	35 8%	49 13%l	22 11%	51 14%l	85 14%qr	21 12%r	10 14%qr	16 25%mnqr	9 6%	12 4%	4 11%r	80 9%	30 6%	50 12%u	65 16%t	14 16%u	17 15%u	34 17%u	11 33%
Very dissatisfied (1)	43 3%	19 3%	24 3%	9 5%f	18 4%f	10 3%	5 1%	13 4%f	25 4%	6 3%	5 1%	11 3%	11 5%l	16 4%l	21 3%r	5 4%r	3 4%r	6 10%mnqr	4 2%	1 *	3 8%r	15 2%	10 2%	4 1%	26 6%t	8 9%uv	5 4%v	13 6%uv	2 6%
NET: Satisfied	1039 75%	498 74%	541 76%	130 64%	296 70%	259 76%cg	355 86%cdg	193 65%	491 73%cg	164 79%	384 84%ijkl	262 71%	146 73%	247 69%	434 72%p	131 75%p	48 68%p	33 51%	139 81%ops	228 s	25 88%mnop	767 67%	455 85%vxyz	312 77%xyz	253 62%	52 58%	77 66%	124 62%	19 54%
NET: Dissatisfied	200 14%	94 14%	106 15%	46 23%ef	82 19%f	47 14%f	24 6%	64 21%ef	111 17%f	26 12%	40 9%	60 16%l	33 17%l	66 19%l	106 17%qr	26 15%r	13 18%qr	22 34%mnqr	13 8%	13 5%	7 18%qr	95 10%	41 8%	54 13%u	91 22%t	22 25%uv	22 19%u	47 23%uv	13 39%
Don't know	2 *	2 *	1 *	1 *	1 *	1 *	- *	1 *	2 *	1 *	1 *	- *	- *	1 *	2 *	1 *	- *	- *	- *	- *	- *	- *	- *	- *	2 *	- *	2 1%uv	- *	1 2%
Not applicable	8	4	5	5fh	2	1	-	7efh	1	-	7j	-	-	1	8	-	-	-	-	-	-	6	2	4	2	-	1	1	-
Mean	3.91	3.88	3.93	3.58	3.71	3.92cdg	4.26cde	3.61	3.82cg	4.01	4.11ijkl	3.84	3.87	3.72	3.79p	3.86p	3.70p	3.22	4.11mop	4.33mno	3.70p	4.10w	4.22vxy	3.93xyz	3.52	3.45	3.64	3.49	3.18
Standard deviation	1.08	1.06	1.10	1.15	1.12	1.06	0.89	1.13	1.10	1.04	0.92	1.11	1.18	1.13	1.10	1.05	1.12	1.26	0.96	0.84	1.23	0.98	0.95	1.00	1.16	1.24	1.12	1.14	1.17
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.08	0.05	0.06	0.08	0.06	0.05	0.07	0.09	0.15	0.11	0.05	0.11	0.03	0.04	0.05	0.05	0.13	0.08	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

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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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	978	487	490	143	313	247	275	215	488	138*	358	260	151	209	450	130	38*	29**	103*	192	36*	710	382	328	246	53*	67*	127	21**
Very satisfied (5)	616 63%	331 68%b	285 58%	85 60%	167 54%	156 63%	207 h	125 58%	284 58%	88 64%	240 67%k	165 63%	83 55%	128 62%	261 58%	63 48%	23 61%	18 60%	75 73%n	152 79%mnos	23 64%n	455 64%	268 70%vy	187 57%	148 60%	36 68%	36 55%	77 60%	12 58%
Fairly satisfied (4)	201 21%	92 19%	109 22%	29 20%f	89 28%f	53 22%f	30 11%	49 23%f	122 25%f	27 20%	68 19%	54 21%	35 23%	44 21%	115 26%qr	36 28%qr	9 24%qr	5 17%	7 7%	23 12%	6 17%	150 21%	64 17%	87 26%ux	49 20%	6 11%	14 21%	29 23%	1 5%
Neither satisfied nor dissatisfied (3)	82 8%	28 6%	54 11%a	12 8%	35 11%	17 7%	19 7%	20 10%	42 9%	12 9%	29 8%	24 9%	17 12%	12 6%	45 10%	15 11%	2 5%	1 3%	7 11%	11 6%	1 4%	54 8%	21 5%	34 10%	23 9%	4 7%	8 12%u	11 9%	4 20%
Fairly dissatisfied (2)	41 4%	13 3%	28 6%a	8 6%	7 2%	13 5%	12 5%	10 4%	19 4%	6 4%	9 3%	6 2%	9 6%	16 8%ij	11 2%	11 9%mr	1 3%	2 8%	11 11%mr	2 1%	3 8%mr	30 4%	17 5%	13 4%	8 3%	3 6%	2 3%	2 2%	12%
Very dissatisfied (1)	32 3%	21 4%	12 2%	6 4%	14 4%	8 3%	5 2%	8 4%	19 4%	4 3%	11 3%	10 4%	5 3%	7 3%	16 4%	3 2%	1 4%	3 10%	3 2%	4 2%	2 7%r	16 2%	9 2%	7 2%	16 7%t	4 7%	6 9%uv	6 5%	-
NET: Satisfied	817 84%	423 87%b	394 80%	114 80%	256 82%	209 85%	238 86%	173 81%	405 83%	115 83%	308 86%	219 84%	117 78%	173 83%	376 84%	99 76%	32 85%	23 78%	82 80%	175 91%mnos	29 81%	605 85%	331 87%y	274 84%	198 80%	42 79%	51 76%	106 83%	14 63%
NET: Dissatisfied	73 7%	33 7%	40 8%	15 10%	21 7%	20 8%	17 6%	18 8%	38 8%	10 7%	20 6%	16 6%	14 9%	23 11%	27 6%	14 11%r	2 7%	6 19%	13 13%r	5 3%	5 15%mr	46 7%	26 7%	20 6%	24 10%	7 14%	8 13%	9 7%	2 12%
Don't know	6 1%	3 1%	3 1%	3 2%	1 *	1 *	1 *	3 1%	2 *	1 1%	1 *	1 1%	2 1%	1 1%	2 *	2 1%	1 3%rn	-	-	1 1%	-	4 1%	4 1%	-	1 *	-	-	1 1%	1 5%
Not applicable	414	190	225	66	115	97	137dh	92	186	69	108	108i	48	151ijk	162s	44s	33mnqrs	36	69mnrs	69s	2	237	156v	82	164t	37uv	52uvz	75uv	13
Mean	4.37	4.45b	4.29	4.27	4.25	4.37	4.55cdg h	4.29	4.30	4.38	4.45k	4.38	4.22	4.31	4.33	4.13	4.41	4.09	4.37	4.67mno s	4.24	4.41w	4.49y	4.32	4.25	4.26	4.09	4.33	4.16
Standard deviation	1.03	1.02	1.03	1.13	1.04	1.03	0.93	1.07	1.05	1.01	0.97	1.01	1.08	1.09	1.00	1.08	1.00	1.40	1.15	0.78	1.26	0.96	0.96	0.96	1.17	1.28	1.28	1.06	1.16
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.06	0.07	0.05	0.09	0.06	0.06	0.08	0.07	0.05	0.09	0.11	0.27	0.16	0.06	0.12	0.04	0.05	0.06	0.17	0.11	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	829	433	396	170	378	245	36**	257	536	170*	316	236	131	145	611	171	21*	13**	**	9**	4**	537	190	347	266	45*	67*	153	26**
Very satisfied (5)	151 18%	75 17%	75 19%	34 20%	65 17%	40 16%	12 33%	46 18%	93 17%	39 23%	63 20%	34 14%	29 22%	26 18%	115 19%	29 17%	2 11%	2 13%	-	3 31%	-	107 20%	45 24%	61 18%	41 16%	6 12%	11 17%	24 16%	3 10%
Fairly satisfied (4)	346 42%	168 39%	177 45%	66 39%	157 41%	105 43%	18 49%	103 40%	224 42%	65 38%	143 45%l	100 43%	55 42%	47 32%	250 41%	85 50%o	6 30%	1 8%	-	2 26%	1 17%	236 44%	80 42%	155 45%x	100 38%	12 26%	23 34%	66 43%	10 36%
Neither satisfied nor dissatisfied (3)	133 16%	85 20%b	49 12%	30 17%	66 17%	35 14%	3 9%	45 18%	85 16%	24 14%	41 13%	43 18%	19 15%	30 21%	99 16%	22 13%	8 41%mn	1 6%	-	1 10%	2 49%	74 14%	26 13%	49 14%	53 20%t	14 30%uvz	17 26%uvz	22 15%	6 22%
Fairly dissatisfied (2)	124 15%	60 14%	64 16%	27 16%	57 15%	39 16%	-	43 17%	81 15%	25 12%	38 12%	42 18%	19 15%	24 17%	99 16%	18 11%	2 9%	4 33%	-	-	*	82 15%	25 13%	57 16%	36 13%	6 12%	7 10%	24 15%	6 23%
Very dissatisfied (1)	65 8%	40 9%	25 6%	10 6%	32 9%	23 9%	-	15 6%	50 9%	16 9%	24 8%	15 6%	9 7%	17 12%	44 7%	16 9%	1 6%	4 31%	-	-	*	34 6%	12 6%	22 6%	30 11%t	9 19%uv	8 12%	14 9%	1 4%
NET: Satisfied	496 60%	244 56%	253 64%	100 59%	221 59%	146 59%	30 82%	150 58%	317 59%	104 61%	205 65%l	135 57%	84 64%l	73 50%	365 60%o	113 66%o	9 42%	3 22%	-	5 57%	1 17%	342 64%w	126 66%xy	217 62%x	142 53%	18 39%	34 51%	90 59%x	12 47%
NET: Dissatisfied	189 23%	100 23%	89 22%	37 22%	90 24%	62 25%	-	58 23%	130 24%	41 24%	62 20%	58 24%	28 21%	41 28%	142 23%	34 20%	3 15%	8 64%	-	-	*	116 22%	36 19%	79 23%	66 25%	14 31%	14 21%	37 24%	7 27%
Don't know	11 1%	5 1%	6 2%	4 2% ^d	1 *	3 1%	3 9%	4 2%	4 1%	1 1%	8 3%	1 *	*	1 1%	4 1%	1 1%	1 3%	1 9%	-	3 33%	1 22%	5 1%	2 1%	3 1%	5 2%	-	2 2%	3 2%	1 4%
Not applicable	563	244	319a	38d	50	99cdgh	376	50	137d	37	150	132	67	214ij	1	3m	50mn	53	171	251	34	411w	348v	63	144	45vyz	51vz	48v	8
Mean	3.48	3.42	3.55	3.52	3.44	3.42	4.26	3.48	3.43	3.52	3.59i	3.41	3.58	3.28	3.49	3.54	3.34	2.33	-	4.32	2.98	3.56w	3.65x	3.51x	3.33	3.01	3.36	3.42	3.27
Standard deviation	1.18	1.20	1.16	1.16	1.19	1.21	0.64	1.15	1.21	1.26	1.17	1.13	1.17	1.27	1.18	1.17	1.02	1.46	-	0.78	0.95	1.16	1.16	1.15	1.23	1.29	1.23	1.20	1.10
Standard error	0.04	0.06	0.06	0.08	0.06	0.09	0.12	0.07	0.06	0.11	0.08	0.07	0.10	0.10	0.05	0.08	0.15	0.42	-	0.32	0.26	0.06	0.09	0.07	0.07	0.18	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 West

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 (l)	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1379	669	710	208	427	341	404	306	670	205	466	367	198	348	612	174	69	64*	163*	260	37*	938	529	409	407	90*	116	201	35**
Very satisfied (5)	474 34%	224 34%	249 35%	37 18%	74 17%	99 29%cdg	263 65%cdg	47 15%	163 24%dg	57 28%	173 37%k	123 33%	54 27%	124 36%	89 15%	40 23% ^m	25 36% ^{mn}	22 34% ^m	103 63% ^{mnp}	184 71% ^{mnp}	10 27% ^m	375 40% ^w	287 54% ^{vxyz}	88 22%	92 23%	21 24%	22 19%	48 24%	6 18%
Fairly satisfied (4)	517 37%	247 37%	270 38%	94 45% ^f	175 41% ^f	129 38%	119 29%	134 44% ^f	265 39% ^f	89 43%	164 35%	154 42%	81 41%	118 34%	265 43% ^{qr}	82 47% ^{oqr}	23 34% ^r	22 34%	47 29%	63 24%	15 40% ^r	341 36%	170 32%	171 42% ^u	157 39%	37 41%	46 39%	75 37%	18 53%
Neither satisfied nor dissatisfied (3)	160 12%	81 12%	80 11%	32 15% ^f	75 18% ^f	41 12% ^f	12 3%	46 15% ^f	102 15% ^f	18 9%	47 10%	42 12%	22 11%	49 14%	96 16% ^{qr}	24 14% ^{qr}	10 15% ^{qr}	9 14% ^{qr}	7 4%	7 3%	6 17% ^{qr}	98 10%	37 7%	61 15% ^u	59 14%	10 11%	22 19% ^u	26 13% ^u	4 12%
Fairly dissatisfied (2)	163 12%	84 13%	79 11%	30 15% ^f	77 18% ^f	50 15% ^f	6 1%	58 19% ^f	100 15% ^f	28 14%	69 15% ^j	33 9%	28 14%	33 9%	121 20% ^{nopq}	19 11% ^{qr}	7 11% ^{qr}	4 6%	2 1%	5 2%	5 13% ^{qr}	96 10%	28 5%	68 17% ^u	62 15% ^t	10 11%	13 11% ^u	40 20% ^{uy}	5 14%
Very dissatisfied (1)	61 4%	30 4%	31 4%	13 6% ^f	25 6% ^f	20 6% ^f	3 1%	19 6% ^f	39 6% ^f	12 6%	13 3%	15 4%	11 6%	21 6%	40 6% ^r	7 4% ^r	3 4% ^r	6 9% ^{qr}	3 2%	1 *	1 3% ^r	27 3%	7 1%	21 5% ^u	33 8% ^t	11 12% ^{uv}	11 9% ^u	12 6% ^u	1 2%
NET: Satisfied	991 72%	472 70%	519 73%	131 63%	249 58%	229 67% ^d	382 95% ^{cdg}	181 59%	428 64%	146 71%	337 72%	276 75%	135 68%	243 70%	354 58%	122 71% ^m	48 70% ^m	44 69%	151 92% ^{mnp}	246 95% ^{mnp}	25 67%	716 76% ^w	457 86% ^{vxyz}	259 63%	250 61%	58 65%	68 59%	123 61%	25 71%
NET: Dissatisfied	224 16%	114 17%	111 16%	43 21% ^f	102 24% ^f	70 21% ^f	9 2%	77 25% ^f	138 21% ^f	40 20%	82 18%	48 13%	40 20%	54 16%	161 26% ^{nopr}	26 15% ^{qr}	10 14% ^{qr}	10 16% ^{qr}	5 3%	6 2%	6 16% ^{qr}	123 13%	35 7%	88 22% ^u	96 24% ^t	20 23% ^u	23 20% ^u	52 26% ^u	5 15%
Don't know	4 *	3 *	1 *	2 1%	* *	2 *	- *	2 1%	2 *	1 *	1 *	- *	1 *	2 1%	2 *	1 *	* 1%	1 2%	- -	- -	* *	- -	- -	- -	3 1% ^t	1 1% ^u	2 2% ^{uvz}	- *	1 2%
Not applicable	13	8	5	*	1	3	9dg	*	4	2	*	1	-	11jk	-	-	2mnr	1m	8mnr	1	1mn	10	9	1	3	*	2	*	-
Mean	3.86	3.83	3.88	3.54	3.46	3.70dg	4.57cde	3.43	3.62g	3.74	3.89	3.91	3.70	3.84	3.40	3.75m	3.89m	3.79m	4.50mno	4.62mno	3.76m	4.00w	4.33vxy	3.58	3.53	3.55	3.50	3.54	3.74
Standard deviation	1.15	1.16	1.14	1.13	1.15	1.20	0.70	1.15	1.17	1.18	1.14	1.09	1.18	1.19	1.15	1.06	1.13	1.26	0.82	0.68	1.09	1.08	0.91	1.14	1.23	1.30	1.20	1.22	0.98

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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 (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)
Base (exl NA for %)	1379	669	710	208	427	341	404	306	670	205	466	367	198	348	612	174	69	64*	163*	260	37*	938	529	409	407	90*	116	201	35**
Standard error	0.03	0.04	0.04	0.07	0.05	0.07	0.04	0.06	0.05	0.09	0.06	0.06	0.08	0.06	0.05	0.07	0.09	0.16	0.09	0.04	0.10	0.04	0.04	0.06	0.05	0.14	0.09	0.08	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 West 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1384	671	713	208	426	342	408	306	670	205	467	366	198	354	610	172	70	66*	168*	260	38*	941	532	409	409	90*	118	200	35**
Very satisfied (5)	310 22%	128 19%	182 26%a	39 19%	64 15%	69 20%	137 34%cd	52 17%	121 18%	54 26%	137 29%jkl	72 20%	39 20%	62 18%	119 20%p	32 19%	10 14%	6 9%	52 31%mnop	83 32%mnop	8 20%p	248 26%w	160 30%vxyz	88 22%z	60 15%	14 15%	22 18%	25 12%	1 3%
Fairly satisfied (4)	626 45%	308 46%	318 45%	92 44%	196 46%	143 42%	195 48%	135 44%	296 44%	83 40%	212 45%	178 49%	87 44%	150 42%	275 45%o	85 49%o	22 32%	23 35%	75 44%	131 50%op	15 39%	436 42%	252 47%y	185 45%y	171 42%	44 48%y	38 32%	89 45%y	19 55%
Neither satisfied nor dissatisfied (3)	234 17%	134 20%b	100 14%	37 18%f	80 19%g	72 21%f	46 11%	49 16%	139 21%f	35 17%	60 13%	63 17%	38 19%	73 21%g	118 19%r	30 17%	16 24%r	10 16%	23 14%	30 12%	6 16%	153 16%	72 14%	81 20%u	80 19%	13 14%	31 26%u	36 18%	2 5%
Fairly dissatisfied (2)	153 11%	74 11%	79 11%	32 15%f	58 14%g	39 11%f	25 6%	54 18%efh	74 11%f	21 10%	42 9%	42 11%	25 13%	45 13%	71 12%r	18 10%	14 20%mnqr	16 25%mnqr	12 7%	15 6%	7 17%qr	78 8%	38 7%	40 10%	64 16%t	11 13%	15 13%u	38 19%uv	11 32%
Very dissatisfied (1)	58 4%	25 4%	33 5%	7 3%	28 7%f	17 5%g	5 1%	15 5%f	38 6%g	11 6%	15 3%	12 4%	8 7%	24 7%	26 4%r	6 3%r	7 10%mnqr	10 15%mnqr	5 3%	1 *	2 6%r	25 3%	10 2%	15 4%	33 8%t	8 9%uv	12 10%uv	13 6%u	1 2%
NET: Satisfied	936 68%	436 65%	500 70%	131 63%	260 61%	212 62%	332 81%cd	186 61%	417 62%	137 67%	349 75%kl	250 68%l	126 64%	212 60%	394 65%op	118 68%op	32 46%	29 44%	127 76%ops	214 82%mnop	22 59%	684 73%w	412 77%vxyz	272 67%yz	231 57%	57 63%	60 51%	114 57%	20 59%
NET: Dissatisfied	211 15%	100 15%	112 16%	39 19%f	86 20%g	56 16%g	30 7%	70 23%fh	112 17%g	32 16%	56 12%	54 15%	33 17%	68 19%g	97 16%r	24 14%r	21 31%mnqr	26 40%mnqr	18 10%	16 6%	9 23%nqr	103 11%	48 9%	55 13%	97 24%t	20 22%u	27 23%uv	50 25%uv	12 34%
Don't know	3 *	2 *	1 *	1 *	1 *	2 *	- *	1 *	2 *	1 *	1 *	- *	1 *	1 *	1 1%	- *	- *	- *	- *	- *	1 2%mr	1 *	1 *	1 *	- *	1 1%	- *	1 2%	
Not applicable	8	6	2	1	1	2	4	1	3	2	-	2	1	5i	2	1	1	-	3	1	-	7	5	1	1	-	-	1	-
Mean	3.71	3.66	3.76	3.60	3.49	3.61	4.06cd	3.50	3.58	3.72	3.89jkl	3.70	3.63	3.52	3.64op	3.70op	3.18	2.98	3.93mnop	4.08mno	3.51p	3.86w	3.97vxy	3.71yz	3.40	3.47	3.37	3.38	3.27
Standard deviation	1.06	1.03	1.09	1.07	1.11	1.09	0.90	1.12	1.08	1.13	1.03	1.02	1.06	1.12	1.06	1.00	1.21	1.26	1.01	0.83	1.19	0.99	0.94	1.03	1.15	1.18	1.21	1.11	1.03
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.07	0.06	0.05	0.07	0.10	0.15	0.11	0.05	0.11	0.03	0.04	0.05	0.05	0.12	0.08	0.07	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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: 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1375	669	707	207	421	339	408	304	663	203	462	366	196	351	605	172	67	65*	168*	260	37*	940	532	408	402	90*	114	198	34**
Very satisfied (5)	215 16%	105 16%	110 16%	29 14%	41 10%	53 16% ^d	92 23% ^{cdgh}	39 13%	84 13%	41 20%	95 21% ^{jl}	51 14%	26 13%	42 12%	95 16% ^{np}	13 8%	7 10%	4 6%	34 20% ^{np}	59 23% ^{mnop}	3 9%	178 19% ^w	111 21% ^{xyz}	67 17% ^{xz}	36 9%	4 4%	14 12%	18 9%	-
Fairly satisfied (4)	580 42%	276 41%	304 43%	92 45%	155 37%	143 42%	190 46% ^d	123 40%	267 40%	81 40%	197 43%	164 45%	85 43%	134 38%	258 43% ^p	67 39%	27 40%	17 27%	76 45% ^p	122 47% ^p	13 36%	425 45% ^w	251 47% ^{yz}	174 43% ^y	141 35%	37 41%	36 32%	68 35%	14 40%
Neither satisfied nor dissatisfied (3)	279 20%	134 20%	145 20%	37 18%	83 20%	68 20%	91 22%	53 18%	135 20%	43 21%	95 21%	73 20%	31 16%	80 23%	106 18%	42 24%	11 17%	18 27%	35 21%	59 23%	8 22%	181 19%	112 21%	70 17%	88 22%	20 23%	29 25%	39 19%	10 29%
Fairly dissatisfied (2)	200 15%	104 16%	96 14%	28 13% ^f	98 23% ^{cefh}	47 14% ^f	28 7%	58 19% ^f	115 17% ^f	22 11%	51 11%	56 15%	37 19% ⁱ	56 16%	102 17% ^r	36 21% ^{qr}	11 17% ^r	11 16% ^r	16 10%	17 6%	7 20% ^{qr}	112 12%	45 8%	67 17% ^u	84 21% ^t	18 20% ^u	16 14% ^u	50 25% ^{uv}	4 10%
Very dissatisfied (1)	100 7%	48 7%	52 7%	20 10% ^f	44 10% ^f	28 8% ^f	8 2%	31 10% ^f	61 9% ^f	15 8%	23 5%	22 6%	17 8%	39 11% ^{ij}	44 7% ^r	14 8% ^r	11 17% ^{mnr}	16 24% ^{mnr}	7 4%	4 1%	5 12% ^{qr}	43 5%	13 3%	29 7% ^u	51 13% ^t	11 12% ^u	18 16% ^{uv}	22 11% ^u	6 19%
NET: Satisfied	794 58%	381 57%	414 59%	121 59% ^d	196 47%	196 58% ^d	282 69% ^{cdgh}	161 53%	351 53%	122 60%	292 63% ^l	215 59% ^l	112 57%	176 50%	352 58% ^{np}	80 47%	34 50% ^p	21 32%	110 65% ^{nops}	181 70% ^{mnop}	17 45%	603 64% ^w	362 68% ^{vxyz}	241 59% ^{xyz}	178 44%	41 45%	50 44%	87 44%	14 40%
NET: Dissatisfied	300 22%	152 23%	148 21%	48 23% ^f	141 34% ^{cefh}	75 22% ^f	36 9%	89 29% ^f	176 26% ^f	38 19%	74 16%	78 21%	54 27% ⁱ	95 27% ⁱ	146 24% ^r	50 29% ^{qr}	23 34% ^{mqr}	26 40% ^{mqr}	24 14%	20 8%	12 32% ^{qr}	155 16%	58 11%	97 24% ^u	136 34% ^t	29 32% ^u	34 30% ^u	72 37% ^{uv}	10 29%
Don't know	2 *	2 *	-	1 *	-	1 *	-	1 *	1 *	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-	1 *
Not applicable	17	9	8	2	7	4	4	2	11	4	4	2	3	8	6	1	3mnr	1	3	1	1	8	6	2	8	-	4uv	4	1
Mean	3.44	3.43	3.46	3.39 ^d	3.12	3.43 ^d	3.81 ^{cde}	3.26	3.30 ^d	3.54	3.63 ^{kl}	3.45 ⁱ	3.35	3.24	3.43 ^{nops}	3.17 ^p	3.09	2.74	3.67 ^{hop}	3.83 ^{mno}	3.10	3.62 ^w	3.75 ^{vxy}	3.45 ^{xyz}	3.07	3.06	3.10	3.05	2.92
Standard deviation	1.14	1.14	1.13	1.18	1.18	1.15	0.93	1.20	1.17	1.16	1.08	1.10	1.18	1.19	1.15	1.10	1.28	1.26	1.04	0.90	1.21	1.06	0.96	1.16	1.20	1.13	1.26	1.19	1.14
Standard error	0.03	0.04	0.04	0.07	0.05	0.07	0.05	0.06	0.05	0.09	0.06	0.06	0.08	0.06	0.05	0.08	0.10	0.15	0.12	0.06	0.11	0.04	0.05	0.06	0.05	0.12	0.09	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 West 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1386	674	711	208	426	342	410	306	670	206	466	363	197	359	609	173	71	66*	171*	258	38*	943	535	408	408	89*	118	201	35**
Very satisfied (5)	150 11%	61 9%	89 13%	10 5%	35 8%	33 10%	73 18% ^{cdegh}	16 5%	61 9%	26 12%	65 14% ^l	40 11%	15 8%	30 8%	48 11%	20 8%	6 4%	3 4%	25 15%	45 17% ^{mop}	4 10%	121 13% ^w	78 15% ^{yz}	42 10%	28 7%	8 9%	7 6%	13 7%	2 5%
Fairly satisfied (4)	606 44%	292 43%	314 44%	67 32%	177 42% ^{cg}	164 48% ^{cg}	198 48% ^{cg}	101 33%	306 46% ^{cg}	104 51%	216 46%	153 42%	86 44%	151 42%	264 43% ^p	73 42% ^p	26 37%	17 26%	87 51% ^p	123 48% ^p	15 39%	453 48% ^w	266 50% ^{xz}	187 46% ^{xz}	138 34%	20 22%	47 40% ^x	71 35%	14 42%
Neither satisfied nor dissatisfied (3)	390 28%	194 29%	197 28%	77 37% ^{defh}	115 27%	90 26%	108 26%	108 35% ^{defh}	174 26%	41 20%	122 26%	103 28%	55 28%	110 31%	170 28%	55 32%	16 23%	22 33%	47 27%	70 27%	11 29%	248 26%	134 25%	114 28%	134 33% ^t	34 39% ^u	35 29%	65 32%	9 25%
Fairly dissatisfied (2)	162 12%	88 13%	74 10%	29 14% ^f	71 17% ^f	37 11%	24 6%	51 17% ^f	87 13% ^f	21 10%	39 8%	52 14% ⁱ	29 15% ⁱ	43 12%	89 15% ^{qr}	18 11%	12 17% ^{qr}	10 16% ^{qr}	10 6%	16 6%	6 16% ^{qr}	88 9%	45 8%	44 11%	70 17% ^t	17 19% ^u	18 16% ^u	35 17% ^{uv}	4 10%
Very dissatisfied (1)	51 4%	32 5%	18 3%	16 8% ^{ef}	20 5% ^f	12 3% ^f	3 1%	19 6% ^f	29 4% ^f	6 3%	18 4%	9 3%	7 4%	17 5%	25 4%	4 3%	5 8% ^{nqr}	11 16% ^{mnqrs}	-	3 1%	2 5% ^{qr}	23 2%	8 2%	15 4%	23 6% ^t	8 9% ^u	6 5% ^u	9 5% ^u	5 14%
NET: Satisfied	756 55%	353 52%	403 57%	76 37%	212 50% ^{cg}	197 58% ^{cg}	271 66% ^{cdgh}	118 39%	368 55% ^{cg}	130 63%	281 60% ^l	193 53%	102 52%	181 50%	312 51% ^p	93 54% ^p	32 46% ^p	20 30%	112 66% ^{mops}	168 65% ^{mnop}	19 49% ^p	574 61% ^w	345 64% ^{vxyz}	229 56% ^{xyz}	166 41%	28 31%	54 46% ^x	84 42%	16 47%
NET: Dissatisfied	213 15%	120 18% ^b	92 13%	45 22% ^{ef}	92 22% ^{ef}	49 14% ^f	27 7%	70 23% ^{ef}	116 17% ^f	27 13%	56 12%	61 17%	36 18%	59 17%	114 19% ^{qr}	23 13%	18 25% ^{nqr}	21 32% ^{mnqr}	10 6%	20 8%	8 21% ^{qr}	111 12%	53 10%	59 14%	93 23% ^t	25 28% ^{uv}	24 20% ^u	44 22% ^{uv}	8 24%
Don't know	26 2%	8 1%	19 3%	9 4% ^f	7 2%	7 2%	4 1%	11 4% ^f	12 2%	8 4%	7 2%	6 2%	4 2%	9 3%	13 2%	3 1%	4 6% ^{mnqr}	3 5% ^r	2 1%	1 *	1 1%	10 1%	3 1%	7 2%	15 4% ^t	2 2%	6 5% ^{uv}	7 4% ^u	2 5%
Not applicable	6	3	4	1	2	1	3	1	3	1	*	5	1	*	3	*	-	-	-	3	*	5	3	2	2	1	-	*	-
Mean	3.47	3.39	3.55 ^a	3.12	3.32 ^{cg}	3.50 ^{cdg}	3.77 ^{cde}	3.16	3.43 ^{cg}	3.62	3.59 ^{kl}	3.45	3.38	3.39	3.37 ^p	3.50 ^{op}	3.23 ^p	2.85	3.75 ^{mno}	3.74 ^{mno}	3.33 ^p	3.60 ^w	3.68 ^{vxy}	3.49 ^{xyz}	3.20	3.03	3.28	3.23	3.15
Standard deviation	0.97	0.99	0.94	1.00	1.01	0.94	0.83	0.99	0.98	0.95	0.96	0.96	0.96	0.97	0.97	1.11	1.14	1.14	0.78	0.87	1.04	0.92	0.88	0.95	1.00	1.08	0.98	0.98	1.16
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.05	0.04	0.07	0.05	0.05	0.06	0.05	0.04	0.07	0.09	0.14	0.09	0.06	0.09	0.03	0.04	0.05	0.04	0.12	0.07	0.06	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 West 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 (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1391	677	713	209	427	342	412	306	672	206	467	368	197	359	611	174	71	66*	171*	261	38*	948	538	410	409	89*	118	202	35**
Very satisfied (5)	216 16%	106 16%	111 15%	36 17%	73 17%	48 14%	59 14%	57 19%	100 15%	35 17%	88 19% <i>kl</i>	58 16%	28 14%	42 12%	119 19% <i>ops</i>	23 13%	6 8%	6 8%	21 12%	39 15%	3 9%	176 19% <i>w</i>	93 17% <i>z</i>	84 20% <i>xz</i>	38 9%	7 8%	15 12%	17 8%	1 3%
Fairly satisfied (4)	637 46%	323 48%	314 44%	106 51%	191 45%	147 43%	192 47%	152 50%	292 44%	95 46%	235 50% <i>kl</i>	174 47%	84 43%	144 40%	313 51% <i>ops</i>	76 44% <i>op</i>	20 29%	17 25%	76 44% <i>op</i>	121 46% <i>op</i>	14 36%	455 48% <i>w</i>	251 47% <i>y</i>	203 50% <i>y</i>	166 41%	34 38%	33 28%	99 49% <i>y</i>	16 46%
Neither satisfied nor dissatisfied (3)	192 14%	90 13%	103 14%	28 13%	53 12%	61 18%	51 12%	42 14%	99 15%	28 14%	51 11%	53 14%	32 16%	57 16%	78 13%	24 14%	12 16%	11 16%	28 16%	33 13%	7 19%	116 12%	76 14%	40 10%	67 16%	19 22% <i>v</i>	22 18% <i>v</i>	26 13%	9 25%
Fairly dissatisfied (2)	250 18%	114 17%	135 19%	28 13%	82 19% <i>g</i>	57 17%	82 20% <i>g</i>	40 13%	128 19% <i>g</i>	32 16%	76 16%	65 18%	39 20%	70 19%	84 14%	40 23% <i>m</i>	12 18%	20 30% <i>m</i>	32 19%	54 21% <i>m</i>	8 20%	151 16%	90 17%	62 15%	92 23% <i>t</i>	19 21%	27 23%	47 23% <i>w</i>	6 19%
Very dissatisfied (1)	94 7%	43 6%	51 7%	10 5%	28 7%	28 8%	28 7%	14 5%	51 8%	15 7%	16 3%	19 5%	14 7%	45 13% <i>ij</i>	16 3%	9 5%	21 30% <i>mnqr</i>	13 20% <i>mnqr</i>	15 9% <i>m</i>	14 5%	6 15% <i>mnr</i>	49 5%	27 5%	21 5%	44 11% <i>t</i>	10 11%	21 18% <i>uvz</i>	12 6%	2 5%
NET: Satisfied	853 61%	429 63%	424 59%	142 68% <i>eh</i>	264 62%	195 57%	251 61%	209 68% <i>eh</i>	392 58%	130 63%	323 69% <i>kl</i>	232 63% <i>kl</i>	112 57%	187 52%	432 71% <i>nopqrs</i>	99 57% <i>op</i>	26 36%	22 34%	97 57% <i>op</i>	160 61% <i>ops</i>	17 45%	631 67% <i>w</i>	344 64% <i>xy</i>	287 70% <i>xyz</i>	205 50%	41 46%	48 40%	116 58% <i>y</i>	17 50%
NET: Dissatisfied	344 25%	157 23%	187 26%	38 18%	110 26% <i>g</i>	85 25%	110 27% <i>cg</i>	54 18%	179 27% <i>cg</i>	47 23%	92 20%	84 23%	53 27%	115 32% <i>ij</i>	100 16%	50 29% <i>m</i>	33 47% <i>mnqr</i>	33 50% <i>mnqr</i>	47 27% <i>m</i>	68 26% <i>m</i>	14 36% <i>m</i>	200 21%	117 22%	83 20%	136 33% <i>t</i>	28 32% <i>v</i>	48 41% <i>uvz</i>	59 29% <i>v</i>	8 23%
Don't know	2 *	2 *	- -	1 *	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 1% <i>u</i>	- -	1 2%
Not applicable	1	-	1	-	-	1	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1 <u>uv</u>	-	-	-
Mean	3.45	3.49	3.42	3.63 <i>eh</i>	3.47	3.38	3.42	3.65 <i>defh</i>	3.39	3.51	3.65 <i>kl</i>	3.51	3.36	3.19	3.71 <i>nopqrs</i>	3.36 <i>ops</i>	2.68	2.72	3.33 <i>op</i>	3.45 <i>ops</i>	3.03	3.59 <i>w</i>	3.54 <i>xyz</i>	3.65 <i>xyz</i>	3.16	3.11	2.94	3.30 <i>y</i>	3.25
Standard deviation	1.15	1.13	1.17	1.07	1.17	1.16	1.16	1.07	1.17	1.16	1.07	1.11	1.16	1.24	1.02	1.14	1.37	1.28	1.17	1.13	1.25	1.12	1.11	1.12	1.19	1.16	1.32	1.10	0.98
Standard error	0.03	0.04	0.05	0.06	0.05	0.07	0.07	0.05	0.05	0.09	0.06	0.06	0.08	0.06	0.05	0.08	0.11	0.15	0.13	0.07	0.11	0.04	0.05	0.06	0.05	0.12	0.09	0.07	0.18

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 West 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 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1391	677	715	208	427	344	412	306	673	207	467	368	198	359	612	174	71	65*	171*	261	38*	947	538	409	410	90*	118	202	35**
Very satisfied (5)	33 2%	22 3%	11 1%	4 2%	9 2%	11 3%	9 2%	5 2%	18 3%	8 4%	14 3%	2 1%	9 3%	20 3%	1 *	2 2%	-	-	5 3%	5 2%	1 2%	27 3%	18 3%	9 2%	6 2%	2 2%	3 2%	2 1%	-
Fairly satisfied (4)	285 20%	129 19%	156 22%	26 13%	69 16%	80 23%cdg	109 26%cdg	38 12%	138 20%cdg	52 25%	94 20%	67 18%	49 25%	75 21%	117 19%p	28 16%	10 14%	5 7%	52 31%mnop	66 25%nop	7 18%p	230 24%w	140 26%xyz	89 22%yz	54 13%	13 14%	16 13%	25 12%	2 5%
Neither satisfied nor dissatisfied (3)	375 27%	171 25%	205 29%	64 31%	105 25%	89 26%	118 29%	83 27%	174 26%	60 29%	121 26%	99 27%	52 26%	104 29%	165 27%	51 29%	18 26%	14 21%	47 27%	68 26%	13 33%	251 26%	150 28%	101 25%	115 28%	19 21%	35 30%	60 30%	10 29%
Fairly dissatisfied (2)	449 32%	227 34%	222 31%	65 31%	149 35%	100 29%	135 33%	108 35%	206 31%	50 24%	154 33%	129 35%	61 31%	105 29%	196 32%	56 32%	22 31%	19 30%	51 30%	93 36%	11 30%	298 31%	156 29%	142 35%	138 34%	36 40%y	31 26%	71 35%	13 39%
Very dissatisfied (1)	224 16%	119 18%	105 15%	43 20%f	90 21%f	56 16%f	35 9%	64 21%f	124 18%f	33 16%	75 16%	62 17%	31 16%	56 16%	104 17%qr	33 19%qr	18 26%mq	24 37%mnqrs	12 7%	26 10%	6 16%q	132 14%	68 13%	84 16%	17 21%t	27 19%	40 23%u	8 20%u	23%u
NET: Satisfied	318 23%	151 22%	167 23%	30 15%	78 18%	92 27%cdg	118 29%cdg	44 14%	156 23%cdg	60 29%	108 23%	75 20%	51 26%	84 23%	137 22%p	29 16%	12 16%	5 7%	57 34%mnop	71 27%nop	8 20%p	256 27%w	158 29%xyz	98 24%z	60 15%	15 16%	19 16%	27 13%	2 5%
NET: Dissatisfied	673 48%	346 51%	326 46%	107 52%f	239 56%ef	156 45%	170 41%	172 56%ef	330 49%	83 40%	229 49%	191 52%	91 46%	161 45%	300 49%	89 51%q	40 57%q	43 66%mnqr	64 37%	119 46%	17 46%	429 45%	223 42%	206 50%u	222 54%t	53 59%u	58 49%	111 55%u	21 62%
Don't know	25 2%	9 1%	17 2%	7 3%	5 1%	8 2%	5 1%	7 2%	13 2%	4 2%	9 2%	3 1%	4 2%	9 3%	11 2%	5 3%	1 1%	3 5%r	3 2%	2 1%	* 1%	11 1%	6 1%	5 1%	13 3%t	3 4%	7 6%uvz	3 1%	1 4%
Not applicable	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1m	-	-	-	1	-	1	-	-	-	-	-
Mean	2.60	2.56	2.64	2.43	2.43	2.67cdg	2.81cdg	2.37	2.58g	2.76	2.60	2.53	2.64	2.65	2.59op	2.45p	2.35p	1.99	2.92mno	2.73nop	2.60p	2.70w	2.78vxy	2.60z	2.40	2.39	2.43	2.38	2.17
Standard deviation	1.06	1.09	1.03	1.03	1.06	1.11	1.00	1.02	1.10	1.13	1.08	1.04	1.06	1.07	1.08	1.00	1.09	0.97	1.01	1.02	1.03	1.07	1.08	1.06	1.02	1.03	1.08	0.98	0.86
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.06	0.05	0.04	0.08	0.06	0.05	0.07	0.05	0.05	0.07	0.09	0.12	0.11	0.06	0.09	0.04	0.05	0.06	0.04	0.11	0.08	0.06	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1391	677	714	208	427	344	412	305	673	207	467	368	198	358	611	174	71	66*	171*	261	38*	948	538	410	409	90*	118	201	35**
Very satisfied (5)	303 22%	143 21%	160 22%	48 23%	74 17%	66 19%	115 28%deh	64 21%	124 18%	42 20%	137 29%ijl	69 19%	42 21%	54 15%	122 20%ps	41 24%ps	14 20%p	3 4%	32 19%p	87 33%mpq	4 11%	251 26%w	161 30%vxyz	90 22%xyz	47 12%	7 8%	14 12%	26 13%	5 14%
Fairly satisfied (4)	678 49%	332 49%	346 48%	99 48%	205 48%	152 44%	223 54%eh	148 48%	308 46%	98 47%	251 54%l	191 52%l	92 46%	145 40%	314 51%nop	67 39%	22 31%	24 37%	96 56%nop	136 52%nop	19 50%o	503 53%w	288 54%xyz	215 52%xyz	160 39%	30 33%	45 38%	85 43%	15 44%
Neither satisfied nor dissatisfied (3)	195 14%	97 14%	99 14%	33 16%	59 14%	59 17%f	44 11%	47 15%	104 15%	31 15%	48 10%	48 13%	22 11%	78 22%ijk	87 14%	27 16%	12 17%r	15 22%r	22 13%	26 10%	7 18%r	94 10%	51 9%	43 10%	91 22%t	22 24%uv	30 25%uv	39 19%uv	11 32%
Fairly dissatisfied (2)	155 11%	72 11%	83 12%	20 10%	63 15%f	46 13%f	25 6%	36 12%f	93 14%f	26 13%	17 4%	45 12%i	33 17%i	59 17%i	68 11%r	27 16%r	15 21%mq	11 17%r	17 10%r	9 3%	7 17%r	75 8%	30 6%	45 11%u	79 19%t	17 19%u	19 16%u	43 22%uv	* 1%
Very dissatisfied (1)	56 4%	31 5%	25 4%	7 3%	26 6%f	18 5%f	5 1%	10 3%	41 6%f	9 4%	12 2%	16 4%	9 4%	20 6%	19 3%	10 6%r	7 10%mq	11 17%mnqr	4 2%	3 1%	2 4%r	25 3%	8 1%	18 4%u	29 7%t	13 14%uvz	9 8%u	7 3%	2 6%
NET: Satisfied	981 71%	476 70%	506 71%	147 71%	279 65%	218 63%	338 82%cd	212 69%	432 64%	140 68%	388 83%jkl	260 71%l	134 68%l	199 56%	435 71%nop	108 62%p	36 51%	27 41%	128 75%ops	223 86%mnop	23 61%p	754 80%w	449 83%vxyz	305 74%xyz	207 51%	37 41%	59 50%	111 55%	20 58%
NET: Dissatisfied	211 15%	103 15%	108 15%	27 13%	89 21%cf	64 19%f	31 7%	46 15%f	134 20%cf	35 17%	29 6%	60 16%i	42 21%i	80 22%i	88 14%r	37 22%mr	22 31%mq	23 34%mq	22 13%r	12 4%	8 21%r	100 11%	38 7%	62 15%u	108 27%t	29 33%uv	29 24%uv	50 25%uv	3 7%
Don't know	3 *	2 *	2 *	1 *	* 1%	2 1%	- *	1 *	3 *	1 *	1 *	* *	- *	2 1%	1 *	1 *	* 2%mr	2 2%mr	- *	- *	* *	- *	- *	- *	3 1%t	2 2%uv	1 1%u	* *	1 2%
Not applicable	1	-	1	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-
Mean	3.73	3.72	3.75	3.78dh	3.56	3.59	4.01cdegh	3.72	3.57	3.68	4.04ijkl	3.69i	3.63	3.43	3.74ops	3.59op	3.29	2.94	3.78ops	4.14mnopqs	3.46p	3.93w	4.05vxyz	3.77xyz	3.29	3.03	3.31	3.39x	3.60
Standard deviation	1.05	1.06	1.04	1.02	1.12	1.10	0.87	1.03	1.12	1.07	0.88	1.04	1.13	1.11	1.00	1.18	1.29	1.21	0.95	0.80	1.04	0.96	0.86	1.05	1.12	1.21	1.13	1.07	0.98
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.07	0.06	0.04	0.08	0.10	0.15	0.10	0.05	0.09	0.03	0.04	0.06	0.05	0.13	0.08	0.07	0.18

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 West 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 (aa)	Rent free (Ab)	
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Base (exl NA for %)	1358	661	697	205	416	330	407	298	653	199	465	362	192	339	598	173	67	58*	167*	259	37*	939	535	404	385	86*	108	190	35**	
Very satisfied	(5) 163 12%	87 13%	76 11%	15 7%	28 7%	41 12% ^{dg}	79 19% ^{cd}	21 7%	63 10%	29 15%	80 17% ^{ijkl}	39 11%	18 9%	27 8%	52 9% ^p	22 13% ^p	6 9% ^p	-	17 10% ^p	64 25% ^{mnpq}	2 5% ^p	139 15% ^w	113 21% ^{vxyz}	26 6%	23 6%	5 6%	8 8%	10 5%	*	1%
Fairly satisfied	(4) 444 33%	221 33%	223 32%	58 28%	107 26%	105 32%	175 43% ^{cd}	73 24%	197 30%	60 30%	178 38% ^l	117 32%	58 30%	91 27%	176 30% ^o	40 23%	13 19%	12 21%	74 44% ^{mnop}	121 47% ^{mnp}	8 23%	359 38% ^w	230 43% ^{vxyz}	128 32% ^{xyz}	69 18%	13 15%	17 15%	40 21%	16 46%	
Neither satisfied nor dissatisfied	(3) 242 18%	123 19%	119 17%	43 21% ^{cd}	52 12%	62 19% ^d	85 21% ^d	53 18%	103 16%	38 19%	67 14%	59 16%	41 21%	75 22% ⁱ	91 15%	34 20%	15 22%	9 16%	41 25%	44 17%	7 19%	169 18%	96 18%	73 18%	67 18%	20 23% ^z	23 21% ^z	24 13%	5 15%	
Fairly dissatisfied	(2) 267 20%	112 17%	155 22% ^{aa}	47 23% ^f	105 25% ^f	66 20% ^f	49 12%	79 26% ^f	140 21% ^f	41 21%	88 19%	79 22%	32 16%	70 21%	150 25% ^{qr}	38 22% ^{qr}	12 18% ^r	12 20% ^r	23 14%	22 8%	10 28% ^{qr}	168 18%	71 13%	97 24% ^{uv}	91 24% ^t	20 24% ^u	21 20%	49 26% ^{uv}	8 24%	
Very dissatisfied	(1) 235 17%	112 17%	123 18%	36 18% ^f	123 30% ^{cefg}	55 17% ^f	20 5%	66 22% ^f	149 23% ^f	30 15%	52 11%	64 18% ⁱ	43 22% ⁱ	76 22% ⁱ	125 21% ^{qr}	35 20% ^{qr}	19 29% ^{qr}	25 43% ^{mnpqr}	12 7%	9 3%	9 25% ^{qr}	100 11%	23 4%	76 19% ^{uv}	131 34% ^t	27 31% ^{uv}	38 35% ^{uv}	67 35% ^{uv}	4 12%	
NET: Satisfied	606 45%	307 46%	299 43%	73 35%	135 32%	146 44% ^{dg}	253 62% ^{cd}	93 31%	260 40% ^{dg}	89 45%	257 55% ^{ijkl}	156 43%	76 39%	117 35%	229 38% ^p	61 35%	19 28%	12 21%	91 54% ^{mnop}	184 71% ^{mnp}	10 28%	497 53% ^w	343 64% ^{vxyz}	154 38% ^{xyz}	93 24%	19 22%	25 23%	49 26%	16 47%	
NET: Dissatisfied	502 37%	224 34%	278 40%	84 41% ^f	228 55% ^{cefh}	122 37% ^f	69 17%	145 49% ^{ef}	289 44% ^f	71 36%	140 30%	142 39% ⁱ	75 39%	146 43% ⁱ	275 46% ^{qr}	74 43% ^{qr}	31 47% ^{qr}	37 63% ^{mnoq}	35 21%	31 12%	19 53% ^{qr}	268 29%	94 18%	173 43% ^{uv}	222 58% ^t	47 55% ^{uv}	59 54% ^{uv}	116 61% ^{uv}	12 36%	
Don't know	8 1%	7 1%	1 *	6 3% ^d	1 *	1 *	-	7 2% ^d	1 *	1 *	4 1%	1 *	1 *	3 1%	3 2% ^r	2 3% ^{mqr}	-	-	-	*	5 1%	2 *	3 1%	2 1%	-	1 1%	1 *	1 *	2 1%	
Not applicable	34	16	18	3	12	14	5	8	20	8	1	6	6i	21ij	14	1	4mnr	7mnqr	4	2	1nr	9	2	6	25t	4u	10uv	11uv	-	
Mean	3.02	3.09	2.96	2.84 ^d	2.55	3.03 ^{dg}	3.60 ^{cd}	2.67	2.82 ^d	3.09	3.31 ^{ijkl}	2.97	2.87	2.77	2.80 ^p	2.85 ^p	2.61 ^p	2.15	3.36 ^{mno}	3.81 ^{mno}	2.53	3.29 ^w	3.63 ^{vxy}	2.83 ^{xyz}	2.38	2.41	2.41	2.35	3.00	
Standard deviation	1.31	1.31	1.30	1.24	1.33	1.30	1.08	1.27	1.34	1.30	1.27	1.30	1.31	1.28	1.31	1.34	1.35	1.20	1.07	1.01	1.24	1.23	1.09	1.25	1.29	1.25	1.32	1.29	1.14	



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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 (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)
Base (excl NA for %)	1358	661	697	205	416	330	407	298	653	199	465	362	192	339	598	173	67	58*	167*	259	37*	939	535	404	385	86*	108	190	35**
Standard error	0.04	0.05	0.05	0.08	0.06	0.08	0.06	0.06	0.05	0.10	0.07	0.07	0.09	0.07	0.06	0.10	0.11	0.15	0.12	0.06	0.11	0.04	0.05	0.07	0.06	0.13	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



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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	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Very good	(5) 144 10%	90 13%b	54 7%	16 7%	24 6%	35 10% d	68 17% cdegh	21 7%	54 8%	29 14%	67 14% kl	35 10%	13 6%	29 8%	52 9%	13 8%	4 6%	2 4%	21 13%	48 19% mnpqs	2 4%	123 13% w	93 17% vxyz	30 7%	17 4%	2 2%	8 7%	8 4%	4 10%
Fairly good	(4) 594 43%	287 42%	307 43%	96 46%	171 40%	134 39%	194 47%	131 43%	269 40%	78 37%	250 54% ijkl	160 43% l	85 43% l	98 27%	273 45% ops	66 38% p	24 34% p	10 15%	70 41% p	139 53% mnpqs	12 31% p	473 50% w	278 52% xyz	196 48% xyz	104 25%	16 18%	22 18%	66 33% xy	16 47%
Neither good nor poor	(3) 375 27%	160 24%	215 30% a	59 28%	109 25%	92 27%	116 28%	85 28%	173 26%	53 26%	99 21%	107 29% i	53 27%	115 32% i	154 25%	49 28%	17 24%	22 34%	57 33%	59 22%	15 41% mnpqr	229 24%	123 23%	105 26%	137 33% t	29 32%	46 39% uv	62 31% u	9 26%
Fairly poor	(2) 209 15%	108 16%	101 14%	27 13%	88 21% cf	62 18% f	32 8%	49 16% f	128 19% f	38 18%	41 9%	48 13%	32 16% i	88 25% ijk	108 18% r	30 17% r	13 19% r	19 29% mqr	21 12% r	12 5%	6 17% r	96 10%	37 7%	59 14% u	108 26% t	29 33% uv	32 27% uv	46 23% uv	5 14%
Very poor	(1) 68 5%	32 5%	36 5%	9 4% f	36 8% f	21 6% f	3 1%	17 5% f	49 7% f	10 5%	7 2%	18 5% i	15 8% i	27 8% i	22 4% r	12 9% mqr	12 17% mnr	12 18% mqr	2 1%	2 1%	3 8% qr	27 3%	6 1%	20 5% u	41 10% t	13 14% uv	11 9% u	17 8% u	1 2%
NET: Good	738 53%	377 56%	361 51%	111 53%	195 46%	169 49%	262 64% cdegh	152 50%	323 48%	106 51%	317 68% ijkl	195 53% l	98 49% l	127 35%	325 53% ops	79 46% p	28 40% p	13 19%	91 53% ps	188 72% mnpqs	13 35% p	596 63% w	371 69% vxyz	226 55% xyz	122 30%	18 20%	30 25%	74 37% xy	20 58%
NET: Poor	277 20%	140 21%	137 19%	36 17% f	124 29% cfg	83 24% f	34 8%	66 22% f	177 26% cf	48 23%	48 10%	66 18% i	47 24% i	116 32% ij	130 21% r	45 26% qr	25 36% mqr	31 47% mnr	23 13% r	14 5%	9 24% r	123 13%	44 8%	79 19% u	149 36% t	42 47% uvz	43 36% uv	63 31% uv	6 16%
Don't know	3 *	1 *	2 *	3 1% d	-	-	-	3 1% h	-	-	2 *	* -	-	1 *	2 *	-	* -	-	-	-	-	-	-	-	3 1% t	1 1%	-	2 1% u	-
Mean	3.39	3.44	3.34	3.40 d	3.14	3.29	3.71 cde	3.30	3.23	3.37	3.71 kl	3.40 l	3.24 l	3.04	3.37 ops	3.19 p	2.93	2.59	3.52 nops	3.84 mno	3.07 p	3.60 w	3.77 vxy	3.38 xyz	2.88	2.60	2.86	3.00 x	3.49
Standard deviation	1.02	1.06	0.98	0.96	1.07	1.07	0.86	1.00	1.07	1.08	0.88	0.99	1.05	1.07	0.99	1.08	1.21	1.07	0.90	0.81	0.98	0.93	0.86	0.98	1.04	1.01	1.04	1.03	0.95
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.07	0.05	0.04	0.08	0.10	0.13	0.10	0.05	0.09	0.03	0.04	0.05	0.04	0.11	0.07	0.07	0.18

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
A lot better	(5) 4%	50 4%	30 4%	20 3%	20 9%defh	19 4%ef	7 2%	4 1%	29 9%defh	17 3%	6 3%	20 4%	14 3%	7 3%	33 5%r	4 3%	4 5%r	6 9%nqr	2 1%	1 *	1 2%	22 2%	10 2%	12 3%	23 6%t	2 3%	5 4%	16 8%uv	4 13%	
A little better	(4) 21%	296 22%	146 21%	87 42%defh	116 27%ef	66 19%ef	27 7%	116 38%defh	152 23%ef	40 19%	113 24%l	85 23%l	43 22%	55 15%	202 33%noqr	34 19%qrs	14 19%qrs	17 27%qrs	6 3%	21 8%	3 7%	182 19%	58 11%	124 30%luxy	105 26%t	15 17%	23 19%u	67 33%luxy	9 27%	
Stay the same	(3) 47%	652 45%	303 49%	64 31%	168 39%cg	163 47%cg	258 62%cddeg	95 31%	299 44%cg	96 46%	223 48%	163 44%	93 47%	172 48%	226 37%	87 50%mp	32 45%p	17 25%	110 64%mnop	162 62%mnop	19 49%mp	488 51%w	319 59%vxyz	169 41%z	153 37%	37 41%	54 45%z	63 31%	11 32%	
A little worse	(2) 21%	287 21%	145 21%	143 20%	27 13%	76 18%	79 23%cg	105 26%cdg	48 16%	134 20%cg	46 22%	92 20%	86 23%	37 19%	72 20%	109 18%	35 20%	9 12%	13 20%	42 25%o	70 27%mo	9 23%o	196 21%	121 22%	75 18%	83 20%	23 26%	21 18%	39 19%	8 24%
A lot worse	(1) 4%	58 4%	30 4%	27 4%	3 2%	27 6%cfg	17 5%	10 2%	7 2%	41 6%cfg	12 6%	10 2%	11 3%	9 5%	27 8%ij	17 3%	10 6%	10 14%mnqr	5 8%mq	3 2%	8 3%	4 11%mq	33 3%	15 4%	18 6%t	25 8%u	7 8%u	9 5%	-	
NET: Better	346 25%	176 26%	170 24%	107 51%defh	135 32%efh	73 21%ef	31 8%	145 47%defh	170 25%ef	46 22%	132 28%l	99 27%l	50 25%	65 18%	235 38%noqr	38 22%qrs	17 24%qrs	23 35%nqrs	8 4%	21 8%	3 9%	204 22%	68 13%	136 33%luxy	128 31%t	18 20%	28 23%u	83 41%luxy	14 40%	
NET: Worse	345 25%	175 26%	170 24%	31 15%	103 24%cg	96 28%cg	115 28%cg	55 18%	175 26%cg	58 28%	102 22%	98 27%	46 23%	99 28%	127 21%	46 26%	19 26%	18 28%	45 26%	78 30%lm	13 34%lm	228 24%	135 25%	93 23%	109 26%	30 34%	30 26%	48 24%	8 24%	
Don't know	49 4%	24 4%	25 4%	7 3%	22 5%ef	12 4%	8 2%	11 4%	30 4%	7 4%	9 2%	8 2%	10 5%	23 6%aj	24 4%r	3 2%	3 5%r	8 12%mnr	8 5%r	-	3 8%nr	28 3%	15 3%	13 3%	20 5%	5 6%	7 6%	8 4%	2 5%	
Mean	2.99	3.00	2.99	3.46defh	3.06ef	2.90	2.78	3.38defh	2.95f	2.92	3.09i	3.01i	3.01	2.84	3.21noqr	2.92rs	2.89	3.10qrs	2.76	2.76	2.63	2.96	2.86	3.09ux	3.05	2.80	2.94	3.21luxy	3.30	
Standard deviation	0.87	0.90	0.84	0.91	0.96	0.85	0.65	0.95	0.90	0.89	0.84	0.87	0.87	0.89	0.91	0.87	1.06	1.14	0.60	0.65	0.87	0.80	0.72	0.89	0.99	0.93	0.95	1.01	1.01	
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.07	0.04	0.05	0.06	0.05	0.04	0.06	0.09	0.15	0.07	0.04	0.08	0.03	0.03	0.05	0.04	0.10	0.07	0.06	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 West

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Very good	(5) 26 2%	16 2%	9 1%	1 *	3 1%	12 3%cdg	10 2%	1 *	15 2%g	9 4%	14 3%	6 2%	2 1%	4 1%	13 2%	1 1%	*	-	5 3%	7 3%	*	20 2%	17 3%vz	3 1%	6 1%	3 3%z	3 2%z	*	-
Fairly good	(4) 344 25%	193 28%b	152 21%	42 20%	83 20%	89 26%	130 31%cdgh	63 21%	151 22%	62 30%	123 26%k	98 27%k	34 17%	89 25%	148 24%	32 18%	13 18%	10 15%	54 31%nops	82 31%nops	6 16%	264 28%w	159 30%yz	105 26%y	70 17%	19 21%	14 12%	38 19%	10 30%
Neither good nor poor	(3) 413 30%	199 29%	213 30%	61 29%	115 27%	93 27%	145 35%dgh	80 26%	188 28%	58 28%	138 30%	100 27%	70 35%	105 29%	156 26%	62 36%am	17 25%	16 25%	62 36%	86 33%m	12 33%	311 33%w	183 34%xz	128 31%x	92 22%	13 14%	31 26%x	48 24%	10 30%
Fairly poor	(2) 446 32%	208 31%	237 33%	68 33%	161 38%f	115 34%f	101 25%	112 37%f	233 35%f	53 26%	146 31%	131 36%	59 30%	109 30%	219 36%qr	52 30%	24 34%	28 42%qr	40 23%	71 27%	11 29%	268 28%	145 27%	123 30%	166 40%t	37 41%u	47 40%uv	82 41%uv	11 33%
Very poor	(1) 118 9%	46 7%	72 10%	21 10%f	50 12%f	27 8%	20 5%	31 10%f	67 10%f	19 9%	36 8%	27 7%	21 11%	34 10%	54 9%	21 12%qr	11 15%mqr	6 9%	8 4%	12 5%	6 16%mqr	65 7%	27 5%	37 9%	51 13%t	14 16%u	12 10%u	25 12%u	2 7%
NET: Good	370 27%	209 31%b	161 23%	43 21%	86 20%	101 29%cdg	140 34%cdgh	64 21%	166 25%	71 34%	137 29%k	105 28%k	36 18%	93 26%	161 26%	33 19%	13 18%	10 15%	58 34%nops	89 34%mnop	6 17%	284 30%w	176 33%yz	107 26%y	76 19%	22 24%	17 14%	38 19%	10 30%
NET: Poor	564 41%	255 38%	309 43%	89 43%f	211 49%f	143 41%f	121 29%	143 47%f	300 45%f	72 35%	183 39%	158 43%	80 40%	143 40%	273 45%qr	73 42%qr	35 49%qr	34 51%qr	48 28%	84 32%	17 45%qr	333 35%	172 32%	160 39%	217 53%t	51 57%uv	60 50%uv	107 53%uv	14 40%
Don't know	45 3%	14 2%	31 4%a	15 7%efh	16 4%	7 2%	7 2%	19 6%efh	19 3%	6 3%	9 2%	6 2%	12 6%ij	18 5%ij	21 3%	5 3%	5 8%mqr	6 8%r	3 2%	2 1%	2 5%r	20 2%	5 1%	15 4%u	25 6%t	4 5%u	11 9%uv	10 5%u	-
Mean	2.79	2.89b	2.69	2.66	2.58	2.83dg	3.02cde	2.62	2.72	2.95	2.85k	2.80	2.66	2.76	2.74o	2.64	2.50	2.50	3.04mno	3.00mno	2.54	2.90w	2.99vxy	2.78yz	2.52	2.52	2.51	2.52	2.84
Standard deviation	0.98	0.99	0.98	0.95	0.97	1.02	0.93	0.96	1.00	1.06	1.01	0.98	0.94	0.99	1.00	0.95	1.00	0.89	0.92	0.94	1.01	0.96	0.95	0.97	0.99	1.12	0.95	0.95	0.95
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.06	0.05	0.05	0.07	0.08	0.11	0.10	0.06	0.09	0.03	0.05	0.05	0.04	0.12	0.07	0.06	0.18

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 West

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 from council (y)	Rent- ed HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
A lot better	(5) 3%	42 5%b	31 2%	11 1%	3 1%	4 1%	24 7%cdg	11 3%	3 1%	27 4%cdg	21 10%	24 5%j	6 2%	3 2%	8 2%	24 4%	3 2%	2 3%	- -	3 2%	8 3%	1 1%	30 3%	19 4%	12 3%	10 2%	3 4%	4 4%	2 1%	2 5%
A little better	(4) 15%	208 17%	113 13%	95 13%	28 14%	57 13%	58 17%	64 16%	37 12%	106 16%	32 16%	64 14%	63 17%	31 15%	50 14%	94 15%	27 16%	8 11%	5 7%	25 15%	43 16%	5 14%	151 16%	86 16%	65 16%	49 12%	7 7%	14 12%	28 14%	8 22%
Stay the same	(3) 26%	365 26%	174 26%	191 27%	48 23%	109 25%	78 23%	131 32%cegh	73 24%	162 24%	46 22%	116 25%	81 22%	62 31%j	107 30%j	154 25%o	33 19%	12 16%	16 25%	68 40%mmo	72 27%o	10 26%	260 27%	153 28%	107 26%	99 24%	26 29%	31 26%	42 21%	7 20%
A little worse	(2) 34%	471 34%	228 34%	243 34%	62 30%	147 34%	109 32%	153 37%	106 35%	212 32%	64 31%	157 34%	136 37%	63 32%	116 32%	196 32%	65 37%	22 31%	18 28%	60 35%	99 38%	11 29%	320 34%	197 37%	122 30%	144 35%	29 32%	40 34%	75 37%	8 22%
A lot worse	(1) 14%	199 14%	94 14%	105 15%	42 20%f	79 19%f	54 16%f	24 6%	57 19%f	119 18%f	26 13%	73 16%	52 14%	28 13%	46 13%	103 17%qr	29 17%qr	17 23%qr	16 24%qr	5 3%	23 9%	7 19%qr	120 13%	51 9%	69 17%u	70 20%u	18 12%	15 19%u	38 19%u	9 26%
NET: Better	249 18%	144 21%b	106 15%	31 15%	61 14%	82 24%cdg	76 18%	40 13%	133 20%dg	54 26%	88 19%	69 19%	34 17%	58 16%	119 19%p	31 18%p	10 15%	5 7%	28 16%	51 20%p	6 16%	182 19%w	105 20%	77 19%	59 14%	10 11%	18 15%	30 15%	9 27%	
NET: Worse	670 48%	322 47%	349 49%	104 50%	227 53%f	163 47%	177 43%	163 53%f	331 49%	90 44%	230 49%	188 51%	91 46%	161 45%	299 49%	93 54%q	39 55%q	34 52%	65 38%	122 47%	18 48%	439 46%	248 46%	191 47%	214 52%	47 52%	55 46%	113 56%uv	17 48%	
Don't know	107 8%	38 6%	69 10%a	26 12%eh	31 7%	21 6%	29 7%	31 10%	47 7%	18 8%	33 7%	30 8%	11 6%	33 9%	40 7%	16 9%	10 14%mrq	11 16%mrq	10 6%	16 6%	4 11%	67 7%	32 6%	35 9%	38 9%	7 8%	15 13%u	16 8%	2 5%	
Mean	2.55	2.62b	2.48	2.39	2.39	2.65cdg	2.70cdg	2.36	2.54g	2.78	2.56	2.51	2.56	2.57	2.55op	2.44	2.30	2.18	2.76nop	2.65op	2.45	2.61w	2.65z	2.54	2.42	2.38	2.55	2.36	2.56	
Standard deviation	1.04	1.08	0.99	1.05	0.99	1.17	0.92	0.99	1.11	1.21	1.10	1.02	0.99	0.99	1.09	1.04	1.13	0.95	0.82	0.99	1.05	1.03	1.00	1.07	1.02	1.05	1.03	1.00	1.27	
Standard error	0.03	0.04	0.04	0.07	0.05	0.07	0.05	0.05	0.04	0.09	0.06	0.05	0.07	0.05	0.05	0.08	0.10	0.12	0.09	0.06	0.10	0.04	0.05	0.06	0.05	0.12	0.08	0.07	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 West

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: Homeowners (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Very positive	(5)	23 2%	20 3%b	2 *	2 1%	3 1%	13 4%dg	5 1%	2 1%	16 2%	11 5%	18 4%jkl	1 *	3 1%	17 3%h	-	-	1 1%	2 1%	4 1%	-	17 2%	13 2%	4 1%	5 1%	2 3%	2 1%	1 1%	1 2%	
Fairly positive	(4)	150 11%	89 13%b	61 8%	23 11%	37 9%	36 10%	54 13%	32 10%	64 10%	27 13%	58 12%	42 11%	15 8%	35 10%	68 11%g	15 9%	6 8%	6 10%	23 14%	29 11%	2 4%	110 12%	67 12%	43 10%	34 8%	7 8%	9 8%	18 9%	6 17%
No impact	(3)	524 38%	256 38%	268 38%	65 31%	139 33%	125 36%	196 48%cdg	91 30%	238 35%	72 35%	169 36%	133 36%	94 48%ijl	128 35%	213 30%	53 30%	22 30%	17 26%	84 49%mnop	124 s	13 33%	388 41%w	239 44%yz	149 36%	126 31%	30 34%	37 31%	58 29%	11 31%
Fairly negative	(2)	488 35%	229 34%	259 36%	73 35%	166 39%f	122 36%	127 31%	118 39%	243 36%	65 31%	182 39%k	136 37%	57 29%	113 31%	221 36%	70 40%	25 36%	22 34%	48 28%	87 33%	15 40%	325 34%	174 32%	151 37%	155 38%	28 31%	42 35%	85 42%u	8 24%
Very negative	(1)	88 6%	39 6%	49 7%	13 6%	38 9%f	26 8%f	11 3%	22 7%f	55 8%f	17 8%	10 2%	26 7%i	17 9%i	34 10%i	33 5%	17 10%qr	11 16%mr	10 15%mr	4 3%	8 3%	4 10%qr	39 4%	16 3%	23 6%	47 12%t	16 17%uv	12 10%u	19 10%u	2 5%
NET: Positive		172 12%	109 16%b	63 9%	25 12%	41 10%	49 14%	58 14%	34 11%	80 12%	38 18%	76 16%k	44 12%	16 8%	38 10%	85 14%g	15 9%	6 8%	7 11%	25 15%g	32 12%g	2 4%	126 13%	80 15%	47 11%	39 10%	9 10%	11 9%	20 10%	7 19%
NET: Negative		576 41%	268 40%	308 43%	86 41%	204 48%f	149 43%f	138 33%	140 46%f	298 44%f	82 40%	192 41%	162 44%	74 37%	147 41%	254 42%	87 50%qr	36 51%qr	33 50%q	52 30%	95 36%	19 51%qr	364 38%	190 35%	175 43%	202 49%t	43 48%u	54 46%u	104 52%u	10 29%
Don't know		119 9%	44 6%	75 11%a	33 16%efh	44 10%f	22 6%	20 5%	41 13%efh	58 9%	14 7%	30 6%	29 8%	14 7%	46 13%i	60 10%r	19 11%r	7 10%r	9 14%r	10 6%	10 4%	4 12%r	69 7%	30 5%	39 10%	43 11%	7 8%	17 14%u	20 10%	7 20%
Mean		2.63	2.72b	2.54	2.59	2.49	2.65d	2.78cdg	2.52	2.58	2.74	2.75j	2.58	2.59	2.55	2.66nop	2.43	2.35	2.39	2.81nop	2.73nop	2.35	2.70w	2.78vxy	2.60z	2.44	2.43	2.47	2.44	2.84
Standard deviation		0.84	0.89	0.78	0.85	0.84	0.92	0.76	0.84	0.89	1.00	0.86	0.82	0.79	0.88	0.82	0.88	0.96	0.75	0.76	0.76	0.81	0.81	0.81	0.88	0.98	0.88	0.84	0.93	
Standard error		0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.04	0.04	0.08	0.05	0.04	0.05	0.04	0.06	0.07	0.12	0.09	0.05	0.07	0.03	0.04	0.05	0.04	0.11	0.07	0.06	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 West

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	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Weighted base	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Trust a great deal (5)	100 7%bfgghklmn	32 2%mn	129 9%abefghijklmn	109 8%bfgghklmn	87 6%bfgghklmn	60 4%bkmn	52 4%bmn	65 5%bjkmn	183 13%abcdefgghijklmn	43 3%mn	37 3%mn	45 3%mn	11 1%	13 1%
Trust quite a lot (4)	542 39%bfgghklmn	298 21%mn	755 54%abdefghijklmn	696 50%abfghijklmn	677 49%abfghijklmn	490 35%bhklmn	452 32%bhkmn	370 27%bkmn	625 45%abfghijklmn	453 33%bhkmn	268 19%mn	422 30%bhkmn	109 8%	111 8%
Neither trust nor don't trust (3)	383 27%	488 35%acim	378 27%	449 32%aci	485 35%acim	484 35%acim	545 39%abcdefghikm	443 32%aci	362 26%	559 40%abcdefghikmn	447 32%aci	524 38%acdhikm	417 30%i	492 35%acim
Don't trust very much (2)	238 17%codei	365 26%acdefgijl	92 7%	89 6%	82 6%	282 20%codegij	242 17%codei	348 25%acdefgijl	159 11%cde	240 17%codei	345 25%acdefgijl	255 18%codei	512 37%abcdefgghijkln	442 32%abcdefgghijkln
Don't trust at all (1)	111 8%codegijl	105 8%codegijl	16 1%	24 2%	30 2%c	53 4%cde	71 5%codefi	144 10%abcdefgijl	44 3%cd	52 4%cde	175 13%abcdefgijl	59 4%cde	221 16%abcdefgghijkl	199 14%abcdefgghijl
NET: Trust	642 46%bfgghklmn	330 24%mn	884 64%abdefghijklmn	805 58%abfghijklmn	764 55%abfghijklmn	550 40%bghijklmn	504 36%bhkmn	435 31%bkmn	808 58%abfghijklmn	496 36%bhkmn	305 22%mn	467 34%bkmn	121 9%	124 9%
NET: Don't trust	349 25%codeij	470 34%acdefgijl	108 8%	113 8%	112 8%	335 24%codeij	313 22%codei	492 35%acdefgijl	203 15%cde	293 21%codei	520 37%acdefgijl	314 23%codei	733 53%abcdefgghijkln	642 46%abcdefgghijkln
Don't know	18 1%	104 7%acdefghij	22 2%	25 2%	31 2%ai	22 2%	30 2%ai	22 2%	18 1%	44 3%acdfghi	119 9%acdefghijl	87 6%acdefghij	121 9%acdefghijl	135 10%abcdefgghijl
Mean	3.21bghklmn	2.83kmn	3.65abdefghijklmn	3.57abfghijklmn	3.52abfghijklmn	3.16bhkmn	3.13bhkmn	2.90kmn	3.54abfghijklmn	3.14bhkmn	2.72mn	3.11bhkmn	2.35	2.44m
Standard deviation	1.07	0.96	0.79	0.80	0.79	0.93	0.93	1.06	0.97	0.88	1.04	0.91	0.90	0.90



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West
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)
Weighted base	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Standard error	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03

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

Consumer Wellbeing Tracker 2018 (Including Boosters) - North West 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)	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 100 7%	57 8%	43 6%	18 9%eh	25 6%	9 3%	48 12%deh	25 8%eh	27 4%	8 4%	24 5%	21 6%	12 6%	43 12%ijk	36 6%	7 4%	5 7%	3 5%	21 12%mn	26 10%n	3 8%	59 6%	34 6%	25 6%	40 10%t	14 16%uvz	14 12%uv	12 6%	1 2%
Trust quite a lot	(4) 542 39%	244 36%	298 42%	84 40%	145 34%	141 41%	173 42%d	112 37%	257 38%	79 38%	174 37%	140 38%	88 44%	141 39%	224 37%	66 38%	22 32%	25 38%	81 47%o	108 41%	15 40%	375 40%	227 42%xy	147 36%	151 37%	26 28%	39 33%	86 43%x	17 49%
Neither trust nor don't trust	(3) 383 27%	169 25%	214 30%	50 24%	137 32%f	105 30%f	91 22%	83 27%	209 31%f	68 33%	140 30%	111 22%	44 25%	88 25%	184 30%	50 29%	22 31%	18 28%	35 20%	61 23%	13 33%q	264 28%	133 25%	131 32%z	110 27%	22 24%	44 37%uz	44 22%	9 27%
Don't trust very much	(2) 238 17%	129 19%	109 15%	34 16%	74 17%	61 18%	69 17%	55 18%	114 17%	32 16%	86 19%	74 20%l	30 15%	48 13%	106 17%	34 19%	12 17%	11 17%	26 15%	44 17%	4 10%	175 18%	104 19%y	70 17%	59 14%	15 17%	13 11%	31 15%	4 12%
Don't trust at all	(1) 111 8%	69 10%b	42 6%	18 8%	36 9%	28 8%	30 7%	24 8%	58 9%	19 9%	39 8%	20 5%	23 12%j	30 8%	54 9%	12 7%	8 11%	4 7%	8 5%	20 8%	3 9%	69 7%	36 7%	33 8%	41 10%	10 11%	6 5%	24 12%uy	2 6%
NET: Trust	642 46%	301 45%	341 48%	102 49%d	170 40%	150 44%	221 54%degh	137 45%	284 42%	87 42%	197 44%	162 44%	99 50%	184 51%i	260 43%	73 42%	27 38%	28 43%	102 59%mmo	134 51%mo	18 48%	434 46%	261 49%	172 42%	191 47%	40 44%	52 44%	99 49%	18 51%
NET: Don't trust	349 25%	198 29%b	151 21%	52 25%	110 26%	88 26%	98 24%	79 26%	172 26%	52 25%	125 27%	94 26%	53 27%	77 22%	161 26%	46 27%	20 29%	16 24%	35 20%	65 25%	7 19%	244 26%	140 26%y	103 25%y	99 24%	25 28%y	19 16%	55 28%y	6 18%
Don't know	18 1%	9 1%	9 1%	5 2%ef	11 3%ef	1 *	1 *	7 2%ef	9 1%	1 *	4 1%	1 *	2 1%	10 3%j	7 1%	5 3%	2 2%	4 6%mqr	- -	1 -	- -	6 1%	3 *	4 1%	10 2%t	3 4%u	3 3%u	3 2%	1 3%
Mean	3.21	3.14	3.27	3.24	3.12	3.12	3.34deh	3.20	3.12	3.11	3.12	3.19	3.18	3.34i	3.13	3.12	3.05	3.18	3.46mno	3.29	3.28	3.19	3.22	3.15	3.23	3.22	3.36	3.16	3.30
Standard deviation	1.07	1.14	0.99	1.11	1.05	1.00	1.11	1.08	1.03	1.03	1.04	1.00	1.13	1.12	1.06	1.02	1.12	1.02	1.05	1.11	1.06	1.04	1.05	1.04	1.13	1.25	1.01	1.15	0.96
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.05	0.04	0.08	0.05	0.05	0.07	0.06	0.05	0.07	0.09	0.13	0.12	0.07	0.09	0.04	0.05	0.06	0.05	0.13	0.07	0.07	0.18

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 West

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Trust a great deal	(5)	32 2%	17 2%	15 2%	11 5%deh	8 2%	3 1%	9 2%	14 5%eh	9 1%	1 *	14 3%	4 1%	5 2%	8 2%	16 3%	1 1%	2 3%	2 2%	5 3%	5 2%	*	20 2%	13 2%	7 2%	12 3%	3 3%	2 2%	7 3%	-
Trust quite a lot	(4)	298 21%	162 24%	137 19%	45 22%	84 20%	76 22%	93 23%	68 22%	137 20%	40 20%	126 27%kl	86 23%l	54 16%	142 22%np	25 14%	15 22%p	4 6%	39 23%p	67 26%np	6 15%	220 23%w	124 23%	96 23%	68 17%	15 17%	18 15%	35 17%	11 31%	
Neither trust nor don't trust	(3)	488 35%	234 35%	254 35%	71 34%	164 38%	108 31%	144 35%	103 34%	240 36%	60 29%	155 33%	131 36%	76 38%	126 35%	218 36%	60 34%	19 27%	20 31%	60 35%	94 36%	17 43%o	338 36%	207 38%	131 32%	140 34%	28 31%	36 31%	75 37%	10 29%
Don't trust very much	(2)	365 26%	169 25%	196 27%	41 19%	107 25%	109 32%cg	108 26%	64 21%	194 29%cg	72 35%	118 25%	104 28%	47 24%	96 27%	156 25%	55 32%o	15 21%	25 38%omors	43 25%	64 24%	8 21%	261 28%	143 27%	118 29%	95 23%	20 22%	29 25%	46 23%	8 25%
Don't trust at all	(1)	105 8%	56 8%	48 7%	20 10%	31 7%	26 8%	27 7%	28 9%	49 7%	16 8%	32 7%	23 6%	20 10%	30 8%	46 8%	16 9%	7 10%	6 9%	9 5%	17 7%	4 10%	60 6%	31 6%	30 7%	43 10%t	11 12%	12 10%	20 10%	2 6%
NET: Trust		330 24%	179 26%	151 21%	56 27%	93 22%	79 23%	102 25%	82 27%	146 20%	41 20%	141 30%kl	90 24%l	36 18%	63 17%	158 26%nps	26 15%	18 25%np	6 9%	44 26%p	72 27%nps	6 16%	240 25%w	137 25%y	103 25%	79 19%	18 20%	20 17%	42 21%	11 31%
NET: Don't trust		470 34%	225 33%	245 34%	61 29%	138 32%	136 40%cg	135 33%	92 30%	243 36%	88 43%	150 32%	127 34%	67 34%	126 35%	202 33%	71 41%ar	22 30%	31 47%omors	52 30%	81 31%	12 30%	322 34%	174 32%	147 36%	138 34%	30 34%	41 33%	67 33%	11 31%
Don't know		104 7%	39 6%	65 9%a	21 10%	32 7%	21 6%	31 7%	29 10%	44 7%	18 9%	20 4%	20 6%	19 9%ai	45 12%eij	33 5%	16 9%	13 18%mr	9 14%mr	15 9%	14 5%	4 10%	48 5%	20 4%	28 7%	53 13%t	14 15%uv	21 18%uvz	18 9%u	3 10%
Mean		2.83	2.86	2.80	2.92	2.83	2.75	2.87	2.91	2.78	2.67	2.94l	2.84	2.74	2.73	2.87np	2.62	2.86p	2.48	2.92np	2.91np	2.73	2.86	2.89y	2.83	2.75	2.73	2.69	2.79	2.93
Standard deviation		0.96	0.98	0.93	1.06	0.93	0.94	0.94	1.04	0.92	0.92	0.98	0.91	0.96	0.95	0.97	0.90	1.07	0.88	0.94	0.94	0.90	0.93	0.92	0.96	1.00	1.04	0.98	1.00	0.95
Standard error		0.03	0.04	0.04	0.07	0.04	0.06	0.06	0.05	0.04	0.07	0.05	0.05	0.07	0.05	0.04	0.07	0.09	0.11	0.11	0.06	0.09	0.04	0.05	0.05	0.12	0.08	0.07	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 West 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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 129 9%	61 9%	67 9%	20 10%	29 7%	31 9%	49 12% ^d	27 9%	53 8%	20 10%	35 7%	27 9%	19 9%	48 13% ^{ij}	43 7%	13 8%	11 15% ^{mnr}	5 8%	32 19% ^{mnr}	19 7%	6 14% ^{mr}	71 7%	43 8%	27 7%	55 13% ^t	17 19% ^{uvz}	19 16% ^{uvz}	18 9%	3 10%
Trust quite a lot	(4) 755 54%	365 54%	390 55%	112 54%	228 53%	192 56%	223 54%	164 54%	368 55%	103 50%	261 56% ^l	211 57% ^l	116 58% ^l	168 47%	362 59% ^{nop}	76 44%	29 41%	28 43%	95 55% ^o	145 56% ^{no}	20 52%	542 57% ^w	304 57% ^x	238 58% ^x	199 49%	33 36%	59 50%	107 53% ^x	14 41%
Neither trust nor don't trust	(3) 378 27%	178 26%	200 28%	49 24%	125 29%	84 24%	120 29%	74 24%	184 27%	58 28%	131 28%	97 22%	44 22%	106 29%	146 24%	62 36% ^{ms}	20 28%	23 34%	41 24%	79 30%	8 22%	257 27%	154 29%	103 25%	111 27%	27 30%	31 26%	53 26%	10 29%
Don't trust very much	(2) 92 7%	50 7%	41 6%	16 8%	29 7%	32 9% ^f	15 4%	26 9% ^f	50 7% ^f	22 11%	28 6%	29 8%	17 8%	18 5%	40 7%	17 10% ^q	9 13% ^{mqr}	6 10% ^q	2 1%	13 5%	4 11% ^q	59 6%	27 5%	33 8%	29 7%	8 9%	4 3%	17 9%	4 11%
Don't trust at all	(1) 16 1%	11 2%	5 1%	6 3%	5 1%	3 1%	2 1%	7 2%	7 1%	3 2%	5 1%	* *	1 1%	9 3% ^j	10 2%	2 1%	1 1%	2 2%	2 1%	1 *	- -	7 1%	5 1%	2 1%	7 2%	2 2%	2 2%	3 2%	2 6%
NET: Trust	884 64%	426 63%	458 64%	132 63%	257 60%	223 65%	272 66%	192 63%	420 62%	124 60%	296 64%	237 65%	135 68%	216 60%	405 66% ^{nop}	89 51%	40 56%	33 51%	127 74% ^{nop}	165 63% ⁿ	25 66% ⁿ	613 65%	347 65%	266 65%	254 62%	50 56%	78 66%	125 62%	17 51%
NET: Don't trust	108 8%	62 9%	46 6%	22 10% ^f	34 8%	35 10% ^f	18 4%	33 11% ^f	57 9% ^f	25 12%	33 7%	30 8%	18 9%	27 8%	50 8%	19 11% ^q	10 14% ^{qr}	8 12% ^q	4 2%	14 5%	4 11% ^q	67 7%	32 6%	35 8%	36 9%	9 10%	6 5%	21 10%	6 17%
Don't know	22 2%	12 2%	10 1%	5 3%	12 3% ^f	2 1%	2 1%	8 3%	12 2%	1 *	5 1%	4 1%	2 1%	11 3%	11 2%	4 2%	2 3% ^q	2 3%	- -	3 1%	1 1%	11 1%	5 1%	7 2%	10 2%	4 4% ^u	3 3%	3 1%	1 3%
Mean	3.65	3.62	3.67	3.62	3.60	3.63	3.73 ^d	3.60	3.62	3.56	3.64	3.64	3.68	3.65	3.64 ⁿ	3.48	3.58	3.46	3.90 ^{mno}	3.66 ⁿ	3.71 ⁿ	3.65	3.66	3.63	3.66	3.65	3.78	3.60	3.39
Standard deviation	0.79	0.82	0.76	0.87	0.77	0.81	0.74	0.86	0.78	0.87	0.76	0.74	0.79	0.88	0.78	0.81	0.94	0.87	0.74	0.71	0.86	0.74	0.74	0.75	0.86	0.96	0.82	0.84	1.03
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.04	0.03	0.06	0.04	0.04	0.05	0.04	0.04	0.06	0.08	0.11	0.08	0.05	0.08	0.03	0.03	0.04	0.04	0.10	0.06	0.05	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 West 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 109 8%	53 8%	56 8%	19 9%	31 7%	29 8%	30 7%	26 8%	54 8%	15 7%	29 6%	24 7%	16 8%	39 11%	44 7%	13 7%	8 12%r	6 8%	20 12%	13 5%	5 13%r	70 7%	41 8%	29 7%	39 10%	9 10%	14 12%	16 8%	-
Trust quite a lot	(4) 696 50%	320 47%	376 53%	95 45%	201 47%	185 54%	214 52%	145 47%	337 50%	117 57%	234 50%	187 51%	105 53%	170 47%	319 52%n	73 42%	31 44%	29 44%	89 52%	138 53%n	17 44%	484 51%	287 53%	197 48%	197 48%	40 44%	54 46%	103 51%	15 44%
Neither trust nor don't trust	(3) 449 32%	222 33%	227 32%	67 32%	148 35%	97 28%	136 33%	98 32%	215 32%	57 27%	155 33%	127 35%	57 29%	110 30%	192 31%	66 38%	21 29%	19 29%	53 31%	85 33%	14 36%	305 32%	163 30%	143 35%	131 32%	30 34%	40 34%	60 30%	13 38%
Don't trust very much	(2) 89 6%	53 8%	37 5%	12 6%	26 6%	24 8%	18 6%	26 6%	47 7%	14 7%	32 7%	19 5%	13 6%	25 7%	30 5%	14 8%	7 9%	9 14%m	9 5%	18 7%	3 7%	66 7%	33 6%	32 8%	22 5%	5 5%	5 4%	13 6%	1 3%
Don't trust at all	(1) 24 2%	19 3%b	5 1%	8 4%	5 1%	5 2%	5 1%	9 3%	10 1%	3 2%	12 2%	2 1%	5 2%	5 1%	14 2%	2 1%	1 2%	1 2%	-	5 2%	* 1%	13 1%	10 2%	2 1%	9 2%	2 2%	1 1%	5 3%	3 7%
NET: Trust	805 58%	374 55%	432 60%	114 55%	233 54%	214 62%	244 59%	171 56%	390 58%	132 64%	263 56%	211 57%	121 61%	210 58%	363 59%n	86 50%	40 56%	34 52%	109 64%n	151 58%	21 56%	554 58%	328 61%	226 55%	236 58%	49 54%	68 58%	119 59%	15 44%
NET: Don't trust	113 8%	71 11%b	42 6%	20 10%	31 7%	32 9%	30 7%	27 9%	57 8%	17 8%	43 9%	22 6%	18 9%	31 9%	45 7%	16 9%	8 11%	11 16%mq	9 5%	22 9%	3 7%	78 8%	44 8%	35 9%	31 8%	7 4%	7 6%	18 9%	4 11%
Don't know	25 2%	10 2%	15 2%	7 3%ef	15 4%ef	1 *	2 1%	11 4%ef	12 2%	1 *	5 1%	8 2%	3 1%	9 3%	12 2%	6 3%	2 3%q	2 3%	-	2 1%	* 1%	10 1%	4 1%	6 2%	12 3%t	4 5%u	3 3%u	5 2%	2 7%
Mean	3.57	3.51	3.63a	3.52	3.55	3.60	3.58	3.55	3.57	3.62	3.52	3.59	3.58	3.61	3.58	3.48	3.57	3.44	3.70n	3.53	3.61	3.57	3.59	3.54	3.59	3.58	3.65	3.57	3.28
Standard deviation	0.80	0.86	0.74	0.90	0.78	0.81	0.76	0.85	0.80	0.78	0.82	0.72	0.83	0.84	0.80	0.81	0.89	0.92	0.74	0.77	0.83	0.79	0.80	0.77	0.83	0.84	0.80	0.84	0.88
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.04	0.03	0.06	0.04	0.04	0.06	0.04	0.04	0.06	0.07	0.11	0.08	0.05	0.07	0.03	0.04	0.04	0.04	0.09	0.06	0.05	0.18

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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 87 6%	54 8%b	33 5%	17 8%	29 7%	21 6%	20 5%	20 7%	20 7%	11 5%	28 6%	11 3%	16 8%j	31 9%j	10 6%	8 6%	2 12%pr	2 3%	12 7%	13 5%	3 8%	55 6%	29 5%	26 6%	30 7%	9 10%	9 8%	11 6%	2 5%
Trust quite a lot	(4) 677 49%	324 48%	354 49%	87 42%	187 44%	187 54%cd	216 52%cd	145 47%	316 47%	113 54%	227 49%	206 56%kl	86 43%	159 44%	290 47%	78 45%	30 42%	27 41%	90 52%	144 55%op	18 47%	475 50%	284 53%	191 46%	185 45%	36 40%	57 48%	92 45%	17 50%
Neither trust nor don't trust	(3) 485 35%	237 35%	247 35%	64 31%	149 35%	117 34%	154 37%g	85 28%	245 36%g	68 33%	163 35%	120 33%	74 37%	128 35%	209 34%	65 37%	20 28%	24 36%	62 36%	93 36%	13 34%	338 36%	183 34%	155 38%	137 33%	37 41%	40 34%	60 30%	10 30%
Don't trust very much	(2) 82 6%	37 5%	46 6%	23 11%efh	34 8%ef	10 3%	15 4%	33 11%efh	34 5%	9 4%	25 5%	19 5%	14 7%	24 7%	40 7%r	11 6%	9 13%mnqr	8 12%r	7 4%	6 2%	2 4%	49 5%	26 5%	22 5%	33 8%	2 2%	6 5%	24 12%uvxy	1 3%
Don't trust at all	(1) 30 2%	14 2%	16 2%	10 5%f	10 2%	7 2%	3 1%	12 4%f	14 2%	6 3%	15 3%	3 1%	5 3%	6 2%	18 3%	4 2%	2 2%	3 4%q	-	2 1%	1 3%q	18 2%	9 2%	9 2%	10 2%	2 3%	2 1%	6 3%	2 6%
NET: Trust	764 55%	377 56%	387 54%	105 50%	216 51%	207 60%cd	236 57%	165 54%	363 54%	123 60%	255 55%	217 59%	102 51%	190 53%	330 54%	88 51%	38 54%	28 43%	102 60%	157 60%p	21 55%	530 56%	314 58%	216 53%	214 52%	45 50%	66 56%	103 51%	19 56%
NET: Don't trust	112 8%	51 8%	61 9%	33 16%efh	44 10%ef	17 5%	19 4%	46 15%efh	48 7%	15 7%	40 9%	22 6%	20 10%	30 8%	58 10%r	15 9%r	11 15%qr	10 16%qr	7 4%	8 3%	3 7%	66 7%	35 7%	31 8%	43 10%	5 5%	8 7%	30 15%uvxy	3 9%
Don't know	31 2%	11 2%	19 3%	7 3%ef	18 4%ef	2 1%	3 1%	10 3%ef	17 3%	1 *	8 2%	8 2%	3 1%	11 3%	15 2%	6 3%	2 2%	3 5%q	-	3 1%	2 4%q	13 1%	6 1%	8 2%	15 4%t	3 3%	4 3%	9 3%	2 5%
Mean	3.52	3.55	3.49	3.39	3.47	3.60cg	3.57cg	3.43	3.53	3.55	3.50	3.57	3.47	3.53	3.49	3.47	3.49	3.28	3.63p	3.62hp	3.54	3.54	3.56z	3.50	3.48	3.55	3.57	3.40	3.48
Standard deviation	0.79	0.81	0.78	0.96	0.84	0.74	0.68	0.93	0.79	0.78	0.82	0.68	0.85	0.82	0.84	0.80	0.95	0.88	0.68	0.65	0.84	0.77	0.75	0.79	0.85	0.83	0.78	0.89	0.92
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	0.06	0.04	0.06	0.08	0.11	0.08	0.04	0.08	0.03	0.04	0.04	0.04	0.09	0.05	0.06	0.18	

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 West

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 (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 60 4%	32 5%	27 4%	8 4%	15 4%	14 4%	23 6%	12 4%	25 4%	11 5%	13 3%	11 3%	11 6%	25 7%ij	5 4%	4 3%	2 3%	11 6%	12 4%	2 6%	33 3%	17 3%	16 4%	27 7%t	8 9%u	11 9%uv	9 4%	-	
Trust quite a lot	(4) 490 35%	252 37%	239 33%	58 28%	136 32%	133 39%cg	164 40%cdg	91 30%	235 35%	82 39%	150 32%	145 39%	66 34%	129 36%	205 34%	57 33%	20 29%	24 36%	71 41%	100 39%	14 36%	343 36%	205 38%	138 34%	137 33%	30 34%	40 34%	66 33%	11 33%
Neither trust nor don't trust	(3) 484 35%	221 33%	263 37%	67 32%	164 38%	117 34%	135 33%	105 34%	244 36%	59 29%	167 36%	132 35%	69 32%	116 32%	214 35%	62 36%	24 34%	23 35%	65 38%	86 33%	12 31%	335 35%	178 33%	157 38%z	134 33%	34 38%	42 35%	58 29%	15 44%
Don't trust very much	(2) 282 20%	138 20%	145 20%	62 30%defh	83 19%	61 18%	77 19%	77 25%e	128 19%	41 20%	118 25%ijl	67 18%	39 20%	58 16%	131 21%	37 21%	16 23%q	13 20%	21 12%	56 21%	9 23%q	199 21%	118 22%x	81 20%x	80 19%	7 8%	17 15%	55 27%xy	4 10%
Don't trust at all	(1) 53 4%	26 4%	27 4%	9 4%	17 4%	17 5%	10 2%	14 5%	29 4%	13 6%	13 3%	9 3%	8 4%	22 6%j	26 4%	11 6%	5 7%qr	1 2%	2 1%	6 2%	1 3%	28 3%	15 3%	13 3%	22 5%	8 9%uv	4 4%	10 5%	3 10%
NET: Trust	550 40%	284 42%	266 37%	66 32%	151 35%	147 43%cg	187 45%cdg	103 34%	260 39%	92 45%	163 35%	156 42%	77 39%	154 43%	230 38%	62 35%	24 34%	26 39%	82 48%	112 43%	16 41%	375 40%	221 41%	154 38%	164 40%	38 42%	50 43%	75 37%	11 33%
NET: Don't trust	335 24%	163 24%	172 24%	71 34%defh	99 23%	78 23%	87 21%	91 30%f	157 23%	55 26%	132 28%j	76 21%	47 24%	80 22%	157 26%q	48 27%q	21 30%q	14 22%	23 14%	62 24%	10 26%q	227 24%	133 25%	94 23%	101 25%	15 16%	22 18%	65 32%vxy	7 20%
Don't know	22 2%	9 1%	13 2%	4 2%	13 3%ef	2 *	3 1%	7 2%	12 2%	1 *	5 1%	3 1%	4 2%	10 3%	12 2%	3 1%	2 2%	3 5%r	2 1%	1 *	* 1%	10 1%	5 1%	5 1%	11 3%	3 3%	4 4%u	4 2%	1 3%
Mean	3.16	3.19	3.13	2.97	3.12	3.19c	3.28cdg	3.03	3.15c	3.17	3.07	3.22i	3.17	3.22	3.12	3.05	3.02	3.19	3.40mno	3.21	3.18	3.16	3.17	3.16	3.17	3.27	3.31z	3.04	3.03
Standard deviation	0.93	0.95	0.92	0.96	0.90	0.95	0.91	0.96	0.92	1.02	0.90	0.87	0.95	1.01	0.94	0.96	1.01	0.87	0.84	0.91	0.98	0.90	0.90	0.90	1.00	1.04	0.97	0.99	0.93
Standard error	0.03	0.04	0.04	0.06	0.04	0.05	0.05	0.05	0.04	0.07	0.05	0.04	0.06	0.05	0.04	0.07	0.08	0.11	0.09	0.06	0.09	0.03	0.04	0.05	0.04	0.11	0.07	0.06	0.18

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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Trust a great deal	(5) 4%	52 3%	23 4%	29 9%defh	20 4%e	16 1%	3 3%	13 3%	26 9%defh	12 2%	3 3%	16 3%	10 3%	6 6%	21 5%	3 2%	4 5%	*	7 4%	6 2%	1 2%	29 3%	10 2%	19 5%u	20 5%	6 7%u	6 5%	8 4%	3 10%	
Trust quite a lot	(4) 32%	452 32%	219 32%	233 33%	72 35%	141 33%	119 35%	119 29%	105 34%	228 34%	64 31%	143 31%	130 35%	66 33%	113 31%	213 35%r	53 31%	22 31%	22 33%	61 35%	67 26%	15 39%r	293 31%	165 31%	128 31%	144 35%	26 29%	43 36%	74 37%	15 44%
Neither trust nor don't trust	(3) 39%	545 39%	266 39%	280 39%	63 30%	178 42%c	136 40%c	168 41%c	105 34%	272 40%c	90 43%	192 41%	153 41%	78 39%	123 34%	239 39%	66 38%	25 35%	22 33%	68 39%	110 42%	15 41%	384 40%	227 42%	156 38%	154 38%	33 37%	47 40%	74 37%	7 21%
Don't trust very much	(2) 17%	242 17%	118 17%	124 17%	39 19%	59 14%	63 18%	82 20%	48 16%	113 17%	37 18%	82 18%	60 16%	34 17%	65 18%	89 15%	34 20%	14 20%	16 25% m	25 15%	57 22% m	5 14%	180 19% w	102 19% y	78 19% y	57 14%	13 15%	13 11%	30 15%	5 15%
Don't trust at all	(1) 5%	71 5%	38 6%	33 5%	10 5%	20 5%	22 6%	19 5%	15 5%	38 6%	13 6%	28 6%	11 3%	11 6%	22 6%	30 5%	13 7%	4 6%	3 4%	5 3%	16 6%	1 3%	45 5%	26 5%	20 5%	24 6%	8 9%	6 5%	10 5%	3 7%
NET: Trust	504 36%	242 36%	262 37%	92 44% fh	157 37%	122 35%	132 32%	131 43% f	240 36%	67 32%	158 34%	140 38%	72 36%	134 37%	244 40% r	56 33%	26 37%	22 33%	67 39%	73 28%	16 42% r	322 34%	175 32%	147 36%	164 40%	33 36%	49 41%	82 41%	19 54%	
NET: Don't trust	313 22%	156 23%	157 22%	49 24%	79 18%	85 25%	100 24%	62 20%	150 22%	49 24%	110 24%	71 19%	45 23%	87 24%	119 20%	47 27%	18 26%	19 28%	30 18%	73 28% ms	6 17%	225 24%	127 24%	98 24%	81 20%	21 24%	19 16%	40 20%	8 22%	
Don't know	30 2%	14 2%	16 2%	5 2% e	13 3% e	1 *	11 3% e	8 2% e	11 2%	1 *	7 1%	5 1%	4 2%	15 4% j	10 2%	4 2%	2 2%	5 5%	7 4%	5 2%	1 1%	17 2%	9 2%	9 2%	11 3%	3 3%	4 3%	5 2%	1 3%	
Mean	3.13	3.11	3.14	3.26ef	3.18	3.05	3.07	3.27efh	3.10	3.04	3.08	3.19	3.11	3.13	3.21nr	3.00	3.11	3.02	3.24r	2.96	3.25nr	3.09	3.06	3.12	3.20	3.11	3.26u	3.20	3.35	
Standard deviation	0.93	0.93	0.92	1.03	0.90	0.91	0.90	0.99	0.90	0.89	0.93	0.85	0.93	1.00	0.93	0.95	0.99	0.90	0.86	0.91	0.84	0.91	0.88	0.94	0.95	1.06	0.91	0.93	1.11	
Standard error	0.03	0.03	0.04	0.06	0.04	0.05	0.05	0.05	0.04	0.07	0.05	0.04	0.06	0.05	0.04	0.07	0.08	0.11	0.10	0.06	0.03	0.04	0.05	0.04	0.11	0.06	0.06	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 West 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: Homeowners (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Trust a great deal	(5) 65 5%	29 4%	36 5%	11 5%	17 4%	8 2%	29 7%eh	17 6%	19 3%	6 3%	23 5%	11 3%	11 6%	20 6%	24 4%	4 2%	5 7%np	*	20 11%	11 mnpr	2 4%	39 5%	25 4%	14 5%	26 3%	7 6%	9 8%	10 7%	-	-
Trust quite a lot	(4) 370 27%	163 24%	207 29%	49 23%	108 25%	102 30%	111 27%	73 24%	186 28%	63 30%	121 26%	105 29%	51 26%	93 26%	165 27%	44 25%	13 19%	18 28%	51 30%	66 25%	12 33%o	260 27%	159 29%	101 25%	101 25%	26 28%	31 26%	45 22%	9	
Neither trust nor don't trust	(3) 443 32%	217 32%	226 32%	69 33%	130 30%	108 32%	136 33%	98 32%	209 31%	55 26%	147 32%	129 35%k	50 25%	117 33%	186 30%	53 30%	23 32%	16 25%	58 34%	94 36%	13 35%	311 33%	178 33%	133 33%	123 30%	24 26%	41 35%	58 29%	9	
Don't trust very much	(2) 348 25%	171 25%	177 25%	47 22%	121 28%	85 25%	95 23%	70 23%	183 27%	59 29%	128 27%	88 24%	58 29%l	74 21%	161 26%q	50 29%q	18 26%	18 28%	26 15%	68 26%	7 18%	240 25%	124 23%	116 28%	101 25%	17 19%	24 21%	59 30%	7	
Don't trust at all	(1) 144 10%	87 13%b	57 8%	27 13%	40 9%	39 11%	38 9%	40 13%	67 10%	23 11%	42 9%	32 9%	26 13%	44 12%	66 11%	19 11%	9 12%	10 15%	15 9%	22 8%	4 10%	87 9%	48 9%	39 10%	50 12%	13 15%	11 9%	26 13%	8	
NET: Trust	435 31%	192 28%	242 34%	59 28%	124 29%	111 32%	140 34%	90 29%	205 30%	69 34%	144 31%	116 31%	63 32%	113 31%	189 31%	47 27%	18 25%	19 28%	70 41%mo	77 30%	14 37%	299 32%	184 34%	115 28%	127 31%	33 37%	39 33%	55 27%	9	
NET: Don't trust	492 35%	258 38%	234 33%	74 36%	161 38%	124 36%	133 32%	109 36%	250 37%	82 40%	170 37%	120 42%jl	84 33%	118 33%	227 37%q	69 40%q	27 38%q	28 43%q	41 24%	89 34%	10 27%	327 34%	171 32%	155 38%	151 37%	31 34%	35 30%	85 42%uy	15	
Don't know	22 2%	10 1%	12 2%	6 3%e	12 3%e	1 *	3 1%	10 3%ef	9 1%	1 *	6 1%	3 1%	2 1%	12 3%j	9 1%	5 3%	3 4%mr	2 4%r	2 1%	1 *	1 1%	11 1%	5 1%	6 2%	9 2%	3 3%	3 2%	4 2%	2	
Mean	2.90	2.81	2.98a	2.84	2.86	2.87	3.00	2.86	2.86	2.86	2.90	2.93	2.82	2.92	2.87	2.78	2.81	2.70	3.20mno pr	2.91	3.05np	2.92	2.98z	2.84	2.88	2.96	3.02z	2.77	2.58	
Standard deviation	1.06	1.08	1.04	1.10	1.04	1.04	1.08	1.11	1.03	1.07	1.05	1.00	1.13	1.10	1.06	1.02	1.11	1.08	1.12	1.01	1.05	1.03	1.04	1.02	1.12	1.21	1.07	1.10	1.13	
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.05	0.05	0.07	0.06	0.05	0.07	0.09	0.13	0.12	0.06	0.09	0.04	0.05	0.05	0.05	0.13	0.08	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 West 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 (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 183 13%	99 15%	84 12%	25 12%	47 11%	39 11%	72 18%dh	41 13%	70 10%	26 12%	66 14%	43 12%	28 14%	46 13%	73 12%	17 10%	11 16%p	3 4%	36 21%mp	37 14%p	6 16%p	133 14%	79 15%z	53 13%	50 12%	16 17%z	17 14%	17 8%	1 3%
Trust quite a lot	(4) 625 45%	284 42%	341 48%	84 40%	168 39%	166 48%cd	208 50%cdg	124 41%	293 43%	100 48%	191 41%	178 48%	94 47%	162 45%	254 42%	73 42%	28 39%	29 45%	87 51%	135 52%mo	19 50%	447 47%w	274 51%vxy	173 42%	164 40%	30 33%	44 37%	89 44%	14 40%
Neither trust nor don't trust	(3) 362 26%	175 26%	188 26%	60 29%	128 30%ef	88 26%	87 21%	84 27%	191 28%ef	49 24%	122 26%	105 29%	45 23%	90 25%	179 29%	48 28%	18 25%	15 23%	37 21%	57 22%	9 23%	226 24%	116 22%	109 27%	125 30%t	31 34%u	34 29%	60 30%u	11 33%
Don't trust very much	(2) 159 11%	82 12%	77 11%	29 14%	55 13%	35 10%	40 10%	37 12%	82 12%	22 11%	64 14%	32 9%	23 11%	40 11%	72 12%	27 15%q	9 12%	11 16%	11 6%	26 10%	4 10%	107 11%	50 9%	57 14%	47 11%	9 9%	12 10%	26 13%	5 15%
Don't trust at all	(1) 44 3%	29 4%	15 2%	7 3%ef	19 4%ef	16 5%ef	3 1%	13 4%ef	28 4%ef	10 5%	17 4%	7 2%	6 3%	14 4%	26 4%	4 2%	4 5%qr	7 10%mnqrs	-	4 1%	* 1%	24 3%	13 2%	12 3%	18 4%	3 3%	8 7%u	7 3%	2 6%
NET: Trust	808 58%	383 57%	425 59%	109 52%	214 50%	205 60%cd	281 68%cdgh	165 54%	363 54%	126 61%	257 55%	221 60%	122 61%	209 58%	327 53%	90 52%	39 55%	32 49%	124 72%mnop	172 66%mnop	25 65%mn	580 61%w	354 66%vxyz	226 55%	213 52%	46 51%	61 52%	106 53%	15 43%
NET: Don't trust	203 15%	111 16%	92 13%	35 17%ef	74 17%ef	51 15%	43 10%	50 16%ef	110 16%ef	32 15%	82 18%j	39 11%	29 15%	54 15%	97 16%q	31 18%q	12 18%q	17 26%qrs	11 6%	30 12%	4 11%	131 14%	63 12%	68 17%	65 16%	12 13%	20 17%	33 16%	7 21%
Don't know	18 1%	8 1%	10 1%	5 2%ef	12 3%ef	1 *	1 *	7 2%ef	10 1%	1 *	6 1%	3 1%	2 1%	7 2%	9 1%	5 3%	2 2%q	1 2%	-	1 *	* *	10 1%	4 1%	6 1%	7 2%	2 2%	3 3%	2 1%	1 3%
Mean	3.54	3.51	3.57	3.45	3.40	3.52	3.75cde gh	3.48	3.44	3.53	3.48	3.60	3.58	3.53	3.46p	3.43	3.49	3.18	3.87mno p	3.68mnp	3.69mnp	3.59w	3.67vyz	3.49	3.45	3.53	3.44	3.42	3.20
Standard deviation	0.97	1.03	0.91	0.99	1.00	0.98	0.89	1.02	0.98	1.00	1.02	0.88	0.98	0.99	0.99	1.08	1.10	1.10	0.82	0.89	0.91	0.95	0.92	0.99	1.00	1.01	1.08	0.94	0.96
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.07	0.05	0.05	0.06	0.05	0.04	0.07	0.09	0.13	0.09	0.06	0.08	0.03	0.04	0.05	0.04	0.11	0.08	0.06	0.18

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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 43 3%	26 4%	17 2%	14 7% defh	11 3%	7 2%	11 3%	18 6% defh	14 2%	5 2%	17 4%	9 2%	8 4%	10 3%	19 3%	3 2%	2 3%	6 9% mnr	6 4%	6 2%	1 4%	28 3%	13 2%	14 3%	13 3%	2 2%	5 4%	5 3%	3 9%
Trust quite a lot	(4) 453 33%	206 30%	247 35%	51 24%	115 27%	107 31%	180 46% cdeg h	78 25%	195 29%	56 27%	138 30%	131 36%	66 33%	118 33%	162 26%	50 29%	25 35%	16 25%	74 43% mnp	113 43% mnp	13 34%	325 34%	223 41% vxz	103 25%	118 29%	25 27%	39 33%	54 27%	10 28%
Neither trust nor don't trust	(3) 559 40%	287 42%	272 38%	81 39%	187 44% f	144 42%	147 36%	128 42%	284 42%	96 47%	194 42%	155 42%	83 42%	127 35%	268 44% or	78 45% o	21 30%	25 38%	61 35%	92 35%	13 35%	382 40%	196 36%	186 45% u	167 41%	40 45%	45 38%	82 40%	10 29%
Don't trust very much	(2) 240 17%	113 17%	128 18%	43 21%	72 17%	67 19%	58 14%	56 18%	126 19%	36 17%	96 20%	55 15%	30 15%	60 17%	111 18%	34 19%	18 25% qr	9 13%	21 12%	42 16%	6 17%	170 18%	89 16% y	81 20% y	62 15%	11 12%	8 7%	43 21% y	8 24%
Don't trust at all	(1) 52 4%	29 4%	24 3%	9 4%	21 5% f	16 5%	7 2%	12 4%	34 5% f	12 6%	18 4%	9 2%	8 4%	18 5%	36 6% nr	2 1%	2 2%	2 4%	2 1%	5 2%	3 8% nqr	31 3%	13 2%	18 4%	20 5%	6 7%	6 5%	8 4%	2 5%
NET: Trust	496 36%	232 34%	265 37%	65 31%	126 30%	115 33%	191 46% cdeg h	96 31%	209 31%	60 29%	154 33%	140 38%	74 37%	128 36%	181 30%	53 30%	27 38%	22 34%	80 47% mn	120 46% mn	14 38%	353 37%	236 44% vxz	117 29%	130 32%	26 29%	44 37%	60 30%	13 38%
NET: Don't trust	293 21%	141 21%	151 21%	53 25% f	93 22%	82 24% f	65 16%	67 22%	160 24% f	48 23%	113 24% j	64 17%	37 19%	78 22%	147 24% cq	36 21%	19 27% qr	11 17%	23 14%	47 18%	9 24%	200 21%	102 19%	99 24% y	82 20%	17 19%	14 12%	50 25% y	10 29%
Don't know	44 3%	18 3%	26 4%	10 5% e	22 5% e	3 1%	9 2%	15 5% e	19 3%	2 1%	5 1%	9 2%	3 2%	27 7% ijk	16 3%	7 4% r	3 5% r	7 11% mnr	7 4%	2 1%	1 3%	12 1%	4 1%	9 2%	30 7% t	6 6% u	14 12% uvz	10 5% u	2 5%
Mean	3.14	3.13	3.16	3.08	3.06	3.07	3.32 cde gh	3.12	3.04	3.03	3.09	3.21	3.19	3.12	3.03	3.11	3.12	3.25	3.37 mno s	3.28 mn	3.10	3.16	3.25 vz	3.04	3.11	3.06	3.28 vz	3.04	3.13
Standard deviation	0.88	0.89	0.87	0.97	0.88	0.88	0.81	0.93	0.89	0.88	0.89	0.82	0.88	0.93	0.91	0.78	0.92	0.97	0.81	0.84	1.00	0.87	0.85	0.88	0.90	0.90	0.91	0.88	1.08
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.05	0.05	0.04	0.07	0.05	0.04	0.06	0.05	0.04	0.06	0.08	0.12	0.09	0.05	0.09	0.03	0.04	0.05	0.04	0.10	0.07	0.06	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 37 3%	17 3%	20 3%	8 4%	9 2%	6 2%	15 4%	9 3%	13 2%	5 3%	10 2%	7 2%	4 2%	15 4%	14 2%	5 3%	3 4%	-	8 5%	6 2%	1 2%	16 2%	8 1%	8 2%	20 5%t	9 10%uvz	8 7%uvz	3 2%	* 1%
Trust quite a lot	(4) 268 19%	120 18%	149 21%	33 16%	70 16%	84 24%cdg	81 20%	48 16%	139 21%	50 24%	91 20%	81 22%	32 16%	65 18%	130 21%	28 16%	11 16%	7 10%	36 21%	50 19%	6 15%	189 20%	121 22%z	68 17%	75 18%	19 21%	26 22%	30 15%	4 12%
Neither trust nor don't trust	(3) 447 32%	219 32%	229 32%	59 28%	150 35%	99 29%	140 34%	90 29%	217 32%	56 27%	137 29%	129 35%	68 35%	113 31%	178 29%	57 33%	20 29%	26 40%	62 36%	87 33%	16 43%mo	309 33%	177 33%	133 32%	126 31%	28 31%	39 33%	59 29%	12 34%
Don't trust very much	(2) 345 25%	174 26%	172 24%	63 30%f	115 27%	83 24%	84 20%	92 30%f	169 25%	54 26%	132 28%l	96 26%l	52 26%l	65 18%	160 26%q	46 27%q	23 33%q	18 28%q	24 14%	64 25%	9 24%	236 25%	132 25%y	104 25%y	98 24%	13 15%	18 15%	66 33%luxy	12 33%
Don't trust at all	(1) 175 13%	93 14%	82 11%	39 19%dfh	52 12%	48 14%	37 9%	54 18%f	84 13%	26 12%	67 14%j	32 9%	24 12%	53 15%j	91 15%	23 13%	9 13%	8 13%	11 7%	30 11%	3 8%	118 12%	54 10%	64 16%u	54 13%	15 16%	12 10%	27 13%	3 10%
NET: Trust	305 22%	137 20%	168 24%	41 20%	78 18%	90 26%dg	96 23%	57 19%	152 23%	56 27%	101 22%	88 24%	36 18%	80 22%	144 24%p	33 19%	14 20%	7 10%	44 26%p	57 22%	6 17%	205 22%	129 24%	76 19%	96 23%	27 30%vz	35 29%vz	34 17%	5 13%
NET: Don't trust	520 37%	267 39%	253 35%	102 49%defh	167 39%f	131 38%f	121 29%	147 48%defh	253 38%f	79 38%	199 43%l	128 35%	75 38%	118 33%	250 41%q	69 40%q	33 46%qs	27 40%q	36 21%	94 36%q	12 33%	354 37%	185 34%	169 41%y	151 37%	28 31%	30 26%	93 46%luxy	15 43%
Don't know	119 9%	55 8%	64 9%	7 4%	32 7%	24 7%	56 14%cdg	13 4%	51 8%	16 8%	29 6%	23 6%	19 9%	48 13%ij	39 6%	15 9%	4 5%	6 9%	30 17%mo	23 9%	3 7%	79 8%	47 9%	32 8%	37 9%	7 7%	14 12%	16 8%	3 9%
Mean	2.72	2.67	2.77	2.54	2.67	2.74g	2.87cdg	2.54	2.72g	2.77	2.65	2.81	2.67	2.76	2.68	2.66	2.62	2.53	3.04mno pr	2.74	2.76	2.71	2.79vz	2.61	2.76	2.92vz	3.00uvz	2.55	2.57
Standard deviation	1.04	1.04	1.03	1.10	0.98	1.06	1.01	1.06	1.02	1.07	1.05	0.97	0.99	1.11	1.07	1.02	1.05	0.88	0.99	1.01	0.91	1.01	0.99	1.04	1.10	1.23	1.11	0.99	0.90
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.05	0.04	0.08	0.06	0.05	0.07	0.06	0.05	0.08	0.09	0.11	0.12	0.07	0.09	0.04	0.05	0.06	0.05	0.13	0.08	0.06	0.18

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 45 3%	32 5%b	13 2%	14 7%dfh	11 3%	12 3%	9 2%	16 5%f	21 3%	8 4%	11 2%	13 3%	8 4%	14 4%	29 5%gn	2 1%	2 3%	2 4%	4 2%	6 2%	1 2%	26 3%	16 3%	9 2%	14 3%	3 4%	7 6%vz	3 2%	6 17%
Trust quite a lot	(4) 422 30%	197 29%	225 31%	64 30%	133 31%	110 32%	115 28%	101 33%	206 31%	68 33%	150 32%	121 33%	57 29%	93 26%	212 35%opr	55 32%op	14 20%	10 16%	54 32%p	65 25%	11 30%p	297 31%	160 30%	137 33%	116 28%	25 28%	35 30%	56 28%	9 25%
Neither trust nor don't trust	(3) 524 38%	250 37%	274 38%	67 32%	153 36%	130 38%	173 42%cg	99 32%	252 37%	66 32%	178 38%	143 39%	79 40%	124 35%	211 35%	58 34%	26 37%	25 38%	65 38%	122 47%mn	15 40%	372 39%	213 40%	158 39%	145 35%	32 35%	37 32%	76 37%	7 21%
Don't trust very much	(2) 255 18%	127 19%	128 18%	43 21%	87 20%	59 17%	67 16%	61 20%	128 19%	40 19%	94 20%	67 18%	28 14%	66 18%	109 18%	37 21%	19 27%mr	16 25%	27 16%	40 15%	6 16%	169 18%	95 18%	74 18%	77 19%	19 21%	12 11%	46 23%ey	9 25%
Don't trust at all	(1) 59 4%	34 5%	25 3%	14 7%	14 3%	13 4%	17 4%	19 6%	23 3%	11 5%	18 4%	10 3%	9 5%	22 6%	26 4%	8 5%	4 6%	3 5%	4 2%	12 4%	2 6%	38 4%	24 4%	14 3%	18 5%	6 6%	5 4%	8 4%	3 7%
NET: Trust	467 34%	229 34%	238 33%	77 37%	145 34%	122 35%	123 30%	117 38%f	227 34%	76 37%	161 35%	134 36%	65 33%	107 30%	240 39%opr	56 33%	16 23%	13 19%	58 34%	71 27%	12 32%	322 34%	176 33%	146 36%	130 32%	28 31%	42 36%	60 30%	14 42%
NET: Don't trust	314 23%	161 24%	153 21%	57 27%	101 24%	72 21%	83 20%	80 26%	151 22%	51 25%	112 24%	77 21%	37 19%	87 24%	135 22%	45 26%	23 33%mqr	19 29%	31 18%	52 20%	9 22%	207 22%	119 22%	88 21%	96 23%	24 27%y	17 15%	54 27%y	11 33%
Don't know	87 6%	38 6%	50 7%	7 3%	29 7%	19 6%	33 8%cg	11 4%	44 7%	14 7%	15 3%	15 4%	16 8%ei	41 11%ej	25 4%	13 8%	5 7%	9 13%am	17 10%am	16 6%	2 5%	47 5%	29 5%	18 4%	39 10%t	5 6%	21 18%uvvz	12 6%	2 5%
Mean	3.11	3.10	3.11	3.10	3.10	3.15	3.08	3.11	3.12	3.11	3.09	3.17	3.15	3.04	3.19op	3.03	2.86	2.88	3.17o	3.05	3.07	3.12	3.10	3.14	3.08	3.02	3.28z	3.01	3.20
Standard deviation	0.91	0.95	0.87	1.04	0.90	0.90	0.86	1.01	0.89	0.98	0.89	0.87	0.91	0.97	0.94	0.91	0.92	0.92	0.84	0.85	0.93	0.89	0.90	0.87	0.93	0.98	0.96	0.88	1.24
Standard error	0.03	0.04	0.03	0.06	0.04	0.05	0.05	0.05	0.04	0.07	0.05	0.05	0.06	0.05	0.04	0.07	0.08	0.12	0.10	0.06	0.09	0.03	0.04	0.05	0.04	0.11	0.07	0.06	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 West

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: Homeowners (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 11%	7%	4%	3%efh	4%	-	1%	6%	4%	-	1%	2%	3%	5%	7%	1%	1%	-	1%	-	*	5%	2%	3%	6%	-	2%	4%	-
Trust quite a lot	(4) 109%	54%	55%	17%	30%	26%	37%	22%	51%	14%	46%	35%	10%	18%	45%	11%	7%	3%	18%	24%	1%	80%	52%	28%	23%	6%	8%	9%	6%
Neither trust nor don't trust	(3) 417%	199%	218%	59%	131%	96%	131%	95%	191%	63%	153%	116%	55%	93%	186%	44%	19%	18%	51%	87%	12%	303%	181%	122%	104%	20%	29%	55%	10%
Don't trust very much	(2) 512%	251%	261%	72%	159%	150%	131%	105%	276%	81%	170%	138%	83%	122%	237%	76%	23%	25%	52%	86%	13%	381%	198%	182%	122%	29%	33%	59%	10%
Don't trust at all	(1) 221%	126%	95%	38%	72%	52%	59%	54%	107%	30%	80%	44%	34%	106%	26%	11%	9%	19%	42%	7%	126%	68%	58%	90%	21%	21%	48%	5%	
NET: Trust	121%	62%	59%	22%	34%	26%	37%	28%	55%	14%	47%	37%	13%	53%	12%	8%	3%	19%	24%	1%	86%	54%	31%	29%	6%	10%	13%	6%	
NET: Don't trust	733%	377%	357%	110%	231%	202%	190%	160%	383%	112%	250%	181%	117%	185%	343%	101%	35%	34%	71%	127%	21%	507%	266%	241%	212%	51%	54%	107%	15%
Don't know	121%	40%	81%	17%	32%	19%	53%	24%	44%	18%	33%	14%	58%	30%	16%	9%	10%	30%	22%	4%	53%	37%	16%	65%	14%	24%	27%	4%	
Mean	2.35	2.32	2.39	2.37	2.33	2.30	2.41	2.36	2.31	2.32	2.37	2.44kl	2.27	2.27	2.33	2.28	2.39	2.27	2.50	2.39	2.25	2.39w	2.45xz	2.33	2.22	2.13	2.33	2.21	2.57
Standard deviation	0.90	0.92	0.87	1.00	0.90	0.83	0.89	0.95	0.87	0.83	0.90	0.87	0.87	0.92	0.91	0.85	0.97	0.81	0.91	0.89	0.87	0.86	0.87	0.84	0.97	0.91	0.99	0.97	0.99
Standard error	0.03	0.04	0.04	0.06	0.04	0.05	0.05	0.05	0.04	0.06	0.05	0.05	0.06	0.05	0.04	0.06	0.08	0.11	0.11	0.06	0.08	0.03	0.04	0.05	0.04	0.11	0.08	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 West 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

	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Trust a great deal	(5) 13	8	5	7	6	-	-	8	5	-	2	5	2	3	10	1	2	-	-	-	*	7	2	5	5	1	2	3	-	
	1%	1%	1%	3%efh	1%f	-	-	3%efh	1%	-	*	1%	1%	1%	2%	1%	2%qr	-	-	-	*	1%	*	1%	1%	1%	2%	1%	-	
Trust quite a lot	(4) 111	48	63	17	45	21	28	28	56	13	32	43	11	26	51	14	6	5	11	21	3	81	48	33	27	3	8	16	3	
	8%	7%	9%	8%	11%	6%	7%	9%	8%	6%	7%	12%ik	5%	7%	8%	8%	9%	8%	6%	8%	8%	9%	9%	8%	6%	3%	7%	8%	9%	
Neither trust nor don't trust	(3) 492	217	274	72	145	118	156	102	233	71	159	145	69	118	207	61	22	27	77	84	15	350	207	143	124	25	37	61	18	
	35%	32%	38%a	35%	34%	34%	38%	33%	35%	34%	34%	39%	35%	33%	34%	35%	31%	40%	45%r	32%	39%	37%w	39%	35%	30%	28%	40%	30%	30%	53%
Don't trust very much	(2) 442	219	223	59	141	121	122	91	229	75	169	113	65	95	204	62	22	16	41	87	11	310	159	151	125	31	28	67	7	
	32%	32%	31%	28%	33%	35%	30%	30%	34%	36%	36%l	31%	33%	27%	33%	36%	32%	25%	24%	33%	28%	33%	30%	37%y	31%	34%	24%	33%	20%	
Don't trust at all	(1) 199	128	71	44	57	53	44	63	92	30	79	37	32	51	105	17	13	15	12	32	5	117	64	52	80	18	19	43	3	
	14%	19%b	10%	21%dfh	13%	16%	11%	20%dfh	14%	15%	17%j	10%	16%	14%	17%nq	10%	18%nq	23%nqr	7%	12%	13%	12%	12%	13%	20%t	20%	16%	21%uv	8%	
NET: Trust	124	56	68	23	52	21	28	36	61	13	34	48	13	29	61	15	8	5	11	21	3	89	50	39	32	4	10	19	3	
	9%	8%	9%	11%	12%ef	6%	7%	12%ef	9%	6%	7%	13%ik	7%	8%	10%	9%	11%	8%	6%	8%	9%	9%	9%	9%	8%	4%	8%	9%	9%	
NET: Don't trust	642	347	294	103	198	174	166	154	321	106	248	150	97	146	309	79	35	31	53	119	15	427	224	203	205	48	47	110	10	
	46%	51%b	41%	49%	46%	51%f	40%	50%f	48%	51%	53%jl	41%	49%	41%	50%q	45%q	50%q	47%	31%	46%q	40%	45%	42%	50%	50%	54%	40%	54%uy	28%	
Don't know	135	57	78	10	33	30	62	15	58	17	25	25	19	65	19	6	3	30	37	4	83	57	26	49	13	24	12	3		
	10%	8%	11%	5%	8%	9%	15%cdegh	5%	9%	8%	5%	7%	10%	18%ijk	6%	11%am	8%	5%	18%mp	14%mp	11%am	9%	11%	6%	12%	15%vz	20%uvz	6%	9%	
Mean	2.44	2.34	2.54a	2.41	2.50e	2.34	2.48	2.41	2.43	2.35	2.34	2.61kl	2.37	2.44	2.40	2.49	2.41	2.35	2.61	2.42	2.50	2.48w	2.51xz	2.45	2.31	2.20	2.41	2.31	2.70	
Standard deviation	0.90	0.93	0.85	1.03	0.93	0.84	0.81	1.02	0.88	0.83	0.87	0.89	0.89	0.92	0.94	0.84	1.00	0.94	0.75	0.85	0.88	0.87	0.86	0.88	0.95	0.88	0.98	0.96	0.79	
Standard error	0.03	0.04	0.04	0.06	0.04	0.05	0.05	0.05	0.04	0.06	0.05	0.05	0.06	0.05	0.04	0.08	0.12	0.09	0.06	0.08	0.03	0.04	0.05	0.04	0.10	0.08	0.06	0.16		

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 West

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	1392	1392	1392	1392	704	1392	1392	1392	1392	1392	1392	1392
Weighted base	1392	1392	1392	1392	715	1392	1392	1392	1392	1392	1392	1392
Trust a great deal (5)	394 28% <i>cdefghijkl</i>	390 28% <i>cdefghijkl</i>	308 22% <i>defghijkl</i>	148 11% <i>fghijkl</i>	57 8% <i>hijkl</i>	84 6% <i>hijkl</i>	117 8% <i>fghijkl</i>	44 3% <i>ijk</i>	420 30% <i>cdefghijkl</i>	19 1% <i>k</i>	5 *	38 3% <i>ijk</i>
Trust quite a lot (4)	707 51% <i>abdefghijkl</i>	646 46% <i>defghijkl</i>	663 48% <i>defghijkl</i>	484 35% <i>fghijkl</i>	248 35% <i>fghijkl</i>	374 27% <i>hijkl</i>	391 28% <i>hijkl</i>	300 22% <i>ijkl</i>	636 46% <i>defghijkl</i>	157 11% <i>k</i>	67 5%	165 12% <i>k</i>
Neither trust nor don't trust (3)	188 14%	207 15%	279 20% <i>abi</i>	287 21% <i>abi</i>	210 29% <i>abcdgijkl</i>	420 30% <i>abcdgijkl</i>	317 23% <i>abik</i>	416 30% <i>abcdgijkl</i>	182 13%	322 23% <i>abik</i>	241 17% <i>ai</i>	333 24% <i>abck</i>
Don't trust very much (2)	68 5%	104 7% <i>adeg</i>	78 6% <i>eg</i>	64 5%	23 3%	118 8% <i>acdeg</i>	54 4%	368 26% <i>abcdefgi</i>	106 8% <i>adeg</i>	446 32% <i>abcdefghil</i>	541 39% <i>abcdefghijl</i>	354 25% <i>abcdefgi</i>
Don't trust at all (1)	21 2%	19 1%	23 2%	23 2%	15 2%	52 4% <i>abcdegi</i>	23 2%	100 7% <i>abcdefgi</i>	32 2% <i>b</i>	424 30% <i>abcdefghi</i>	515 37% <i>abcdefghijl</i>	443 32% <i>abcdefghi</i>
NET: Trust	1102 79% <i>bcdefghijkl</i>	1036 74% <i>cdefghijkl</i>	970 70% <i>defghijkl</i>	632 45% <i>fghijkl</i>	305 43% <i>fghijkl</i>	458 33% <i>hijkl</i>	508 37% <i>fghijkl</i>	345 25% <i>ijkl</i>	1055 76% <i>cdefghijkl</i>	176 13% <i>k</i>	72 5%	203 15% <i>k</i>
NET: Don't trust	89 6%	123 9% <i>adeg</i>	102 7%	87 6%	39 5%	170 12% <i>abcdeg</i>	77 6%	468 34% <i>abcdefgi</i>	137 10% <i>acdeg</i>	870 62% <i>abcdefghil</i>	1056 76% <i>abcdefghijl</i>	797 57% <i>abcdefghi</i>
Don't know	12 1%	26 2% <i>a</i>	41 3% <i>aijk</i>	387 28% <i>abcefhijkl</i>	161 23% <i>abchijkl</i>	343 25% <i>abchijkl</i>	490 35% <i>abcdehijkl</i>	164 12% <i>abcijkl</i>	18 1%	24 2% <i>a</i>	23 2% <i>a</i>	59 4% <i>abijk</i>
Mean	4.00 <i>bcdefghijkl</i>	3.94 <i>cdefghijkl</i>	3.85 <i>defghijkl</i>	3.67 <i>efghijkl</i>	3.56 <i>fhijkl</i>	3.31 <i>hijkl</i>	3.58 <i>fhijkl</i>	2.85 <i>ijkl</i>	3.95 <i>cdefghijkl</i>	2.20 <i>k</i>	1.91	2.25 <i>k</i>
Standard deviation	0.87	0.93	0.89	0.88	0.84	0.95	0.88	1.00	0.97	1.05	0.88	1.13
Standard error	0.02	0.03	0.02	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.02	0.03

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

Consumer Wellbeing Tracker 2018 (Including Boosters) - North West 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: 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 394 28%	210 31%	185 26%	48 23%	92 22%	106 31% ^{dg}	148 36% ^{cdgh}	70 23%	176 26%	63 30%	137 29%	93 25%	65 33%	99 27%	145 24%	42 24%	24 34% ^m	14 21%	55 32%	103 39% ^{mnp}	12 32%	264 28%	168 31% ^v	95 23%	121 29%	25 28%	48 41% ^{vz}	47 24%	10 29%
Trust quite a lot	(4) 707 51%	340 50%	368 51%	95 46%	220 52%	182 53%	210 51%	143 47%	354 53%	108 52%	231 50%	206 56% ^{ak}	86 43%	184 51%	325 53% ^o	88 51%	28 40%	31 47%	99 58% ^o	120 46%	17 43%	505 53% ^w	285 53% ^y	220 54% ^y	186 45%	43 48%	41 34%	102 51% ^y	17 48%
Neither trust nor don't trust	(3) 188 14%	88 13%	100 14%	35 17%	69 16%	40 12%	44 11%	49 16%	95 14%	25 12%	63 13%	44 12%	31 16%	51 14%	87 14%	28 16%	10 14%	10 15%	15 9%	32 12%	7 17%	127 13%	64 12%	63 15%	58 14%	10 11%	15 13%	32 16%	3 9%
Don't trust very much	(2) 68 5%	19 3%	49 7% ^a	16 8% ^f	29 7% ^f	14 4%	10 2%	24 8% ^f	34 5%	10 5%	22 5%	18 5%	13 7%	14 4%	34 5%	11 6% ^q	7 10% ^{qr}	6 9% ^{qr}	2 1%	7 3%	2 6% ^q	36 4%	13 2%	23 6% ^u	31 8% ^t	9 10% ^u	11 9% ^u	12 6% ^u	1 2%
Don't trust at all	(1) 21 2%	12 2%	9 1%	12 6% ^{defh}	8 2% ^f	2 *	- -	12 4% ^{efh}	9 1%	- -	9 2%	4 1%	2 1%	6 2%	14 2% ^r	1 1%	1 2% ^r	4 6% ^{nqr}	- -	- -	1 1% ^r	11 1%	4 1%	6 1%	7 2%	1 1%	1 1%	5 2%	4 11%
NET: Trust	1102 79%	550 81%	552 77%	144 69%	312 73%	288 84% ^{cdg}	358 87% ^{cdgh}	213 70%	530 79% ^{cg}	171 83%	369 79%	300 81%	151 76%	283 79%	470 77%	130 75%	52 73%	45 68%	155 90% ^{mnp}	222 85% ^{mnp}	29 75%	769 81% ^w	453 84% ^{vyz}	315 77%	307 75%	68 76%	89 75%	150 74%	26 76%
NET: Don't trust	89 6%	31 5%	58 8% ^a	28 13% ^{efh}	37 9% ^f	15 4%	10 2%	37 12% ^{efh}	43 6% ^f	10 5%	31 7%	22 6%	16 8%	20 6%	48 8% ^{qr}	12 7% ^{qr}	8 11% ^{qr}	10 15% ^{qr}	2 1%	7 3%	3 7% ^{qr}	47 5%	17 3%	30 7% ^u	38 9% ^t	10 11% ^u	12 10% ^u	16 8% ^u	4 13%
Don't know	12 1%	8 1%	4 1%	2 1%	9 2% ^{ef}	1 *	- -	7 2% ^{ef}	5 1%	1 *	4 1%	2 1%	1 1%	5 1%	7 2% ^r	3 1%	1 2% ^r	1 -	- -	- -	5 *	3 *	2 1%	7 2% ^t	2 2%	2 2%	3 2%	1 2%	
Mean	4.00	4.07 ^b	3.94	3.74	3.86	4.10 ^{cdg} h	4.20 ^{cdg}	3.78	3.98 ^{cg}	4.09	4.01	4.00	4.00	4.01	3.91	3.93	3.94	3.70	4.21 ^{mno} ps	4.22 ^{mno} ps	3.98	4.03	4.12 ^{vz}	3.92	3.95	3.94	4.06	3.89	3.83
Standard deviation	0.87	0.85	0.89	1.08	0.90	0.79	0.72	1.03	0.85	0.78	0.90	0.83	0.93	0.85	0.90	1.03	1.10	1.10	0.64	0.76	0.94	0.82	0.77	0.86	0.95	0.95	1.01	0.92	1.21
Standard error	0.02	0.03	0.03	0.06	0.04	0.04	0.04	0.05	0.03	0.06	0.05	0.04	0.06	0.04	0.06	0.08	0.13	0.13	0.07	0.05	0.08	0.03	0.04	0.05	0.04	0.10	0.07	0.06	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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 390 28%	220 32%b	170 24%	56 27%	100 23%	104 30%	130 32% ^d	88 29%	172 26%	54 26%	119 26%	107 29%	62 31%	102 28%	171 28%	38 22%	19 27%	14 22%	54 31%	86 33% ⁿ	8 22%	257 27%	151 28%	107 26%	123 30%	26 29%	49 41% ^{uvz}	49 24%	9 27%
Trust quite a lot	(4) 646 46%	296 44%	350 49%	103 49%	193 45%	153 45%	196 48%	141 46%	308 46%	96 46%	230 49%	159 43%	91 46%	165 46%	273 45%	83 48%	33 47%	30 46%	86 50%	121 47%	19 50%	448 47%	261 49% ^y	187 46% ^y	182 44%	43 48%	40 34%	100 49% ^y	15 45%
Neither trust nor don't trust	(3) 207 15%	96 14%	111 15%	25 12%	79 19%	48 14%	54 13%	41 13%	111 17%	31 15%	76 16%	55 15%	23 11%	53 15%	95 16%	32 19%	8 12%	10 15%	23 14%	33 14%	5 16%	147 16%	75 14%	72 18% ^z	55 13%	13 14%	21 17%	22 11%	5 13%
Don't trust very much	(2) 104 7%	45 7%	59 8%	13 6%	36 8%	32 9%	24 6%	19 6%	62 9%	21 10%	23 5%	38 10% ⁱ	17 9%	25 7%	50 8%	13 8%	7 10%	7 10%	8 5%	14 6%	4 11%	72 8%	34 7%	30 8%	6 7%	4 4%	19 10% ^y	2 7%	
Don't trust at all	(1) 19 1%	6 1%	13 2%	7 3%	5 1%	3 1%	4 1%	7 2%	8 1%	4 2%	6 1%	3 1%	3 2%	6 2%	8 1%	4 2%	1 2%	1 2%	-	3 1%	1 3% ^q	9 1%	7 1%	2 1%	9 2%	1 1%	7 3% ^v	1 4%	
NET: Trust	1036 74%	516 76%	520 73%	159 76%	294 69%	257 75%	327 79% ^{dh}	229 75%	480 71%	150 73%	350 75%	267 72%	153 77%	266 74%	445 73%	120 69%	53 74%	44 67%	140 82% ⁿ	207 79% ⁿ	27 72%	705 74%	412 77%	293 72%	306 75%	69 76%	88 75%	149 74%	25 72%
NET: Don't trust	123 9%	51 7%	73 10%	20 10%	41 10%	34 10%	28 7%	26 8%	70 10%	25 12%	30 6%	42 11% ⁱ	21 11%	31 9%	58 10%	17 12%	9 12%	8 12%	8 5%	17 7%	5 14% ^{qr}	81 9%	45 8%	36 9%	39 9%	7 8%	5 5%	26 13% ^y	4 11%
Don't know	26 2%	14 2%	12 2%	5 2%	13 3%	5 1%	4 1%	10 3%	13 2%	2 1%	11 2%	5 1%	2 1%	9 3%	3 2%	1 2%	1 6% ^q	4 -	-	4 1%	-	14 2%	6 1%	8 2%	10 3%	2 2%	4 3%	5 3%	1 3%
Mean	3.94	4.02 ^b	3.86	3.92	3.84	3.95	4.04 ^d	3.96	3.87	3.86	3.95	3.91	3.97	3.94	3.92	3.80	3.89	3.79	4.08 ^{ns}	4.06 ^{ns}	3.76	3.94	3.96	3.90	3.96	3.98	4.14 ^{vz}	3.84	3.88
Standard deviation	0.93	0.91	0.94	0.98	0.93	0.95	0.88	0.95	0.95	0.98	0.87	0.97	0.97	0.94	0.95	1.00	0.99	0.80	0.89	1.03	0.91	0.91	0.91	0.91	0.91	0.91	1.02	1.04	
Standard error	0.03	0.03	0.04	0.06	0.04	0.05	0.05	0.05	0.04	0.07	0.05	0.05	0.06	0.05	0.04	0.07	0.08	0.12	0.09	0.06	0.09	0.03	0.04	0.05	0.04	0.10	0.06	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 West

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+ 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 308 22%	175 26%b	133 19%	43 21%	74 17%	88 26% ^d	102 25% ^d	66 22%	139 21%	51 25%	110 24%	80 22%	46 23%	71 20%	120 20%	34 19%	14 20%	17 27%	40 23%	74 28% ^m	8 21%	225 24% ^w	148 27% ^{vz}	78 19%	73 18%	17 19%	26 22%	30 15%	9 27%
Trust quite a lot	(4) 663 48%	313 46%	350 49%	95 46%	204 48%	165 48%	199 48%	137 45%	327 49%	95 46%	231 49%	185 50%	88 44%	159 44%	298 49%	80 46%	31 45%	24 37%	83 49%	126 48%	20 51%	457 48%	260 48%	197 48%	188 46%	39 43%	48 40%	102 51%	18 51%
Neither trust nor don't trust	(3) 279 20%	133 20%	146 20%	49 24%	92 21%	68 20%	70 17%	63 21%	145 22%	44 21%	81 19%	68 23%	45 24%	85 24%	131 21%	41 24%	18 26% ^r	11 17%	26 15%	44 19%	7 19%	183 19%	92 17%	90 22%	92 23%	26 28% ^u	27 23%	40 20%	4 11%
Don't trust very much	(2) 78 6%	25 4%	53 7% ^a	7 3%	31 7%	15 4%	26 6%	16 5%	37 5%	10 5%	25 5%	24 7%	11 6%	17 5%	33 5%	14 8%	3 5%	3 4%	11 7%	12 5%	2 5%	58 6%	24 4%	34 8%	20 5%	2 2%	6 5%	13 6%	-
Don't trust at all	(1) 23 2%	10 1%	13 2%	10 5% ^{efh}	9 2%	3 1%	2 *	12 4% ^{efh}	10 1%	3 1%	10 2%	4 1%	2 1%	8 2%	11 2%	1 1%	2 3% ^q	5 8% ^{mnqr}	-	2 1%	1 4% ^{nqr}	9 1%	8 1%	2 *	13 3% ^t	3 3% ^v	3 2% ^v	7 3% ^v	1 4%
NET: Trust	970 70%	487 72%	483 68%	188 66%	278 65%	253 74% ^d	301 73% ^d	203 66%	466 69%	146 70%	341 73% ^l	265 72% ^l	134 68%	230 64%	418 68%	113 65%	46 65%	42 64%	123 72%	200 77% ^{mnop}	28 73%	682 72% ^w	407 76% ^{vyz}	275 67%	261 64%	56 62%	73 62%	132 66%	27 78%
NET: Don't trust	102 7%	35 5%	66 9% ^a	16 8%	40 9%	18 5%	28 7%	28 9%	46 7%	13 6%	35 8%	28 8%	13 7%	25 7%	44 9%	15 8%	6 13% ^r	8 7%	11 7%	14 5%	3 8%	68 7%	32 6%	36 9%	33 8%	5 5%	9 7%	19 10%	1 4%
Don't know	41 3%	22 3%	19 3%	5 2%	18 4% ^e	5 1%	13 3%	12 4%	16 2%	4 2%	9 2%	7 2%	6 3%	19 5% ^{ij}	3 3%	4 3%	1 1%	4 7% ^{rs}	10 6% ^r	2 1%	-	15 2%	6 1%	9 2%	23 6% ^t	4 4%	9 8% ^{uv}	10 5% ^u	2 7%
Mean	3.85	3.94 ^b	3.77	3.76	3.74	3.95 ^{cdg}	3.94 ^d	3.78	3.84	3.89	3.89	3.87	3.86	3.79	3.81	3.77	3.75	3.75	3.94	4.00 ^{mno}	3.81	3.89 ^w	3.97 ^{vz}	3.79	3.75	3.76	3.80	3.71	4.04
Standard deviation	0.89	0.87	0.91	0.98	0.91	0.85	0.86	0.99	0.87	0.89	0.91	0.87	0.89	0.91	0.88	0.89	0.94	1.19	0.83	0.85	0.96	0.88	0.88	0.87	0.93	0.92	0.94	0.93	0.89
Standard error	0.02	0.03	0.04	0.06	0.04	0.05	0.05	0.05	0.03	0.07	0.05	0.05	0.06	0.05	0.04	0.06	0.08	0.15	0.10	0.05	0.09	0.03	0.04	0.05	0.04	0.10	0.07	0.06	0.18

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 West

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 (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 148 11%	67 10%	81 11%	33 16%efh	60 14%ef	29 8%	27 7%	54 18%efh	67 10%	11 6%	56 12%	46 12%l	20 10%	26 7%	64 10%	27 16%qr	8 11%	7 11%	11 6%	23 9%	8 22%moqr	104 11%	47 9%	57 14%u	43 11%	9 10%	12 10%	23 11%	1 3%
Trust quite a lot	(4) 484 35%	244 36%	239 33%	78 38%	161 38%	120 35%	125 30%	111 36%	247 37%	67 32%	159 34%	127 35%	67 34%	130 36%	231 38%r	67 38%	22 31%	21 32%	52 30%	77 29%	15 38%	328 35%	164 31%	163 40%u	141 34%	29 32%	41 34%	71 35%	15 44%
Neither trust nor don't trust	(3) 287 21%	153 23%	134 19%	47 23%	91 21%	78 23%	70 17%	66 22%	150 22%	56 27%	107 23%	68 18%	43 21%	69 19%	134 22%r	42 24%r	16 23%r	15 22%	34 20%	38 14%	8 22%	201 21%	114 21%	87 21%	81 20%	20 22%	27 23%	33 17%	5 14%
Don't trust very much	(2) 64 5%	26 4%	38 5%	9 4%	26 6%f	20 6%f	9 2%	16 5%	39 6%f	12 6%	17 4%	17 5%	13 6%	18 5%	32 5%q	9 5%q	5 6%q	5 7%q	-	11 4%	2 6%q	37 4%	18 3%	18 4%	27 7%t	9 10%u	5 4%	13 6%	* 1%
Don't trust at all	(1) 23 2%	14 2%	9 1%	11 5%defh	6 1%	3 1%	3 1%	12 4%efh	8 1%	2 1%	7 2%	6 2%	1 *	9 2%	11 2%	2 1%	2 3%q	5 7%mnqrs	-	3 1%	-	11 1%	6 1%	5 1%	7 2%	1 1%	1 3%	6 3%	4 12%
NET: Trust	632 45%	312 46%	320 45%	111 53%ef	220 52%f	148 43%	152 37%	165 54%ef	315 47%f	79 38%	216 46%	173 47%	87 44%	156 43%	295 48%r	94 54%qr	30 43%	28 43%	62 36%	99 38%	23 60%mpoq	431 46%	211 39%	221 54%u	184 45%	37 42%	53 44%	94 47%	16 47%
NET: Don't trust	87 6%	40 6%	47 7%	20 10%f	32 7%f	23 7%	12 3%	28 9%f	47 7%f	14 7%	24 5%	22 6%	14 7%	26 7%	44 7%q	11 6%q	7 9%q	10 15%mqr	-	13 5%q	2 6%q	48 5%	25 5%	23 6%	34 8%t	10 11%u	6 5%	19 9%u	5 14%
Don't know	387 28%	173 26%	214 30%	30 14%	85 20%	94 27%cdg	178 43%cdgh	47 15%	162 24%cg	58 28%	119 26%	105 28%	54 27%	108 30%	139 23%rs	27 15%	18 25%ns	13 20%	75 44%mnops	110 42%mnops	5 12%	267 28%	188 35%v	79 19%	111 27%	23 25%	33 28%	55 27%v	9 26%
Mean	3.67	3.64	3.69	3.63	3.71	3.61	3.70	3.69	3.64	3.50	3.69	3.72	3.65	3.58	3.64	3.74p	3.56	3.40	3.76	3.70	3.86op	3.70	3.65	3.76	3.54	3.68	3.63	3.33	
Standard deviation	0.88	0.88	0.89	1.04	0.90	0.84	0.77	1.02	0.86	0.81	0.87	0.90	0.85	0.90	0.89	0.88	0.99	1.13	0.64	0.87	0.89	0.85	0.85	0.85	0.93	0.92	0.82	0.99	1.18
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.05	0.04	0.07	0.05	0.05	0.07	0.05	0.04	0.07	0.09	0.15	0.09	0.07	0.08	0.03	0.05	0.05	0.04	0.11	0.06	0.07	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 West

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 (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	704	367	337	150	238	159	157	211	336	91	195	210	105	194	263	99	87	30	39	131	55	411	227	184	277	44	110	123	16
Weighted base	715	343	372	106*	224	178	207	154	354	98*	256	207	90*	162	322	87*	41*	29**	79*	142	15*	493	272	220	204	41*	67*	96*	18**
Trust a great deal	(5) 57 8%	29 9%	28 7%	14 13%h	19 8%	10 6%	14 7%	21 14%eh	21 6%	5 5%	24 9%	11 5%	11 12%	11 7%	30 9%	3 4%	5 11%	2 7%	8 10%	7 5%	2 13%n	33 7%	17 6%	15 7%	24 12%t	5 13%	9 14%u	9 10%	* 2%
Trust quite a lot	(4) 248 35%	96 28%	152 41%a	41 39%f	98 44%ef	57 32%	52 25%	62 40%f	135 38%f	27 28%	88 34%	75 36%	27 30%	57 35%	116 36%	40 46%r	17 42%r	9 29%	23 30%	36 26%	6 43%r	168 34%	81 30%	87 39%	74 36%	11 27%	27 40%	36 38%	6 30%
Neither trust nor don't trust	(3) 210 29%	118 35%b	92 25%	34 32%	63 28%	65 36%f	48 23%	45 29%	117 33%	41 42%	79 31%	73 35%j	22 25%	36 22%	112 35%q	22 26%	11 26%	10 33%	13 17%	38 27%	4 29%	145 29%	76 28%	70 32%	56 27%	15 38%	18 27%	23 24%	9 49%
Don't trust very much	(2) 23 3%	10 3%	13 4%	5 5%	4 2%	11 6%	3 2%	7 5%	13 4%	7 7%	13 5%	4 2%	2 2%	4 3%	11 3%	8 9%mq	2 4%	1 2%	- -	2 2%	- -	16 3%	9 3%	7 3%	7 3%	2 4%	1 1%	4 5%	- -
Don't trust at all	(1) 15 2%	11 3%	5 1%	3 3%	6 3%	3 1%	3 1%	3 2%	9 2%	- -	10 4%	2 1%	1 1%	2 1%	8 3%	1 2%	1 3%	1 5%	- -	3 2%	- -	11 2%	7 2%	4 2%	4 2%	1 1%	3 3%	1 5%	
NET: Trust	305 43%	125 36%	180 48%a	55 52%ef	117 52%ef	67 37%	66 32%	83 54%ef	156 44%f	32 33%	112 44%	87 42%	38 42%	68 42%	146 45%r	43 49%r	22 53%r	11 37%	32 40%	43 31%	8 56%r	201 41%	99 36%	102 46%	98 48%	16 40%	36 54%u	46 48%	6 32%
NET: Don't trust	39 5%	21 6%	18 5%	9 8%	11 5%	13 8%	6 3%	11 7%	22 6%	7 7%	24 9%j	5 3%	3 4%	6 4%	19 6%	10 11%q	3 7%q	2 7%	- -	5 4%	- -	27 5%	16 6%	11 5%	11 5%	2 6%	1 1%	8 8%	1 5%
Don't know	161 23%	79 23%	83 22%	8 8%	33 15%	33 19%c	86 42%cd	16 10%	59 17%c	17 18%	42 16%	26 20%	26 29%i	51 32%ij	45 14%	12 14%	6 14%	7 23%	34 43%mnos	55 39%mos	2 16%	119 24%	83 30%v	37 17%	39 19%	7 17%	12 18%	20 21%	2 13%
Mean	3.56	3.47	3.64a	3.58	3.63	3.42	3.58	3.65e	3.50	3.37	3.47	3.55	3.69	3.65	3.54	3.47	3.63	3.42	3.89	3.49	3.82n	3.53	3.49	3.56	3.65	3.54	3.81uv	3.58	3.28
Standard deviation	0.84	0.89	0.78	0.92	0.82	0.80	0.83	0.89	0.82	0.74	0.94	0.70	0.86	0.80	0.85	0.82	0.91	0.95	0.69	0.83	0.71	0.83	0.86	0.79	0.86	0.89	0.73	0.93	0.80
Standard error	0.04	0.05	0.05	0.08	0.06	0.07	0.09	0.06	0.05	0.09	0.07	0.05	0.10	0.07	0.06	0.09	0.11	0.20	0.15	0.10	0.10	0.05	0.07	0.06	0.06	0.14	0.08	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



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 84 6%	47 7%	38 5%	25 12% defh	25 6%	20 6%	15 4%	30 10% fh	39 6%	10 5%	40 9% i	20 5%	9 5%	15 4%	46 8%	8 5%	5 7%	5 8%	4 2%	14 6%	2 4%	53 6%	23 4%	30 7%	30 10%	9 10%	11 9% u	11 5%	1 4%
Trust quite a lot	(4) 374 27%	182 27%	192 27%	61 29%	148 35% efh	73 21%	91 22%	102 33% ef	180 27%	54 26%	146 31% k	99 27%	42 21%	88 25%	187 31% pr	45 26%	26 37% pqr	12 18%	39 23%	50 19%	16 42% mnpq r	255 27%	120 22%	135 33% u	110 27%	23 25%	34 29%	53 26%	10 29%
Neither trust nor don't trust	(3) 420 30%	193 29%	227 32%	72 34%	129 30%	113 33%	107 26%	92 30%	222 33% f	62 30%	124 27%	128 35% i	59 30%	109 30%	191 31%	61 35%	20 28%	26 39% q	40 24%	72 28%	10 26%	273 29%	151 28%	121 30%	138 34%	36 41% u	36 30%	66 33%	10 29%
Don't trust very much	(2) 118 8%	71 10% b	47 7%	22 11% f	32 7%	45 13% df	19 5%	34 11% f	65 10% f	30 14%	51 11% jkl	23 6%	24 12% jkl	20 6%	63 10% rs	24 14% qrs	6 8%	4 6%	7 4%	13 5%	1 2%	88 9%	48 9% y	40 10% y	25 6%	6 1%	18 9% y	5 13% y	
Don't trust at all	(1) 52 4%	29 4%	23 3%	17 8% dfh	14 3%	13 4%	8 2%	21 7% dfh	23 3%	10 5%	25 5%	11 3%	5 2%	12 3%	27 4%	5 3%	2 3% q	8 12% mnoqr s	-	10 4%	* 1%	31 3%	18 3%	13 3%	15 4%	3 3%	3 2%	9 5%	6 16%
NET: Trust	458 33%	229 34%	230 32%	86 41% efh	173 41% efh	93 27%	106 26%	133 43% efh	219 33%	63 31%	186 40% kl	119 32%	51 26%	104 29%	233 38% qr	53 31%	31 43% npqr	17 26%	43 25%	64 25%	17 46% npqr	307 32%	143 27%	164 40% u	140 34%	31 35%	45 38% u	63 31%	12 33%
NET: Don't trust	170 12%	100 15% b	70 10%	39 19% df	46 11%	58 17% df	27 6%	55 18% df	88 13% f	40 19%	76 16% jkl	34 9%	28 14%	32 9%	90 15% qrs	29 17% qrs	8 12% qs	12 18% qrs	7 4%	22 9%	1 4%	120 13%	66 12% y	53 13% y	40 10%	9 10%	4 4%	27 13% y	10 29%
Don't know	343 25%	156 23%	188 26%	12 6%	79 18% cg	80 23% cg	173 42% cdegh	27 9%	144 21% cg	42 20%	81 17%	87 24%	60 30% i	115 32% ij	98 16%	30 17%	12 17%	11 17%	81 47% mnop s	102 39% mnop s	9 25% m	248 26%	177 33% vxz	71 17%	92 23%	14 15%	34 28% vx	45 22%	3 9%
Mean	3.31	3.28	3.33	3.28	3.39e	3.16	3.36	3.31	3.28	3.14	3.32	3.33	3.20	3.31	3.31	3.19	3.42p	3.05	3.44p	3.29	3.60mnp r	3.30	3.23	3.37	3.36	3.37	3.58uz	3.24	2.92
Standard deviation	0.95	0.99	0.90	1.10	0.90	0.96	0.85	1.06	0.92	0.99	1.04	0.87	0.91	0.89	0.98	0.90	0.93	1.12	0.70	0.96	0.73	0.94	0.93	0.94	0.93	0.92	0.86	0.95	1.18
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.06	0.05	0.07	0.05	0.05	0.07	0.08	0.15	0.11	0.08	0.08	0.04	0.05	0.05	0.04	0.11	0.07	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 117 8%	54 8%	63 9%	34 16%efh	49 11%efh	20 6%	14 3%	55 18%defh	47 7%ef	8 4%	43 9%	36 10%	12 6%	26 7%	66 11%qr	16 10%q	7 9%q	6 9%q	3 2%	15 6%	4 11%q	77 8%	26 5%	51 12%u	39 10%	5 6%	14 12%u	20 10%u	1 2%
Trust quite a lot	(4) 391 28%	193 28%	199 28%	59 28%	139 33%ef	90 26%	103 25%	92 30%	196 29%	50 24%	127 27%	98 27%	60 30%	106 29%	183 30%	51 29%	15 22%	19 28%	47 28%	63 24%	14 36%or	262 28%	136 25%	126 31%	120 29%	27 30%	37 31%	55 27%	10 28%
Neither trust nor don't trust	(3) 317 23%	164 24%	153 21%	65 31%df	92 21%	94 27%ef	66 16%	81 27%ef	169 25%ef	53 26%	109 23%	88 24%	36 18%	83 23%	154 25%r	42 24%r	18 26%r	19 29%r	34 20%	41 16%	10 25%r	200 21%	109 20%	90 22%	104 25%	31 34%uv	26 22%	47 23%	13 38%
Don't trust very much	(2) 54 4%	22 3%	32 4%	7 3%	20 5%	17 5%	9 2%	14 4%	31 5%	7 3%	22 5%	12 3%	11 5%	10 3%	20 3%	15 9%mq	3 4%q	4 6%q	-	9 3%	3 8%mq	38 4%	21 4%	17 4%	16 4%	5 6%	3 2%	8 4%	* 1%
Don't trust at all	(1) 23 2%	14 2%	9 1%	7 4%f	9 2%	5 2%	2 *	8 3%f	14 2%	5 2%	13 3%j	1 *	3 2%	6 2%	16 3%	3 1%	2 3%qr	2 3%	-	1 *	-	16 2%	7 1%	9 2%	6 1%	1 1%	* *	4 2%	2 5%
NET: Trust	508 37%	247 36%	262 37%	93 44%ef	188 44%efh	110 32%	117 28%	148 48%efh	243 36%ef	58 28%	170 37%	134 36%	72 36%	132 37%	248 41%r	67 39%	22 31%	25 38%	50 29%	78 30%	18 47%oqr	339 36%	162 30%	177 43%u	159 39%	33 36%	51 43%u	75 37%	10 30%
NET: Don't trust	77 6%	36 5%	41 6%	14 7%f	29 7%f	23 7%f	11 3%	22 7%f	44 7%f	12 6%	35 8%j	13 4%	14 7%	15 4%	36 6%q	18 10%qr	5 7%q	6 9%q	-	10 4%	3 8%q	54 6%	28 5%	26 6%	21 5%	6 7%	3 3%	12 6%	2 6%
Don't know	490 35%	230 34%	259 36%	36 17%	118 28%cg	118 34%cg	218 53%cddeg h	56 18%	216 32%cg	85 41%	152 33%	133 36%	76 39%	129 36%	174 28%	47 27%	26 36% s	16 25%	88 51%mnop s	132 51%mnop s	7 20%	355 37%w	239 44%vxyz	117 28%	126 31%	20 23%	37 32%	68 34%	9 25%
Mean	3.58	3.56	3.60	3.61	3.64e	3.45	3.61	3.69eh	3.51	3.40	3.53	3.66	3.55	3.59	3.60	3.49	3.47	3.63	3.64	3.63	3.58	3.51	3.66	3.60	3.44	3.76ux	3.59	3.28	
Standard deviation	0.88	0.88	0.88	0.99	0.92	0.85	0.73	0.98	0.88	0.85	0.96	0.82	0.88	0.84	0.92	0.94	0.97	0.95	0.55	0.81	0.86	0.89	0.84	0.93	0.86	0.81	0.81	0.91	0.86
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.06	0.05	0.04	0.08	0.06	0.05	0.07	0.05	0.05	0.08	0.09	0.13	0.09	0.07	0.09	0.04	0.05	0.06	0.04	0.09	0.06	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 44 3%	29 4%	16 2%	14 7%efh	19 4%f	8 2%	3 1%	25 8%defh	16 2%	4 2%	12 2%	9 3%	9 5%	15 4%	28 5%r	3 2%	6 9%mnqr	2 3%	3 2%	1 *	1 3%r	23 2%	10 2%	13 3%	21 5%t	5 6%	6 5%u	9 5%	1 2%
Trust quite a lot	(4) 300 22%	155 23%	145 20%	68 33%defh	94 22%	62 18%	77 19%	95 31%defh	128 19%	38 18%	120 26%l	73 20%	40 20%	67 19%	143 23%	35 20%	17 24%	18 28%q	23 13%	55 21%	9 23%	199 21%	101 19%	99 24%	86 21%	19 21%	23 20%	44 22%	15 43%
Neither trust nor don't trust	(3) 416 30%	209 31%	207 29%	59 28%	121 28%	108 31%	128 31%	77 25%	210 31%	58 28%	123 26%	120 33%	71 36%i	101 28%	182 30%	54 31%	15 21%	20 30%	60 35%o	77 30%	9 24%	295 31%	180 34%z	115 28%	111 27%	30 34%	36 30%	45 22%	9 27%
Don't trust very much	(2) 368 26%	143 21%	225 31%a	38 18%	115 27%c	95 28%c	119 29%cg	63 20%	186 28%cg	63 31%	137 29%	47 24%	87 24%	87 24%	154 25%	54 31%p	18 25%	10 15%	56 33%p	67 26%	9 24%	265 28%	148 27%y	118 29%y	98 24%	17 19%	22 18%	60 30%y	4 12%
Don't trust at all	(1) 100 7%	46 7%	54 8%	16 8%	34 8%	29 9%	21 5%	20 7%	59 9%	20 9%	27 6%	26 7%	11 5%	36 10%	46 7%	15 9%	8 12%r	6 10%	8 5%	12 5%	5 13%qr	64 7%	32 6%	32 8%	35 9%	8 9%	13 11%u	14 7%	2 5%
NET: Trust	345 25%	183 27%	161 23%	82 40%defh	112 26%f	70 20%	80 19%	121 39%defh	144 21%	42 20%	132 28%	82 22%	49 25%	81 23%	171 28%q	39 33%	23 33%qr	20 31%q	26 15%	56 21%	10 26%	222 23%	110 21%	111 27%	107 26%	24 27%	30 25%	54 27%	15 45%
NET: Don't trust	468 34%	189 28%	279 39%a	54 26%	149 35%cg	124 36%cg	140 34%	83 27%	245 36%cg	83 40%	164 35%	124 34%	58 29%	123 34%	200 33%	69 40%p	26 37%	16 25%	64 37%	79 30%	14 37%	329 35%	179 33%	150 36%	133 33%	25 27%	35 29%	74 37%	6 18%
Don't know	164 12%	96 14%b	68 9%	13 6%	45 10%	42 12%	64 16%cg	26 8%	74 11%	24 12%	48 10%	41 11%	21 10%	54 15%	59 10%	12 7%	7 10%	10 15%	22 13%	49 19%mmo	5 13%	102 11%	68 13%	34 8%	58 14%	11 12%	18 15%v	29 14%v	4 11%
Mean	2.85	2.96b	2.76	3.13def	2.86	2.75	2.77	3.15def	2.76	2.69	2.89	2.82	2.94	2.79	2.92	2.74	2.92	2.99	2.71	2.84	2.75	2.82	2.81	2.85	2.89	2.96	2.88	2.86	3.27
Standard deviation	1.00	1.01	0.97	1.07	1.04	0.98	0.89	1.09	0.98	0.99	0.96	0.97	1.06	1.03	0.97	1.22	1.05	0.86	0.89	1.13	0.96	0.92	1.01	1.07	1.06	1.11	1.06	1.06	0.95
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.05	0.05	0.07	0.06	0.05	0.07	0.10	0.10	0.06	0.11	0.04	0.05	0.06	0.05	0.12	0.08	0.07	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 West 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 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	1392	726	666	288	476	317	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 420 30%	229 34% ^b	190 27%	69 33%	118 27%	106 31%	127 31%	102 33%	191 28%	60 29%	134 29%	110 30%	61 31%	115 32%	188 31%	46 27%	23 33%	19 29%	50 29%	82 31%	11 28%	263 28%	147 27%	116 28%	143 35% ^t	34 38%	51 43% ^{uvz}	58 29%	13 39%
Trust quite a lot	(4) 636 46%	298 44%	337 47%	100 48%	183 43%	151 44%	201 49%	137 45%	298 44%	91 44%	224 48%	161 44%	92 47%	158 44%	270 44%	75 43%	29 42%	29 45%	85 49%	130 50%	17 43%	456 48% ^w	265 49% ^y	190 46% ^y	167 41%	35 39%	39 33%	93 46% ^y	13 39%
Neither trust nor don't trust	(3) 182 13%	86 13%	96 13%	19 9%	69 16% ^c	43 12%	51 12%	34 11%	97 14%	24 11%	72 15%	41 11%	22 11%	47 13%	75 12%	28 16%	8 11%	9 14%	24 14%	31 12%	7 18%	126 13%	65 12%	62 15%	52 13%	14 16%	18 15%	20 10%	4 11%
Don't trust very much	(2) 106 8%	38 6%	68 9% ^a	12 6%	38 9%	30 9%	26 6%	21 7%	59 9%	18 9%	21 4%	45 12% ^{ll}	18 9% ⁱ	22 6%	50 8%	15 9%	7 11% ^r	4 6%	13 7%	13 5%	3 8%	76 8%	44 8%	32 8%	29 7%	5 6%	6 5%	18 9%	-
Don't trust at all	(1) 32 2%	17 3%	14 2%	6 3%	8 2%	13 4%	5 1%	6 2%	20 3%	13 6%	12 3%	6 1%	4 2%	10 3%	20 3%	5 3%	1 2%	1 2%	-	3 1%	1 3% ^q	20 2%	12 2%	8 2%	9 2%	1 1%	2 2%	7 3%	2 6%
NET: Trust	1055 76%	528 78%	528 74%	169 81% ^{dh}	301 70%	258 75%	328 80% ^{dh}	239 78% ^d	489 73%	152 73%	358 77%	271 74%	153 77%	273 76%	458 75%	122 70%	53 75%	49 74%	135 79%	212 81% ^{ns}	27 71%	719 76%	413 77%	306 75%	310 76%	69 77%	90 76%	151 75%	27 77%
NET: Don't trust	137 10%	55 8%	82 11%	18 9%	46 11%	43 12%	31 8%	27 9%	79 12%	31 15%	33 7%	51 14% ⁱ	22 11%	32 9%	71 12% ^r	20 11%	9 12% ^r	6 9%	13 7%	16 6%	4 11%	97 10%	56 11%	40 10%	38 9%	6 6%	8 7%	25 12%	2 6%
Don't know	18 1%	8 1%	9 1%	2 1%	12 3% ^{ef}	1 *	2 *	7 2% ^e	9 1%	1 *	4 1%	5 1%	1 1%	7 2%	8 1%	4 2%	1 2%	2 3% ^q	-	2 1%	-	6 1%	3 1%	2 1%	10 2% ^t	1 1%	3 2%	6 3% ^{uv}	2 6%
Mean	3.95	4.02 ^b	3.88	4.04	3.88	3.90	4.02	4.03 ^h	3.87	3.81	3.97	3.90	3.96	3.98	3.92	3.85	3.95	3.96	4.01	4.07 ^{ns}	3.85	3.92	3.92	3.92	4.01	4.09	4.14 ^{uvz}	3.91	4.09
Standard deviation	0.97	0.97	0.98	0.96	0.99	1.05	0.89	0.96	1.02	0.93	1.02	0.98	0.99	1.03	1.01	1.03	0.96	0.86	0.86	1.03	0.96	0.97	0.96	0.99	0.91	0.97	1.03	1.08	
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.06	0.05	0.05	0.08	0.12	0.09	0.05	0.09	0.03	0.05	0.05	0.04	0.10	0.07	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 West

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 19 1%	12 2%	7 1%	3 2%	4 1%	7 2%	5 1%	3 1%	11 2%	6 3%	10 2%	* 2%j	3 2%j	6 2%	12 2%r	1 1%	1 1%r	- -	4 2%	- -	1 2%r	13 1%	10 2%	3 1%	6 1%	1 1%	2 2%	2 1%	- -
Trust quite a lot	(4) 157 11%	89 13%	68 10%	16 8%	35 8%	47 14%dg	59 14%cdg	24 8%	75 11%	38 18%	64 14%	45 12%	15 8%	33 9%	66 11%p	21 12%p	6 9%	2 3%	17 10%	41 16%p	5 12%p	124 13%w	70 13%z	54 13%z	28 7%	5 5%	12 10%	11 6%	5 14%
Neither trust nor don't trust	(3) 322 23%	143 21%	179 25%	35 17%	82 19%	73 21%	131 32%cdg	52 17%	138 21%	39 19%	99 21%	91 25%	57 29%	75 21%	123 20%	31 18%	12 18%	8 12%	60 35%mnop	80 31%mnop	8 20%	241 25%w	164 31%vyz	76 19%	79 19%	20 22%	20 17%	40 20%	2 5%
Don't trust very much	(2) 446 32%	214 32%	232 32%	76 36%	129 30%	106 31%	135 33%	105 34%	206 31%	63 30%	161 34%	125 34%	53 27%	108 30%	180 29%	63 36%	26 36%	28 42%m	60 35%	79 30%	11 28%	307 32%	179 33%	128 31%	126 31%	25 28%	34 29%	68 34%	13 37%
Don't trust at all	(1) 424 30%	209 31%	215 30%	69 33%f	165 39%f	109 32%f	81 20%	109 35%f	234 35%f	60 29%	125 27%	106 29%	66 33%	126 33%	218 36%qr	51 29%	25 36%qr	24 37%qr	30 18%	61 24%	14 37%qr	249 26%	111 21%	138 34%u	161 39%t	38 42%u	47 40%u	76 38%u	14 40%
NET: Trust	176 13%	101 15%b	75 11%	19 9%	40 9%	54 16%dg	63 15%dg	27 9%	86 13%	44 21%	74 16%	45 12%	18 9%	39 11%	78 13%p	22 13%p	7 10%	2 3%	21 12%	41 16%p	5 14%p	138 15%w	80 15%z	57 14%z	34 8%	6 7%	14 12%	14 7%	5 14%
NET: Don't trust	870 62%	423 62%	447 63%	145 69%f	294 69%f	215 63%f	217 53%	214 70%f	440 65%f	122 59%	286 61%	231 63%	119 60%	234 65%	398 65%qr	114 66%r	51 72%qr	52 80%mnqr	91 53%	140 54%	25 65%	556 59%	290 54%	266 65%u	288 70%t	62 69%u	81 69%u	144 71%u	27 77%
Don't know	24 2%	11 2%	14 2%	9 4%efh	13 3%ef	2 1%	1 *	13 4%efh	10 1%	2 1%	8 2%	1 *	4 2%j	12 3%j	13 2%r	6 4%r	1 1%	4 6%qr	- -	- -	* 1%r	13 1%	3 1%	10 2%	10 2%	2 2%	4 3%u	4 2%	1 3%
Mean	2.20	2.22	2.17	2.04	2.00	2.23dg	2.44cde gh	2.01	2.13	2.35	2.29i	2.20	2.16	2.09	2.12p	2.16p	2.03	1.79	2.44mno ps	2.38mno ps	2.13p	2.30w	2.42vxy z	2.14	1.98	1.95	2.03	1.96	1.94
Standard deviation	1.05	1.09	1.01	1.00	1.02	1.10	1.00	0.99	1.07	1.17	1.08	1.00	1.04	1.05	1.09	1.02	1.01	0.77	0.98	1.01	1.12	1.05	1.02	1.06	1.01	1.00	1.09	0.96	1.04
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.06	0.05	0.04	0.09	0.06	0.05	0.07	0.05	0.05	0.07	0.08	0.10	0.11	0.06	0.10	0.04	0.05	0.06	0.04	0.11	0.08	0.06	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 West

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 (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Trust a great deal	(5)	5	4	2	3	3	-	4	2	-	1	1	1	3	2	1	-	-	-	-	1%	4	2	2	2	*	1	*	-	
Trust quite a lot	(4)	67	39	28	11	24	14	18	14	35	13	26	29	4	9	36	8	2	1	10	8	2	45	24	21	18	1	8	9	4
Neither trust nor don't trust	(3)	241	118	123	31	66	50	94	41	106	41	83	66	36	56	96	35	10	7	41	48	4	181	113	68	56	12	13	30	4
Don't trust very much	(2)	541	257	284	79	138	136	187	118	236	76	207	139	78	117	216	57	24	31	67	134	13	384	229	156	143	37	44	62	14
Don't trust at all	(1)	515	246	269	78	184	142	111	117	286	76	142	130	78	165	249	68	33	24	54	69	18	322	165	157	182	38	49	95	11
NET: Trust		72	42	30	14	27	14	18	17	37	13	26	30	5	12	38	10	3	1	10	8	3	49	26	23	19	1	9	9	4
NET: Don't trust		1056	503	553	157	322	278	298	235	522	152	349	269	156	281	465	125	57	55	121	203	30	706	394	312	325	75	93	157	25
Don't know		23	13	9	7	13	1	2	13	8	1	7	3	2	10	13	3	1	3	-	2	1	12	5	7	10	2	3	5	1
Mean		1.91	1.94	1.88	1.91	1.85	1.81	2.05deg	1.87	1.84	1.95	1.99l	1.99l	1.84	1.76	1.88	1.94	1.75	1.75	2.04o	1.98op	1.80	1.96w	2.00xz	1.90	1.78	1.74	1.85	1.77	2.06
Standard deviation		0.88	0.91	0.85	0.93	0.93	0.83	0.82	0.91	0.89	0.91	0.86	0.94	0.82	0.86	0.92	0.88	0.69	0.88	0.76	0.96	0.87	0.86	0.89	0.88	0.76	0.93	0.89	1.00	
Standard error		0.02	0.03	0.03	0.06	0.04	0.05	0.05	0.05	0.03	0.07	0.04	0.05	0.05	0.04	0.07	0.07	0.08	0.10	0.05	0.09	0.03	0.04	0.05	0.04	0.08	0.07	0.06	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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Trust a great deal	(5) 38 3%	21 3%	16 2%	13 6%efh	18 4%f	5 1%	2 *	17 6%efh	18 3%f	5 2%	17 4%	9 2%	5 3%	7 2%	24 4%r	4 2%	3 4%qr	4 5%qr	- -	2 1%	1 3%qr	19 2%	5 1%	14 3%u	15 4%	1 1%	3 3%	11 5%u	3 10%
Trust quite a lot	(4) 165 12%	93 14%	72 10%	45 22%defh	61 14%ef	28 8%	31 8%	61 20%efh	73 11%	22 11%	69 15%l	49 13%l	22 11%	25 7%	88 14%q	25 14%q	12 17%qr	6 10%	6 3%	25 9%	3 9%	105 11%	49 9%	56 14%	50 12%	11 12%	10 9%	29 14%	10 30%
Neither trust nor don't trust	(3) 333 24%	143 21%	191 27%a	72 34%efh	125 29%ef	68 20%	70 17%	100 33%efh	164 24%f	27 13%	126 27%	87 24%	47 24%	73 20%	159 26%r	42 24%	17 25%	23 35%qr	33 19%	49 19%	11 29%r	223 24%	113 21%	110 27%	102 25%	21 23%	38 32%uz	43 21%	8 23%
Don't trust very much	(2) 354 25%	173 25%	181 25%	34 16%	92 22%	104 30%cdg	124 30%cdg	57 19%	173 26%cg	57 27%	111 24%	83 23%	46 23%	113 32%ij	141 23%	46 26%	17 24%	13 20%	48 28%	80 31%m	10 25%	241 25%	134 25%	107 26%	109 27%	23 25%	31 26%	55 27%	4 11%
Don't trust at all	(1) 443 32%	230 34%	213 30%	28 13%	104 24%cg	129 37%cdg	182 44%cdgh	46 15%	215 32%cdg	90 43%	129 28%	124 34%	68 34%	122 34%	171 28%	45 26%	17 25%	15 23%	83 49%mnop	102 39%mnop	9 25%	335 35%w	226 42%vz	109 26%	103 25%	28 31%	30 25%	46 23%	5 16%
NET: Trust	203 15%	114 17%b	88 12%	58 28%defh	79 18%ef	33 10%	33 8%	78 25%defh	92 14%f	27 13%	86 18%l	58 16%l	27 14%	32 9%	112 18%qr	29 17%q	15 21%qr	10 15%q	6 3%	26 10%q	5 12%q	124 13%	54 10%	69 17%u	65 16%	12 13%	14 12%	40 20%u	14 40%
NET: Don't trust	797 57%	402 59%	395 55%	62 30%	197 46%cg	233 68%cdgh	306 74%cdgh	103 34%	388 58%cdg	147 71%	241 52%	207 56%	114 58%	235 65%ij	312 51%	91 52%	34 48%	28 43%	131 77%mnop	182 70%mnop	19 50%	576 61%w	361 67%vz	215 53%	212 52%	50 56%	61 51%	101 50%	9 27%
Don't know	59 4%	18 3%	41 6%a	17 8%efh	27 6%f	10 3%	4 1%	25 8%efh	29 4%f	6 3%	14 3%	16 4%	9 5%	20 5%	29 5%r	12 7%qr	4 6%qr	5 7%qr	2 1%	4 1%	3 9%qr	24 3%	9 2%	15 4%	31 8%t	7 8%u	6 5%u	18 9%uv	3 10%
Mean	2.25	2.25	2.25	2.90def	2.49efh	2.03	1.89	2.81def	2.23ef	1.98	2.41i	2.25	2.20	2.06	2.40qr	2.37qr	2.48qr	2.52qr	1.77	2.00	2.36qr	2.17	2.00	2.39u	2.38t	2.22	2.35u	2.48u	3.08
Standard deviation	1.13	1.17	1.09	1.12	1.16	1.03	0.97	1.14	1.12	1.12	1.16	1.15	1.13	1.02	1.18	1.12	1.18	1.15	0.87	1.02	1.11	1.10	1.05	1.13	1.08	1.06	1.19	1.28	
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.06	0.04	0.08	0.06	0.06	0.08	0.05	0.05	0.08	0.10	0.14	0.10	0.07	0.11	0.04	0.05	0.06	0.05	0.12	0.08	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 West

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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Any	632	294	338	127	235	162	107	185	340	78	202	168	92	169	312	100	39	40	48	72	20	355	151	204	261	60	71	129	16
	45%	43%	47%	61%efh	55%ef	47%ef	26%	60%efh	50%ef	37%	43%	46%	47%	47%	51%qr	58%qr	56%qr	61%qr	28%	27%	53%qr	37%	28%	50%u	64%t	67%uv	60%uv	64%uv	45%
Taken money out of savings accounts, or transferred savings into current account, to cover this months spending	296	120	176	54	90	92	60	73	163	41	111	86	38	60	126	61	14	16	25	47	7	185	85	100	104	20	27	56	7
	21%	18%	25%a	26%ef	21%ef	27%ef	15%	24%ef	24%ef	20%	24%l	24%	19%	17%	21%	35%moqr	19%	25%	14%	18%	19%	20%	16%	24%u	25%t	22%	23%	28%u	20%
Cut back spending on essential household items	279	125	154	51	121	65	42	84	154	37	60	77	46	95	133	54	21	19	21	19	13	147	53	95	127	26	34	67	5
	20%	18%	22%	25%ef	28%ef	19%ef	10%	27%ef	23%ef	18%	13%	21%i	23%i	26%i	22%r	31%mqr	29%qr	29%qr	12%	7%	33%mqr	16%	10%	23%u	31%t	29%u	29%u	33%uv	15%
Used an authorised overdraft facility of your bank account	188	87	101	45	83	39	20	67	100	21	62	52	33	41	105	33	11	11	9	12	6	96	20	76	83	16	19	48	9
	13%	13%	14%	22%efh	19%ef	11%ef	5%	22%efh	15%ef	10%	13%	14%	17%	11%	17%qr	19%qr	16%qr	17%qr	5%	5%	15%qr	10%	4%	18%u	20%t	18%u	16%u	24%u	26%
Borrowed money from friends or family	151	66	85	52	67	31	-	73	78	14	37	33	30	51	87	24	15	16	-	2	7	48	10	38	100	23	29	47	3
	11%	10%	12%	25%defh	16%ef	9%ef	-	24%defh	12%ef	7%	8%	9%	15%i	14%i	14%qr	14%qr	21%qr	24%mqr	-	1%	17%qr	5%	2%	9%u	24%t	26%uv	25%uv	23%uv	9%
Taken out a new credit card/store card	83	43	40	22	35	11	15	30	38	5	34	22	9	18	45	14	5	3	4	12	1	54	27	28	28	4	5	19	1
	6%	6%	6%	10%efh	8%ef	3%	4%	10%efh	6%	2%	7%	6%	4%	5%	7%	8%	7%	5%	2%	4%	3%	6%	5%	7%	7%	4%	4%	10%u	2%
Defaulted on a bill (e.g. phone, utilities)	57	26	32	17	31	10	-	26	31	4	12	7	12	27	10	7	11	-	2	4	17	3	14	39	15	12	12	2	
	4%	4%	4%	8%ef	7%ef	3%ef	-	9%efh	5%ef	2%	3%	2%	6%ij	7%ij	4%r	6%qr	10%mqr	17%mnqr	-	1%	10%mqr	2%	*	4%u	9%t	17%lvz	10%uv	6%u	5%
Used an unauthorised overdraft facility	44	24	21	16	17	8	3	24	17	3	12	13	7	12	27	4	5	3	3	1	1	12	2	10	28	3	8	17	5
	3%	3%	3%	8%efh	4%ef	2%	1%	8%defh	3%	2%	3%	4%	4%	3%	4%r	2%	7%nqr	5%r	2%	*	3%r	1%	*	2%u	7%t	3%u	7%uv	8%uv	13%
Taken out a short term, or 'pay day loan' (e.g. Wonga, Payday UK, Quick Quid)	27	18	9	7	13	7	-	10	17	2	5	7	4	10	20	1	1	3	-	-	1	8	1	7	19	6	7	7	1
	2%	3%	1%	3%ef	3%ef	2%ef	-	3%ef	2%ef	1%	1%	2%	2%	3%	3%r	1%	2%r	5%nqr	-	-	2%qr	1%	*	2%u	5%t	6%uv	6%uv	3%u	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West 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)
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Taken out a commercial loan	23 2%	13 2%	10 1%	3 2% _f	16 4% _f	4 1%	-	9 3% _f	14 2% _f	-	10 2%	4 1%	3 2%	5 2%	21 3% _r	1 *	1 *	-	-	-	1 1%	14 2%	1 *	14 3% _u	9 2%	1 1%	3 2% _u	5 2% _u	-
Defaulted on a loan	22 2%	11 2%	11 2%	5 2% _f	14 3% _f	4 1%	-	9 3% _f	14 2% _f	2 1%	4 1%	4 2%	8 2%	15 3% _r	2 1%	1 2% _r	2 4% _q	-	-	-	1 2% _q	5 1%	2 *	3 1%	17 4% _t	5 6% _u	6 5% _u	7 3% _u	-
Defaulted on rent payment	22 2%	9 1%	12 2%	6 3% _f	12 3% _f	4 1%	-	8 3% _f	13 2% _f	2 1%	2 *	5 1%	3 2%	11 3% _i	13 2%	4 2%	2 3% _q	1 1%	-	1 *	1 3% _q	-	-	-	22 5% _t	8 9% _u	9 8% _u	4 2% _u	-
Defaulted on a mortgage payment	8 1%	4 1%	4 1%	-	6 1%	2 1%	-	1 *	7 1%	1 1%	1 *	6 2% _d	1 *	-	7 1%	1 1%	-	-	-	-	-	8 1%	-	8 2% _u	-	-	-	-	-
None of these	744 53%	376 56%	368 51%	70 34%	190 44% _c	181 53% _c	304 74% _c	110 36%	330 49% _c	129 63%	261 56%	197 53%	101 51%	185 52%	295 48% _p	72 41%	28 39%	22 33%	123 72% _s	187 72% _m	17 45%	582 61% _w	384 72% _v	198 48% _x	144 35%	28 31%	47 39%	70 35%	18 51%
Prefer not to say	7 *	2 *	5 1%	6 3% _{defh}	-	1 *	-	6 2% _{defh}	1 *	-	-	2 1%	4 2% _i	1 *	3 *	-	2 2% _{mnr}	2 3% _{nr}	-	-	1 1% _{nr}	5 1%	1 *	4 1%	1 *	1 1%	-	1 *	-
Don't know	10 1%	5 1%	4 1%	5 2% _{eh}	3 1%	-	2 *	5 2% _e	3 *	-	3 1%	1 *	1 1%	4 1%	2 *	1 1%	2 3% _m	2 3% _m	-	2 1%	-	6 1%	2 *	4 1%	3 1%	1 1%	1 1%	2 1%	1 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 West

ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 49
Q26. Squeezeometer
 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Defaulted on loan, bill, mortgage or rent	86 6%	39 6%	47 7%	22 11%ef	49 11%ef	15 4%f	-	34 11%ef	52 8%f	8 4%	17 4%	20 5%	14 7%	35 10%i	47 8%qr	13 8%qr	8 11%qr	12 18%mnqr	-	2 1%	4 11%qr	26 3%	4 1%	22 5%u	58 14%t	21 23%uvz	20 17%uvz	18 9%u	2 5%
Used unauthorised overdraft or payday loan	39 3%	24 4%	15 2%	15 7%defh	14 3%f	7 2%	3 1%	20 7%efh	16 2%	1 1%	13 3%	11 3%	5 2%	10 3%	25 4%r	2 1%	5 7%nr	3 5%r	3 2%	1 *	1 2%r	14 1%	2 *	12 3%u	22 5%t	1 1%	6 5%u	15 7%uvx	3 10%
Took loan or c card, borrowed from friends or family, or used authorised overdraft & cutting back	94 7%	42 6%	52 7%	20 9%f	44 10%f	21 6%f	9 2%	34 11%f	52 8%f	13 6%	25 5%	28 8%	15 8%	26 7%	50 8%r	24 14%mqr	7 10%qr	3 5%	3 2%	4 2%	2 6%r	49 5%	10 2%	39 9%u	45 11%t	9 10%u	10 9%u	26 13%u	1 2%
Took money from savings to cover spending & cutting back	42 3%	19 3%	23 3%	6 3%	14 3%	10 3%	12 3%	9 3%	21 3%	5 2%	14 3%	13 4%	4 2%	11 3%	19 3%	6 4%	1 2%	3 4%	2 1%	8 3%	2 6%q	33 3%	15 3%	18 4%	8 2%	-	2 2%	6 3%	1 2%
Cutting back only	75 5%	33 5%	42 6%	10 5%	27 6%	18 5%	20 5%	17 6%	38 6%	14 7%	11 2%	23 6%i	13 6%i	29 8%i	30 5%	15 8%r	5 7%r	2 4%	14 8%r	5 2%	5 12%mpr	43 5%	23 4%	20 5%	31 8%t	6 7%	6 5%	19 9%uv	1 3%
Not squeezed	1055 76%	519 77%	536 75%	136 65%	279 65%	272 79%cdg	368 89%cdg	193 63%	494 73%cdg	166 80%	387 83%jkl	272 74%	147 74%	248 69%	441 72%rs	114 65%	45 64%	43 65%	148 86%mnop	241 92%mnop	23 52%	783 83%w	483 90%vwxyz	301 73%xyz	245 60%	53 59%	73 62%	118 59%	27 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 West

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)	Rent from council (y)	Rent from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Increased	339	146	192	59	84	78	117	79	142	38	126	88	40	83	115	54	18	19	50	74	9	237	148	89	96	17	28	51	6
	24%	22%	27%	28% ^d	20%	23%	28% ^d	26%	21%	18%	27%	24%	20%	23%	19%	31% ^m	25%	21%	28%	29% ^m	28% ^m	24%	25%	28%	23%	19%	24%	25%	18%
Increased a lot	45	19	25	10	13	8	13	12	19	6	14	7	10	17	8	5	2	3	9	1	32	19	12	12	1	2	9	*	
	3%	3%	4%	5%	3%	2%	3%	4%	3%	3%	4%	3%	3%	3%	4%	7% ^m	3%	2%	3%	2%	3%	4%	3%	3%	1%	2%	5%	1%	
Increased a little	294	127	167	49	71	71	104	67	123	32	113	74	34	74	97	47	13	16	47	66	8	205	129	76	83	16	26	41	6
	21%	19%	23%	24%	16%	21%	25% ^d	22%	18%	15%	24%	20%	17%	21%	16%	27% ^m	18%	25%	27% ^m	25% ^m	22%	22%	24%	19%	20%	18%	22%	21%	17%
Stayed the same	760	382	379	94	223	188	257	141	363	126	257	203	110	190	333	82	33	29	102	165	16	548	327	221	187	41	58	88	25
	55%	56%	53%	45%	52%	55%	62% ^c	46%	54% ^c	61%	55%	55%	55%	53%	54%	47%	46%	43%	60% ^s	63% ^m	43%	58% ^w	61% ^x	54% ^z	46%	49%	44%	72%	
Decreased a little	229	122	107	42	92	62	34	64	131	35	71	67	33	59	135	26	12	14	14	19	9	129	50	80	97	25	26	46	3
	16%	18%	15%	20% ^f	21% ^f	18% ^f	8%	21% ^f	19% ^f	17%	15%	18%	16%	16%	22% ^q	15% ^r	17% ^r	21% ^q	8%	7%	24% ⁿ	14%	9%	19% ^u	24% ^t	28% ^u	22% ^u	23% ^u	10%
Decreased a lot	53	21	32	11	24	13	5	19	29	6	11	8	12	22	24	10	7	2	5	2	3	26	11	15	27	6	7	14	-
	4%	3%	4%	5% ^f	6% ^f	4%	1%	6% ^f	4% ^f	3%	2%	2%	6% ⁱ	6% ⁱ	4% ^r	6% ^r	10% ^m	3%	3%	1%	8% ^r	3%	2%	4%	7% ^t	6% ^u	7% ^u	-	
NET: Decreased	282	143	139	53	116	75	39	83	160	41	82	75	44	81	159	36	19	16	19	21	12	155	60	95	123	31	33	60	3
	20%	21%	19%	25% ^f	27% ^f	22% ^f	9%	27% ^f	24% ^f	20%	18%	20%	22%	23%	26% ^q	21% ^r	27% ^q	24% ^q	11%	8%	33% ⁿ	16%	11%	23% ^u	30% ^t	34% ^u	27% ^u	30% ^u	10%
Don't know	11	6	5	3	5	3	-	3	8	2	1	1	4	5	5	1	1	2	-	1	*	7	2	5	4	1	*	3	-
	1%	1%	1%	1% ^f	1%	1%	-	1%	1%	1%	*	*	2% ⁱ	1%	1%	1%	2% ^r	4% ^m	-	*	*	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 West 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 (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Increase	314	149	165	50	83	69	111	71	132	31	125	85	28	76	110	43	18	13	44	80	6	211	132	79	96	20	23	53	6
	23%	22%	23%	24%	19%	20%	27% ^{adh}	23%	20%	15%	27% ^k	23% ^k	14%	21%	18%	25%	26%	19%	26%	31% ^{ms}	16%	22%	25%	19%	24%	22%	20%	26%	18%
Increase a lot	48	12	36	8	18	12	11	12	25	1	21	10	3	15	15	1	3	6	7	*	35	16	19	13	-	5	8	1	
	3%	2%	5% ^{aa}	4%	4%	4%	3%	4%	4%	1%	4%	3%	2%	4%	2%	10% ^{omrs}	2%	5%	3%	3%	1%	4%	3%	5%	3%	-	5%	4%	2%
Increase a little	265	137	128	43	65	57	100	58	106	30	104	75	25	61	95	26	17	10	38	73	6	176	116	60	84	20	18	46	5
	19%	20%	18%	20%	15%	16%	24% ^{ddeh}	19%	16%	14%	22% ^k	20% ^k	13%	17%	16%	15%	24% ^m	15%	22%	28% ^{mmps}	15%	19%	22% ^v	15%	20%	22%	15%	23% ^v	16%
No change	770	390	380	100	233	193	245	153	371	125	257	116	194	342	91	28	35	105	149	21	564	334	230	188	36	64	88	18	
	55%	58%	53%	48%	54%	56%	60% ^{cgg}	50%	55%	60%	55%	55%	59%	54%	56% ^{oo}	52% ^{oo}	40%	53%	61% ^{oo}	57% ^{oo}	55% ^{oo}	60% ^w	62% ^{xz}	56% ^{xz}	46%	40%	54% ^{xx}	44%	53%
Decrease a little	228	98	130	46	82	54	46	64	119	34	70	64	35	60	125	26	14	13	17	26	8	131	56	74	88	21	19	48	10
	16%	15%	18%	22% ^f	19% ^f	16%	11%	21% ^f	18% ^f	16%	15%	17%	18%	17%	20% ^{qr}	15%	20% ^{qr}	19%	10%	10%	20% ^{qr}	14%	10%	18% ^u	21% ^t	23% ^u	16%	24% ^u	29%
Decrease a lot	47	23	24	5	21	16	5	10	32	11	10	10	12	15	21	9	6	2	4	2	3	22	6	16	25	9	6	9	-
	3%	3%	3%	2%	5% ^f	5% ^f	1%	3%	5% ^f	5%	2%	3%	6% ^{ai}	4%	3%	5% ^{ar}	8% ^{mqr}	3%	2%	1%	8% ^{mqr}	2%	1%	4% ^u	6% ^t	10% ^{uv}	5% ^u	5% ^u	-
NET: Decrease	275	121	154	51	103	70	51	74	150	45	80	73	47	74	146	35	20	14	21	29	11	153	63	90	112	30	25	57	10
	20%	18%	21%	25% ^f	24% ^f	20% ^f	12%	24% ^f	22% ^f	22%	17%	20%	24%	21%	24% ^{qr}	20% ^r	28% ^{qr}	22% ^r	12%	11%	28% ^{qr}	16%	12%	22% ^u	27% ^t	33% ^u	22% ^u	28% ^u	29%
Don't know	33	17	16	7	9	12	5	8	20	7	5	6	7	16	14	5	5	4	2	4	*	20	9	11	13	5	5	3	-
	2%	2%	2%	3%	2%	4%	1%	3%	3%	3%	1%	1%	4% ^{ai}	4% ^{ij}	2%	3%	6% ^{mqr}	6% ^r	1%	1%	1%	2%	2%	3%	3%	5%	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 West

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	1392	1392	1392	1392	1392	704	704	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Weighted base	1392	1392	1392	1392	1392	715	715	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Base (excl NA for %)	953	1370	1221	1370	1362	553	468	1051	1102	1382	1246	1389	1061	1326	1329	1240	799
NET: Increase	177 19%defgklnopq	459 33%acdefghijk lmnopq	306 25%adefghijk mno	122 9%	205 15%dgmq	74 13%dg	34 7%	168 16%dgmoq	326 30%acdefghijk mnopq	227 16%dgmoq	181 15%dgq	393 28%adefghijk mnopq	126 12%dg	194 15%dgmq	163 12%dg	181 15%dgq	80 10%
Very likely increase (+2)	28 3%doq	88 6%adefghijk lmnopq	61 5%adefghijk mno	18 1%	33 2% ^d	11 2%	7 2%	24 2%	59 5%adefghijk mnopq	29 2%	33 3% ^{do}	53 4%deghjlmnopq	25 2%	24 2%	17 1%	24 2%	9 1%
Likely increase (+1)	149 16%defgkmoq	371 27%acdefghijk mnopq	245 20%adefghijk mno	104 8%	173 13%dgmq	63 11%dg	27 6%	143 14%dgmq	267 24%acdefghijk mnopq	198 14%dgmq	148 12%dg	340 24%acdefghijk mnopq	101 10%g	170 13%dgmq	146 11%dg	157 13%dgmq	71 9%
Stay the same (0)	678 71%bcijklmnp	754 55%	641 53%	1114 81%abcfehi jklmnopq	1027 75%abcchijkl mnop	407 74%bcijklmnp	373 80%abcchijkl mnop	735 70%bcijklmnp	651 59%bc	883 64%bcikln	690 55%	800 58% ^c	692 65%bcikln	787 59% ^{bck}	925 70%bcijklmnp	788 64%bcikln	600 75%abcchijkl mnop
Likely decrease (-1)	37 4%	82 6% ^a	137 11%abdefghiq	73 5%	66 5%	40 7% ^a	28 6%	65 6% ^a	67 6% ^a	166 12%abdefghiq	145 12%abdefghiq	133 10%abdeghiq	161 15%abdefghij klpq	220 17%abdefghij klpq	154 12%abdefghiq	158 13%abdefghiq	39 5%
Very likely decrease (-2)	15 2%	26 2%	56 5%abdehil	24 2%	22 2%	15 3%	13 3%	25 2%	28 3%	61 4%abdehil	116 9%abcdefghij mnopq	28 2%	54 5%abdefhilo	83 6%abcdefghij loq	45 3%abdel	67 5%abdefhiloq	25 3%abde
NET: Decrease	53 6%	108 8% ^a	193 16%abdefghiq	98 7%	88 6%	54 10% ^{ae}	42 9% ^a	90 9% ^a	95 9% ^a	227 16%abdefghiq	261 21%abcdefghij loq	161 12%abdehiq	215 20%abcdefghij loq	303 23%abcdefghij loq	198 15%abdefghiq	226 18%abdefghiloq	64 8% ^a
Don't know	46 5%deijlmno	49 4% ^l	81 7%abdefgijlm nop	37 3%	41 3%	17 3%	19 4%	58 5%bdefijlmnop	30 3%	44 3%	115 9%abcdefghij mnop	35 3%	29 3%	42 3%	42 3%	46 4% ^l	54 7%abdefijlmnop

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 West
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 %)	953	1370	1221	1370	1362	553	468	1051	1102	1382	1246	1389	1061	1326	1329	1240	799
Not applicable	439bcdefhijklmnop	22l	171bdejkln	22l	30bjl	162bcdejklmnop	247abcdehijklmnop	341bcdeijklmnop	290bcdejklmnop	10	146bdejlno	3	331bcdeijklmnop	66bdejl	63bdejl	152bdejlno	593bcdefghijklmnop
Mean	0.15defghjkmnopq	0.31acdefghijklmnopq	0.10dgjkmnopq	0.01kmnop	0.10dfgjkmnopq	0.03kmnop	-0.03kn	0.08dgjkmnopq	0.24acdefghijklmnopq	-0.02kmn	-0.14	0.19cdefghijklmnopq	-0.11	-0.13	-0.05kmn	-0.07	*kmnp
Standard deviation	0.61	0.77	0.86	0.51	0.58	0.62	0.55	0.63	0.76	0.74	0.87	0.74	0.74	0.79	0.65	0.75	0.58
Standard error	0.02	0.02	0.03	0.01	0.02	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02

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

Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	953	477	476	194	394	232	133*	285	536	140*	335	249	121	248	542	130	59	57*	64*	74*	28*	538	135*	404	391	84*	109	198	24**
NET: Increase	177	101	76	45	69	40	22	60	94	19	80	30	19	48	106	21	10	10	9	15	4	92	17	75	79	24	22	33	6
	19%	21%	16%	23%	18%	17%	16%	21%	18%	14%	24%jk	12%	16%	19%kj	20%	17%	18%	14%	20%	16%	17%	13%	19%	20%	29%uz	20%	17%	24%	
Very likely increase (+2)	28	16	12	11	10	4	3	12	13	*	8	4	4	12	17	1	4	2	2	1	*	14	2	12	14	5	4	4	-
	3%	3%	2%	5%	3%	2%	2%	4%	2%	*	2%	1%	4%	5%	3%	1%	7%n	4%	2%	1%	1%	3%	1%	3%	3%	6%	4%	2%	-
Likely increase (+1)	149	85	64	35	59	36	19	48	81	19	71	27	14	36	89	20	6	8	7	14	4	78	15	63	65	19	18	28	6
	16%	18%	13%	18%	15%	16%	15%	17%	15%	14%	21%jk	11%	12%	15%	16%	16%	11%	14%	11%	19%	15%	14%	11%	16%	17%	23%	16%	14%	24%
Stay the same (0)	678	323	355	125	285	169	98	191	389	103	235	193	90	160	386	92	41	37	46	55	20	394	100	293	271	50	71	150	13
	71%	68%	75%	65%	72%	73%	74%	67%	73%	74%	70%	78%l	74%	64%	71%	71%	69%	66%	73%	74%	74%	73%	74%	73%ax	69%	59%	65%	76%xy	55%
Likely decrease (-1)	37	23	15	8	13	10	6	10	20	7	9	13	3	12	20	5	1	3	4	2	1	24	3	21	12	1	7	3	2
	4%	5%	3%	4%	3%	4%	5%	4%	4%	5%	3%	5%	2%	5%	4%	4%	2%	5%	6%	3%	5%	4%	2%	5%	3%	2%	6%z	2%	8%
Very likely decrease (-2)	15	9	7	4	6	6	-	7	9	5	3	5	6	2	8	4	2	-	-	-	*	11	5	6	5	1	1	3	-
	2%	2%	1%	2%	1%	3%	-	2%	2%	3%	1%	2%	5%il	1%	2%	3%	4%	-	-	-	1%	2%	4%	1%	1%	1%	1%	1%	-
NET: Decrease	53	31	21	12	18	16	6	17	29	12	12	18	8	14	29	9	3	3	4	2	2	34	8	26	17	2	8	6	2
	6%	7%	4%	6%	5%	7%	5%	6%	5%	8%	4%	7%	7%	6%	5%	7%	6%	5%	6%	3%	7%	6%	6%	7%	4%	3%	7%	3%	8%
Don't know	46	22	24	11	22	7	6	16	24	6	8	7	4	27	21	7	4	6	5	2	1	18	9	9	25	7	9	9	3
	5%	5%	5%	6%	6%	3%	5%	6%	4%	4%	2%	3%	4%	11%ijk	4%	5%	7%	11%lm	8%	2%	4%	3%	7%v	2%	6%	8%v	8%v	5%	14%
Not applicable	439	200	239a	14	34	111cdgh	279cdgh	22	137cdg	67	132	119	77jl	111	70	44mop	12	9	107mnop	187m	10mop	409w	403v	6	19	6vz	9vz	4	11
Mean	0.15	0.17	0.13	0.22	0.15	0.10	0.14	0.18	0.13	0.02	0.22jk	0.04	0.08	0.20j	0.17	0.07	0.16	0.20	0.11	0.18	0.09	0.12	0.05	0.14	0.19	0.34uvz	0.16	0.15	0.19
Standard deviation	0.61	0.65	0.57	0.71	0.58	0.61	0.52	0.69	0.59	0.59	0.57	0.55	0.70	0.65	0.62	0.61	0.77	0.60	0.54	0.50	0.57	0.61	0.60	0.61	0.61	0.70	0.65	0.54	0.59
Standard error	0.02	0.03	0.03	0.05	0.03	0.04	0.05	0.04	0.03	0.06	0.04	0.03	0.06	0.04	0.03	0.05	0.07	0.08	0.10	0.06	0.06	0.03	0.06	0.03	0.03	0.08	0.05	0.04	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 (B)							
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29							
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**							
Base (excl NA for %)	1370	673	697	193	423	344	411	287	672	207	461	358	195	356	599	171	68	62*	171*	259	38*	941	537	404	402	87*	117	198	27**							
NET: Increase	459	242	217	41	108	122	188	70	201	72	157	110	69	123	157	64	14	20	74	120	9	322	213	109	128	40	33	56	8							
	33%	36%	31%	21%	26%	35%	cdg	h	46%	cdg	24%	30%	c	35%	34%	31%	35%	26%	46%	mos	25%	34%	40%	vyz	27%	32%	45%	vyz	28%	28%	29%					
Very likely increase (+2)	88	49	39	6	23	23	36	12	40	10	29	16	19	23	31	9	4	4	15	24	1	62	45	17	24	3	10	11	2							
	6%	7%	6%	3%	5%	7%	9%	cg	4%	6%	4%	10%	ej	7%	5%	5%	6%	7%	9%	9%	3%	7%	8%	4%	6%	4%	8%	5%	7%							
Likely increase (+1)	371	193	178	35	85	99	152	58	160	62	127	94	50	99	126	55	10	16	60	96	8	261	168	92	104	36	23	45	6							
	27%	29%	25%	18%	20%	29%	cdg	37%	cdgh	20%	24%	30%	28%	26%	25%	28%	21%	32%	mo	14%	25%	35%	mo	37%	mos	22%	28%	31%	vyz	23%	26%	41%	vyz	20%	23%	21%
Stay the same (0)	754	359	395	122	246	186	200	173	381	107	259	214	100	181	360	80	48	30	85	129	22	523	282	241	217	32	67	117	14							
	55%	53%	57%	63%	58%	54%	49%	60%	57%	52%	56%	60%	51%	51%	60%	nr	47%	70%	em	49%	50%	56%	53%	x	60%	x	54%	37%	58%	x	59%	x	50%			
Likely decrease (-1)	82	40	42	17	35	19	10	25	47	12	30	20	11	20	43	14	3	7	4	8	4	54	23	30	26	7	8	12	2							
	6%	6%	6%	9%	8%	6%	3%	9%	7%	6%	7%	6%	6%	6%	7%	8%	4%	11%	qr	2%	3%	10%	qr	4%	8%	7%	8%	6%	6%	8%						
Very likely decrease (-2)	26	14	12	3	10	6	7	7	12	6	7	7	6	6	13	5	1	-	4	2	1	15	6	10	11	3	1	6	-							
	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	-	2%	1%	3%	2%	1%	2%	3%	3%	1%	3%	-							
NET: Decrease	108	53	55	21	45	25	18	32	59	19	37	28	17	26	56	19	4	7	8	10	5	69	29	40	37	10	9	19	2							
	8%	8%	8%	11%	11%	7%	4%	11%	9%	9%	8%	8%	9%	7%	9%	11%	6%	11%	5%	4%	13%	qr	5%	10%	u	9%	11%	8%	9%	9%	8%					
Don't know	49	19	31	9	24	11	5	12	32	9	8	6	9	26	26	9	2	5	4	1	2	26	12	14	20	6	7	7	4							
	4%	3%	4%	5%	6%	3%	1%	4%	5%	4%	2%	2%	5%	7%	4%	5%	3%	8%	2%	*	5%	3%	2%	3%	5%	7%	6%	u	3%	4	13%					
Not applicable	22	5	18a	16defh	5	-	2	19defh	1	-	5	10	3	4	13	2	3qr	3qr	-	2	-	7	1	6	8	3u	2u	4u	7							
Mean	0.31	0.34	0.28	0.13	0.19	0.34	cdg	gh	0.49	cde	0.15	0.27	c	0.29	0.31	0.26	0.35	0.35	0.21	0.30	0.19	0.31	0.46	mos	0.13	0.33	0.42	vz	0.20	0.27	0.38	0.30	0.22	0.32		
Standard deviation	0.77	0.79	0.75	0.69	0.77	0.76	0.77	0.75	0.76	0.79	0.76	0.72	0.87	0.77	0.75	0.83	0.71	0.78	0.78	0.73	0.77	0.76	0.76	0.74	0.80	0.84	0.78	0.79	0.77							
Standard error	0.02	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.03	0.06	0.04	0.04	0.06	0.04	0.03	0.06	0.06	0.10	0.09	0.05	0.07	0.03	0.04	0.04	0.04	0.09	0.06	0.05	0.05	0.18						

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1221	602	619	179	379	300	364	269	588	179	425	322	181	294	543	158	58	52*	136*	243	32*	888	507	381	305	70*	86	148	29**
NET: Increase	306 25%	130 22%	176 28%a	51 28%	84 22%	65 22%	106 29%h	76 28%h	124 21%	36 20%	125 30%	73 23%	41 23%	66 23%	122 22%	40 26%	14 24%	13 26%	35 26%	74 31%am	7 22%	246 28%w	146 29%yz	100 26%yz	50 16%	13 19%	13 15%	23 16%	10 35%
Very likely increase (+2)	61 5%	33 5%	28 5%	8 4%	24 6%	16 5%	14 4%	15 6%	32 6%	7 4%	23 6%	13 4%	9 5%	16 5%	30 5%	5 3%	3 5%	3 5%	6 5%	13 5%	1 4%	51 6%	26 5%	25 7%z	10 3%	2 3%	5 5%	3 2%	* 2%
Likely increase (+1)	245 20%	97 16%	148 24%a	43 24%dh	60 16%	50 17%	92 25%deh	61 23%dh	92 16%	30 17%	102 24%	60 19%	33 18%	50 17%	92 17%	35 22%	11 18%	11 21%	29 21%	61 25%am	6 18%	195 22%w	120 24%yz	75 20%y	40 13%	11 16%	9 10%	20 14%	10 34%
Stay the same (0)	641 53%	350 58%b	291 47%	86 48%	205 54%	171 57%	180 49%	132 49%	329 56%	101 56%	225 53%	178 55%	88 49%	151 51%	315 58%np	73 46%	30 52%	22 42%	66 49%	121 50%	14 45%	466 53%	263 52%	204 53%	162 53%	31 43%	50 58%	82 55%	13 45%
Likely decrease (-1)	137 11%	66 11%	71 11%	21 11%	41 11%	31 10%	44 12%	32 12%	61 10%	20 11%	53 13%	37 11%	26 14%	22 7%	54 10%	22 14%	7 12%	3 7%	18 13%	28 12%	5 15%	98 11%	56 11%	42 11%	36 12%	7 9%	7 8%	23 15%	3 11%
Very likely decrease (-2)	56 5%	23 4%	33 5%	9 5%	22 6%	14 5%	10 3%	13 5%	32 5%	8 5%	8 2%	17 5%ai	8 5%	22 7%ai	21 4%	10 7%ar	3 6%ar	6 11%mr	9 7%ar	3 1%	4 12%mr	33 4%	15 3%	18 5%	23 7%t	8 12%uv	5 6%	9 6%	- -
NET: Decrease	193 16%	89 15%	104 17%	30 17%	64 17%	45 15%	55 15%	46 17%	93 16%	28 16%	62 14%	54 17%	34 19%	44 15%	75 14%	32 20%	10 18%	9 17%	27 20%	31 13%	9 28%mr	131 15%	71 14%	60 16%	59 19%	15 21%	12 14%	32 21%u	3 11%
Don't know	81 7%	33 5%	48 8%	13 7%	26 7%	19 6%	23 6%	16 6%	42 7%	13 7%	12 3%	17 5%	18 10%ai	33 11%aj	31 6%	13 8%	4 6%	8 14%am	7 6%	16 7%	2 6%	44 5%	27 5%	17 4%	34 11%t	12 16%uv	11 13%uv	12 8%	2 9%
Not applicable	171	75	95	30	49	44	49	37	85	28	42	46	17	65ijk	69	15	13mnr	14mnr	36mnr	18	6nr	60	31	29	105t	20uv	32uv	53uv	6
Mean	0.10	0.09	0.12	0.12	0.06	0.08	0.16	0.13	0.06	0.04	0.19	0.05	0.05	0.06	0.11s	0.02	0.06	0.03	0.04	0.24ns	-0.15	0.16w	0.18xz	0.13z	-0.08	-0.14	*	-0.10	0.28
Standard deviation	0.86	0.82	0.90	0.88	0.90	0.84	0.81	0.90	0.87	0.81	0.81	0.85	0.88	0.93	0.82	0.91	0.90	1.05	0.93	0.79	1.02	0.85	0.82	0.89	0.87	1.01	0.86	0.81	0.71
Standard error	0.03	0.03	0.04	0.06	0.05	0.05	0.05	0.05	0.04	0.07	0.04	0.05	0.06	0.05	0.04	0.07	0.08	0.16	0.12	0.05	0.10	0.03	0.04	0.05	0.04	0.13	0.07	0.06	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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Base (exl NA for %)	1370	667	703	208	424	339	399	304	667	205	462	363	195	349	610	171	70	65*	165*	252	37*	931	524	407	404	87*	117	199	35**	
NET: Increase	122 9%	78 12% ^b	44 6%	26 12%	37 9%	29 9%	30 8%	35 11%	57 9%	17 8%	41 9%	29 8%	15 8%	37 11%	58 10%	16 10%	7 10%	6 10%	10 6%	21 8%	3 8%	78 8%	38 7%	40 10%	37 9%	8 9%	12 10%	18 9%	7 20%	
Very likely increase (+2)	18 1%	13 2%	5 1%	2 1%	8 2%	5 1%	3 1%	4 1%	11 2%	1 *	4 1%	4 1%	3 1%	8 2%	12 2%	-	1 2%	-	3 2%	3 1%	*	13 1%	6 1%	6 2%	6 1%	1 1%	3 2%	2 1%	-	
Likely increase (+1)	104 8%	65 10% ^b	39 5%	23 11%	29 7%	25 7%	27 7%	30 10%	46 7%	16 8%	37 8%	25 7%	13 7%	29 8%	47 8%	16 10%	6 8%	6 10%	8 5%	18 7%	3 7%	65 7%	32 6%	33 8%	32 8%	7 8%	9 8%	15 8%	7 20%	
Stay the same (0)	1114 81%	528 79%	586 83%	155 75%	332 78%	281 83% ^c	345 86% ^c	231 76%	538 81%	174 85%	390 84% ^l	298 82%	156 80%	271 77%	493 81% ^p	129 75%	54 78%	45 69%	144 87% ^{np}	220 87% ^{nop}	30 80%	776 83% ^w	454 87% ^{vxy}	323 79%	315 78%	66 76%	89 75%	160 80%	23 65%	
Likely decrease (-1)	73 5%	31 5%	43 6%	16 8%	26 6%	17 5%	20 4%	38 7%	4 6%	21 2%	23 4%	14 7%	17 5%	30 5%	15 9% ^r	6 8% ^r	6 9% ^r	6 3%	8 3%	3 8%	3 8%	48 5%	21 4%	27 7%	22 5%	4 5%	7 6%	10 5%	3 9%	
Very likely decrease (-2)	24 2%	11 2%	13 2%	5 2%	11 2%	6 2%	3 1%	9 3%	13 2%	5 2%	5 1%	7 2%	7 3%	5 2%	13 3% ^r	5 2% ^r	2 2% ^r	2 2%	1 1%	1 *	1 2%	12 3%	3 1%	9 2%	12 3%	4 5% ^u	3 2%	5 3% ^u	-	
NET: Decrease	98 7%	42 6%	56 8%	21 10% ^f	36 9% ^f	23 7%	18 4%	29 10% ^f	51 8%	9 4%	26 6%	30 8%	20 10%	22 6%	43 7%	20 12% ^r	7 10% ^r	8 12% ^r	7 4%	9 4%	4 10% ^r	61 7%	24 5%	36 9% ^u	34 8%	8 10%	10 9%	16 8%	3 9%	
Don't know	37 3%	19 3%	18 3%	6 3%	19 4%	6 2%	6 2%	9 3%	21 3%	5 3%	6 1%	7 2%	4 2%	19 6% ^{ij}	15 3%	6 4%	2 2%	6 10% ^{mqr}	3 2%	3 1%	3 3%	1 2%	17 2%	8 2%	8 2%	18 4% ^t	5 5%	7 6% ^{uv}	6 3%	2 6%
Not applicable	22	10	12	1	4	5	13 ^{cdh}	2	7	2	4	5	3	10	2	3	1	1	7 ^m	9 ^m	1	16	13	3	6	3	1	2	-	
Mean	0.01	0.06 ^b	-0.03	0.01	-0.01	0.02	0.03	*	0.01	0.02	0.03	-0.01	-0.05	0.05	0.02	-0.05	-0.02	-0.05	0.03	0.05 ⁿ	-0.04	0.02	0.03	*	-0.01	-0.05	0.01	*	0.12	
Standard deviation	0.51	0.54	0.47	0.59	0.56	0.50	0.41	0.59	0.53	0.47	0.45	0.51	0.57	0.54	0.56	0.58	0.57	0.43	0.40	0.51	0.48	0.42	0.55	0.57	0.60	0.58	0.55	0.55		
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.02	0.03	0.02	0.04	0.02	0.03	0.04	0.03	0.02	0.04	0.05	0.07	0.05	0.03	0.05	0.02	0.02	0.03	0.02	0.07	0.04	0.04	0.11	

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 West 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 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: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1362	666	696	192	420	337	412	286	664	205	459	360	195	348	594	171	69	58*	171*	260	38*	940	536	404	393	88*	112	193	29**
NET: Increase	205	106	99	29	56	37	83	41	81	24	64	42	37	62	82	18	9	6	49	37	4	144	93	51	56	18	16	22	6
	15%	16%	14%	15%	13%	11%	20%deh	14%	12%	14%	12%	19%kj	18%kj	14%	10%	13%	11%	29%mnop	14%	10%	15%	17%	13%	14%	20%	14%	11%	20%	
Very likely increase (+2)	33	16	16	3	10	7	13	5	14	4	6	4	9	13	3	2	1	10	4	*	22	12	10	10	3	4	3	1	
	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	1%	1%	5%ij	4%	2%	3%	1%	6%	1%	1%	2%	2%	2%	2%	4%	3%	1%	4%	
Likely increase (+1)	173	90	83	26	46	30	70	36	67	20	58	37	28	49	69	15	7	6	39	34	3	122	81	41	46	15	12	19	4
	13%	14%	12%	14%	11%	9%	17%deh	13%	10%	10%	13%	10%	14%	14%	12%	9%	10%	23%mnos	13%	9%	13%	15%	10%	12%	17%	11%	10%	16%	
Stay the same (0)	1027	503	524	139	312	269	308	209	511	165	360	285	137	245	450	132	52	40	66%	210	30	727	414	313	282	55	82	145	18
	75%	76%	75%	72%	74%	80%	75%	73%	77%	80%	78%kl	79%kl	70%	70%	76%	77%	76%	69%	66%	81%q	80%	77%w	77%w	77%w	78%w	73%	75%	63%	
Likely decrease (-1)	66	29	37	13	24	18	12	19	35	6	24	18	12	13	36	9	3	3	6	6	2	43	19	24	23	5	3	16	-
	5%	4%	5%	7%	6%	5%	3%	7%f	5%	3%	5%	6%	5%	4%	6%r	5%	5%	5%	4%	2%	6%	5%	3%	6%	5%	3%	8%u	-	
Very likely decrease (-2)	22	9	13	6	9	5	1	9	11	4	3	8	3	8	10	5	2	2	1	-	1	9	1	8	12	4	4	4	1
	2%	1%	2%	3%f	2%f	2%	*	3%f	2%	2%	1%	2%	2%	2%	3%r	3%r	3%r	3%r	1%	-	3%r	1%	*	2%u	3%t	4%u	4%u	2%u	3%
NET: Decrease	88	38	50	18	33	23	13	29	46	10	27	26	15	20	46	14	6	5	8	6	3	52	20	32	35	8	7	20	1
	6%	6%	7%	9%f	8%f	7%	3%	10%f	7%f	5%	6%	7%	8%	6%	8%r	8%r	8%r	9%r	5%	2%	9%r	6%	4%	8%u	9%t	9%u	6%	10%u	3%
Don't know	41	18	22	6	18	8	8	7	25	6	8	7	5	20	16	7	2	7	2	7	*	17	10	7	20	7	7	7	4
	3%	3%	3%	3%	4%	2%	2%	3%	4%	3%	2%	2%	3%	6%ij	3%	4%	3%	12%moqrs	1%	3%	1%	2%	2%	2%	5%t	8%uv	6%uv	3%	14%
Not applicable	30	12	19	16defh	8f	6f	-	20defh	10f	2	8	8	3	11	18r	2	2qr	8mnoqrs	-	1	*	8	1	6	17t	2u	7uv	8u	6
Mean	0.10	0.12	0.08	0.04	0.06	0.05	0.20cde	0.03	0.06	0.06	0.09	0.04	0.15	0.14j	0.07	0.01	0.05	*	0.30mno	0.14ns	*	0.11	0.16vz	0.05	0.05	0.11	0.08	0.01	0.22
							gh											ps											
Standard deviation	0.58	0.57	0.59	0.63	0.60	0.54	0.56	0.64	0.56	0.54	0.50	0.54	0.68	0.65	0.58	0.58	0.65	0.60	0.68	0.44	0.58	0.55	0.52	0.59	0.64	0.75	0.67	0.58	0.68
Standard error	0.02	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.04	0.03	0.03	0.05	0.03	0.03	0.04	0.05	0.08	0.08	0.03	0.05	0.02	0.02	0.03	0.03	0.08	0.05	0.04	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 West

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 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	704	367	337	150	238	159	157	211	336	91	195	210	105	194	263	99	87	30	39	131	55	411	227	184	277	44	110	123	16	
Weighted base	715	343	372	106*	224	178	207	154	354	98*	256	207	90*	162	322	87*	41*	29**	79*	142	15*	493	272	220	204	41*	67*	96*	18**	
Base (excl NA for %)	553	268	285	95*	183	133*	142*	137	274	74*	188	163	72*	131	260	66*	34*	25**	50**	105*	14*	376	194	182	165	34**	54*	78*	11**	
NET: Increase	74	38	36	8	25	10	32	14	28	9	21	22	8	23	30	9	3	2	12	17	1	53	32	21	21	5	7	9	-	
	13%	14%	13%	8%	14%	7%	23% ^{cegh}	11%	10%	12%	11%	13%	12%	18%	12%	14%	8%	7%	23%	17%	10%	14%	16%	12%	13%	14%	14%	11%	-	
Very likely increase	(+2)	11	4	8	-	3	2	6	-	5	2	4	3	-	4	2	1	1	3	4	-	9	6	3	2	-	2	1	-	
		2%	1%	3%	-	2%	2%	4% ^g	-	2%	2%	2%	2%	-	3%	1%	2%	2%	6%	3%	-	2%	3%	2%	1%	-	3%	1%	-	
Likely increase	(+1)	63	34	29	8	22	7	26	14	23	8	17	18	8	19	28	8	2	1	9	14	1	44	26	18	19	5	6	8	-
		11%	13%	10%	8%	12%	6%	18% ^{eh}	11%	8%	10%	9%	11%	12%	15%	11%	12%	6%	5%	17%	13%	10%	12%	13%	11%	14%	10%	11%	-	
Stay the same	(0)	407	193	214	69	127	109	101	97	210	55	151	118	56	83	201	43	26	11	37	80	9	284	144	140	113	20	38	56	10
		74%	72%	75%	73%	70%	82% ^{cd}	72%	71%	76%	74%	80% ^d	73%	77%	63%	77%	65%	77%	43%	74%	76%	69%	75%	74%	77%	69%	61%	69%	72%	91%
Likely decrease	(-1)	40	19	20	5	18	11	5	12	22	7	15	4	14	13	10	2	5	2	5	2	23	11	12	16	2	4	9	1	
		7%	7%	7%	6%	10%	8%	4%	9%	8%	9%	4%	9%	5%	11% ⁱ	5%	16% ^{mr}	6%	21%	3%	5%	15% ^{mr}	6%	6%	10%	7%	8%	12%	5%	
Very likely decrease	(-2)	15	5	10	9	2	3	1	9	6	3	5	5	1	4	9	2	1	1	-	-	1	7	1	6	8	3	3	2	-
		3%	2%	4%	9% ^{dfh}	1%	2%	1%	6% ^{dfh}	2%	4%	3%	3%	2%	3%	4%	4%	3% ^r	5%	-	-	5% ^r	2%	*	6	5	3	5% ^{cu}	3%	-
NET: Decrease		54	24	30	14	21	14	6	21	27	10	12	19	5	18	23	13	3	6	2	5	3	30	12	18	24	5	7	11	1
		10%	9%	11%	15% ^f	11%	10%	4%	15% ^f	10%	13%	6%	12%	7%	14% ⁱ	9%	20% ^{mr}	9%	26%	3%	5%	20% ^{mr}	8%	6%	10%	14% ^t	16%	13%	15% ^u	5%
Don't know		17	13	4	4	10	*	3	5	10	*	4	4	3	7	5	1	2	6	-	3	*	9	6	3	7	3	2	2	*
		3%	5% ^b	1%	4%	5% ^e	*	2%	3%	4%	1%	2%	2%	4%	5%	2%	1%	6%	24%	-	2%	1%	2%	3%	2%	4%	9%	4%	2%	4%
Not applicable		162	75	87	11	41 ^c	45 ^{cg}	65 ^{cdgh}	18	79 ^{cg}	23	69 ⁱ	44	18	31	62	22 ^s	8	5	29	37 ^s	1	116	79 ^{vyz}	38	39	7	13	19	7
Mean		0.03	0.05	0.01	-0.16	0.03 ^c	-0.04	0.23 ^{cd}	-0.12	*	-0.03	0.05	0.01	0.03	0.04	*	-0.07	-0.04	-0.28	0.26	0.15 ^{ns}	-0.16	0.07	0.13 ^z	*	-0.05	-0.12	-0.01	-0.06	-0.05
Standard deviation		0.62	0.58	0.65	0.71	0.59	0.55	0.61	0.67	0.57	0.64	0.51	0.73	0.59	0.72	0.60	0.82	0.61	0.55	0.68	0.59	0.57	0.61	0.69	0.80	0.75	0.61	0.23		
Standard error		0.03	0.03	0.04	0.06	0.04	0.05	0.06	0.05	0.04	0.05	0.05	0.06	0.04	0.08	0.07	0.19	0.12	0.06	0.10	0.03	0.04	0.05	0.05	0.14	0.08	0.06	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 (A)
Unweighted base	704	367	337	150	238	159	157	211	336	91	195	210	105	194	263	99	87	30	39	131	55	411	227	184	277	44	110	123	16
Weighted base	715	343	372	106*	224	178	207	154	354	98*	256	207	90*	162	322	87*	41*	29**	79*	142	15*	493	272	220	204	41*	67*	96*	18**
Base (excl NA for %)	468	231	236	98*	180	113*	77*	142	249	54*	187	139	57*	86*	254	60*	30*	26**	23**	67*	8*	318	144*	174	137	23**	40*	73*	13**
NET: Increase	34 7%	19 8%	15 6%	7 7%	12 7%	3 3%	12 16% ^{eh}	10 7%	12 5%	2 5%	10 5%	13 9%	5 8%	7 8%	13 5%	6 10%	2 8%	1 4%	4 17%	7 11%	* 3%	26 8%	13 9%	14 8%	7 5%	1 5%	4 11% ^z	2 2%	* 3%
Very likely increase (+2)	7 2%	2 1%	5 2%	- -	1 *	3 2%	4 5% ^{dg}	- -	3 1%	2 3%	1 *	3 2%	1 2%	3 3%	2 1%	1 2%	- 2%	- -	1 6%	3 4%	- -	6 2%	4 3%	2 1%	1 1%	- -	1 3%	- -	- -
Likely increase (+1)	27 6%	17 7%	10 4%	7 7% ^e	12 6% ^e	1 *	8 11% ^e	10 7% ^e	9 4%	1 2%	9 5%	10 7%	4 7%	4 5%	11 5%	5 8%	2 6%	1 4%	2 11%	5 7%	* 3%	21 6%	9 6%	12 7%	6 4%	1 5%	3 8%	2 2%	* 3%
Stay the same (0)	373 80%	178 77%	195 83%	79 80%	141 78%	97 86%	57 74%	115 81%	202 81%	47 87%	163 87% ^{kl}	111 80% ^l	42 74%	57 67%	212 84% ^s	45 75%	22 75%	20 79%	17 75%	52 77%	5 63%	261 82%	115 80%	146 84%	103 75%	15 66%	30 75%	58 78%	10 75%
Likely decrease (-1)	28 6%	18 8%	10 4%	7 7%	10 6%	9 8%	2 3%	11 8%	15 6%	3 5%	7 4%	6 4%	5 9%	11 12% ^{aj}	16 6%	4 7%	2 7%	1 4%	- -	3 5%	1 19% ^{mr}	15 5%	7 5%	8 5%	11 8%	1 5%	3 7%	7 10%	2 17%
Very likely decrease (-2)	13 3%	4 2%	9 4%	3 4%	6 3%	3 3%	1 2%	4 3%	8 3%	2 3%	3 2%	4 3%	1 3%	5 5%	6 2%	4 7%	1 5%	- -	- -	1 2%	1 9% ^m	5 2%	2 2%	3 2%	8 6% ^t	3 13%	1 2%	4 6%	- -
NET: Decrease	42 9%	22 9%	20 8%	11 11%	16 9%	12 10%	4 5%	15 11%	23 9%	4 8%	10 5%	10 7%	7 12%	15 18% ^{ij}	21 8%	8 14%	4 12%	1 4%	- -	5 7%	2 28% ^{mr}	20 6%	9 6%	11 6%	19 14% ^t	4 18%	4 9%	11 16% ^v	2 17%
Don't know	19 4%	13 5%	6 3%	2 2%	11 6%	1 1%	5 6%	2 2%	12 5%	* 1%	5 2%	5 3%	3 6%	6 7%	7 3%	1 1%	2 5%	3 12%	2 8%	3 5%	* 6%	11 3%	7 5%	4 2%	8 6%	2 10%	2 6%	3 4%	* 4%
Not applicable	247	112	136	8	44 ^{cg}	66 ^{cdgh}	130 ^{cdgh}	13	104 ^{cdg}	44	70	68	33i	76 ^{ijk}	68	27 ^m	12	3	56	74 ^{mno}	7 ^{mno}	175	128 ^{vyz}	46	67	18	27 ^{vz}	23	5
Mean	-0.03	-0.02	-0.04	-0.08	-0.05	-0.08	0.15 ^{cd} egh	-0.07	-0.06	-0.04	-0.01	0.01	-0.05	-0.13	-0.05	-0.10	-0.07	*	0.24	0.06	-0.36	0.02 ^w	0.04 ^z	0.01 ^z	-0.15	-0.29	0.03 ^z	-0.20	-0.14
Standard deviation	0.55	0.52	0.58	0.54	0.52	0.53	0.65	0.51	0.54	0.56	0.41	0.58	0.59	0.74	0.48	0.70	0.67	0.32	0.57	0.62	0.74	0.51	0.54	0.48	0.64	0.81	0.62	0.58	0.46
Standard error	0.03	0.03	0.04	0.05	0.04	0.06	0.08	0.04	0.04	0.08	0.04	0.05	0.07	0.07	0.03	0.08	0.09	0.07	0.18	0.08	0.13	0.03	0.05	0.04	0.05	0.15	0.07	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29		
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**		
Base (excl NA for %)	1051	540	511	181	339	241	289	262	499	148*	375	289	142	246	481	130	57*	60*	111*	185	27*	693	387	306	326	72*	92	162	32**		
NET: Increase	168	100	68	38	59	37	33	50	85	21	66	32	27	42	84	21	10	15	6	28	3	96	53	43	66	17	14	36	6		
	16%	19% ^b	13%	21% ^f	18%	15%	11%	19% ^f	17%	14%	18%	11%	19% ^j	17%	18% ^q	16% ^q	17% ^q	26% ^q	5%	15%	12%	14%	14%	14%	20% ^t	23%	15%	22% ^{uv}	18%		
Very likely increase	(+2)	24	16	8	6	8	7	3	8	13	3	9	4	7	5	14	3	2	2	-	3	*	14	8	6	10	1	3	6	*	
		2%	3%	2%	3%	2%	3%	1%	3%	3%	2%	2%	1%	5% ^j	2%	3%	2%	4% ^q	3%	-	2%	1%	2%	2%	3%	2%	3%	3%	3%	1%	
Likely increase	(+1)	143	84	59	31	52	31	30	41	72	18	57	28	21	37	71	18	7	14	6	25	3	82	45	37	56	15	11	30	5	
		14%	16%	12%	17%	15%	13%	10%	16%	14%	12%	15%	10%	15%	15%	14%	13%	23% ^q	5%	13%	11%	12%	12%	12%	17% ^t	21%	12%	19% ^u	17%		
Stay the same	(0)	735	371	365	110	233	167	226	166	343	107	267	214	94	159	334	82	35	32	91	141	19	520	293	227	195	37	60	99	20	
		70%	69%	71%	61%	69%	69%	78% ^{cdgh}	63%	69%	72%	71%	74% ^l	67%	65%	70% ^p	63%	63%	53%	82% ^{nop}	76% ^{nop}	72% ^p	75% ^w	76% ^{xyz}	74% ^{xz}	60%	51%	65%	61%	64%	
Likely decrease	(-1)	65	28	37	15	15	19	17	20	28	7	22	16	12	15	24	10	8	6	10	5	2	38	18	20	26	6	8	12	1	
		6%	5%	7%	8%	4%	8%	6%	8%	6%	5%	6%	6%	8%	6%	5%	8%	14% ^{mr}	9% ^r	9%	3%	9% ^r	5%	5%	7%	8%	9%	9%	7%	4%	
Very likely decrease	(-2)	25	16	9	11	6	5	3	15	7	3	7	7	3	7	13	3	1	2	2	2	1	9	3	5	14	7	2	5	2	
		2%	3%	2%	6% ^{dfh}	2%	2%	1%	6% ^{dfh}	1%	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%	1%	4%	1%	1%	2%	4% ^t	10% ^{uvy}	2%	3%	2	6%
NET: Decrease		90	44	46	26	21	24	20	35	35	11	29	23	15	23	37	14	9	8	12	7	3	47	21	26	40	13	10	17	3	
		9%	8%	9%	14% ^{dfh}	6%	10%	7%	13% ^{dfh}	7%	8%	8%	10%	9%	8%	10% ^r	16% ^{mr}	13% ^r	10%	4%	13% ^r	7%	5%	8%	12% ^t	18% ^{uv}	11% ^u	11% ^u	11% ^u	9%	
Don't know		58	25	33	8	26	13	10	12	36	9	12	19	5	22	25	13	2	5	3	8	1	31	20	11	24	6	9	10	3	
		5%	5%	6%	4%	8%	6%	3%	4%	7%	6%	3%	7%	3%	9% ⁱ	5%	10%	4%	8%	3%	5%	4%	4%	5%	3%	7%	8%	9% ^v	6%	8%	
Not applicable		341	137	204 ^a	27	88 ^{cg}	102 ^{cdg}	123 ^{cdg}	44	174 ^{cdg}	59	92	79	57 ^{ij}	113 ^{ij}	131 ^p	44 ^p	14 ^p	5	60 ^{mnp}	75 ^{mop}	11 ^{mop}	254 ^w	150 ^{xz}	104	84	18	27	40	3	
Mean		0.08	0.11	0.05	0.04	0.13	0.07	0.05	0.03	0.12	0.08	0.10	0.02	0.12	0.08	0.10	0.06	0.03	0.14	-0.07	0.12 ^{qs}	-0.05	0.08	0.10	0.06	0.07	-0.03	0.05	0.12	0.05	
Standard deviation		0.63	0.68	0.58	0.82	0.61	0.65	0.50	0.78	0.61	0.60	0.62	0.57	0.71	0.67	0.66	0.68	0.75	0.78	0.45	0.53	0.67	0.56	0.53	0.59	0.77	0.92	0.68	0.74	0.74	
Standard error		0.02	0.03	0.03	0.05	0.03	0.04	0.03	0.04	0.03	0.04	0.03	0.05	0.04	0.03	0.06	0.07	0.10	0.06	0.04	0.07	0.02	0.03	0.04	0.04	0.11	0.06	0.05	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 West

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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1102	555	546	163	355	275	309	238	554	152*	422	290	158	232	527	144	42*	29**	102*	228	29*	817	447	370	257	49*	65*	144	28**
NET: Increase	326 30%	182 33%b	144 26%	46 28%	86 24%	82 30%	112 36%dh	65 27%	149 27%	49 32%	127 30%	78 27%	42 27%	79 34%	142 27%	43 30%	10 24%	10 34%	35 34%	79 34%	7 25%	244 30%	144 32%	100 27%	75 29%	14 29%	20 30%	41 29%	7 25%
Very likely increase (+2)	59 5%	34 6%	25 5%	11 7%	20 6%	12 4%	16 5%	15 6%	27 5%	6 4%	27 7%	11 4%	7 5%	13 5%	33 6%	5 3%	2 5%	1 2%	7 7%	11 5%	1 3%	43 5%	19 4%	23 6%	16 6%	4 8%	5 8%	7 5%	-
Likely increase (+1)	267 24%	149 27%	118 22%	36 22%	66 19%	70 26%	95 31%dgh	50 21%	122 22%	42 28%	99 24%	67 23%	35 22%	66 29%	109 21%	38 26%	8 19%	9 32%	28 27%	68 30% ^m	7 22%	202 25%	125 28%	77 21%	59 23%	11 22%	14 22%	34 23%	7 25%
Stay the same (0)	651 59%	304 55%	348 64% ^a	95 58%	227 64%	155 57%	174 56%	145 61%	333 60%	82 54%	259 61% ^l	187 65% ^l	96 60% ^l	110 47%	323 61%	84 58%	23 55%	13 45%	57 56%	134 59%	17 58%	500 61% ^w	264 59% ^x	236 64% ^x	137 53%	19 38%	36 57%	81 57% ^x	15 52%
Likely decrease (-1)	67 6%	45 8% ^b	22 4%	11 7%	18 5%	27 10% ^f	12 4%	13 5%	42 8%	12 8%	24 6%	14 5%	8 5%	20 9%	34 6%	6 14% ^{mnqr}	2 7%	3 2%	13 6%	3 11% ^q	45 5%	25 5%	20 5%	19 7%	4 9%	6 9%	9 6%	4 13%	
Very likely decrease (-2)	28 3%	13 2%	15 3%	3 2%	12 3%	5 2%	8 3%	5 2%	15 3%	4 3%	7 2%	5 2%	8 5% ⁱ	13 4%	5 4% ^r	2 5% ^r	1 3%	6 6% ^r	-	1 4% ^r	15 2%	9 2%	7 2%	13 5% ^t	5 9% ^{uv}	1 2%	7 5%	-	
NET: Decrease	95 9%	58 10%	37 7%	14 8%	30 8%	32 12%	20 6%	18 7%	57 10%	16 11%	31 7%	20 7%	16 10%	28 12%	12 9%	8 19% ^{mnrr}	3 10%	8 8%	13 6%	4 15% ^r	60 7%	33 7%	27 7%	31 12% ^t	9 18% ^{uv}	7 10%	16 11%	4 13%	
Don't know	30 3%	11 2%	18 3%	8 5%	12 4%	5 2%	4 1%	11 5%	15 3%	5 3%	6 1%	5 2%	4 3%	15 6% ^{ij}	15 3%	6 4%	1 2%	3 12%	2 2%	2 1%	13 2%	6 1%	6 2%	14 5% ^t	7 14% ^{uvyz}	2 3%	5 4%	3 10%	
Not applicable	290	122	168 ^a	46	72	69	103 ^{dh}	68 ^d	119	55	45	78 ⁱ	40 ⁱ	127 ^{ijk}	85	29	29 ^{mnr}	36	69 ^{mnr}	33	9 ^{mr}	131	90 ^v	40	153 ^t	41 ^{uvz}	54 ^{uvz}	58 ^{uv}	7
Mean	0.24	0.27	0.22	0.26	0.19	0.21	0.33 ^{dh}	0.25	0.19	0.24	0.28	0.23	0.17	0.25	0.23	0.05	0.26	0.27	0.34 ^{os}	0.09	0.26	0.28	0.25	0.19	0.12	0.27	0.18	0.13	
Standard deviation	0.76	0.79	0.72	0.77	0.76	0.76	0.75	0.75	0.76	0.78	0.74	0.69	0.81	0.85	0.76	0.75	0.87	0.78	0.87	0.66	0.81	0.72	0.72	0.73	0.87	1.07	0.82	0.83	0.65
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.05	0.04	0.03	0.07	0.04	0.04	0.06	0.05	0.04	0.06	0.09	0.16	0.12	0.05	0.08	0.03	0.04	0.04	0.05	0.16	0.07	0.06	0.16

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 West

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 council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1382	670	712	206	420	343	412	302	668	207	464	365	196	357	607	173	68	63*	171*	261	38*	940	535	405	407	89*	117	200	35**
NET: Increase	227 16%	97 15%	130 18%	56 27% ^d _{efh}	64 15%	42 12%	66 16%	73 24% ^d _{efh}	89 13%	22 11%	66 14%	58 16%	43 22% ⁱ	61 17%	100 16%	26 15%	15 22% ^r	16 26% ^r	30 18%	35 13%	5 13%	142 15%	89 17%	53 13%	80 20%	13 15%	24 21% ^v	43 22% ^v	5 14%
Very likely increase (+2)	29 2%	13 2%	17 2%	6 3%	10 2%	4 1%	10 3%	10 3%	9 1%	1 *	9 2%	3 1%	4 2%	14 4% ^j	14 2%	1 1%	2 3%	1 2%	5 3%	5 2%	1 2%	18 2%	13 2%	5 1%	11 3%	2 2%	4 3%	6 3%	* 1%
Likely increase (+1)	198 14%	84 13%	113 16%	50 24% ^d _{efh}	55 13%	38 11%	55 13%	63 21% ^d _{efh}	79 12%	21 10%	56 12%	55 15%	39 20% ⁱ	47 13%	86 14%	24 14%	13 19%	15 24% ^r _s	25 15%	30 12%	4 11%	124 13%	76 14%	48 12%	69 17%	12 13%	20 17%	38 19% ^v	5 13%
Stay the same (0)	883 64%	453 68% ^b	430 60%	112 54%	268 64% ^c _g	222 65% ^c _g	281 68% ^c _g	168 56%	434 65% ^c _g	130 63%	323 70% ^k _l	231 63%	115 59%	214 60%	386 64% ^p	97 56%	40 59%	31 50%	106 62%	200 77% ^m _{nop}	23 60%	638 68% ^w	371 69% ^x _{yz}	267 66% ^y _z	222 55%	48 54%	65 56%	109 54%	23 67%
Likely decrease (-1)	166 12%	78 12%	88 12%	19 9%	46 11%	53 16%	46 11%	33 11%	86 13%	33 16%	48 10%	59 16% ⁱ	20 10%	38 11%	77 13% ^r	29 17% ^r	7 11%	3 5%	26 15% ^r	17 7%	6 16% ^r	112 12%	54 10%	58 14%	53 13%	9 9%	15 13%	29 14%	1 2%
Very likely decrease (-2)	61 4%	20 3%	42 6% ^a	10 5%	24 6%	15 4%	12 3%	16 5%	33 5%	13 6%	13 3%	13 4%	11 5%	25 7% ⁱ	23 4%	12 7% ^r	4 5% ^r	8 13% ^m _r	8 5%	3 1%	3 8% ^r	27 3%	11 2%	16 4%	32 8% ^t	14 15% ^u _v _{yz}	5 4%	13 7% ^u	2 7%
NET: Decrease	227 16%	97 15%	130 18%	29 14%	70 17%	69 20%	59 14%	49 16%	119 18%	46 22%	61 13%	72 20% ⁱ	31 16%	64 18%	100 17% ^r	41 24% ^r	11 16% ^r	12 18% ^r	34 20% ^r	20 8%	9 25% ^r	139 15%	65 12%	74 18% ^u	85 21% ^t	23 25% ^u	20 17%	42 21% ^u	3 10%
Don't know	44 3%	22 3%	22 3%	9 4%	18 4%	11 3%	6 2%	11 4%	27 4%	9 4%	15 3%	4 1%	7 4%	18 5% ^j	21 3%	10 6% ^q	2 3%	4 7% ^q	1 1%	6 2%	1 3%	22 2%	10 2%	11 3%	20 5% ^t	6 6% ^u	8 7% ^u _v	6 3%	3 9%
Not applicable	10	7	3	2	8 ^f	*	-	5 ^f	5	*	3	3	2	2	5	1	2 ^m _{nqr}	2 ^q	-	-	-	7	2	5	3	1	1	1	-
Mean	-0.02	-0.01	-0.04	0.11 ^d _e	-0.05	-0.12	0.01 ^e	0.06 ^{eh}	-0.08	-0.18	*	-0.07	0.03	-0.04	-0.02 ⁿ	-0.16	0.04 ⁿ	-0.04	-0.03	0.07 ^{ns}	-0.18	-0.01	0.05 ^{vx}	-0.08	-0.06	-0.26	0.02 ^x	-0.03	-0.02
Standard deviation	0.74	0.67	0.79	0.82	0.76	0.70	0.69	0.83	0.72	0.73	0.65	0.70	0.79	0.85	0.73	0.80	0.81	0.98	0.78	0.55	0.84	0.67	0.66	0.69	0.87	0.96	0.81	0.85	0.74
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.05	0.03	0.04	0.05	0.04	0.03	0.06	0.07	0.12	0.09	0.04	0.08	0.02	0.03	0.04	0.11	0.06	0.05	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 West

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 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	1392	726	666	288	476	317	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Base (excl NA for %)	1246	620	627	181	380	307	378	271	597	183	422	339	177	309	547	157	58	54*	155*	243	33*	875	500	375	345	76*	100	169	26**
NET: Increase	181	91	90	29	49	42	61	45	75	25	69	42	27	43	75	25	10	4	26	37	5	139	80	59	41	10	10	20	1
	15%	15%	14%	16%	13%	14%	16%	16%	13%	14%	16%	13%	15%	14%	14%	16%	17%	8%	17%	15%	15%	16%	16%	16%	12%	13%	10%	12%	5%
Very likely increase (+2)	33	21	12	6	10	8	8	11	13	4	11	10	4	8	18	5	1	-	3	6	-	24	14	10	8	2	2	4	-
	3%	3%	2%	3%	3%	3%	2%	4%	2%	3%	3%	3%	3%	3%	3%	2%	2%	-	2%	3%	-	3%	3%	3%	2%	3%	2%	3%	-
Likely increase (+1)	148	70	78	22	39	34	53	33	62	21	58	33	22	35	57	20	9	4	23	30	5	114	66	49	32	8	9	16	1
	12%	11%	13%	12%	10%	11%	14%	12%	10%	12%	14%	10%	13%	11%	10%	13%	15%	8%	15%	12%	15%	13%	13%	13%	9%	10%	9%	9%	5%
Stay the same (0)	690	352	338	92	216	165	217	139	334	95	250	186	94	160	308	73	33	21	94	144	16	517	305	212	158	27	57	74	15
	55%	57%	54%	51%	57%	54%	57%	51%	56%	52%	59%	55%	53%	52%	56%np	46%	57%p	39%	61%np	59%np	49%	59%w	61%xz	56%xz	46%	35%	57%xz	44%	57%
Likely decrease (-1)	145	75	70	25	35	49	36	37	72	23	45	49	24	28	67	25	5	7	10	26	6	93	46	47	46	12	14	19	7
	12%	12%	11%	14%	9%	16% ^d	10%	14%	12%	12%	11%	14%	13%	9%	12%	16%	9%	12%	7%	11%	18% ^q	11%	9%	12%	13%	16%	14%	11%	26%
Very likely decrease (-2)	116	56	60	22	39	25	29	30	56	24	28	39	17	32	51	20	6	11	15	10	4	63	26	37	53	15	5	33	-
	9%	9%	10%	12%	10%	8%	8%	11%	9%	13%	7%	11%	10%	10%	9% ^r	13% ^r	11% ^r	20% ^{mr}	10%	4%	11% ^r	7%	5%	10% ^u	15% ^t	19% ^{uvy}	5%	20% ^{uvy}	-
NET: Decrease	261	131	130	47	74	74	66	67	129	47	72	88	41	60	118	45	11	17	25	36	10	156	72	84	98	27	19	53	7
	21%	21%	21%	26% ^f	19%	24%	17%	25%	22%	26%	17%	26% ⁱ	23%	20%	21%	29% ^{qr}	19%	32% ^{qr}	16%	15%	29% ^r	18%	14%	22% ^u	28% ^t	35% ^{uvy}	19%	31% ^{uy}	26%
Don't know	115	46	68	13	42	26	34	21	60	16	30	23	15	46	47	15	4	11	9	27	2	63	43	21	48	13	13	22	3
	9%	7%	11%	7%	11%	8%	9%	8%	10%	9%	7%	7%	9%	15% ^{ij}	9%	9%	6%	21% ^{mnoqs}	6%	11%	7%	7%	9%	6%	14% ^t	17% ^{uv}	13% ^w	13% ^v	12%
Not applicable	146	57	88 ^a	27	47	37	34	35	76	24	45	29	21	50 ^j	17	13 ^{mnqr}	12 ^{mnr}	17	18	5	72	38	35	65 ^t	14 ^{uv}	19 ^{uv}	32 ^{uv}	9	
Mean	-0.14	-0.13	-0.16	-0.21	-0.16	-0.17	-0.08	-0.16	-0.18	-0.25	-0.05 ^j	-0.24	-0.16	-0.16	-0.15 ^p	-0.25	-0.12 ^p	-0.56	-0.08 ^p	-0.01 ^{ps}	-0.27	-0.07 ^w	-0.01 ^{xz}	-0.15 ^{xz}	-0.34	-0.47	-0.13 ^{xz}	-0.41	-0.23
Standard deviation	0.87	0.88	0.87	0.96	0.88	0.86	0.83	0.96	0.86	0.93	0.81	0.90	0.89	0.91	0.88	0.98	0.90	0.98	0.84	0.75	0.88	0.83	0.77	0.89	0.98	1.08	0.74	1.05	0.55
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.05	0.04	0.08	0.05	0.05	0.06	0.05	0.04	0.08	0.08	0.15	0.10	0.05	0.09	0.03	0.04	0.05	0.05	0.14	0.06	0.08	0.12

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 West

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: 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 (A)	
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Base (excl NA for %)	1389	675	714	208	426	342	412	305	672	207	466	368	196	359	610	174	70	66*	171*	261	38*	947	537	410	409	90*	118	201	33**	
NET: Increase	393	211	183	54	92	84	164	75	154	47	131	94	53	115	137	42	16	16	72	102	9	274	183	90	117	28	34	55	3	
	28%	31% ^b	26%	26%	22%	24%	40% ^{cdeg}	25%	23%	23%	28%	26%	27%	32%	22%	24%	23%	25%	42% ^{mnop}	39% ^{mnop}	23%	29%	34% ^w	22%	29%	31%	29%	27%	8%	
Very likely increase	(+2)	53	26	27	10	20	9	15	16	23	3	20	5	10	19	2	4	2	6	10	1	34	19	15	20	3	7	10	-	
		4%	4%	4%	5%	5%	3%	4%	5%	3%	4% ^h	5% ^h	3%	5% ^h	5% ^h	1%	6% ⁿ	3%	4%	4%	4%	4%	3%	4%	5%	3%	6%	5%	-	
Likely increase	(+1)	340	185	155	44	72	75	149	59	132	44	111	89	44	96	109	40	12	14	65	92	8	240	165	75	97	25	27	45	3
		24%	27% ^b	22%	21%	17%	22%	36% ^{cdeg}	19%	20%	21%	24%	24%	22%	27%	18%	23%	17%	22%	38% ^{mnop}	35% ^{mno}	20%	25%	31% ^{wz}	18%	24%	28%	23%	22%	8%
Stay the same	(0)	800	387	414	120	255	205	220	181	399	125	288	222	113	178	382	96	37	34	85	148	19	572	314	258	206	40	59	107	23
		58%	57%	58%	58%	60%	60%	53%	59%	59%	60%	62% ^{kl}	60% ^{kl}	58%	50%	63% ^{oqs}	56%	52%	51%	49%	57%	51%	60% ^w	58% ^x	63% ^{xyz}	50%	45%	50%	53%	69%
Likely decrease	(-1)	133	52	81	20	48	41	24	29	80	25	30	44	20	39	56	24	11	12	14	9	8	75	31	44	55	11	17	27	3
		10%	8%	11% ^a	9%	11% ^f	12% ^f	6%	9%	12% ^f	12%	6%	12% ^h	10%	11%	9% ^r	14% ^r	16% ^{mr}	18% ^{mr}	8%	4%	21% ^{mqr}	8%	6%	11% ^u	13% ^t	12% ^u	15% ^u	13% ^u	10%
Very likely decrease	(-2)	28	8	19	5	13	8	2	8	17	5	4	5	6	13	14	6	4	1	-	1	-	13	2	11	14	5	4	5	-
		2%	1%	3%	2%	3% ^f	2%	*	3% ^f	3% ^f	3%	1%	1%	3%	4% ⁱ	2% ^r	4% ^r	6% ^{mpqr}	-	1%	-	3% ^r	1%	*	3% ^u	3% ^t	6% ^u	4% ^u	2% ^u	-
NET: Decrease		161	60	101	25	61	49	26	37	97	30	34	49	27	51	70	30	15	12	15	9	9	88	33	55	69	16	22	31	3
		12%	9%	14% ^a	12% ^f	14% ^f	14% ^f	6%	12% ^f	14% ^f	14%	7%	13% ⁱ	14% ⁱ	14% ⁱ	11% ^r	17% ^r	22% ^{mqr}	18% ^r	9%	4%	25% ^{mqr}	9%	6%	13% ^u	17% ^t	18% ^u	18% ^u	16% ^u	10%
Don't know		35	17	17	9	19	5	2	11	21	5	13	4	3	15	21	5	1	4	-	2	*	14	7	6	17	6	3	8	4
		3%	3%	2%	4% ^f	4% ^f	2%	1%	4% ^f	3% ^f	3%	3%	1%	2%	4% ^j	3%	3%	2%	6% ^{qqr}	-	1%	1%	1%	1%	2%	4% ^t	6% ^{uv}	3%	4%	13%
Not applicable		3	3	*	*	1	1	-	1	1	-	*	-	2	1	2	-	1 ^r	-	-	-	*	*	*	1	-	1	1	1	
Mean		0.19	0.26 ^b	0.13	0.17	0.09	0.11	0.37 ^{cde}	0.16	0.10	0.07	0.25 ^j	0.12	0.15	0.20	0.14	0.04	0.01	0.10	0.36 ^{mno}	0.40 ^{mn}	-0.01	0.22	0.32 ^{vxy}	0.10	0.13	0.11	0.13	0.15	-0.02
Standard deviation		0.74	0.71	0.77	0.77	0.78	0.73	0.67	0.78	0.75	0.71	0.68	0.67	0.80	0.85	0.74	0.75	0.93	0.73	0.72	0.62	0.85	0.70	0.65	0.74	0.85	0.89	0.88	0.81	0.47
Standard error		0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.03	0.05	0.04	0.03	0.05	0.08	0.09	0.08	0.04	0.08	0.02	0.03	0.04	0.04	0.10	0.06	0.05	0.10

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1061	560	501	179	348	263	271	261	530	144*	392	289	154	226	513	127	52*	49*	95*	201	24*	727	383	344	304	59*	81	164	30**
NET: Increase	126 12%	81 15%b	45 9%	34 19%defh	39 11%	29 11%	24 9%	46 18%dfh	56 11%	17 12%	42 11%	30 11%	19 12%	34 15%	67 13%	13 10%	11 21%amr	7 14%	9 9%	17 9%	3 12%	76 10%	40 10%	36 10%	44 15%	9 15%	12 15%	23 14%	6 20%
Very likely increase (+2)	25 2%	20 4%b	5 1%	8 4%	9 3%	5 2%	4 1%	11 4%	10 2%	3 2%	12 3%	5 2%	4 3%	5 2%	18 4%	1 1%	2 4%	-	-	4 2%	*	16 2%	9 2%	7 2%	7 2%	1 2%	4 5%	2 1%	2 6%
Likely increase (+1)	101 10%	61 11%	40 8%	27 15%fh	30 9%	24 9%	20 7%	35 13%	46 9%	14 9%	31 8%	25 9%	15 10%	30 13%	49 9%	12 9%	9 17%amr	7 14%	9 9%	14 7%	3 11%	60 8%	31 8%	29 8%	37 12%	8 14%	8 10%	21 13%	4 14%
Stay the same (0)	692 65%	350 62%	342 68%	104 58%	215 62%	172 65%	201 74%cdgh	155 60%	335 63%	88 61%	268 68%l	199 69%l	105 68%l	119 53%	320 62%o	75 59%	26 51%	31 63%	69 73%o	156 77%mnop	15 64%	509 70%w	282 74%xyz	227 66%x	165 54%	24 41%	48 59%x	92 56%	18 61%
Likely decrease (-1)	161 15%	93 17%	67 13%	21 12%	65 19%	41 15%	34 13%	34 13%	92 17%	22 16%	62 16%	41 14%	17 11%	42 18%	24 17%	8 15%	5 11%	12 12%	23 11%	3 13%	100 14%	48 13%	52 15%	57 19%	15 25%u	11 14%	31 19%	3 12%	
Very likely decrease (-2)	54 5%	19 3%	35 7%a	13 7%	17 5%	14 5%	9 3%	17 7%	27 5%	11 8%	13 3%	13 5%	10 6%	18 8%l	25 5%	9 7%r	4 9%r	4 8%r	5 6%	3 2%	3 11%mr	30 4%	10 3%	20 6%	23 8%t	6 10%u	5 6%	13 8%u	-
NET: Decrease	215 20%	113 20%	102 20%	34 19%	82 23%	55 21%	44 16%	51 20%	119 23%	34 23%	75 19%	54 19%	27 17%	59 26%	111 22%r	33 26%r	12 24%r	9 19%	17 18%	26 13%	6 24%r	130 18%	58 15%	72 21%	81 26%t	21 35%uvy	16 19%	44 27%u	3 12%
Don't know	29 3%	16 3%	13 3%	7 4%	12 4%	8 3%	2 1%	7 3%	20 4%	6 4%	7 2%	5 2%	3 2%	13 6%ij	16 3%	2 5%r	2 5%r	2 4%	-	2 1%	-	12 2%	3 1%	8 2%	15 5%t	5 8%uv	5 6%u	5 3%	2 8%
Not applicable	331	117	214a	30	79	81cg	141cdegh	46	144cg	63	75	79i	44i	133ijk	98	46m	19m	17m	76mnop s	60m	14mnop r	221	154vz	66	106	31vz	38vz	37	5
Mean	-0.11	-0.06b	-0.18	-0.03	-0.15	-0.14	-0.10	-0.04	-0.16	-0.19	-0.09	-0.11	-0.09	-0.18	-0.10	-0.23	-0.08	-0.14	-0.15	-0.04ns	-0.23	-0.10	-0.05xz	-0.15	-0.18	-0.31	-0.05	-0.20	0.15
Standard deviation	0.74	0.76	0.71	0.87	0.76	0.73	0.63	0.85	0.73	0.80	0.70	0.69	0.76	0.85	0.78	0.77	0.94	0.77	0.65	0.56	0.85	0.69	0.64	0.74	0.85	0.93	0.85	0.82	0.73
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.05	0.03	0.07	0.04	0.04	0.06	0.05	0.04	0.06	0.09	0.11	0.10	0.04	0.09	0.03	0.04	0.04	0.04	0.12	0.07	0.06	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 West

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)	Rented from council (y)	Rented from HA (z)	Other Rent (aa)	Rent free (ab)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1326	647	678	206	411	321	388	301	638	189	457	359	190	320	589	170	63	63*	154*	252	34*	916	517	399	376	81*	101	194	34**
NET: Increase	194 15%	102 16%	91 13%	53 26% ^d	50 12%	34 10%	57 15%	64 21% ^d	73 11%	18 9%	75 16%	47 13%	32 17%	40 12%	89 15%	19 11%	16 24% ^m	8 14%	21 14%	39 15%	3 9%	129 14%	84 16%	45 11%	55 15%	9 11%	17 17%	29 15%	10 29%
Very likely increase (+2)	24 2%	17 3%	7 1%	8 4% ^f	9 2%	4 1%	3 1%	10 3% ^f	10 2%	- -	7 1%	8 2%	2 1%	8 2%	14 2%	2 1%	3 5% ⁿ	1 1%	2 1%	3 1%	- -	13 1%	9 2%	4 1%	11 3%	1 1%	7 7% ^{uv}	3 2%	- -
Likely increase (+1)	170 13%	86 13%	84 12%	45 22% ^d	42 10%	29 9%	53 14%	53 18% ^d	63 10%	18 9%	68 15%	39 11%	30 16%	32 10%	75 13%	17 10%	12 20% ⁿ	8 13%	19 13%	35 14%	3 9%	116 13%	75 15%	41 10%	44 12%	8 10%	10 9%	26 13%	10 29%
Stay the same (0)	787 59%	389 60%	398 59%	94 46%	227 55% ^c	201 62% ^c	266 69% ^c	149 50%	373 58% ^c	123 65%	287 63%	220 61%	105 56%	175 55%	337 57%	88 52%	33 52%	30 47%	101 66% ^p	181 72% ^m	18 51%	593 65% ^w	362 70% ^v	230 58% ^z	177 47%	37 45%	49 48%	91 47%	18 53%
Likely decrease (-1)	220 17%	101 16%	119 17%	36 17%	85 21% ^f	56 17%	43 11%	55 18% ^f	122 19% ^f	27 14%	70 15%	67 19%	32 17%	51 16%	107 18% ^r	41 24% ^q	9 14%	12 19% ^r	19 12%	23 9%	10 28% ^m	133 15%	46 9%	87 22% ^u	84 22% ^t	16 20% ^u	18 17% ^u	50 26% ^u	2 7%
Very likely decrease (-2)	83 6%	30 5%	53 8% ^a	16 8%	31 8%	21 7%	14 4%	23 8% ^f	45 7%	14 8%	14 3%	22 6%	14 7% ⁱ	33 10% ⁱ	37 6% ^r	16 10% ^r	5 8% ^r	7 12% ^r	10 7% ^r	4 1%	3 9% ^r	42 5%	14 3%	27 7% ^u	41 11% ^t	14 18% ^{uv}	9 9% ^u	18 9% ^u	- -
NET: Decrease	303 23%	131 20%	172 25%	52 25% ^f	116 28% ^f	77 24% ^f	57 15%	79 26% ^f	167 26% ^f	41 22%	84 18%	88 25%	46 24%	84 26% ⁱ	144 24% ^r	57 34% ^m	14 22% ^r	19 31% ^r	29 19%	26 10%	13 37% ^m	175 19%	60 12%	114 29% ^u	126 33% ^t	31 38% ^u	26 26% ^u	68 35% ^u	2 7%
Don't know	42 3%	24 4%	17 3%	7 3%	17 4%	10 3%	8 2%	9 3%	25 4%	7 4%	10 2%	4 1%	6 3%	22 7% ^{ij}	19 3%	6 4%	1 2%	5 8% ^r	3 2%	6 2%	1 3%	20 2%	10 2%	9 2%	18 5% ^t	4 5%	9 9% ^{uv}	5 3%	4 11%
Not applicable	66	30	36	2	17	23 ^c	25 ^c	6	36 ^c	18	10	9	9	39 ^{ijk}	23	3	7 ^{mnr}	3	17 ^{mnr}	9	4 ^{mnr}	31	21	11	34 ^t	9 ^{uvz}	17 ^{uvz}	8	1
Mean	-0.13	-0.07 ^b	-0.19	-0.03 ^d	-0.23	-0.19	-0.03 ^d	-0.10	-0.21	-0.21	-0.04 ⁱ	-0.16	-0.14	-0.23	-0.14 ^{ns}	-0.32	ⁿ np	-0.31	-0.11 ^s	0.05 ^{mn}	-0.38	-0.08 ^w	0.04 ^{vx}	-0.24 ^x	-0.28	-0.47	-0.12 ^x	-0.29	0.24
Standard deviation	0.79	0.77	0.80	0.95	0.82	0.75	0.66	0.91	0.79	0.72	0.71	0.78	0.82	0.88	0.81	0.84	0.93	0.90	0.75	0.59	0.79	0.72	0.65	0.77	0.93	0.95	0.99	0.88	0.60
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.05	0.03	0.06	0.04	0.04	0.06	0.05	0.04	0.06	0.08	0.12	0.09	0.04	0.07	0.03	0.03	0.04	0.04	0.11	0.08	0.06	0.12

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1329	654	675	205	408	331	385	299	644	200	456	360	188	325	592	170	65	64*	150*	253	36*	911	518	393	384	85*	107	192	34**
NET: Increase	163	87	77	40	55	35	33	51	79	19	68	46	17	32	80	25	14	6	13	23	3	105	55	50	49	8	15	26	10
	12%	13%	11%	20%efh	14%	11%	8%	17%ef	12%	9%	15%	13%	9%	10%	14%	15%	22%mpqrs	9%	9%	9%	8%	12%	11%	13%	13%	9%	14%	13%	29%
Very likely increase (+2)	17	10	8	5	9	3	1	9	8	2	6	7	1	3	10	2	2	1	-	1	*	10	3	7	7	1	4	3	-
	1%	1%	1%	2%ef	2%ef	1%	*	3%ef	1%	1%	1%	2%	1%	1%	2%	1%	4%qr	2%	-	*	1%	1%	1%	2%	2%	1%	4%u	1%	-
Likely increase (+1)	146	77	69	36	46	32	32	43	72	17	62	40	16	29	70	23	12	4	13	22	2	95	52	43	42	7	11	23	10
	11%	12%	10%	17%efh	11%	10%	8%	14%ef	11%	8%	14%	11%	8%	9%	12%	13%	18%prs	7%	9%	9%	6%	10%	10%	11%	11%	9%	10%	12%	29%
Stay the same (0)	925	451	473	128	263	225	309	190	425	138	336	250	133	205	403	98	41	39	120	203	21	681	411	269	227	44	71	112	17
	70%	69%	70%	63%	64%	68%	80%cddeg	64%	66%	69%	74%kl	70%	71%	63%	68%ln	58%	64%	61%	80%nop	80%mnop	58%	75%w	79%vxyz	68%xz	59%	52%	66%	58%	49%
Likely decrease (-1)	154	78	76	20	57	43	34	34	86	19	32	48	24	50	69	27	5	9	16	20	7	87	38	49	61	18	9	34	6
	12%	12%	11%	10%	14%	13%	9%	11%	13%	9%	7%	13%il	13%il	15%il	12%	16%or	8%	14%	11%	8%	21%mor	10%	7%	12%lu	16%t	21%uy	8%	18%uy	16%
Very likely decrease (-2)	45	16	28	10	19	14	2	15	27	11	8	9	10	18	19	13	4	5	-	2	3	20	5	14	25	6	6	13	-
	3%	3%	4%	5%ef	5%ef	4%ef	1%	5%ef	4%ef	6%	2%	3%	5%il	6%il	3%	7%mqr	6%qr	8%qr	-	1%	8%mqr	2%	1%	4%u	7%t	7%u	6%u	7%u	-
NET: Decrease	198	94	104	29	76	56	37	48	113	30	40	58	33	68	87	40	9	14	16	22	10	107	43	64	86	23	15	48	6
	15%	14%	15%	14%	19%ef	17%ef	10%	16%ef	18%ef	15%	9%	16%il	18%il	21%il	15%r	23%mqr	14%	22%r	11%	9%	29%moqr	12%	8%	16%u	22%t	28%uvy	14%	25%uvy	16%
Don't know	42	21	21	7	14	14	7	9	26	14	12	6	5	20	22	7	1	5	1	5	2	18	8	10	22	9	7	6	2
	3%	3%	3%	3%	3%	4%	2%	3%	4%	7%	3%	2%	3%	6%ij	4%	4%	1%	9%oqr	1%	2%	5%oq	2%	1%	3%	6%t	11%uvz	6%u	3%	6%
Not applicable	63	23	40	4	19	13	27cg	7	29	7	11	8	10	34j	20	4	6mnr	2	22mnpr	8	2	36	20	17	26	5	11uv	10	1
Mean	-0.05	-0.02	-0.07	0.03	-0.08	-0.10	-0.02	-0.01	-0.09	-0.11	0.06kl	-0.04l	-0.13	-0.17	-0.03s	-0.16	0.05np	-0.21	-0.02s	*np	-0.30	-0.01w	0.02xz	-0.06x	-0.15	-0.27	-0.03	-0.17	0.13
Standard deviation	0.65	0.64	0.66	0.76	0.74	0.66	0.46	0.77	0.69	0.68	0.58	0.66	0.66	0.71	0.67	0.81	0.81	0.79	0.44	0.46	0.78	0.58	0.50	0.68	0.79	0.77	0.78	0.79	0.69
Standard error	0.02	0.02	0.03	0.05	0.04	0.04	0.03	0.04	0.03	0.05	0.03	0.03	0.05	0.04	0.03	0.06	0.07	0.10	0.05	0.03	0.07	0.02	0.02	0.04	0.04	0.09	0.06	0.05	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Base (excl NA for %)	1240	606	634	195	374	294	377	278	585	174	450	342	168	280	553	164	50*	49*	146*	250	29*	894	519	375	312	71*	77*	164	33**	
NET: Increase	181 15%	104 17% ^b	76 12%	62 32% ^d	57 15% ^f	36 12%	26 7%	77 28% ^d	78 13% ^f	20 12%	75 17%	54 16%	21 13%	30 11%	115 21% ⁿ	14 9%	12 23% ⁿ	9 19% ^q	8 5%	21 8%	1 4%	118 13%	55 11%	63 17% ^u	50 16%	13 18%	10 13%	28 17%	13 39%	
Very likely increase (+2)	24 2%	11 2%	13 2%	15 8% ^d	5 1%	4 1%	1 *	15 5% ^d	8 1%	2 1%	10 2%	7 2%	2 1%	5 2%	18 3% ^r	1 *	5 9% ^m	- -	- -	1 *	- -	17 2%	5 1%	12 3%	5 2%	- -	3 3%	2 1%	2 5%	
Likely increase (+1)	157 13%	94 15% ^b	63 10%	47 24% ^d	52 14% ^f	32 11%	25 7%	61 22% ^d	70 12% ^f	18 10%	64 14%	48 14%	20 12%	25 9%	98 18% ⁿ	14 9%	7 14% ^s	9 19% ^q	8 5%	20 8%	1 4%	101 11%	50 10%	50 13%	45 14%	13 18%	7 9%	25 15%	11 34%	
Stay the same (0)	788 64%	377 62%	411 65%	92 47%	235 63% ^c	181 62% ^c	281 74% ^c	137 49%	370 63% ^c	114 65%	298 66%	216 63%	112 67%	161 58%	330 60%	94 58%	28 56%	23 47%	106 73% ^m	186 74% ^m	20 57% ^p	605 68% ^w	373 72% ^v	231 62% ^x	170 54%	32 45%	51 66% ^x	87 53%	13 40%	
Likely decrease (-1)	158 13%	71 12%	87 14%	19 10%	40 11%	49 17%	51 13%	32 11%	76 13%	23 13%	46 10%	51 15%	17 10%	44 16%	61 11%	31 19% ^o	4 9%	4 9%	19 13%	34 14%	4 15%	109 12%	60 12%	49 13%	46 15%	11 16%	6 8%	29 18% ^y	3 8%	
Very likely decrease (-2)	67 5%	31 5%	37 6%	12 6%	24 7%	16 5%	15 4%	18 7%	34 6%	9 5%	17 4%	12 4%	13 7%	25 9% ^{aj}	27 5%	12 7% ^r	2 3%	7 15% ^m	11 8%	6 2%	3 11% ^m	38 4%	19 4%	18 5%	27 9% ^t	10 14% ^u	5 6%	12 8%	2 7%	
NET: Decrease	226 18%	102 17%	124 20%	30 16%	64 17%	65 22%	66 17%	50 18%	110 19%	32 18%	63 14%	63 19%	30 18%	69 25% ⁱ	88 16%	43 26% ^o	6 12%	11 23%	30 21%	40 16%	7 26% ^o	147 16%	79 15%	68 18%	74 24% ^t	21 30% ^u	11 14%	42 25% ^u	5 15%	
Don't know	46 4%	23 4%	24 4%	11 6% ^f	19 5% ^f	12 4%	5 1%	15 5% ^f	27 5% ^f	9 5%	14 3%	8 2%	5 3%	20 7% ^{aj}	20 4%	11 7% ^r	4 8% ^m	5 10% ^m	2 1%	3 1%	1 4%	25 3%	12 2%	14 4%	19 6% ^t	5 7%	6 8% ^u	8 5%	2 6%	
Not applicable	152	72	80	14	53c	50c ^g	35	28	88c ^f	33	17	26i	30j	79ijk	58r	10	21mnq	17mnq	26nr	11	9mnr	53	18	35u	98t	19uv	41uvx	37uv	1	
Mean	-0.07	-0.03	-0.12	0.19d ^e	-0.08	-0.15	-0.14	0.09d ^e	-0.10	-0.11	0.01i	-0.04i	-0.12	-0.23	0.03nq	-0.26	0.19np	-0.20	-0.23	-0.10ns	-0.34	-0.06	-0.08	-0.03	-0.04	-0.16	-0.28	-0.05	-0.16	0.22
Standard deviation	0.75	0.75	0.75	0.95	0.76	0.74	0.60	0.93	0.74	0.72	0.71	0.72	0.75	0.82	0.79	0.75	0.89	0.97	0.67	0.56	0.73	0.70	0.64	0.78	0.85	0.95	0.78	0.84	0.97	
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.05	0.03	0.06	0.04	0.04	0.05	0.05	0.04	0.06	0.09	0.15	0.08	0.04	0.08	0.03	0.03	0.04	0.12	0.07	0.06	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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+ 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Base (excl NA for %)	799	408	391	166	349	226	58*	243	498	128*	315	216	124	144	537	124	33*	27**	12**	48*	18*	530	189	341	242	50*	61*	131	27**	
NET: Increase	80	55	26	19	43	18	1	26	54	6	34	14	18	15	66	8	3	2	-	-	1	46	15	32	29	6	7	16	5	
	10%	13% ^b	7%	11% ^f	12% ^f	8%	1%	11% ^f	11% ^f	5%	11%	7%	14% ^j	10%	12% ^r	7%	8% ^r	6%	-	-	8% ^r	9%	8%	9%	12%	12%	12%	12%	18%	
Very likely increase	(+2)	9	6	3	1	3	5	-	2	7	1	2	2	3	2	7	2	*	-	-	1	5	-	5	4	1	3	1	-	
		1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	-	-	-	3%	1%	-	2%	2%	2%	4% ^{uz}	*	-	
Likely increase	(+1)	71	48	23	17	40	13	1	24	47	5	31	12	14	13	59	6	3	2	-	1	41	15	26	25	5	5	15	5	
		9%	12% ^b	6%	11% ^f	11% ^f	6%	1%	10%	9%	4%	10%	6%	12%	9%	11% ^r	5%	8% ^r	6%	-	5% ^r	8%	8%	8%	10%	10%	7%	12%	18%	
Stay the same	(0)	600	295	305	115	262	177	47	175	379	105	250	177	85	88	411	88	25	18	7	41	11	424	154	269	162	28	42	92	15
		75%	72%	78%	69%	75%	78%	81%	72%	76%	82%	79% ^{kl}	82% ^{kl}	69%	61%	76% ^s	71%	75%	66%	57%	86% ^s	60%	80% ^w	82% ^{xyz}	79% ^{yx}	67%	55%	69%	71%	56%
Likely decrease	(-1)	39	27	12	16	8	10	5	19	15	5	11	11	8	10	20	9	1	3	3	*	21	4	16	13	3	3	7	5	
		5%	7% ^b	3%	9% ^{dh}	2%	5%	8%	8% ^{dh}	3%	4%	3%	5%	7%	7%	4%	8%	4%	12%	26%	3%	3%	4%	2%	5%	6%	6%	5%	6%	18%
Very likely decrease	(-2)	25	11	14	5	11	8	1	7	18	6	5	6	7	8	16	5	2	-	-	1	1	12	1	10	14	7	1	6	-
		3%	3%	4%	3%	3%	4%	2%	3%	4%	2%	2%	3%	5% ⁱ	5% ⁱ	3%	4%	6%	-	-	2%	7%	2%	1%	3%	6% ^t	13% ^{uvyz}	2%	4%	-
NET: Decrease		64	38	26	21	19	19	6	26	33	11	15	15	18	36	14	3	3	3	3	2	32	6	27	27	9	5	13	5	
		8%	9%	7%	13% ^{dh}	6%	8%	10%	11% ^d	7%	9%	5%	8%	12% ⁱ	12% ⁱ	7%	12%	10%	12%	26%	5%	10%	6%	3%	8%	11% ^t	19% ^{uv}	8%	10% ^u	18%
Don't know		54	20	34	12	25	12	5	16	32	6	16	8	6	24	24	13	2	4	2	4	4	28	14	14	24	7	7	9	2
		7%	5%	9%	7%	7%	5%	8%	7%	6%	5%	5%	4%	5%	17% ^{ijk}	4%	10% ^m	6%	16%	17%	9%	22% ^{mno}	5%	8%	4%	10% ^t	14% ^v	11% ^v	7%	7%
Not applicable		593	270	324 ^a	43	79	118 ^{cdgh}	354 ^h	63	176 ^{dj}	79	152	152 ⁱ	75 ⁱ	215 ⁱ	75	50 ^m	37 ^{mn}	39	160	213 ^m	20 ^{mn}	417 ^w	348 ^v	69	168	40 ^{vz}	58 ^{vz}	71 ^v	8
Mean		*	0.03	-0.03	-0.04	0.05	-0.02	-0.12	-0.02	0.02	-0.08	0.05	-0.03	*	-0.07	0.04	-0.08	-0.08	-0.06	-0.31	-0.08	-0.07	0.01	0.04 ^x	*	-0.03	-0.21	0.07	-0.02	-0.01
Standard deviation		0.58	0.61	0.54	0.62	0.56	0.60	0.41	0.59	0.56	0.48	0.52	0.73	0.71	0.58	0.62	0.65	0.47	0.49	0.36	0.80	0.51	0.38	0.57	0.71	0.93	0.67	0.63	0.64	
Standard error		0.02	0.03	0.03	0.05	0.03	0.04	0.06	0.04	0.03	0.06	0.03	0.04	0.06	0.03	0.05	0.08	0.10	0.22	0.05	0.12	0.02	0.03	0.03	0.04	0.14	0.07	0.05	0.16	

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 West

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		1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Weighted base		1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392
Base (excl NA for %)		1380	1237	1390	1384	1319	754	1141	1164	1191	1221	1318	868	1072	1031
Very worried	(4)	325 24%ceijklm nopqstuvwxy zABC	296 24%ceijklm nopqstuvwxy zABC	246 18%ijklmnoq stvwxyzABC	411 30%abcfeighi jklmnopqstu vwxyzABC	239 18%ijklmnoq stvwxyzABC	135 18%ijklmnoq stvwxyzABC	254 22%ceijklm nopqstuvwxy zABC	254 22%ceijklmno pqstuvwxyzAB C	87 7%osvw	131 11%inoswvyA	153 12%inoswvyz AB	113 13%inostwvy zAB	136 13%inostwvyz AB	80 8%osvwA
Fairly worried	(3)	573 42%efghijkl mnopqrstuvw xyzABC	522 42%efghijkl mnopqrstuvw xyzABC	551 40%efghijklm nopqrstuvwxy zABC	535 39%fgiklmno qrstuvwxyZA BC	472 36%filmnors tuvwxyzAB	223 30%ilmnostv uvwxyzAB	382 33%ilmnorst uvwxyzABC	424 36%filmnors tuvwxyzABC	291 24%nosvy	419 34%filmnors tuvwxyzAB	443 34%ilmnorst uvwxyzAB	186 21%os	249 23%nosv	190 18%o
Not very worried	(2)	369 27%dr	313 25%d	477 34%abdfgopr	288 21%	433 33%abdgor	220 29%dr	326 29%dr	363 31%abdor	569 48%abcdefg hijklmnopq rtuxyBC	488 40%abcdefg hijklmnop qr	452 34%abdfgopr	347 40%abcdefg hijklmnop qr	400 37%abdfgho pqr	469 45%abcdefghijkl mnopqrstuC
Not at all worried	(1)	70 5%	68 5%	86 6%	77 6%	84 6%	128 17%abcdeghj kp	113 10%abcdehp	66 6%	203 17%abcdeghj kpC	140 11%abcdehp	166 13%abcdeghp	184 21%abcdefg hijklpqrstu vwxyzBC	253 24%abcdefg hijklpqrstu vwxyzBC	253 25%abcdefghijkl pqrstuvwxyzABC
NET: Worried		898 65%cefghijk lmnopqrstuv wxyzABC	817 66%cefghijk lmnopqrstuv wxyzABC	798 57%fijklmno qstuvwxyZA C	946 68%cefghijk lmnopqrstuv wxyzABC	711 54%fijklmno qstuvwxyZA C	358 47%ilmnostv wxyzAB	636 56%fijklmno qstuvwxyZA C	679 58%efijklmn opqstuvwxyZA BC	378 32%noswvy	550 45%ilmnostv wxyzAB	596 45%ilmnostv wxyzAB	298 34%noswvyA	385 36%noswvyA	270 26%os

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 West

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 (excl NA for %)	1380	1237	1390	1384	1319	754	1141	1164	1191	1221	1318	868	1072	1031
NET: Not worried	439 32% ^d	380 31% ^d	564 41% ^{abdr}	364 26%	517 39% ^{abd}	348 46% ^{abcdeghp r}	438 38% ^{abd}	428 37% ^{abd}	772 65% ^{abcdefgh jkpqruxBC}	629 51% ^{abcdefgh kpr}	617 47% ^{abcdeghp r}	531 61% ^{abcdefgh jkpqruc}	653 61% ^{abcdefgh jkpqruc}	722 70% ^{abcdefghijk lmprqtuxzBC}
Don't know	43 3% ^c	40 3% ^c	29 2%	74 5% ^{abcijmoxz B}	91 7% ^{abcdhijlm nopqtuvwxyzB}	48 6% ^{abcijmnop qvwxyzB}	67 6% ^{abcijmnoq vwzB}	57 5% ^{abcijmxB}	40 3% ^c	42 3% ^c	105 8% ^{abcdghijl mnopqrtwxyz zAB}	38 4% ^{cB}	34 3%	38 4% ^c
Not applicable	12c ^B	155acdekprsv wzBC	2	8c	73acdprsv wzB	638abcdghij kprstuvwxyzBC	251abcdehij kprstuvwxyz ABC	228abcdekpr stuvwxyzBC	201abcdekpr stuvwzBC	171acdekprst uvwzBC	74acdprsv wzB	525abcdghij knoprstuvw xyzABC	320abcdeghi jkprstuvwxy zABC	361abcdeghijk mprstuvwxyzABC
Mean	2.86cefghij klmnopqrstu vwxyzABC	2.87cefghij klmnopqrstu vwxyzABC	2.70fijklmn opqrstuvwxyzA BC	2.98abcfehgh ijklmnopqrs tuvwxyzABC	2.71fijklmn opqrstuvwxyzA BC	2.52ilmnost vwxyzAB	2.72fijklmn opqrstuvwxyzA BC	2.78cefijkl mnopqrstuvwxyz zABC	2.23nosvyA	2.46ilmnost vwxyzAB	2.48ilmnost vwxyzAB	2.27noswvyA	2.26noswvyA	2.10o
Standard deviation	0.84	0.85	0.84	0.88	0.86	1.00	0.94	0.87	0.83	0.84	0.88	0.96	0.97	0.87
Standard error	0.02	0.02	0.02	0.02	0.02	0.04	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.



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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		1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	704
Weighted base		1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	1392	715
Base (exl NA for %)		917	1371	1005	1383	1375	1250	1378	1383	1378	1214	1217	1384	1178	1390	656
Very worried	(4)	35 4%	232 17% ijklmnos twxyzABC	145 14% ijklmnostv wxyzAB	393 28% abcdfghij klmnopqstuvw xyzABC	64 5%	122 10% ioswvwyA	221 16% sijkmnostv wxyzAB	63 5%	61 4%	130 11% inoswvwyA	82 7% osvw	118 9% oswvA	65 5%	124 9% oswvwyA	80 12% inoswvwyzAB
Fairly worried	(3)	72 8%	571 42% efghijkl mnopqrstuvw yzABC	339 34% ilmnorst uvwxyzAB	403 29% ilmnostv wyzA	226 16% o	290 23% nosvy	387 28% ilmnostvw yA	262 19% o	323 23% nosvy	345 28% ilmnostvw yA	239 20% os	342 25% nosvy	270 23% nosv	398 29% ilmnostv wyzA	204 31% ilmnostvwyzA
Not very worried	(2)	240 26% d	417 30% abdr	319 32% abdor	310 22%	755 55% abcdefg hijklmnopq rstuvwxyzABC	500 40% abcdefg hijklmnopqr stuvw	478 35% abdfgopr	763 55% abcdefg hijklmnopqr stuvwxyzABC	723 52% abcdefg hijklmnopqr stuvwABC	507 42% abcdefg hijklmnopqr	525 43% abcdefg hijklmnopqr stuvwC	651 47% abcdefg hijklmnopqr stuvwBC	546 46% abcdefg hijklmnopqr stuvwC	606 44% abcdefg hijklmnopqr stuvwC	246 38% abdfghopqr
Not at all worried	(1)	538 59% abcdefg hijklmnopqr stuvwxyzABC	92 7%	163 16% abcdefg hijklmnop qrstuvw	193 14% abcdefg hijklmnop qrstuvw	226 16% abcdefg hijklmnop qrstuvw	284 23% abcdefg hijklmnopqr stuvwzBC	206 15% abcdefg hijklmnop qrstuvw	240 17% abcdefg hijklmnop qrstuvw	215 16% abcdefg hijklmnop qrstuvw	192 16% abcdefg hijklmnop qrstuvw	318 26% abcdefg hijklmnopqr stuvwxyzABC	219 16% abcdefg hijklmnop qrstuvw	236 20% abcdefg hijklmnopqr stuvwxyzBC	227 16% abcdefg hijklmnop qrstuvw	86 13% abcdehp
NET: Worried		107 12%	803 59% efijklmn opqrstuvw xyzABC	483 48% ilmnostv wxyzAB	796 58% fijklmno pqrstuvw xyzABC	290 21% o	412 33% noswvwyA	608 44% ilmnostv wxyzAB	325 24% o	384 28% osv	475 39% ilmnostvw yzA	321 26% os	461 33% noswvwyA	334 28% osv	522 38% ilmnostvw yzA	284 43% ilmnostvwyzAB

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 West

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 %)	917	1371	1005	1383	1375	1250	1378	1383	1378	1214	1217	1384	1178	1390	656
NET: Not worried	778 85%abcdefgh ijklmnpqrst uvwxyzABC	509 37%abd	483 48%abcdeghp r	503 36%abd	981 71%abcdefgh ijklmnpqrstu vwxyzABC	783 63%abcdefgh jklpqruxC	684 50%abcdeghp r	1003 72%abcdefgh ijklmnpqrstu vwxyzABC	938 68%abcdefgh jklmnpqrstu vwxyzABC	699 58%abcdefgh jklpqruxC	844 69%abcdefgh ijklmnpqrstu vwxyzABC	871 63%abcdeghp r	782 66%abcdeghp r	833 60%abcdefgh jklpqruxC	332 51%abcdeghp r
Don't know	32 3%c	58 4%cB	39 4%cB	84 6%abcijmnop qrstvwxyzB	104 8%abcdhijlm nopqrstvwxyzA B	55 4%cB	86 6%abcijmnop qrstvwxyzB	55 4%cB	56 4%cB	40 3%c	52 4%cB	53 4%cB	61 5%abcijmxB	35 3%	40 6%abcijmnop qrstvwxyzB
Not applicable	475abcdeghij klmnpqrstuvw xyzABC	21cdrzB	387abcdeghijk lmnpqrstuvwxy zABC	9	17czB	142acdekp rsuvwzB	14cB	9	14cB	178abcdekp rsuvwzBC	175acdekp rsuvwzBC	8c	214acdejkpr stuvwzBC	2	59acdekp rsuvwzB
Mean	1.55	2.72fijklmn opstuvwxyzA BC	2.48ilmnost vwxyzAB	2.77fijklmn opstuvwxyzA BC	2.10o	2.21nosvy	2.48ilmnost vwxyzAB	2.11o	2.17nosvy	2.35imnostv wyzA	2.07o	2.27noswya	2.15oy	2.31inostw yA	2.45ilmnostw xyzAB
Standard deviation	0.80	0.83	0.94	1.04	0.74	0.92	0.75	0.75	0.88	0.87	0.84	0.81	0.86	0.89	0.89
Standard error	0.03	0.02	0.03	0.03	0.02	0.03	0.03	0.02	0.03	0.03	0.03	0.02	0.02	0.02	0.04

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



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 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)	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1380	673	707	205	424	340	411	302	667	206	466	361	197	356	606	172	69	64*	171*	259	38*	942	536	406	406	88*	118	200	31**
Very worried (4)	325 24%	161 24%	164 23%	38 19%	98 23%	84 25%	105 26%	63 21%	157 23%	50 24%	100 21%	69 19%	53 27%	104 29%	129 21%	47 27%	19 25%	16 25%	58 34%	46 18%	11 28%	213 23%	121 22%	93 23%	105 26%	31 36%	26 luyv	47 22%	7 22%
Fairly worried (3)	573 42%	276 41%	298 42%	77 37%	185 44%	145 43%	167 41%	121 40%	286 43%	91 44%	190 41%	162 45%	84 43%	137 38%	245 40%	79 46%	31 45%	25 39%	58 34%	118 45%	18 48%	395 42%	229 43%	166 41%	163 40%	31 35%	46 39%	86 43%	14 45%
Not very worried (2)	369 27%	180 27%	189 27%	59 29%	107 25%	84 25%	119 29%	79 26%	171 26%	44 22%	129 28%	114 32%	46 23%	79 22%	172 28%	31 18%	13 18%	16 25%	48 28%	82 32%	7 nos	265 28%	145 27%	120 30%	96 24%	17 19%	30 26%	48 24%	8 27%
Not at all worried (1)	70 5%	44 7%	26 4%	11 5%	20 5%	21 6%	18 4%	17 6%	35 5%	16 8%	35 8%	12 3%	8 4%	15 4%	38 6%	8 4%	3 5%	1 2%	7 4%	11 4%	1 4%	54 6%	39 7%	16 4%	16 4%	3 3%	5 4%	8 4%	-
NET: Worried	898 65%	436 65%	462 65%	115 56%	282 67%	228 67%	272 66%	184 61%	442 66%	141 69%	290 62%	231 64%	137 70%	240 67%	373 62%	126 73%	50 72%	41 64%	116 68%	164 63%	29 75%	609 65%	349 65%	259 64%	268 66%	62 70%	73 62%	133 67%	21 68%
NET: Not worried	439 32%	224 33%	214 30%	70 34%	127 30%	105 31%	137 33%	96 32%	206 31%	60 29%	164 35%	126 35%	54 28%	94 26%	210 35%	39 22%	16 23%	17 26%	55 32%	94 36%	8 nos	319 22%	183 34%	136 33%	111 27%	20 23%	35 30%	56 28%	8 27%
Don't know	43 3%	12 2%	31 4%	20 10%	15 defh	6 4%	1 *	23 8%	19 defh	5 3%	12 3%	4 1%	5 3%	22 6%	23 4%	8 qr	3 5%	6 10%	- mqr	2 1%	1 3%	15 qr	3 2%	11 3%	27 7%	6 7%	10 9%	10 5%	2 5%
Not applicable	12	5	7	3	4	4	2	4	6	1	1	7i	1	3	6	1	2	2	-	2	-	6	1	4	3	1	1	1	3
Mean	2.86	2.84	2.89	2.77	2.88	2.87	2.88	2.82	2.87	2.88	2.78	2.81	2.95i	2.98ij	2.80	3.00mr	2.99mr	2.96	2.97	2.77	3.02mr	2.83	2.81	2.85	2.94t	3.10uv	2.87	2.91	2.95
Standard deviation	0.84	0.87	0.81	0.84	0.83	0.86	0.84	0.85	0.84	0.88	0.88	0.78	0.83	0.85	0.86	0.81	0.84	0.80	0.89	0.79	0.80	0.85	0.87	0.82	0.83	0.86	0.83	0.82	0.73
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.04	0.03	0.07	0.05	0.04	0.06	0.04	0.04	0.06	0.07	0.10	0.10	0.05	0.07	0.03	0.04	0.04	0.04	0.09	0.06	0.05	0.16

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1237	616	622	181	394	307	355	271	612	179	448	327	177	285	569	162	54*	45*	132*	241	33*	891	500	390	322	71*	88	163	25**
Very worried (4)	296 24%	154 25%	141 23%	33 18%	107 27% ^c	79 26%	76 22%	60 22%	159 26%	42 24%	105 23%	61 19%	48 27%	81 29% ^j	138 24%	43 26%	15 28%	9 19%	33 25%	47 20%	10 31% ^r	215 24%	112 22%	103 26%	78 24%	17 24%	24 27%	37 23%	3 11%
Fairly worried (3)	522 42%	250 41%	272 44%	82 45%	159 40%	123 40%	158 44%	114 42%	250 41%	75 42%	188 42%	136 41%	72 41%	126 44%	224 39%	77 48%	23 43%	18 40%	66 50%	98 41%	16 47%	369 41%	203 41%	166 42%	136 42%	26 37%	36 41%	74 45%	17 69%
Not very worried (2)	313 25%	163 27%	149 24%	40 22%	88 22%	81 26%	104 29%	60 22%	149 24%	44 25%	114 25% ^l	105 32% ^l	45 25% ^l	48 17%	147 26% ^s	28 17%	10 18%	11 24%	28 21%	84 35% ^{mno}	5 15%	243 27% ^w	147 29% ^{yz}	96 25%	67 21%	18 25%	16 18%	34 21%	3 12%
Not at all worried (1)	68 5%	35 6%	32 5%	13 7%	21 5%	21 7%	12 3%	20 7%	36 6%	13 8%	33 7%	15 5%	5 3%	14 5%	40 7%	6 4%	3 6%	3 6%	4 3%	10 4%	2 6%	49 6%	32 6%	18 5%	18 5%	3 5%	5 6%	9 6%	* 2%
NET: Worried	817 66%	404 66%	413 66%	115 63%	267 68%	202 66%	234 66%	174 64%	410 67%	117 65%	293 65%	197 60%	120 68%	207 73% ^j	362 64%	120 74% ^{mr}	39 71%	27 59%	99 75% ^r	146 60%	26 77% ^{mpr}	584 66%	316 63%	269 69%	214 66%	43 61%	59 67%	111 68%	19 79%
NET: Not worried	380 31%	199 32%	182 29%	53 29%	109 28%	102 33%	116 33%	79 29%	185 30%	57 32%	147 33% ^l	120 37% ^l	50 28%	62 22%	187 33% ^{ns}	34 21%	13 24%	14 30%	32 24%	94 39% ^{noqs}	7 20%	292 33% ^w	179 36% ^{yz}	114 29%	84 26%	21 30%	21 24%	43 26%	3 14%
Don't know	40 3%	13 2%	27 4%	13 7% ^{efh}	18 5% ^{ef}	3 1%	4 1%	18 7% ^{efh}	17 3%	2 2%	8 2%	9 3%	7 4%	15 5% ⁱ	20 4%	8 5% ^r	3 6% ^r	5 11% ^{mqr}	2 1%	2 1%	1 2%	14 2%	6 1%	8 2%	24 7% ^t	7 10% ^{uv}	8 9% ^{uv}	9 6% ^{uv}	2 7%
Not applicable	155	62	93a	28d	33	36	58dh	35	62	28	19	41i	21i	74ijk	42	12	16mnrs	21mnrs	39mnrs	20	5m	57	37	20	88t	19uv	30uvz	38uv	10
Mean	2.87	2.87	2.88	2.80	2.94	2.86	2.85	2.85	2.90	2.83	2.83	2.77	2.96j	3.02jj	2.84	3.02mr	2.97r	2.81	2.98	2.76	3.04r	2.86	2.80	2.92	2.92	2.88	2.97	2.91	2.95
Standard deviation	0.85	0.86	0.83	0.85	0.86	0.88	0.80	0.87	0.87	0.88	0.88	0.81	0.81	0.83	0.89	0.79	0.87	0.86	0.76	0.81	0.85	0.85	0.86	0.84	0.85	0.87	0.87	0.83	0.58
Standard error	0.02	0.03	0.04	0.06	0.04	0.05	0.05	0.05	0.04	0.07	0.05	0.04	0.06	0.05	0.04	0.06	0.08	0.13	0.10	0.05	0.08	0.03	0.04	0.05	0.04	0.11	0.07	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1390	677	714	209	426	344	412	306	672	207	467	366	198	359	610	174	71	66*	171*	261	38*	947	538	409	409	90*	118	201	35**
Very worried (4)	246 18%	122 18%	125 17%	35 17%	97 23% ^f	69 20% ^f	46 11%	61 20% ^f	139 21% ^f	41 20%	85 18%	46 13%	40 20% ^j	75 21% ^j	108 18% ^r	42 24% ^r	17 24% ^{qr}	21 33% ^{mqr}	23 13%	24 9%	11 28% ^{mqr}	150 16%	63 12%	87 21% ^u	87 21% ^t	27 30% ^{uz}	23 20% ^u	36 18% ^u	9 26%
Fairly worried (3)	551 40%	254 38%	297 42%	79 38%	173 41%	129 38%	170 41%	120 39%	261 39%	78 38%	168 36%	147 40%	73 37%	163 45% ^l	231 38%	72 41%	30 42%	22 34%	80 47%	98 37%	19 49% ^{mr}	355 38%	201 37%	154 38%	186 45% ^t	41 46%	52 44%	92 46%	10 29%
Not very worried (2)	477 34%	231 34%	247 35%	73 35%	122 29%	110 32%	172 42% ^d	96 31%	209 31%	64 31%	171 37% ^l	153 42% ^l	70 35% ^l	83 23%	205 34% ^s	51 29%	18 26%	15 22%	60 35% ^s	121 46% ^{mnp}	7 19%	365 39% ^w	229 43% ^{vxyz}	136 33% ^x	98 24%	10 12%	30 25% ^x	58 29% ^x	14 42%
Not at all worried (1)	86 6%	59 9% ^b	27 4%	13 6%	20 5%	31 9%	23 6%	16 5%	47 7%	21 10%	36 8%	17 5%	9 5%	24 7%	51 8% ^{ns}	4 2%	3 5%	3 4%	9 5%	16 6%	* 1%	66 7%	41 8%	25 6%	20 5%	4 4%	6 5%	10 5%	-
NET: Worried	798 57%	376 56%	422 59%	113 54%	270 63% ^{cf}	198 58%	217 53%	182 59%	399 59%	120 58%	253 54%	193 53%	113 57%	238 66% ^{ij}	340 56% ^r	113 65% ^{mr}	47 66% ^{mr}	44 67% ^r	103 60% ^r	122 47%	30 78% ^{mnr}	506 53%	264 49%	242 59% ^u	273 67% ^t	68 76% ^{uv}	76 64% ^u	129 64% ^u	19 55%
NET: Not worried	564 41%	289 43%	274 38%	86 41%	142 33%	141 41%	195 47% ^{dgh}	113 37%	257 38%	84 41%	207 44% ^l	170 46% ^l	79 40% ^l	108 30%	256 42% ^{nops}	55 32%	22 31%	17 26%	69 40% ^s	138 53% ^{mnp}	8 21%	431 46% ^w	270 50% ^{vxyz}	161 39% ^x	118 29%	14 16%	36 31% ^x	68 34% ^x	14 42%
Don't know	29 2%	11 2%	18 2%	9 4% ^f	14 3% ^f	5 1%	1 *	12 4% ^f	16 2% ^f	3 1%	6 1%	3 1%	5 3%	14 4% ^{ij}	15 2%	5 3%	2 3% ^q	5 7% ^{mqr}	-	2 1%	1 2%	10 1%	3 1%	6 2%	18 4% ^t	8 8% ^{uvz}	6 5% ^{uv}	4 2%	1 3%
Not applicable	2	1	1	-	2	-	-	-	2	-	-	2	-	-	2	-	-	-	-	-	-	1	-	1	-	-	-	1	-
Mean	2.70	2.66	2.75	2.68	2.84 ^{cf}	2.70	2.58	2.77 ^f	2.75 ^f	2.69	2.66	2.61	2.75	2.83 ^{ij}	2.67 ^r	2.90 ^{mr}	2.89 ^{mr}	3.02 ^{mqr}	2.68	2.50	3.07 ^{mqr}	2.63	2.53	2.76 ^u	2.87 ^t	3.12 ^{uvy}	2.83 ^u	2.79 ^u	2.83
Standard deviation	0.84	0.88	0.79	0.83	0.84	0.89	0.76	0.84	0.87	0.91	0.87	0.76	0.84	0.84	0.87	0.80	0.84	0.88	0.77	0.75	0.74	0.83	0.80	0.86	0.81	0.79	0.83	0.80	0.83
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.04	0.03	0.07	0.05	0.04	0.06	0.04	0.04	0.06	0.07	0.11	0.08	0.05	0.07	0.03	0.04	0.05	0.04	0.09	0.06	0.05	0.16

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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1384	672	712	206	427	342	409	304	671	206	465	365	197	357	610	173	70	65*	171*	258	37*	943	534	409	407	88*	118	201	35**
Very worried (4)	411 30%	196 29%	214 30%	60 29%	133 31%	111 32%	107 26%	104 34%f	200 30%	69 34%	142 30%	108 30%	50 25%	111 31%	183 30%	61 35%r	24 33%	23 36%	42 24%	65 25%	13 36%r	271 29%	158 30%	114 28%	127 31%	26 30%	38 32%	63 31%	12 34%
Fairly worried (3)	535 39%	230 34%	305 43%a	66 32%	150 35%	115 34%	204 50%cd	94 31%	236 35%	63 31%	183 39%	146 40%	77 39%	128 36%	201 33%	59 34%	26 37%	21 33%	94 55%mn	119 46%mn	16 44%rn	386 41%w	226 42%y	160 39%	140 35%	27 31%	36 31%	77 38%	9 25%
Not very worried (2)	288 21%	163 24%b	125 18%	50 24%	91 21%	72 21%	75 18%	68 22%	145 22%	40 20%	93 20%	83 23%	47 24%	66 18%	144 24%os	31 18%	10 15%	10 16%	31 18%	57 22%ss	4 11%	197 21%	98 18%	99 24%	84 21%	23 26%	24 20%	38 19%	6 18%
Not at all worried (1)	77 6%	60 9%b	17 2%	13 6%f	22 5%f	34 10%df	8 2%	16 5%f	52 8%f	25 12%	35 7%	14 4%	7 3%	21 6%	53 9%qr	8 5%q	4 5%q	2 2%	-	9 3%	2 5%q	55 6%	37 7%	18 4%	18 4%	2 3%	5 4%	10 5%	4 13%
NET: Worried	946 68%	426 63%	519 73%a	126 61%	283 66%	226 66%	311 76%cd	198 65%	436 65%	132 64%	325 70%	255 70%	127 64%	239 67%	383 63%	120 69%	50 71%	44 68%	135 79%rn	183 71%rn	29 80%rn	657 70%	383 72%	274 67%	268 66%	53 61%	74 63%	140 70%	21 59%
NET: Not worried	364 26%	222 33%b	142 20%	63 31%f	113 26%	106 31%f	83 20%	84 28%f	198 29%f	65 32%	128 27%	97 27%	54 27%	87 24%	197 32%nopq	39 23%	14 20%	12 18%	31 18%	66 26%	6 15%	252 27%	135 25%	117 29%	102 25%	25 29%	29 24%	48 24%	11 31%
Don't know	74 5%	24 4%	50 7%a	18 9%ef	31 7%e	10 3%	15 4%	22 7%e	37 6%	8 4%	13 3%	13 4%	17 9%ij	31 9%ij	30 5%	14 8%r	7 9%qr	8 13%mq	5 3%	8 3%	2 5%	33 4%	16 3%	17 4%	37 9%t	9 10%uv	15 13%uvz	13 6%	3 10%
Not applicable	8	5	3	2	1	2	3	2	3	2	2	3	1	3	2	1	*	1	-	3	1mnq	5	3	1	3	2	*	1	-
Mean	2.98	2.87	3.08a	2.91	3.00	2.91	3.04	3.01	2.92	2.90	2.95	2.99	2.94	3.01	2.88	3.09m	3.09m	3.17m	3.06	2.96	3.17mr	2.96	2.97	2.95	3.02	2.98	3.05	3.02	2.90
Standard deviation	0.88	0.95	0.78	0.93	0.89	0.98	0.74	0.93	0.93	1.03	0.91	0.84	0.83	0.89	0.96	0.88	0.87	0.83	0.66	0.79	0.82	0.87	0.88	0.85	0.87	0.87	0.89	0.87	1.08
Standard error	0.02	0.04	0.03	0.06	0.04	0.06	0.04	0.05	0.04	0.08	0.05	0.04	0.06	0.05	0.04	0.07	0.07	0.11	0.07	0.05	0.08	0.03	0.04	0.05	0.04	0.10	0.07	0.06	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1319	651	668	206	423	328	362	303	654	202	461	360	189	309	612	171	68	60*	126*	248	34*	915	508	407	373	79*	99	194	32**
Very worried (4)	239 18%	113 17%	126 19%	47 23% ^f	106 25% ^{ef}	57 17% ^f	29 8%	76 25% ^{ef}	134 21% ^f	36 18%	92 20%	52 14%	33 17%	63 20%	143 23% ^{qqr}	37 21% ^{qr}	15 21% ^{qr}	13 22% ^{qr}	12 10%	13 5%	6 18% ^{qr}	149 16%	59 12%	90 22% ^u	84 22% ^t	16 21%	19 19% ^u	48 25% ^u	6 20%
Fairly worried (3)	472 36%	205 32%	266 40% ^a	81 40%	148 35%	106 32%	135 37%	119 39%	217 33%	74 37%	155 34%	140 39%	67 36%	109 35%	210 34%	62 36%	26 38%	22 37%	50 40%	83 34%	17 52% ^{mn}	329 36%	184 36%	144 36%	130 35%	30 38%	32 32%	68 35%	13 40%
Not very worried (2)	433 33%	246 38% ^b	187 28%	50 24%	118 28%	119 36% ^{cdg}	147 41% ^{cdgh}	71 23%	215 33% ^{cg}	64 32%	161 35% ^l	130 36% ^l	62 33%	80 26%	183 30% ^s	52 30% ^s	16 24%	12 20%	49 39% ^{ps}	115 46% ^{mnp}	5 16%	322 35% ^w	193 38% ^y	130 32%	101 27%	21 27%	23 23%	57 29%	9 29%
Not at all worried (1)	84 6%	59 9% ^b	25 4%	7 3%	17 4%	28 9% ^{cdg}	31 9% ^{cdg}	11 4%	41 6%	18 9%	25 6%	23 6%	12 7%	24 8%	38 6%	4 3%	3 5%	3 5%	10 8%	23 9% ⁿ	1 4%	69 8% ^w	48 9% ^z	21 5%	15 4%	2 3%	6 6%	7 4%	-
NET: Worried	711 54%	318 49%	393 59% ^a	128 62% ^{ef}	254 60% ^{ef}	163 50%	165 45%	195 64% ^{efh}	351 54% ^f	110 54%	247 53%	192 53%	100 53%	172 56%	353 58% ^r	99 58% ^r	41 60% ^r	36 59% ^r	62 49%	97 39%	24 70% ^{mqr}	478 52%	244 48%	234 58% ^u	214 57%	47 59%	51 51%	116 60% ^u	19 60%
NET: Not worried	517 39%	306 47% ^b	211 32%	57 28%	135 32%	147 45% ^{cdg}	179 49% ^{cdgh}	82 27%	256 39% ^{cdg}	82 40%	186 40%	153 42% ^l	75 40%	103 33%	222 36% ^s	56 33% ^s	20 29%	15 26%	59 47% ^{ops}	138 55% ^{mnp}	7 20%	391 43% ^w	240 47% ^{vxyz}	151 37%	116 31%	24 30%	29 29%	64 33%	9 29%
Don't know	91 7%	27 4%	64 10% ^a	21 10%	34 8%	18 6%	19 5%	26 9%	46 7%	11 5%	28 6%	15 4%	14 8%	34 11% ^{ij}	37 6%	16 9%	8 12% ^{mqr}	9 15% ^{mqr}	4 3%	14 6%	3 10%	46 5%	24 5%	22 5%	42 11% ^t	9 11% ^u	19 20% ^{uvz}	14 7%	3 11%
Not applicable	73	26	46	3	5	15 ^{dg}	50 ^{cdg}	3	19	5	6	8	9i	50 ^{ijk}	-	2 ^m	2 ^m	6 ^{mn}	45 ^{mnp}	12 ^m	4 ^{mnor}	33	30 ^v	3	37 ^t	11 ^{uvz}	19 ^{uvz}	7 ^v	3
Mean	2.71	2.60	2.82 ^a	2.91 ^{efh}	2.88 ^{efh}	2.62	2.47	2.94 ^{efh}	2.73 ^f	2.67	2.72	2.64	2.69	2.77	2.80 ^{qr}	2.84 ^{qr}	2.86 ^{qr}	2.89 ^{qr}	2.53	2.37	2.94 ^{qr}	2.64	2.53	2.78 ^u	2.86 ^t	2.87 ^u	2.80 ^u	2.87 ^u	2.90
Standard deviation	0.86	0.89	0.81	0.82	0.86	0.89	0.78	0.83	0.88	0.88	0.86	0.82	0.86	0.90	0.89	0.82	0.85	0.87	0.79	0.74	0.75	0.86	0.83	0.86	0.85	0.81	0.89	0.85	0.75
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.04	0.04	0.07	0.05	0.04	0.06	0.05	0.04	0.06	0.07	0.12	0.11	0.05	0.08	0.03	0.04	0.05	0.04	0.09	0.07	0.06	0.16

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 West 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: Homeowners (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	754	380	373	183	318	177*	76*	259	419	110*	310	204	97*	142	469	111*	44*	36**	18**	58*	17*	553	149*	405	172	34*	35*	102*	29**
Very worried (4)	135 18%	57 15%	78 21%	48 27%efh	64 20%f	21 12%	2 2%	72 28%efh	62 15%f	13 12%	38 12%	44 22%ai	20 20%	33 23%ai	92 20%gr	21 19%gr	13 29%gr	6 15%	-	1 1%	3 15%r	92 17%	7 5%	86 21%u	36 21%	8 24%u	8 23%u	20 19%u	7 23%
Fairly worried (3)	223 30%	107 28%	116 31%	64 35%f	108 34%f	41 23%	9 12%	96 37%efh	118 28%f	16 15%	102 33%	54 27%	34 35%	33 23%	146 31%r	35 31%r	14 31%r	12 33%	2 11%	8 13%	7 41%r	175 32%	32 22%	143 35%uxy	41 24%	3 9%	5 14%	32 32%xy	7 23%
Not very worried (2)	220 29%	125 33%	95 25%	46 25%	91 29%	54 31%	29 37%g	56 22%	135 32%g	37 34%	113 36%ijkl	52 25%	23 24%	32 23%	141 30%	28 26%	10 22%	10 27%	5 26%	22 38%	4 26%	168 30%	27 18%	142 35%uy	41 24%	10 30%	5 16%	26 25%	10 36%
Not at all worried (1)	128 17%	79 21%b	49 13%	12 7%	31 10%	57 32%cdgh	28 37%cdgh	18 7%	82 19%cdg	39 35%	46 15%	38 19%	13 14%	30 21%	71 15%	14 12%	5 11%	3 8%	11 63%	22 39%mnos	2 10%	97 18%	72 48%vxyz	25 6%	29 17%	5 15%	8 23%v	15 15%v	3 9%
NET: Worried	358 47%	164 43%	194 52%a	113 62%efh	172 54%efh	63 35%f	11 14%	167 65%defh	180 43%f	29 27%	140 45%	98 48%	54 55%	66 46%	238 51%r	56 50%r	27 60%r	18 48%	2 11%	8 14%	10 57%r	268 48%	39 26%	229 57%uxy	76 45%	11 33%	13 37%	52 51%u	14 47%
NET: Not worried	348 46%	204 54%b	144 39%	58 32%	122 38%g	111 63%cdg	57 74%cdgh	75 29%	217 52%cdg	76 69%	160 51%k	90 44%	37 38%	62 44%	212 45%	42 38%	15 33%	13 35%	16 89%	44 77%mnos	6 36%	265 48%	98 66%vxyz	167 41%	70 41%	15 45%	14 39%	41 40%	13 44%
Don't know	48 6%	12 3%	35 9%a	12 7%	24 8%e	3 2%	9 12%e	17 6%	22 5%	5 4%	11 3%	16 8%	7 7%	15 10%i	19 4%	13 12%m	3 6%	6 16%	-	5 9%	1 7%	20 4%	11 8%v	9 2%	25 15%t	8 22%uvwz	9 24%uvwz	9 9%v	3 9%
Not applicable	638	297	341a	26	109cg	167cdgh	336	48	255cdg	97	156	164i	101ij	217i	143	62m	26m	29	153	203m	21mno	394	389v	5	238t	56v	83v	99v	6
Mean	2.52	2.39	2.66a	2.87efh	2.69efh	2.16f	1.76	2.91defh	2.40ef	2.03	2.44	2.55	2.67	2.54	2.58r	2.64r	2.84mr	2.67	1.48	1.74	2.67r	2.49	1.81	2.73u	2.57	2.53	2.48u	2.61u	2.68
Standard deviation	1.00	0.99	0.99	0.91	0.93	1.02	0.77	0.91	0.98	1.01	0.90	1.06	0.98	1.11	0.99	0.97	1.00	0.90	0.71	0.75	0.91	0.98	0.96	0.87	1.06	1.14	1.23	1.00	0.98
Standard error	0.04	0.05	0.06	0.06	0.05	0.09	0.11	0.05	0.05	0.11	0.06	0.08	0.10	0.09	0.05	0.09	0.11	0.17	0.27	0.11	0.13	0.05	0.09	0.05	0.07	0.20	0.17	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 West

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1141	562	580	174	366	289	312	257	572	167	428	317	163	233	566	145	44*	34**	102*	231	20*	809	443	367	302	63*	80*	159	30**
Very worried (4)	254 22%	111 20%	143 25%	46 26% _f	102 28% _f	74 26% _f	32 10%	66 26% _f	156 27% _f	39 24%	103 24%	59 19%	36 22%	56 24%	156 28% _{qr}	41 28% _r	11 25% _r	9 28%	14 14%	18 8%	5 28% _r	186 23%	79 18%	107 29% _{uz}	58 19%	11 17%	16 20%	31 20%	10 31%
Fairly worried (3)	382 33%	172 31%	209 36%	62 36%	133 36%	93 32%	93 30%	97 38%	191 33%	52 31%	129 30%	115 36%	59 36%	78 34%	200 35%	45 31%	16 37%	8 24%	33 33%	70 30%	9 45%	262 32%	135 31%	126 34%	108 36%	21 33%	23 29%	65 41% _u	12 39%
Not very worried (2)	326 29%	181 32% _b	145 25%	37 21%	87 24%	75 26%	127 41% _{cdeg}	59 23%	139 24%	47 28%	124 29%	107 34% _l	42 26%	53 23%	137 24%	38 26%	9 21%	7 19%	32 32%	99 43% _{mno}	3 16%	246 30%	144 33%	102 28%	77 26%	16 26%	21 27%	40 25%	2 7%
Not at all worried (1)	113 10%	76 13% _b	37 6%	15 8%	16 4%	34 12% _d	48 15% _{dgh}	17 7%	47 8% _d	21 12%	52 12% _j	19 6%	15 9%	27 12% _j	46 8%	6 4%	3 8%	2 5%	18 17% _n	38 16% _{mns}	1 4%	84 10%	67 15% _{vz}	16 4%	24 8%	5 7%	9 11% _{lv}	11 7%	5 17%
NET: Worried	636 56%	283 50%	352 61% _a	108 62% _f	235 64% _f	167 58% _f	125 40%	163 63% _f	348 61% _f	92 55%	232 54%	175 55%	94 58%	134 58%	356 63% _{qr}	85 59% _r	28 62% _r	17 52%	47 46%	88 38%	14 72% _{qr}	448 55%	215 49%	233 64% _{uy}	166 55%	31 50%	39 49%	96 60% _u	22 71%
NET: Not worried	438 38%	257 46% _b	182 31%	51 30%	103 28%	109 38% _d	176 56% _{cdeg}	76 30%	187 33%	67 40%	175 41%	127 40%	57 35%	80 34%	183 32%	44 30%	13 29%	8 24%	50 49% _{mno}	137 59% _{mno}	4 21%	330 41%	212 48% _{vz}	118 32%	102 34%	21 33%	30 38%	50 32%	7 24%
Don't know	67 6%	21 4%	46 8% _a	14 8%	29 8%	13 4%	11 4%	19 7%	37 6%	8 5%	20 5%	16 5%	11 7%	20 8%	16 11% _{mr}	4 9% _r	8 24%	5 5%	6 3%	1 7%	32 4%	16 4%	16 4%	34 11% _t	10 17% _{uv}	10 13% _{uv}	13 8% _u	2 6%	
Not applicable	251	116	135	35	61	54	100 _{cdegh}	49	102	40	38	51 _i	35 _i	126 _{ijk}	46	29 _m	26 _{mnr}	32	70 _{mnr}	29	18 _{mnoq}	138	95 _v	43	108 _t	27 _{uvz}	39 _{uvz}	42 _v	4
Mean	2.72	2.59	2.86 _a	2.88 _f	2.95 _{ef}	2.75 _f	2.36	2.88 _f	2.85 _f	2.69	2.70	2.71	2.76	2.76	2.87 _{qr}	2.93 _{qr}	2.88 _{qr}	2.99	2.45	2.30	3.03 _{qr}	2.71	2.53	2.92 _{uy}	2.75	2.71	2.66	2.80 _u	2.90
Standard deviation	0.94	0.97	0.89	0.93	0.86	0.99	0.87	0.90	0.94	0.99	0.85	0.93	0.98	0.93	0.89	0.92	0.95	0.95	0.84	0.84	0.84	0.95	0.97	0.88	0.90	0.89	0.98	0.86	1.07
Standard error	0.03	0.04	0.04	0.07	0.05	0.07	0.06	0.05	0.04	0.08	0.06	0.05	0.07	0.07	0.04	0.07	0.10	0.19	0.14	0.06	0.11	0.04	0.05	0.05	0.13	0.09	0.06	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 West 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1164	572	591	188	341	277	357	264	543	164*	436	320	160	248	531	148	43*	44*	130*	246	23*	862	503	359	269	55*	67*	147	33**
Very worried (4)	254 22%	119 21%	136 23%	27 14%	63 19%	71 25%cg	94 26%cdg	40 15%	120 22%cg	39 24%	85 20%	69 21%	44 27%	57 23%	102 19%	34 23%	5 11%	5 12%	44 34%mp	60 24%o	4 18%	197 23%	137 27%vy	59 17%	53 20%	9 16%	11 16%	33 23%	5 15%
Fairly worried (3)	424 36%	215 38%	209 35%	73 39%cd	99 29%	118 42%cd	135 38%cd	97 37%	192 35%	75 46%	180 41%l	119 37%l	58 36%	68 28%	188 35%	53 36%	18 41%	17 40%	36 28%	103 42%	10 42%	337 39%w	218 43%vxyz	120 33%	72 27%	11 21%	18 27%	42 29%	15 46%
Not very worried (2)	363 31%	183 32%	179 30%	67 36%e	128 38%ef	66 24%	102 29%	94 35%e	167 31%	30 18%	132 30%	105 33%	40 25%	86 35%	182 34%	39 26%	14 32%	12 27%	42 33%	67 27%	7 28%	252 29%	111 22%	142 40%u	100 37%t	24 45%u	23 35%u	52 35%u	10 31%
Not at all worried (1)	66 6%	34 6%	31 5%	6 3%	27 8%	19 7%	14 4%	12 4%	40 7%	17 10%	21 5%	17 5%	11 7%	17 7%	35 7%	10 7%	4 9%fr	2 5%	3 3%	9 3%	2 8%	46 5%	21 4%	25 7%	18 7%	3 5%	7 10%u	9 6%	1 2%
NET: Worried	679 58%	334 58%	345 58%	100 53%	162 47%	188 68%cdgh	229 64%cdg	138 52%	312 58%cd	114 70%	265 61%l	187 59%	101 63%l	125 50%	290 55%	86 58%	22 52%	22 52%	81 62%	163 66%mo	14 59%	534 62%w	355 71%vxyz	179 50%	125 46%	20 37%	29 43%	76 51%	20 61%
NET: Not worried	428 37%	218 38%	210 36%	73 39%	155 45%ef	85 31%	116 32%	105 40%	207 38%	47 29%	153 35%	121 38%	50 31%	104 42%	218 41%fr	49 33%	18 41%	14 33%	46 35%	76 31%	8 36%	299 35%	132 26%	167 46%u	118 44%t	27 50%u	30 45%u	61 42%u	11 33%
Don't know	57 5%	21 4%	36 6%	15 8%ef	25 7%e	4 2%	13 4%	21 8%ef	23 4%	3 2%	18 4%	12 5%	9 8%	19 8%	22 9%fr	13 9%fr	3 6%	7 16%mqr	4 3%	7 3%	1 5%	29 3%	16 3%	13 4%	25 9%t	7 13%uv	8 12%uv	10 7%	2 6%
Not applicable	228	105	123	21	86cfg	66cf	55	43	131cfg	43	31	48i	38ij	112ijk	81r	26r	28mnqr	22mnr	41mnr	15	15mnqr	86	35	51u	141t	35uvz	52uvz	54uv	1
Mean	2.78	2.76	2.81	2.70	2.63	2.88dg	2.90cdg	2.68	2.76	2.85	2.79	2.78	2.89	2.72	2.70	2.81	2.58	2.69	2.96mo	2.90mo	2.73	2.82w	2.97vxy	2.62	2.65	2.56	2.56	2.73	2.78
Standard deviation	0.87	0.86	0.87	0.77	0.90	0.88	0.85	0.81	0.90	0.91	0.82	0.86	0.91	0.92	0.87	0.90	0.84	0.80	0.89	0.82	0.87	0.86	0.83	0.85	0.90	0.87	0.93	0.91	0.74
Standard error	0.03	0.04	0.04	0.05	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.07	0.06	0.04	0.07	0.09	0.13	0.12	0.05	0.11	0.03	0.04	0.05	0.05	0.13	0.09	0.07	0.16

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 West 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 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 HA (z)	Other Rent (aa)	Rent free (Ab)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1191	587	604	189	348	282	372	267	552	167	436	329	166	260	539	151	45*	42*	142*	248	24*	880	516	364	278	59*	69*	150	33**
Very worried (4)	87 7%	39 7%	48 8%	19 10% ^f	29 8%	20 7%	18 5%	30 11% ^f	39 7%	13 8%	30 7%	25 8%	11 7%	21 8%	43 8%	14 10%	6 14% ^{qr}	3 8%	7 5%	11 4%	2 9%	58 7%	32 6%	26 7%	26 10%	3 5%	7 10%	17 11%	3 8%
Fairly worried (3)	291 24%	141 24%	150 25%	59 31% ^f	82 24%	75 27%	75 20%	79 30% ^f	137 25%	54 33%	96 22%	77 23%	48 29%	71 27%	134 25%	45 30% ^r	13 30% ^r	18 44% ^{mqr}	29 20%	44 18%	8 32% ^r	221 25%	126 24%	96 26%	61 22%	16 26%	12 17%	34 22%	9 27%
Not very worried (2)	569 48%	268 46%	301 50%	75 40%	155 44%	133 47%	207 56% ^{cdgh}	108 41%	254 46%	76 46%	233 53% ^l	167 51% ^l	72 44%	97 37%	250 46% ^p	61 41%	16 35%	11 26%	76 53% ^{op}	144 58% ^{mnp}	11 46%	439 50% ^w	266 52% ^y	173 47%	115 42%	24 40%	24 35%	67 45%	15 45%
Not at all worried (1)	203 17%	125 21% ^b	78 13%	21 11%	60 17%	50 18%	72 19% ^{cg}	32 12%	100 18%	23 14%	67 15%	53 16%	27 16%	56 22%	90 17%	19 12%	7 15%	5 11%	30 21%	50 20%	2 9%	145 17%	86 17%	59 16%	53 19%	10 17%	20 29% ^{uvz}	23 15%	5 12%
NET: Worried	378 32%	181 31%	198 33%	79 42% ^d	112 32%	95 34%	93 25%	109 41% ^d	176 32%	67 40%	126 29%	102 31%	59 36%	92 35%	177 33% ^r	60 40% ^r	20 44% ^{qr}	22 52% ^{mqr}	36 26%	54 22%	10 41% ^r	279 32%	158 31%	122 33%	87 31%	18 31%	19 27%	50 33%	12 35%
NET: Not worried	772 65%	394 67%	379 63%	96 51%	215 62% ^{cg}	183 65% ^{cg}	279 75% ^{cdgh}	140 52%	354 64% ^{cg}	99 59%	300 69% ^l	220 67%	99 60%	153 59%	341 63% ^{nop}	80 53%	23 51%	16 38%	106 74% ^{nops}	193 78% ^{mnp}	13 56%	584 66%	352 68%	232 64%	168 61%	34 57%	44 64%	91 60%	20 60%
Don't know	40 3%	12 2%	28 5%	14 7% ^{ef}	22 6% ^{ef}	4 2%	-	18 7% ^{ef}	22 4% ^f	1 1%	10 2%	7 2%	7 5%	15 6%	21 4% ^r	11 7% ^{qr}	2 5% ^{qr}	4 10% ^{qr}	-	-	1 3% ^{qr}	16 2%	6 1%	11 3%	22 8% ^t	7 12% ^{uv}	6 8% ^{uv}	9 6% ^{uv}	2 5%
Not applicable	201	91	110	20	79 ^{cf}	61 ^{cf}	41	40	121 ^{cf}	40	31	39	32 ^{ij}	99 ^{ijk}	73 ^r	23 ^r	25 ^{mnr}	24 ^{mnr}	29 ^r	13	14 ^{mnr}	68	22	46 ^u	132 ^t	31 ^{uvz}	50 ^{uvz}	52 ^{uv}	1
Mean	2.23	2.16	2.29 ^a	2.44 ^{def}	2.25	2.23	2.11	2.43 ^{def}	2.22	2.34	2.21	2.23	2.27	2.23	2.25 ^r	2.40 ^{qr}	2.45 ^{qr}	2.54 ^{qr}	2.09	2.06	2.42 ^{qr}	2.22	2.20	2.25	2.24	2.22	2.09	2.31	2.29
Standard deviation	0.83	0.84	0.80	0.85	0.86	0.83	0.76	0.86	0.83	0.81	0.79	0.81	0.83	0.90	0.84	0.85	0.94	0.83	0.78	0.74	0.81	0.80	0.79	0.82	0.90	0.82	0.98	0.89	0.84
Standard error	0.03	0.03	0.04	0.06	0.05	0.05	0.05	0.05	0.04	0.07	0.04	0.05	0.06	0.06	0.04	0.07	0.10	0.14	0.10	0.05	0.09	0.03	0.04	0.05	0.12	0.09	0.07	0.18	

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1221	597	624	193	365	291	372	279	571	177	448	341	168	263	553	160	51*	42*	139*	249	28*	894	521	373	295	59*	76*	160	32**
Very worried (4)	131 11%	60 10%	71 11%	27 14%f	55 15%f	35 12%f	14 4%	41 15%f	76 13%f	18 10%	46 12%	40 9%	15 12%	30 13%r	73 15%r	24 18%qr	9 10%	4 7%	10 3%	8 10%r	3 9%	80 32%	32 6%	48 13%u	48 16%t	11 19%u	12 16%u	25 16%u	3 8%
Fairly worried (3)	419 34%	190 32%	229 37%	77 40%f	137 37%f	99 34%	107 29%	114 41%f	199 35%	70 40%	142 32%	121 35%	56 33%	100 38%	192 35%r	67 42%r	17 34%r	28 68%mnqr	45 32%	56 22%	15 53%moqr	289 32%	143 28%	145 39%u	114 39%	23 40%	24 32%	66 42%u	17 52%
Not very worried (2)	488 40%	249 42%	239 38%	67 35%	121 33%	111 38%	190 51%cdg	87 31%	212 37%	61 35%	189 42%	138 41%	72 43%	89 34%	209 38%p	49 31%p	15 29%p	5 11%	66 47%nops	138 55%mnop	7 25%	395 44%w	256 49%vxyz	139 37%z	83 28%	15 26%	24 31%	44 27%	11 35%
Not at all worried (1)	140 11%	86 14%b	54 9%	9 4%	30 8%	43 15%cdg	58 16%cdg	17 6%	65 11%cg	25 14%	62 14%	33 10%	16 10%	29 11%	57 10%	10 6%	6 12%p	1 1%	17 12%	48 19%mnps	2 6%	110 12%	81 16%vz	29 8%	29 10%	5 8%	11 14%	14 9%	1 2%
NET: Worried	550 45%	250 42%	300 48%	104 54%f	192 53%f	134 46%f	121 32%	155 56%f	274 48%f	88 50%	188 42%	160 47%	71 43%	131 50%	265 48%r	90 56%qr	27 53%r	33 78%amnoq	55 39%r	63 25%	17 63%mqr	369 41%	175 34%	194 52%u	162 55%t	35 58%u	36 48%u	91 57%u	19 59%
NET: Not worried	629 51%	335 56%b	293 47%	75 39%	152 42%	154 53%cdg	248 67%cdg	104 37%	277 49%cg	87 49%	251 56%j	171 50%	88 53%	118 45%	266 48%nps	59 37%p	21 42%p	5 12%	83 59%nops	185 75%mnop	9 31%p	505 56%w	337 65%vxyz	168 45%	112 38%	20 34%	34 45%	57 36%	12 37%
Don't know	42 3%	11 2%	31 5%a	14 7%efh	21 6%ef	3 1%	3 1%	20 7%efh	19 3%	2 1%	10 2%	10 3%	8 5%	14 5%	21 4%r	11 7%r	3 5%r	4 10%qr	2 1%	-	2 6%r	20 2%	9 2%	11 3%	21 7%t	5 8%u	5 7%u	11 7%u	1 4%
Not applicable	171	81	90	15	62cfg	53cfg	41	28	103cfg	30	18	27	30ij	96ijk	59r	13	20mnqr	24mnqr	32mnr	12	10mnr	54	17	37u	115t	31uvz	43uvz	42uv	2
Mean	2.46	2.38	2.53a	2.68ef	2.63ef	2.44f	2.21	2.69efh	2.52f	2.46	2.39	2.50	2.44	2.53	2.53r	2.69qr	2.62r	2.96moq	2.35r	2.09	2.71qr	2.39	2.25	2.59u	2.66t	2.75u	2.53u	2.69u	2.68
Standard deviation	0.84	0.86	0.82	0.78	0.86	0.89	0.75	0.81	0.87	0.86	0.83	0.80	0.85	0.86	0.82	0.95	0.95	0.55	0.78	0.73	0.76	0.82	0.79	0.82	0.89	0.89	0.95	0.86	0.66
Standard error	0.03	0.03	0.04	0.05	0.05	0.06	0.04	0.04	0.04	0.07	0.05	0.05	0.06	0.05	0.04	0.06	0.09	0.09	0.10	0.05	0.09	0.03	0.04	0.05	0.13	0.09	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 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 (AA)	Rent free (AB)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1318	648	670	204	410	330	374	300	645	196	457	357	184	320	599	169	68	54*	146*	248	35*	914	513	401	372	78*	108	186	32**
Very worried (4)	153 12%	78 12%	74 11%	37 18%efh	57 14%ef	34 10%	24 7%	50 17%ef	79 12%ef	21 11%	69 15%gj	29 8%	18 10%	36 11%	79 13%q	25 15%q	13 19%qr	7 14%q	4 3%	21 8%	4 10%q	102 11%	50 10%	52 13%	44 12%	12 16%	9 8%	23 12%	7 21%
Fairly worried (3)	443 34%	199 31%	245 37%	76 37%	122 30%	114 35%	131 35%	112 37%	201 31%	52 26%	142 31%	152 43%il	63 34%	85 27%	182 30%	59 35%	25 37%	23 42%	54 37%	85 34%	15 42%im	313 34%	184 36%xy	129 32%	121 32%	17 22%	28 26%	75 40%xy	10 31%
Not very worried (2)	452 34%	242 37%	210 31%	57 28%	154 38%ceg	95 29%	145 39%ceg	88 29%	219 34%	64 32%	161 35%	114 32%	66 36%	112 35%	217 36%no	44 26%	16 23%	13 23%	52 36%	100 40%nop	11 30%	331 36%w	168 33%	163 41%z	111 30%	30 38%	34 31%	47 25%	10 32%
Not at all worried (1)	166 13%	98 15%b	68 10%	11 5%	39 10%	67 20%cdfg	49 13%cg	20 7%	96 15%cdg	48 24%	59 13%	43 12%	18 10%	45 14%	79 13%	16 10%	8 12%	4 7%	22 15%	32 13%	4 12%	115 13%	76 15%	39 10%	50 14%	13 17%	18 16%v	20 10%	1 2%
NET: Worried	596 45%	277 43%	319 48%	114 56%defh	179 44%	148 45%	155 42%	162 54%dfh	279 43%	73 37%	211 46%	181 51%l	82 44%	122 38%	261 44%	85 50%	38 56%mq	30 56%	58 40%	106 43%	18 52%	415 45%	234 46%y	181 45%y	165 44%	29 38%	37 34%	98 53%xy	17 52%
NET: Not worried	617 47%	340 52%b	278 41%	68 33%	194 47%cg	162 49%cg	194 52%cg	108 36%	315 49%cg	111 57%	220 48%	157 44%	84 46%	157 49%	296 49%nop	60 35%	24 35%	17 30%	75 51%nop	132 53%nop	15 42%	446 49%	244 48%z	202 50%z	161 43%	43 55%z	52 48%z	66 36%	11 34%
Don't know	105 8%	32 5%	73 11%a	23 11%	37 9%	20 6%	25 7%	30 10%	50 8%	12 6%	26 6%	19 5%	19 10%	42 13%ij	24 7%	6 14%mr	9 9%	8 14%r	13 9%	10 4%	2 6%	54 6%	35 7%	19 5%	47 13%t	6 7%	20 18%uvx	21 11%v	4 14%
Not applicable	74	29	45	4	17	14	39cdegh	6	29	11	9	11	14ij	39ij	13	5	3	11mnors	26mnor	13m	3m	33	24	9	38t	12uv	10v	16v	2
Mean	2.48	2.42	2.55a	2.77def	2.53f	2.37	2.37	2.71def	2.44	2.25	2.51	2.50	2.49	2.41	2.47	2.65qr	2.68mqr	2.72qr	2.30	2.40	2.53	2.47	2.44	2.51	2.49	2.39	2.31	2.62uy	2.83
Standard deviation	0.88	0.90	0.85	0.84	0.88	0.94	0.81	0.85	0.92	0.97	0.92	0.82	0.83	0.91	0.90	0.90	0.95	0.83	0.79	0.83	0.86	0.87	0.88	0.85	0.91	0.97	0.91	0.87	0.85
Standard error	0.03	0.04	0.04	0.05	0.04	0.06	0.05	0.05	0.04	0.08	0.05	0.04	0.06	0.05	0.04	0.07	0.08	0.12	0.10	0.05	0.08	0.03	0.04	0.05	0.04	0.11	0.07	0.06	0.18

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 West 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 (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	868	436	432	182	388	249	48**	268	552	163*	330	245	139	153	592	157	32*	29**	6**	26**	25*	558	198	360	281	47*	73*	161	29**
Very worried (4)	113 13%	48 11%	65 15%	29 16%	57 15%	26 10%	1 3%	46 17%	65 12%	16 10%	37 11%	22 9%	21 15%	32 21%ij	76 13%	20 13%	5 15%	6 20%	-	1 5%	5 21%	69 12%	14 7%	55 15%u	41 15%	11 22%u	10 14%	20 12%	3 10%
Fairly worried (3)	186 21%	91 21%	95 22%	39 22%	92 24%	50 20%	5 10%	69 26%	112 20%	19 12%	59 18%	60 25%	30 22%	36 24%	128 22%	32 20%	6 18%	9 33%	3 53%	-	7 29%	116 21%	36 18%	80 22%	61 22%	10 22%	11 15%	40 25%	9 30%
Not very worried (2)	347 40%	185 42%	162 37%	79 43%	163 42%	88 35%	17 35%	104 39%	226 41%	57 35%	144 44%l	106 43%l	52 38%	45 29%	243 41%	64 41%	14 45%	8 29%	3 47%	5 19%	9 36%	225 40%	73 37%	152 42%	109 39%	21 45%	26 36%	62 39%	13 45%
Not at all worried (1)	184 21%	96 22%	88 20%	25 14%	61 16%	75 30%cdg	22 45%	36 14%	126 23%cdg	65 40%	72 22%	53 22%	30 21%	29 19%	124 21%	31 20%	4 13%	3 11%	-	18 70%	3 12%	131 24%	65 33%vwx	66 18%x	51 18%	2 4%	19 26%x	31 19%x	1 4%
NET: Worried	298 34%	139 32%	159 37%	68 37%	149 38%	75 30%	6 13%	115 43%eh	177 32%	34 21%	97 29%	83 34%	51 37%	68 45%ij	204 34%	52 33%	10 33%	15 52%	3 53%	1 5%	13 50%mn	185 33%	49 25%	135 38%u	102 36%	21 44%u	21 30%	60 37%u	12 41%
NET: Not worried	531 61%	281 64%	250 58%	104 57%	224 58%	163 66%g	39 81%	140 52%	352 64%g	122 75%	216 66%l	159 65%l	82 59%	73 48%	367 62%as	95 61%	19 58%	12 40%	3 47%	23 89%	12 48%	356 64%	137 69%kz	219 61%	161 57%	23 49%	45 61%	93 58%	14 49%
Don't know	38 4%	16 4%	23 5%	10 5%	15 4%	11 4%	3 6%	12 5%	23 4%	7 4%	17 5%	4 2%	6 4%	12 8%j	10 4%	3 6%	2 7%	-	1 6%	1 3%	17 3%	11 6%	6 2%	18 6%t	3 7%v	7 9%v	8 5%	3 10%	
Not applicable	525	241	283a	26	40	94cdgh	364	39	122cdg	44	136	123	60	206ijk	20	16m	39mns	37	165	235	13mn	390w	340v	50	129	43vyz	46vz	41v	6
Mean	2.27	2.22	2.33	2.41eh	2.39eh	2.11	1.68	2.49eh	2.22	1.91	2.20	2.22	2.31	2.51ij	2.27	2.28	2.38	2.65	2.53	1.36	2.60mn	2.23	1.99	2.35u	2.35	2.67uyz	2.20	2.32u	2.52
Standard deviation	0.96	0.93	0.98	0.93	0.94	0.97	0.79	0.95	0.95	0.96	0.93	0.89	0.99	1.06	0.95	0.95	0.95	0.96	0.54	0.76	0.97	0.96	0.91	0.96	0.97	0.90	1.03	0.94	0.77
Standard error	0.03	0.04	0.05	0.06	0.05	0.07	0.13	0.05	0.04	0.09	0.06	0.06	0.08	0.08	0.04	0.07	0.12	0.20	0.38	0.17	0.11	0.04	0.07	0.06	0.05	0.13	0.09	0.07	0.18

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1072	557	515	183	393	277	219	270	582	169	387	300	154	230	569	147	49*	50*	77*	151	29*	732	335	397	313	59*	88	166	26**
Very worried (4)	136 13%	57 10%	79 15%a	26 14%f	67 17%f	38 14%f	4 2%	44 16%f	88 15%f	20 12%	44 11%	28 9%	21 14%	42 18%ij	81 14%qr	23 16%qr	12 25%mq	7 14%qr	1 2%	5 3%	5 17%qr	75 10%	13 4%	62 16%u	57 18%t	17 30%uv	10 11%u	30 18%u	4 14%
Fairly worried (3)	249 23%	127 23%	122 24%	56 30%ef	131 33%efh	46 16%f	17 8%	90 33%efh	142 24%ef	20 12%	80 21%	65 22%	37 24%	67 29%i	151 27%r	35 24%r	18 37%mn	22 45%mn	10 13%r	3 2%	9 30%qr	140 19%	29 9%	111 28%u	100 32%t	17 29%u	31 35%u	52 31%u	9 35%
Not very worried (2)	400 37%	202 36%	197 38%	71 39%	134 34%	98 36%	96 44%d	95 35%	208 36%	62 37%	160 41%l	126 42%l	51 33%	63 28%	221 39%op	54 36%o	8 15%	11 21%	34 44%op	64 43%op	9 31%o	286 39%	128 38%	158 40%	105 34%	16 27%	31 35%	58 35%	8 31%
Not at all worried (1)	253 24%	161 29%b	93 18%	16 9%	45 11%	92 33%cdgh	100 46%cdegh	25 9%	129 22%cdg	65 39%	96 25%	75 25%	36 23%	46 20%	100 18%	29 20%	8 15%	5 9%	31 41%mnop	76 50%mnop	5 17%	215 29%w	162 48%vxyz	53 13%	34 11%	4 6%	11 13%	19 12%	4 14%
NET: Worried	385 36%	184 33%	201 39%	82 45%ef	198 50%efh	84 30%f	21 9%	134 50%efh	230 39%ef	40 24%	124 32%	94 31%	58 38%	109 47%ij	232 41%qr	59 40%qr	31 63%mn	30 59%mn	11 15%	8 5%	14 48%qr	215 29%	43 13%	172 43%u	157 50%t	35 59%uv	40 46%u	82 49%u	13 49%
NET: Not worried	653 61%	363 65%b	290 56%	87 48%	179 45%	190 69%cdgh	196 90%cdeg	120 44%	337 58%cdg	128 75%	256 66%l	200 67%l	87 57%	110 48%	321 56%op	82 56%op	15 31%	15 31%	65 85%mnop	140 93%mnop	14 48%o	502 69%w	290 86%vxyz	211 53%x	140 45%	20 33%	42 48%	78 47%	12 45%
Don't know	34 3%	10 2%	24 5%a	14 7%efh	16 4%e	2 1%	2 1%	17 6%efh	15 3%	1 1%	7 2%	6 2%	9 6%i	12 5%	16 3%	6 4%	3 7%qr	5 10%qr	-	3 2%	1 4%	16 2%	3 1%	13 3%	17 5%t	4 8%u	6 6%u	7 4%u	2 6%
Not applicable	320	120	200a	25	34	67cdgh	194cdegh	36	91d	38	79	68	45	129ijk	43	26m	21mn	16m	95mnop	110mnop	9mn	216	202vyz	13	96	31vz	30vz	35v	9
Mean	2.26	2.15	2.38a	2.54efh	2.59efh	2.11f	1.65	2.61efh	2.33ef	1.97	2.19	2.16	2.30	2.48ij	2.39qr	2.37qr	2.77mnq	2.71mqr	1.76	1.58	2.50qr	2.10	1.68	2.47u	2.61t	2.89uvy	2.47u	2.58u	2.52
Standard deviation	0.97	0.96	0.97	0.87	0.92	1.03	0.70	0.88	0.99	0.99	0.95	0.92	1.00	1.03	0.95	0.99	1.03	0.87	0.74	0.70	1.00	0.95	0.80	0.92	0.93	0.94	0.88	0.93	0.94
Standard error	0.03	0.04	0.04	0.06	0.05	0.07	0.05	0.05	0.04	0.08	0.05	0.05	0.08	0.06	0.04	0.08	0.10	0.13	0.12	0.06	0.10	0.04	0.05	0.05	0.05	0.12	0.07	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1031	511	519	132	305	261	332	203	496	159*	397	278	148	208	451	137	40*	31**	116*	232	23*	915	518	397	95*	19**	21*	55*	20**
Very worried (4)	80 8%	34 7%	46 9%	18 14%ef	35 12%ef	14 5%	14 4%	30 15%efh	36 7%	12 8%	26 6%	26 9%	12 8%	17 8%	43 10%fr	17 12%fr	8 20%mq	2 7%	7 6%	3 1%	1 6%r	67 7%	24 5%	43 11%u	12 12%	2 12%	3 16%u	6 11%	2 9%
Fairly worried (3)	190 18%	90 18%	99 19%	26 20%	72 24%e	35 13%	57 17%	43 21%	90 18%	25 16%	70 18%	54 19%	25 17%	41 20%	92 20%	25 19%	7 18%	8 24%	17 15%	32 14%	8 34%mn	167 18%	83 16%	85 21%	16 17%	3 16%	3 13%	10 18%	6 32%
Not very worried (2)	469 45%	224 44%	245 47%	58 44%	121 40%	112 43%	178 53%degh	82 41%	209 42%	57 36%	188 47%	128 46%	64 43%	90 43%	182 40%	61 44%	12 30%	10 31%	71 61%mos	124 53%mo	9 41%	434 47%w	252 49%	182 46%	31 33%	5 25%	7 33%	19 35%	4 20%
Not at all worried (1)	253 25%	151 29%b	103 20%	20 15%	59 19%	96 37%cd	78 24%	35 17%	141 28%cdg	61 39%	102 26%	60 22%	42 28%	49 23%	116 26%	25 18%	10 25%	8 26%	19 16%	71 31%nqs	3 15%	223 24%	146 28%v	76 19%	24 26%	6 30%	5 23%	14 25%	6 31%
NET: Worried	270 26%	124 24%	146 28%	44 33%ef	107 35%efh	48 18%	71 21%	73 36%efh	126 25%	37 23%	96 24%	80 29%	37 25%	58 28%	135 30%fr	42 31%fr	15 37%fr	10 31%	24 21%	35 15%	9 41%qr	234 26%	106 21%	128 32%u	27 29%	5 28%	6 29%	16 29%	8 40%
NET: Not worried	722 70%	375 73%	347 67%	78 59%	180 59%	208 80%cdgh	256 77%cdg	117 58%	349 70%cdg	118 75%	290 73%	188 68%	106 71%	139 67%	298 66%	86 63%	22 55%	18 57%	90 78%os	195 84%mnos	13 56%	656 72%w	398 77%vyz	258 65%	56 58%	11 55%	12 56%	33 60%	10 51%
Don't know	38 4%	12 2%	26 5%	10 8%ef	18 6%ef	5 2%	6 2%	13 6%ef	20 4%	3 2%	11 3%	10 4%	6 4%	11 5%	18 4%	9 7%fr	3 7%fr	4 11%	2 2%	2 1%	1 4%	24 3%	14 3%	11 3%	13 13%t	3 17%	3 14%uv	6 11%uv	2 8%
Not applicable	361	166	195	76defh	123f	82	80	104defh	178f	48	70	90i	50i	151ijk	161r	37r	30mnqr	34	56nr	28	15mnr	33	20	13	314t	71	97uv	146uv	14
Mean	2.10	2.02	2.18a	2.35efh	2.29efh	1.87	2.02	2.36efh	2.05e	1.92	2.05	2.17	2.04	2.14	2.14r	2.26r	2.34r	2.14	2.10r	1.85	2.34r	2.09	1.97	2.25u	2.18	2.11	2.27	2.16	2.20
Standard deviation	0.87	0.87	0.87	0.92	0.93	0.84	0.76	0.96	0.89	0.93	0.84	0.89	0.90	0.89	0.92	1.11	0.95	0.74	0.69	0.84	0.86	0.80	0.86	0.80	1.01	1.09	1.08	0.98	1.04
Standard error	0.03	0.04	0.04	0.08	0.06	0.06	0.05	0.06	0.04	0.08	0.05	0.06	0.07	0.07	0.05	0.08	0.13	0.19	0.10	0.05	0.11	0.03	0.04	0.05	0.09	0.24	0.18	0.13	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	917	461	456	134	316	232	236	205	476	145*	353	243	128	193	456	126	39*	35*	93*	146	21*	748	355	393	151	35*	42*	75*	18**
Very worried (4)	35 4%	20 4%	14 3%	9 7%f	15 5%f	10 4%f	-	16 8%f	18 4%f	5 4%	6 2%	13 6%i	3 3%	12 6%i	16 4%	6 5%r	6 14%mnqr	4 12%mq	-	1 *	2 10%mq	25 3%	4 1%	21 5%u	8 5%	3 8%u	1 3%	4 5%u	2 10%
Fairly worried (3)	72 8%	37 8%	35 8%	19 14%ef	37 12%f	13 6%f	3 1%	29 14%ef	41 9%f	8 5%	22 6%	18 7%	14 11%	18 9%	45 10%r	13 10%r	7 17%qr	2 7%r	2 2%	1 *	3 13%qr	44 6%	11 3%	34 9%u	27 18%t	8 24%uv	6 13%u	13 17%uv	1 7%
Not very worried (2)	240 26%	126 27%	113 25%	51 38%efh	106 34%ef	49 21%	35 15%	76 37%efh	129 27%f	17 12%	104 30%	57 23%	27 21%	52 27%	149 33%oqr	32 26%r	7 18%	9 26%	14 15%	21 14%	7 35%oqr	187 25%	42 12%	145 37%uy	44 29%	10 29%u	7 18%	27 36%uy	9 49%
Not at all worried (1)	538 59%	269 58%	269 59%	46 34%	141 45%g	153 66%cdg	199 84%cdg	71 35%	269 57%cdg	112 77%	211 60%	149 61%	80 62%	98 51%	228 50%	69 55%	17 42%	15 43%	77 83%mnop	124 85%mnop	8 41%	476 64%w	292 82%wxyz	184 47%z	57 38%	12 33%	22 53%z	23 31%	5 29%
NET: Worried	107 12%	58 12%	49 11%	28 21%efh	53 17%f	23 10%f	3 1%	45 22%efh	59 12%f	13 9%	28 8%	32 13%	17 14%	30 15%i	61 13%qr	19 15%qr	12 31%mnqr	7 19%qr	2 2%	1 1%	5 23%qr	70 9%	15 4%	55 14%u	34 23%t	11 31%uv	7 16%u	17 22%u	3 16%
NET: Not worried	778 85%	396 86%	382 84%	96 72%	246 78%	202 87%cdg	233 99%cdg	147 72%	398 84%cdg	129 89%	316 89%l	206 85%	106 83%	150 78%	377 83%o	102 81%o	24 60%	24 69%	91 98%mnop	145 99%mnop	16 75%	663 89%w	334 94%wxyz	329 84%xyz	101 67%	21 62%	30 71%	50 67%	14 77%
Don't know	32 3%	7 2%	25 5%a	9 7%f	17 5%f	6 3%	-	13 6%f	19 4%f	3 2%	9 3%	6 2%	4 3%	13 7%	18 4%r	6 5%r	3 8%qr	4 12%mq	-	-	* 2%r	15 2%	5 2%	10 2%	16 10%t	2 7%	5 13%uv	8 11%uv	1 6%
Not applicable	475	217	258a	75dh	112	112d	176cdg	101d	197	62	113	125i	70i	166ijk	156	47	31mn	31mn	78mn	115mn	17mn	200	183v	17	258t	55uv	76uv	127uv	17
Mean	1.55	1.58	1.52	1.94efh	1.76efh	1.47f	1.17	1.95def	1.58f	1.35	1.48	1.56	1.52	1.68i	1.66qr	1.63qr	2.03mnq	1.86	1.20	1.16	1.91mq	1.48	1.22	1.72u	1.89t	2.06	1.60u	1.96uvy	1.97
Standard deviation	0.80	0.82	0.78	0.91	0.86	0.80	0.40	0.93	0.81	0.76	0.70	0.86	0.80	0.90	0.81	0.86	1.14	1.07	0.45	0.41	0.99	0.76	0.55	0.84	0.91	0.98	0.87	0.88	0.92
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.03	0.06	0.04	0.07	0.04	0.06	0.07	0.07	0.04	0.08	0.13	0.19	0.07	0.03	0.12	0.03	0.03	0.05	0.07	0.16	0.11	0.10	0.26

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 West 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 (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1371	666	705	202	420	342	406	299	666	206	464	363	196	348	607	172	70	59*	170*	256	37*	938	532	405	401	87*	116	197	32**
Very worried (4)	232 17%	113 17%	119 17%	40 20%	75 18%	64 19%	53 13%	65 22% ^f	114 17%	35 17%	87 19%	64 18%	32 16%	50 14%	92 15%	37 22%	17 25% ^m ^q	15 26% ^m ^q	20 12%	43 17%	8 20%	146 16%	82 15%	64 16%	78 19%	21 25%	18 15%	39 20%	9 27%
Fairly worried (3)	571 42%	266 40%	305 43%	81 40%	157 37%	124 36%	209 51% ^c ^d ^e ^g ^h	117 39%	245 37%	73 35%	202 43%	148 41%	85 43%	137 39%	229 38%	73 42%	26 37%	20 33%	85 50%	122 48% ^m	17 45%	405 43%	242 45%	163 40%	155 39%	32 37%	42 36%	80 41%	12 37%
Not very worried (2)	417 30%	206 31%	210 30%	60 30%	136 32%	99 29%	122 30%	82 27%	213 32%	56 27%	129 28%	128 35%	57 29%	103 30%	207 34% ⁿ ^s	37 21%	19 27%	13 22%	56 33%	76 30%	9 23%	304 32% ^w	169 32%	135 33% ^z	104 26%	23 26%	34 30%	46 24%	9 28%
Not at all worried (1)	92 7%	57 9% ^b	36 5%	12 6%	24 6%	44 13% ^c ^d ^f ^g	12 3%	19 6%	61 9% ^f	33 16%	37 8%	16 4%	11 6%	30 8% ^j	56 9% ^r	11 7%	3 5%	4 6%	6 3%	10 4%	2 7%	57 6%	27 5%	30 7%	35 9%	5 6%	10 9%	19 10% ^u	1 2%
NET: Worried	803 59%	380 57%	424 60%	121 60%	232 55%	189 55%	261 64% ^d ^e ^h	183 61%	359 54%	108 53%	288 62% ⁱ ^l	212 58%	117 60%	187 54%	322 53%	110 64% ^m	43 62%	35 59%	104 61%	165 65% ^m	24 66% ^m	550 59%	324 61%	226 56%	232 58%	54 62%	59 51%	119 60%	21 64%
NET: Not worried	509 37%	263 40%	246 35%	72 35%	160 38%	143 42% ^f	134 33%	101 34%	274 41% ^f	88 43%	166 36%	143 39%	68 35%	132 38%	263 43% ⁿ ^o ^p ^r ^s	48 28%	22 31%	17 28%	62 36%	86 34%	11 30%	361 38%	196 37%	165 41%	139 35%	28 32%	45 39%	66 33%	10 31%
Don't know	58 4%	23 3%	35 5%	10 5%	28 7% ^f	10 3%	10 3%	15 5%	33 5%	9 4%	10 2%	9 2%	11 5%	29 8% ^j	14 8% ^m ^q	5 7% ^r	7 13% ^m ^q ^r	3 2%	5 2%	2 5%	2 3%	27 3%	13 2%	14 3%	30 7% ^t	6 6%	12 10% ^u ^v	12 6% ^u	2 5%
Not applicable	21	11	10	6 ^e	7	1	7	8 ^e	7	1	3	5	2	11 ⁱ	5	1	1	7 ^m ^o ^q ^r ^s	2	5	1	10	5	5	9	3	2	4	2
Mean	2.72	2.68	2.76	2.78	2.72	2.63	2.76	2.81 ^e ^h	2.65	2.56	2.75	2.73	2.75	2.65	2.61	2.86 ^m	2.88 ^m	2.90 ^m	2.71	2.79 ^m	2.83 ^m	2.70	2.73	2.67	2.74	2.86	2.64	2.75	2.94
Standard deviation	0.83	0.87	0.80	0.84	0.84	0.94	0.71	0.87	0.88	0.97	0.86	0.81	0.85	0.86	0.86	0.86	0.86	0.92	0.72	0.77	0.85	0.81	0.79	0.84	0.89	0.88	0.88	0.91	0.83
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.04	0.04	0.07	0.05	0.04	0.06	0.05	0.04	0.06	0.07	0.12	0.08	0.05	0.08	0.03	0.04	0.05	0.04	0.10	0.07	0.06	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 West

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1005	499	506	200	399	238	168	289	548	149*	354	275	127	250	553	134	60	57*	66**	106*	29*	597	195	402	381	77*	108	197	27**
Very worried (4)	145 14%	67 13%	78 15%	50 25%defh	60 15%ef	28 12%f	6 4%	65 22%defh	74 13%f	17 11%	45 13%	32 12%	23 18%	45 18%	82 15%r	22 17%r	15 25%mr	12 21%r	5 8%	1 1%	6 21%r	65 11%	13 7%	51 13%	74 19%t	16 21%u	15 14%	42 22%uv	6 23%
Fairly worried (3)	339 34%	155 31%	184 36%	87 44%efh	148 37%ef	67 28%	36 21%	127 44%efh	176 32%ef	32 21%	122 35%	86 31%	48 38%	82 33%	207 37%nr	34 25%	23 38%nr	23 40%r	16 25%	24 23%	12 42%nr	176 29%	38 19%	138 25%u	151 40%t	28 37%u	39 36%u	84 43%u	12 43%
Not very worried (2)	319 32%	173 35%	146 29%	42 21%	134 34%cg	73 31%	70 41%cg	68 24%	181 33%cg	44 29%	123 35%k	104 38%kl	26 21%	66 27%	163 29%	52 39%o	13 21%	15 26%	21 32%	47 45%mnops	8 29%	211 35%w	59 30%	152 38%xz	103 27%	18 24%	30 28%	55 28%	5 19%
Not at all worried (1)	163 16%	88 18%	75 15%	10 5%	36 9%	62 26%cdgh	55 33%cdgh	16 6%	92 17%cdg	52 35%	52 15%	46 17%	22 18%	42 17%	79 14%ps	20 15%ps	6 11%	2 3%	23 35%	32 30%mnops	1 4%	128 21%w	79 40%vxyz	48 12%z	33 9%	8 10%	16 15%z	9 5%	3 9%
NET: Worried	483 48%	222 44%	261 52%	137 69%defh	208 52%ef	96 40%f	42 25%	191 66%defh	250 46%f	49 33%	168 47%	118 43%	70 55%j	127 51%	289 52%nr	56 42%r	38 63%mnr	35 61%nr	22 33%	26 24%	18 63%nr	240 40%	51 26%	189 47%u	225 59%t	45 58%u	54 50%u	126 64%lvy	18 65%
NET: Not worried	483 48%	261 52%b	221 44%	52 26%	170 43%cg	135 57%cdg	125 74%cdg	85 29%	273 50%cg	96 64%	175 50%	150 55%kl	49 39%	109 43%	242 44%o	72 53%ops	19 32%	17 29%	45 67%	79 75%mnop	10 33%	339 57%w	139 71%vxyz	200 50%xz	136 36%	26 34%	46 43%	64 33%	8 28%
Don't know	39 4%	16 3%	24 5%	10 5%f	20 5%f	8 3%	1 1%	13 4%	25 5%	4 3%	11 3%	6 2%	8 6%	14 6%	22 4%	7 5%	3 5%	6 10%r	-	1 1%	1 4%	18 3%	6 3%	12 3%	20 5%	6 8%	8 7%v	6 3%	2 6%
Not applicable	387	178	208	9	29	105cdgh	244cdg	17	126cdg	58	113	93	72ijl	109ij	59	39m	11m	9	105	155mn	9mp	351w	342vz	8	29	13vz	11vz	5	8
Mean	2.48	2.42	2.55	2.93defh	2.61efh	2.27f	1.96	2.87defh	2.44f	2.09	2.47	2.39	2.59	2.55	2.55r	2.46r	2.81mnr	2.87mnr	2.06	1.95	2.83mnr	2.31	1.92	2.49u	2.74t	2.75u	2.53u	2.84uvy	2.84
Standard deviation	0.94	0.94	0.94	0.84	0.87	0.99	0.83	0.84	0.94	1.02	0.91	0.91	1.00	1.00	0.93	0.95	0.96	0.82	0.96	0.77	0.84	0.94	0.95	0.87	0.89	0.94	0.94	0.83	0.92
Standard error	0.03	0.04	0.04	0.05	0.04	0.07	0.07	0.04	0.04	0.09	0.05	0.05	0.08	0.06	0.04	0.08	0.08	0.11	0.17	0.08	0.08	0.04	0.07	0.05	0.04	0.11	0.07	0.05	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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1383	671	713	204	425	342	412	302	669	207	467	367	197	352	610	174	70	59*	171*	261	38*	946	538	408	405	89*	117	199	32**
Very worried (4)	393 28%	188 28%	205 29%	71 35% ^f	137 32% ^f	88 26%	97 24%	108 36% ^{efh}	188 28%	46 22%	164 35% ^l	105 29% ^l	54 27%	70 20%	186 30% ^q	55 32% ^q	26 37% ^q	16 26%	29 17%	70 27%	12 31% ^q	270 29%	145 27%	125 31%	112 28%	23 26%	28 24%	61 31%	11 34%
Fairly worried (3)	403 29%	196 29%	207 29%	63 31%	110 26%	93 27%	138 33% ^d	83 28%	182 27%	51 25%	124 27%	114 31%	63 32%	102 29%	154 25%	51 29%	25 35% ^m	19 32%	62 36% ^m	82 31%	11 29%	272 29%	165 31%	107 26%	119 29%	21 24%	33 28%	65 33%	12 37%
Not very worried (2)	310 22%	138 21%	172 24%	42 21%	95 22%	78 23%	95 23%	66 22%	149 22%	46 22%	104 22%	86 23%	45 23%	75 21%	141 23%	35 20%	11 16%	9 16%	40 23%	65 25%	9 24%	221 23%	122 23%	99 24%	84 21%	20 22%	24 20%	40 20%	5 16%
Not at all worried (1)	193 14%	119 18% ^b	74 10%	13 6%	46 11%	71 21% ^{cdg}	63 15% ^{cg}	20 7%	110 16% ^{cdg}	55 27%	56 12%	41 11%	25 13%	72 20% ^{ijkl}	95 16% ^o	17 10%	5 7%	7 12%	31 18% ^o	34 13%	4 12%	138 15%	84 16%	54 13%	53 13%	17 19%	17 14%	19 10%	3 8%
NET: Worried	796 58%	384 57%	412 58%	133 65% ^{eh}	247 58%	181 53%	235 57%	191 63% ^{eh}	370 55%	97 47%	288 62% ^l	219 60% ^l	116 59% ^l	172 49%	340 56%	105 61%	50 71% ^{mqr}	34 58%	91 53%	152 58%	23 60%	542 57%	310 58%	231 57%	231 57%	44 49%	61 52%	127 64% ^{xy}	23 71%
NET: Not worried	503 36%	257 38%	246 35%	55 27%	141 33%	148 43% ^{cdg}	158 38% ^{cg}	86 29%	258 39% ^{cg}	101 49%	160 34%	126 34%	70 36%	146 42%	236 39% ^{no}	51 30%	16 23%	17 28%	70 41% ^o	99 38% ^o	14 36% ^o	359 38%	206 38% ^z	153 37%	136 34%	37 41%	40 35%	59 30%	8 24%
Don't know	84 6%	29 4%	55 8% ^a	16 8%	37 9% ^e	12 3%	19 5%	24 8% ^e	41 6%	9 4%	18 4%	22 6%	11 9% ⁱ	33 6%	34 10% ^r	17 6%	4 6%	8 14% ^{mnr}	10 6%	10 4%	2 4%	45 5%	21 4%	24 6%	38 9% ^t	9 10% ^u	16 13% ^{uvz}	13 7%	2 5%
Not applicable	9	7	2	4 ^f	3	2	-	5 ^f	4	-	-	1	1	8 ^{ij}	2	-	*	6 ^{mnoqrs}	-	-	*	2	-	2	4 ^t	1	2 ^u	2 ^u	2
Mean	2.77	2.71	2.82	3.01 ^{efh}	2.87 ^{efh}	2.60	2.68	3.00 ^{efh}	2.71	2.44	2.88 ^l	2.82 ^l	2.78 ^l	2.54	2.75	2.92 ^q	3.07 ^{mqr}	2.83	2.55	2.75	2.82	2.75	2.72	2.79	2.62	2.71	2.91 ^u	3.03	
Standard deviation	1.04	1.08	1.00	0.94	1.03	1.10	1.02	0.96	1.07	1.13	1.04	1.00	1.01	1.07	1.08	1.00	0.93	1.03	0.99	1.01	1.03	1.05	1.05	1.05	1.03	1.11	1.05	0.98	0.94
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.06	0.05	0.04	0.08	0.06	0.05	0.07	0.06	0.05	0.07	0.08	0.14	0.11	0.07	0.09	0.04	0.05	0.06	0.05	0.12	0.08	0.06	0.19

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1375	673	702	203	420	340	412	300	663	205	467	363	198	347	606	171	68	60*	171*	261	37*	941	538	403	403	89*	114	199	32**
Very worried (4)	64 5%	29 4%	35 5%	18 9%ef	34 8%ef	10 3%ef	2 *	28 9%efh	35 5%ef	6 3%	26 6%j	7 2%	11 6%j	19 6%j	37 6%qr	9 5%qr	8 12%mnqr	6 9%qr	-	3 1%	2 4%q	45 5%	15 3%	30 7%u	17 4%	6 6%	4 4%	7 4%	2 7%
Fairly worried (3)	226 16%	111 17%	115 16%	40 19%	77 18%	54 16%	56 14%	57 19%	113 17%	31 15%	73 16%	60 16%	37 19%	57 16%	104 17%	26 15%	14 20%	12 20%	25 15%	34 13%	12 33%mnqr	143 15%	78 16%	65 16%	78 19%	19 21%	21 18%	38 19%	5 16%
Not very worried (2)	755 55%	362 54%	393 56%	96 47%	202 48%	185 54%	273 66%cddeg	141 47%	341 51%	116 57%	274 59%l	211 58%l	100 50%	170 49%	312 51%o	93 54%o	27 40%	24 40%	110 64%mpops	174 67%mnop	15 42%	553 59%w	328 61%xyz	225 56%y	184 46%	42 47%	48 42%	94 47%	18 57%
Not at all worried (1)	226 16%	136 20%ab	90 13%	20 10%	70 17%cd	75 22%cfg	61 15%	38 13%	127 19%cg	43 21%	73 16%	61 17%	31 16%	61 18%	111 18%	22 13%	9 14%	11 18%	28 16%	39 15%	6 16%	149 16%	89 17%	59 15%	75 19%	12 13%	23 20%	40 20%	3 8%
NET: Worried	290 21%	140 21%	150 21%	58 28%ef	111 26%ef	64 19%	58 14%	85 28%ef	147 22%ef	37 18%	98 21%	67 18%	48 24%	77 22%	140 23%r	34 20%	22 32%mnqr	17 29%qr	25 15%	37 14%	14 37%mnqr	188 20%	93 17%	95 23%	95 24%	24 27%	25 22%	45 23%	8 24%
NET: Not worried	981 71%	499 74%	483 69%	116 57%	272 65%	260 77%cdg	333 81%cdgh	179 60%	469 71%cg	159 78%	348 75%kl	272 75%kl	131 66%	231 66%	423 70%os	115 67%o	37 54%	35 58%	138 80%nops	212 81%mnop	22 58%	701 75%w	417 78%vxyz	284 70%	259 64%	53 60%	71 62%	135 68%	21 65%
Don't know	104 8%	34 5%	70 10%a	29 14%efh	38 9%	16 5%	21 5%	35 12%efh	48 7%	9 4%	20 4%	25 7%	19 10%i	40 11%i	43 7%	22 13%mr	10 14%mqrs	8 13%r	9 5%	11 4%	2 5%	51 5%	27 5%	24 6%	49 12%t	11 13%u	18 16%uv	19 10%u	4 12%
Not applicable	17	4	12	5f	7f	4	-	7f	10f	2	-	5i	-	12ik	6	2	2mqr	5mnqr	-	-	1qr	7	-	7u	7	1	4u	2u	2
Mean	2.10	2.05	2.15	2.32efh	2.19ef	2.00	2.00	2.28efh	2.09	2.00	2.11	2.04	2.16	2.11	2.12	2.14	2.36mnqr	2.23qr	1.98	2.01	2.26qr	2.09	2.04	2.17u	2.10	2.24u	2.06	2.07	2.26
Standard deviation	0.74	0.75	0.72	0.82	0.84	0.72	0.56	0.84	0.78	0.71	0.74	0.66	0.78	0.79	0.79	0.73	0.92	0.90	0.57	0.59	0.80	0.72	0.67	0.78	0.78	0.79	0.79	0.77	0.75
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.03	0.04	0.03	0.05	0.04	0.04	0.05	0.04	0.04	0.06	0.08	0.12	0.06	0.04	0.08	0.03	0.03	0.04	0.04	0.09	0.06	0.05	0.16

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 West 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	229	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1250	613	638	202	405	312	331	297	622	185	452	346	174	278	585	166	62	55*	120*	229	35*	872	487	385	346	75*	90	182	32**
Very worried (4)	122 10%	66 11%	56 9%	40 20%defh	49 12%ef	18 6%	15 4%	54 18%defh	52 8%	8 4%	48 11%	33 9%	14 8%	27 10%	64 11%r	21 12%r	10 17%qrs	9 17%qrs	5 4%	11 5%	1 4%	75 9%	29 6%	45 12%u	40 12%	6 9%	7 8%	27 15%u	7 23%
Fairly worried (3)	290 23%	138 23%	153 24%	67 33%efh	104 26%f	64 21%	56 17%	96 32%efh	139 22%	35 19%	108 24%	81 23%	50 29%l	52 19%	150 26%r	41 25%r	21 35%qr	12 22%	23 19%	34 15%	9 25%r	196 23%	86 18%	110 29%u	87 25%	15 20%	25 28%u	47 26%u	7 22%
Not very worried (2)	500 40%	229 37%	271 42%	67 33%	151 37%	127 41%	154 47%cdg	99 33%	247 40%	71 39%	175 39%	156 45%	64 37%	105 38%	225 39%o	57 35%	15 25%	20 36%	57 47%o	111 48%mmo	14 42%o	357 41%	204 42%	153 40%	130 38%	35 46%	30 33%	66 36%	13 40%
Not at all worried (1)	284 23%	161 26%b	123 19%	17 8%	72 18%cg	96 31%cdg	99 30%cdg	34 11%	151 24%cdg	68 36%	110 24%	65 19%	35 20%	73 26%	124 21%	28 17%	13 21%	8 15%	35 30%	67 29%mn	8 23%	217 25%w	155 32%vxyz	63 16%	65 19%	12 16%	19 21%	33 18%	2 5%
NET: Worried	412 33%	204 33%	208 33%	107 53%defh	153 38%efh	82 26%	71 21%	150 50%defh	192 31%f	43 23%	155 34%	113 33%	64 37%	79 28%	214 37%r	62 37%r	32 51%mnqr	21 39%r	27 23%	46 20%	10 29%	271 31%	116 24%	155 40%u	127 37%	21 28%	32 35%u	74 41%u	14 45%
NET: Not worried	783 63%	390 64%	393 62%	84 42%	224 55%cg	222 71%cdg	253 76%cdgh	132 45%	398 64%cdg	139 75%	285 63%	222 64%	99 57%	178 64%	350 60%o	85 51%	28 46%	28 51%	92 77%mnop	177 77%mnop	22 5%no	574 66%w	359 74%vyz	215 56%	195 56%	47 62%	49 54%	99 55%	14 44%
Don't know	55 4%	19 3%	36 6%	11 6%	29 7%ef	8 2%	8 2%	15 5%	33 5%	4 2%	11 3%	11 3%	21 8%ij	21 8%ij	19 11%moqr	2 3%	5 10%mqr	-	6 3%	2 6%q	27 3%	12 3%	15 4%	25 7%t	7 9%u	9 10%uvz	8 5%	3 10%	
Not applicable	142	64	77	6	22	32cg	81cdg	9	51cg	22	15	22	24ij	81ijk	27	7	9mn	11mn	52mnop	31mn	3m	75	51	25	64t	15uv	29uvz	20	3
Mean	2.21	2.18	2.23	2.68defh	2.34efh	2.01	1.96	2.60defh	2.16f	1.91	2.21	2.24	2.27	2.13	2.27qr	2.37qr	2.49mqr	2.46qr	1.97	1.96	2.11	2.15	1.98	2.37u	2.32t	2.23	2.24u	2.39u	2.71
Standard deviation	0.92	0.96	0.88	0.91	0.93	0.87	0.81	0.93	0.91	0.86	0.94	0.88	0.90	0.94	0.93	0.95	1.02	0.99	0.81	0.81	0.84	0.91	0.87	0.90	0.93	0.86	0.92	0.97	0.93
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.05	0.04	0.07	0.05	0.05	0.06	0.06	0.04	0.07	0.09	0.14	0.11	0.06	0.08	0.03	0.04	0.05	0.04	0.10	0.07	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1378	671	707	207	423	341	407	303	669	206	465	365	197	351	608	174	68	65*	168*	259	37*	939	531	408	404	89*	117	198	35**
Very worried (4)	221 16%	120 18%	101 14%	18 9%	72 17%cg	62 18%cg	69 17%cg	32 10%	121 18%cg	32 16%	60 13%	51 14%	43 22%ij	68 19%i	97 16%	23 13%	10 15%	11 17%	34 20%	38 15%	7 20%	144 15%	75 14%	69 17%	73 18%	23 26%uz	22 19%	28 14%	4 11%
Fairly worried (3)	387 28%	164 24%	223 32%a	55 26%	97 23%	107 31%d	129 32%d	76 25%	182 27%	64 31%	136 29%	86 24%	63 32%	102 29%	154 25%	53 31%	19 28%	11 18%	60 36%p	77 30%	11 31%	267 28%	174 33%v	93 23%	112 28%	18 21%	32 27%	61 31%v	9 26%
Not very worried (2)	478 35%	237 35%	241 34%	78 38%	140 33%	107 31%	153 38%	113 37%	213 32%	62 30%	165 35%	149 41%kl	57 29%	107 31%	214 35%	56 32%	21 31%	16 25%	50 30%	110 43%nops	10 28%	356 38%w	188 35%yz	168 41%yz	112 28%	33 37%	28 24%	51 26%	10 30%
Not at all worried (1)	206 15%	119 18%b	87 12%	40 19%f	77 18%f	55 16%f	34 8%	59 20%f	113 17%f	38 18%	89 19%kl	53 15%	21 11%	43 12%	109 18%qr	20 12%	13 20%qr	20 31%mnqr	13 7%	25 10%	6 17%q	124 13%	70 13%	54 13%	73 18%t	8 9%	20 17%	46 23%uvx	9 26%
NET: Worried	608 44%	285 42%	324 46%	73 35%	168 40%	169 50%cdg	198 49%cdg	108 36%	303 45%cg	97 47%	195 42%	137 38%	106 54%ij	170 49%j	252 41%	76 44%	30 43%	23 35%	94 56%mp	115 44%	19 51%	410 44%	249 47%	162 40%	185 46%	41 47%	54 46%	90 45%	13 37%
NET: Not worried	684 50%	356 53%b	328 46%	118 57%f	217 51%	161 47%	187 46%	172 57%efh	325 49%	100 48%	253 54%kl	203 56%kl	78 39%	151 43%	322 53%q	77 44%	34 50%	36 56%q	63 37%	136 52%q	17 46%	480 51%	259 49%	221 54%y	185 46%	40 45%	48 41%	97 49%	19 55%
Don't know	86 6%	30 4%	56 8%a	16 8%e	37 9%e	10 3%	22 5%	23 8%e	40 6%	10 5%	16 4%	25 7%	14 7%	30 9%i	34 6%	21 12%mr	4 6%	6 9%r	11 7%	8 3%	1 3%	49 5%	24 5%	25 6%	34 8%t	7 8%	15 13%uvz	12 6%	3 8%
Not applicable	14	7	7	1	5	2	6	3	5	1	1	3	1	8i	4	-	2mn	1	4	2	1mn	8	6	2	6	1	2	3	-
Mean	2.48	2.45	2.52	2.27	2.42	2.54cg	2.60cdg	2.29	2.50cg	2.46	2.37	2.40	2.70ij	2.61ij	2.42	2.52	2.41	2.24	2.74mop	2.51	2.56	2.48	2.50	2.46	2.50	2.70z	2.55	2.39	2.24
Standard deviation	0.95	1.00	0.91	0.90	1.01	0.98	0.88	0.93	1.00	0.98	0.95	0.92	0.96	0.97	0.98	0.91	1.00	1.12	0.89	0.87	1.03	0.92	0.91	0.94	1.02	0.99	1.04	1.02	1.01
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.07	0.05	0.05	0.07	0.05	0.05	0.07	0.08	0.14	0.10	0.06	0.10	0.03	0.04	0.05	0.05	0.11	0.08	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 West

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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1383	671	711	207	424	343	409	304	670	207	465	366	198	354	609	173	69	66*	168*	261	38*	942	535	408	406	90*	117	199	35**
Very worried (4)	63 5%	29 4%	34 5%	13 6% ^f	30 7% ^f	15 4% ^f	5 1%	21 7% ^f	37 6% ^f	10 5%	24 5%	10 3%	8 4%	22 6% ^j	42 7% ^r	6 4% ^r	4 6% ^r	4 6% ^r	5 3%	1 *	2 4% ^r	35 4%	15 3%	20 5%	27 7% ^t	7 8% ^u	6 5%	14 7% ^u	2 5%
Fairly worried (3)	262 19%	123 18%	139 20%	64 31% ^{defh}	86 20% ^f	58 17%	54 13%	87 29% ^{defh}	121 18%	31 15%	76 16%	79 21%	37 19%	70 20%	117 19% ^r	38 22% ^r	20 29% ^{mqr}	19 29% ^r	29 17%	24 9%	15 39% ^{mnqr}	157 17%	67 13%	90 22% ^u	96 24% ^t	22 25% ^u	28 24% ^u	45 23% ^u	9 27%
Not very worried (2)	763 55%	362 54%	401 56%	99 48%	224 53%	182 53%	258 63% ^{cdeg}	147 49%	357 53%	115 56%	264 57%	203 56%	113 57%	182 52%	321 53%	95 55%	31 45%	30 45%	94 56%	174 67% ^{mnp}	18 47%	554 59% ^w	319 60% ^{yz}	235 58% ^{yz}	189 47%	47 52%	47 40%	96 48%	20 56%
Not at all worried (1)	240 17%	135 20% ^b	105 15%	20 10%	56 13%	82 24% ^{cdg}	81 20% ^{cdg}	34 11%	125 19% ^{cdg}	48 23%	85 18%	66 15%	30 17%	59 17%	103 17% ^s	24 14%	10 15%	8 12%	35 21% ^s	58 22% ^{ns}	3 8%	171 18%	120 22% ^{vx}	51 13%	68 17%	8 9%	25 21% ^{vx}	35 18%	1 2%
NET: Worried	325 24%	152 23%	173 24%	78 37% ^{defh}	116 27% ^f	72 21%	59 14%	108 35% ^{defh}	158 24% ^f	41 20%	100 22%	88 24%	45 23%	92 26%	160 26% ^r	44 26% ^r	24 35% ^{qr}	23 35% ^{qr}	34 20% ^r	25 9%	16 43% ^{mnqr}	192 20%	82 15%	110 27% ^u	122 30% ^t	30 33% ^u	34 29% ^u	59 29% ^u	11 32%
NET: Not worried	1003 72%	496 74%	506 71%	119 58%	280 66%	264 77% ^{cdg}	340 83% ^{cdgh}	181 60%	482 72% ^{cg}	163 79%	349 75%	270 74%	143 72%	241 68%	424 70% ^{ops}	119 69% ^s	41 60%	37 57%	129 77% ^{ops}	232 89% ^{mnp}	21 55%	725 77% ^w	439 82% ^{vx}	287 70%	257 63%	54 60%	72 62%	131 66%	20 58%
Don't know	55 4%	23 3%	32 4%	10 5%	28 7% ^{ef}	7 2%	10 3%	15 5%	30 4%	3 1%	16 3%	8 2%	11 5%	21 6% ^{ej}	26 4%	10 6% ^r	4 5% ^r	5 8% ^r	6 4%	4 2%	1 2%	25 3%	14 3%	11 3%	27 7% ^t	6 7%	11 9% ^{uv}	10 5%	3 10%
Not applicable	9	6	3	2	3	1	3	3	3	*	1	2	-	5	3	1	2mnr	-	3	-	-	5	3	2	4	-	1	3	-
Mean	2.11	2.07	2.15	2.36 ^{efh}	2.23 ^{efh}	2.01	1.96	2.33 ^{efh}	2.11 ^f	2.01	2.09	2.09	2.12	2.17	2.17 ^r	2.16 ^r	2.27 ^{qr}	2.32 ^{qr}	2.02	1.87	2.41 ^{mnr}	2.06	1.96	2.20 ^u	2.21 ^t	2.35 ^u	2.14 ^u	2.20 ^u	2.39
Standard deviation	0.75	0.76	0.73	0.76	0.78	0.77	0.63	0.77	0.78	0.76	0.75	0.71	0.71	0.79	0.80	0.71	0.80	0.78	0.71	0.56	0.71	0.71	0.69	0.72	0.82	0.77	0.84	0.82	0.64
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.06	0.04	0.04	0.05	0.04	0.05	0.07	0.10	0.08	0.04	0.06	0.03	0.03	0.04	0.04	0.08	0.06	0.05	0.13	

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 West 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 (i)	AB (l)	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1378	669	708	206	424	341	407	302	669	205	466	365	197	350	606	173	69	65*	166*	261	37*	940	534	406	403	88*	116	198	35**
Very worried (4)	61 4%	30 4%	31 4%	16 8%ef	27 6%ef	12 3%	6 2%	25 8%efh	30 4%ef	6 3%	19 4%	11 3%	6 3%	25 7%j	34 6%r	6 4%	5 7%r	6 10%r	5 3%	2 1%	2 5%r	32 3%	14 3%	18 4%	24 6%	4 5%	8 7%u	12 6%	5 14%
Fairly worried (3)	323 23%	151 23%	172 24%	64 31%efh	105 25%	72 21%	83 20%	89 30%efh	151 23%	47 23%	106 23%	83 23%	38 19%	96 28%	147 24%r	46 26%r	20 29%r	15 23%r	48 29%r	30 12%	18 47%mnop	202 22%	97 18%	105 26%u	110 27%t	29 33%u	34 29%u	47 24%	11 32%
Not very worried (2)	723 52%	348 52%	375 53%	91 44%	213 50%	181 53%	238 59%cdg	135 45%	350 52%	101 49%	247 53%	198 54%l	119 61%l	158 45%	305 50%	86 50%	31 44%	29 45%	84 50%	174 67%mnop	15 39%	531 57%w	302 57%y	229 56%y	182 45%	40 46%	41 36%	100 50%y	10 29%
Not at all worried (1)	215 16%	118 18%	96 14%	19 9%	56 13%	69 20%cdg	71 17%cg	33 11%	111 17%cg	44 21%	78 17%	64 18%	21 11%	51 15%	95 16%se	23 13%	7 11%	10 15%	28 17%se	49 19%se	2 6%	149 16%	107 20%v	42 10%	62 15%	9 10%	24 21%v	28 14%	4 13%
NET: Worried	384 28%	180 27%	204 29%	80 39%efh	131 31%ef	83 24%	89 22%	114 38%efh	181 27%	53 26%	125 27%	93 26%	45 23%	121 35%jkl	181 30%r	52 30%r	25 36%r	21 33%r	53 32%r	33 12%	19 52%mnop	234 25%	111 21%	123 30%u	134 33%t	33 37%u	42 36%u	59 30%u	16 46%
NET: Not worried	938 68%	467 70%	471 67%	109 53%	269 63%cd	250 73%cdg	309 76%cdgh	168 56%	460 69%cg	145 71%	325 70%l	263 72%l	141 71%l	209 60%	401 66%os	109 63%se	38 55%	39 60%	112 67%se	223 86%mnop	17 45%	680 72%w	409 77%vxyz	271 67%y	243 60%	49 56%	66 56%	128 65%	15 42%
Don't know	56 4%	23 3%	33 5%	16 8%ef	24 6%ef	7 2%	9 2%	20 6%ef	27 4%	7 3%	16 3%	9 2%	12 6%	20 6%	25 4%	12 7%qr	6 9%mqr	5 7%qr	2 1%	5 2%	1 3%	26 3%	14 3%	12 3%	26 6%t	7 7%	9 8%uv	11 6%	4 12%
Not applicable	14	8	6	3	3	3	5	4	5	2	1	3	1	9i	6	*	2r	1	5r	-	1nr	7	3	4	7	2	2	3	-
Mean	2.17	2.14	2.21	2.41def h	2.26ef	2.08	2.06	2.37efh	2.16	2.08	2.15	2.11	2.16	2.29ij	2.21r	2.22r	2.36r	2.30r	2.18r	1.94	2.53mnq r	2.13	2.04	2.25u	2.25t	2.34u	2.24u	2.23u	2.54
Standard deviation	0.75	0.76	0.74	0.78	0.78	0.75	0.67	0.80	0.76	0.76	0.75	0.72	0.66	0.82	0.78	0.74	0.80	0.87	0.74	0.59	0.69	0.71	0.71	0.70	0.80	0.74	0.89	0.78	0.94
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.06	0.04	0.04	0.04	0.04	0.04	0.05	0.07	0.11	0.08	0.04	0.06	0.03	0.03	0.04	0.04	0.08	0.06	0.05	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West 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 (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (exl NA for %)	1214	601	614	197	401	305	311	291	612	180	452	338	166	258	583	157	59	51*	107*	225	31*	849	468	382	336	73*	85	177	29**
Very worried (4)	130 11%	56 9%	73 12%	28 14% ^f	52 13% ^f	29 9%	22 7%	37 13% ^f	71 12%	16 9%	47 10%	30 9%	16 10%	37 14%	63 11%	26 17% ^{qr}	8 14% ^q	8 15% ^q	4 4%	17 7%	5 16% ^{qr}	84 10%	38 8%	46 12%	44 13%	10 14%	14 16% ^u	20 11%	2 6%
Fairly worried (3)	345 28%	169 28%	176 29%	72 36% ^{efh}	119 30%	71 23%	83 27%	106 36% ^{efh}	156 25%	35 20%	123 27%	98 29%	55 33%	69 27%	167 29%	49 31%	18 31%	13 25%	35 33%	51 23%	12 39% ^r	236 28%	116 25%	121 32%	99 29%	22 29%	27 31%	51 28%	10 34%
Not very worried (2)	507 42%	254 42%	253 41%	77 39%	158 39%	123 40%	149 48%	113 39%	245 40%	62 34%	209 46% ^l	139 41%	66 40%	93 36%	241 41%	54 34%	19 32%	16 31%	55 51% ^{nos}	113 50% ^{mnp}	10 32%	366 43%	205 44% ^y	161 42% ^y	127 38%	23 32%	23 28%	80 45% ^y	14 47%
Not at all worried (1)	192 16%	104 17%	88 14%	14 7%	46 12%	78 26% ^{cdg}	54 17% ^{cg}	22 8%	116 19% ^{cdg}	64 35%	64 14%	63 19%	21 12%	45 17%	95 16%	19 12%	11 18%	10 19%	14 13%	41 18%	3 11%	146 17%	97 21% ^{vz}	49 13%	45 13%	13 17%	16 18% ^z	17 9%	1 5%
NET: Worried	475 39%	225 38%	249 41%	100 50% ^{efh}	171 43% ^{ef}	100 33%	105 34%	143 49% ^{efh}	227 37%	52 29%	170 38%	128 38%	71 43%	106 41%	230 39% ^r	75 48% ^r	26 44% ^r	20 39%	39 36%	68 30%	17 54% ^m	321 38%	154 33%	167 44% ^u	142 42%	32 43%	40 47% ^u	70 40%	12 40%
NET: Not worried	699 58%	358 60%	342 56%	90 46%	204 51%	201 66% ^{cdg}	204 65% ^{cdg}	135 46%	361 59% ^{cdg}	125 70%	272 60%	202 60%	87 52%	138 54%	335 58% ^{ns}	73 46%	30 50%	25 49%	68 64% ^{ns}	154 69% ^{mnp}	13 43%	512 60% ^w	302 65% ^{wxyz}	210 55%	172 51%	36 49%	39 46%	97 55%	15 52%
Don't know	40 3%	18 3%	23 4%	7 4%	26 6% ^{ef}	4 1%	3 1%	13 5% ^{ef}	24 4% ^f	3 2%	10 2%	8 2%	8 5%	14 5%	18 3%	10 6% ^r	3 5% ^{qr}	6 11% ^{mqr}	-	3 1%	1 3%	17 2%	11 2%	5 1%	21 6% ^t	6 8% ^{uv}	6 7% ^{uv}	10 6% ^v	2 8%
Not applicable	178	77	101	11	27	39 ^{cdg}	101 ^{cd}	15	61 ^g	27	15	30 ⁱ	32 ^j	101 ^{ijk}	29	16 ^m	11 ^{mn}	14 ^{mn}	64 ^{mnp}	36 ^m	7 ^{mn}	98	70 ^v	28	74 ^t	17 ^v	34 ^{uvz}	24 ^v	5
Mean	2.35	2.31	2.40	2.60 ^{efh}	2.47 ^{efh}	2.17	2.23	2.57 ^{efh}	2.31	2.02	2.34	2.29	2.42	2.40	2.35	2.56 ^{mr}	2.42 ^r	2.40	2.27	2.19	2.61 ^{mqr}	2.31	2.21	2.43 ^u	2.45 ^t	2.43	2.48 ^u	2.44 ^u	2.45
Standard deviation	0.88	0.87	0.89	0.83	0.88	0.92	0.82	0.82	0.92	0.96	0.85	0.88	0.84	0.96	0.89	0.93	0.96	1.01	0.73	0.83	0.90	0.88	0.87	0.87	0.90	0.97	1.00	0.83	0.71
Standard error	0.03	0.04	0.04	0.05	0.04	0.06	0.05	0.04	0.04	0.08	0.05	0.05	0.06	0.06	0.04	0.07	0.08	0.14	0.10	0.06	0.09	0.03	0.04	0.05	0.04	0.11	0.08	0.06	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 (B)	
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Base (exl NA for %)	1217	604	613	199	400	310	308	291	618	177	445	333	169	269	585	154	60	52*	111*	221	33*	843	461	382	342	73*	87	182	31**	
Very worried (4)	82 7%	39 6%	43 7%	21 10%e	31 8%	13 4%	17 6%	28 10%e	37 6%	11 6%	31 7%	14 4%	11 7%	26 10%j	40 7%	11 7%	6 10%k	5 10%	2 2%	14 6%	3 10%l	58 7%	29 6%	29 8%	20 6%	6 9%	3 4%	10 5%	5 15%	
Fairly worried (3)	239 20%	112 19%	127 21%	60 30%defh	87 22%f	55 18%	37 12%	84 29%defh	118 19%f	20 11%	94 21%	65 20%	37 22%	44 16%	121 21%r	39 26%r	18 30%mr	10 19%	18 16%	25 11%	9 28%r	157 19%	62 13%	95 25%u	72 21%	12 16%	17 19%	44 24%u	10 32%	
Not very worried (2)	525 43%	266 44%	259 42%	73 37%	168 42%	146 47%cg	138 45%	107 37%	280 45%g	77 43%	186 42%	154 46%	75 44%	111 41%	259 44%o	64 42%o	17 29%	18 35%	40 36%	114 51%o	13 38%	376 45%	197 43%	179 47%y	141 41%	33 45%	30 35%	78 43%	8 26%	
Not at all worried (1)	318 26%	168 28%	150 24%	38 19%	89 22%	86 28%	105 34%cdgh	59 20%	154 25%	65 37%	120 27%	92 28%	38 22%	69 26%	142 24%	30 19%	17 28%	14 27%	42 38%mn	66 30%n	7 21%	231 27%	158 34%vz	73 19%	80 23%	16 21%	26 29%v	39 21%	7 23%	
NET: Worried	321 26%	151 25%	171 28%	81 41%defh	118 29%f	68 22%	55 18%	112 39%defh	155 25%f	31 18%	124 28%	79 24%	48 28%	70 26%	161 27%r	51 33%r	24 39%mr	15 28%	21 19%	38 17%	13 38%qr	13 26%	215 20%	91 33%u	124 27%	92 25%	18 23%	20 29%u	53 46%	14
NET: Not worried	844 69%	435 72%	409 67%	111 56%	258 64%	232 75%cdg	243 79%cdgh	166 57%	434 70%cg	142 80%	306 69%	246 74%	112 66%	180 67%	401 69%o	94 61%	34 57%	32 62%	82 74%o	180 81%mnop	20 59%	607 72%w	355 77%vz	252 66%	222 65%	49 67%	56 64%	117 64%	15 49%	
Don't know	52 4%	19 3%	33 5%	7 4%	25 6%	9 3%	11 3%	12 4%	29 5%	4 2%	15 3%	8 3%	9 5%	19 7%j	23 4%	9 6%r	2 4%	5 10%r	8 7%r	3 1%	1 3%	21 3%	15 3%	6 2%	29 8%t	6 9%v	11 13%uv	11 6%v	2 5%	
Not applicable	175	73	102	10	27	34cg	104cd	16	56	30	21	35i	29i	90ijk	27	20m	10m	13mn	61mnop	40m	5m	104	76v	28	68t	17vz	31uvz	20	4	
Mean	2.07	2.04	2.11	2.33efh	2.16ef	1.98	1.89	2.29efh	2.06f	1.87	2.08	2.00	2.14	2.11	2.11qr	2.22qr	2.21qr	2.12	1.81	1.93	2.28qr	2.05	1.91	2.21uy	2.10	2.13	1.97	2.14u	2.40	
Standard deviation	0.87	0.86	0.88	0.91	0.88	0.80	0.84	0.91	0.84	0.86	0.88	0.81	0.86	0.93	0.86	0.87	0.99	0.96	0.81	0.82	0.93	0.87	0.86	0.84	0.85	0.89	0.86	0.84	1.03	
Standard error	0.03	0.03	0.04	0.06	0.04	0.05	0.05	0.05	0.04	0.07	0.05	0.04	0.06	0.05	0.04	0.07	0.09	0.14	0.12	0.06	0.09	0.03	0.04	0.05	0.04	0.11	0.07	0.06	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 West

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: Homeowners (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1384	675	709	206	425	340	412	304	668	205	467	366	198	353	605	173	71	65*	171*	261	38*	943	538	406	406	89*	116	200	35**
Very worried (4)	118 9%	55 8%	63 9%	26 13% ^f	42 10% ^f	28 8%	22 5%	43 14% ^{efh}	53 8%	19 9%	40 8%	26 7%	24 12%	29 8%	59 10% ^r	18 10% ^r	7 10% ^r	9 14% ^r	9 5%	11 4%	6 15% ^{qr}	79 8%	41 8%	38 9%	35 9%	8 9%	9 7%	18 9%	5 14%
Fairly worried (3)	342 25%	146 22%	197 28% ^a	56 27%	115 27%	72 21%	99 24%	86 28%	158 24%	52 25%	124 27%	83 23%	40 20%	95 27%	136 23%	57 33% ^{mnr}	25 36% ^{mnr}	18 28%	42 24%	51 20%	13 34% ^{mnr}	227 24%	121 23%	106 26%	102 25%	18 20%	27 24%	56 28%	13 39%
Not very worried (2)	651 47%	305 45%	347 49%	81 39%	192 45%	165 48% ^g	213 52% ^{cg}	117 39%	321 48% ^{cg}	93 45%	222 48% ^l	200 55% ^l	96 48% ^l	134 38%	289 48% ^{op}	72 42%	22 31%	20 30%	85 49% ^{op}	150 57% ^{mnpops}	15 39%	465 49% ^w	267 50%	199 49%	173 43%	40 45%	47 40%	86 43%	13 38%
Not at all worried (1)	219 16%	149 22% ^b	70 10%	30 14%	53 12%	68 20% ^{dg}	68 17%	40 13%	111 17%	37 18%	68 15%	44 12%	30 15%	77 22% ^{ij}	97 16%	18 11%	11 15%	14 21% ⁿ	34 20%	40 16%	4 11%	151 16%	95 18%	56 14%	68 17%	15 17%	21 18%	32 16%	* 1%
NET: Worried	461 33%	201 30%	260 37% ^a	82 40% ^{ef}	158 37% ^f	100 29%	121 29%	129 42% ^{efh}	211 32%	71 35%	164 35%	109 30%	64 32%	124 35%	195 32% ^r	75 43% ^{mqr}	32 46% ^{mqr}	27 41% ^r	50 29%	63 24%	19 49% ^{mqr}	306 32%	162 30%	144 35%	136 34%	27 30%	36 31%	74 37%	18 53%
NET: Not worried	871 63%	454 67% ^b	417 59%	111 54%	245 58%	233 69% ^{cdg}	282 68% ^{cdg}	158 52%	431 65% ^{cdg}	129 63%	290 62%	244 67%	125 63%	211 60%	386 64% ^{nos}	90 52%	33 46%	33 52%	119 70% ^{nops}	190 73% ^{mnpops}	19 50%	616 65%	361 67%	255 63%	241 59%	55 62%	68 58%	118 59%	13 39%
Don't know	53 4%	20 3%	33 5%	14 7% ^{ef}	22 5%	7 2%	9 2%	17 6% ^{ef}	26 4%	5 2%	12 3%	13 4%	9 4%	19 5%	24 4%	9 5%	6 8% ^{qrs}	5 7% ^q	2 1%	8 3%	1 2%	21 2%	14 3%	7 2%	28 7% ^t	7 8% ^{uv}	13 11% ^{uvz}	9 4%	3 8%
Not applicable	8	3	5	2	3	3	-	3	5	2	-	2	-	6 i	7	*	*	1 r	-	-	-	4	-	4	4	1	2 u	1	-
Mean	2.27	2.16	2.37 ^a	2.41 ^{efh}	2.37 ^{efh}	2.18	2.19	2.46 ^{efh}	2.24	2.27	2.30	2.26	2.30	2.23	2.27	2.45 ^{mqr}	2.44 ^{qr}	2.36	2.15	2.13	2.54 ^{mqr}	2.25	2.21	2.32	2.27	2.24	2.23	2.31	2.72
Standard deviation	0.84	0.87	0.79	0.91	0.84	0.85	0.78	0.91	0.83	0.87	0.83	0.77	0.88	0.90	0.86	0.83	0.90	1.00	0.80	0.73	0.89	0.83	0.83	0.86	0.87	0.87	0.86	0.86	0.74
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.05	0.03	0.06	0.04	0.04	0.06	0.05	0.04	0.06	0.07	0.13	0.09	0.05	0.08	0.03	0.04	0.04	0.04	0.10	0.06	0.06	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 West

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1178	591	586	189	381	291	317	278	583	164	438	316	168	256	557	154	51*	44*	111*	227	33*	846	463	383	302	62*	80	161	29**
Very worried (4)	65 5%	32 5%	33 6%	13 7%	24 6%	18 6%	10 3%	20 7% ^f	34 6%	12 7%	24 5%	13 4%	12 7%	16 6%	30 5%	13 9% ^r	6 11% ^m	4 8%	2 2%	7 3%	3 9% ^q	41 5%	19 4%	22 6%	21 7%	5 8%	7 8%	9 6%	2 8%
Fairly worried (3)	270 23%	138 23%	132 22%	66 35% ^d	98 26% ^f	57 19%	49 15%	85 30% ^e	136 23% ^f	31 19%	104 24%	65 21%	36 21%	64 25%	145 26% ^q	43 28% ^q	18 35% ^q	10 23%	14 13%	32 14%	8 24%	185 22%	91 20%	95 25%	75 25%	10 15%	16 19%	50 31% ^u	10 34%
Not very worried (2)	546 46%	263 45%	283 48%	68 36%	180 47% ^c	130 45%	168 53% ^c	111 40%	267 46% ^c	63 38%	218 50% ^l	155 49% ^l	84 50% ^l	90 35%	257 46% ^o	60 39%	16 32%	11 24%	55 49% ^p	132 58% ^m	15 46% ^p	421 50% ^w	217 47% ^y	203 53% ^z	115 38%	27 44%	22 28%	65 41% ^y	10 35%
Not at all worried (1)	236 20%	138 23% ^b	99 17%	30 16%	54 14%	81 28% ^c	72 23% ^d	45 16%	120 21% ^d	58 35%	77 18%	68 22%	26 15%	65 25% ^k	103 19%	25 16%	9 17%	15 34% ^m	30 27%	48 21%	6 17%	168 20%	115 25% ^v	53 14%	63 21%	16 25% ^v	24 30% ^v	24 15%	5 16%
NET: Worried	334 28%	170 29%	165 28%	80 42% ^d	122 32% ^f	74 26%	59 19%	105 38% ^e	171 29% ^f	42 26%	128 29%	78 25%	48 28%	81 31%	175 31% ^q	56 37% ^q	24 46% ^m	14 31%	16 15%	39 17%	11 33% ^q	226 27%	109 24%	117 31%	96 32%	15 24%	22 28%	59 37% ^u	12 43%
NET: Not worried	782 66%	401 68%	381 65%	98 52%	234 61%	211 72% ^c	240 76% ^c	156 56%	386 66% ^c	121 74%	295 67%	223 71% ^l	109 65%	155 61%	360 65% ^o	86 56%	25 49%	26 58%	85 77% ⁿ	179 79% ^m	21 63%	589 70% ^w	333 72% ^z	256 67% ^z	178 59%	43 70%	46 58%	90 56%	15 51%
Don't know	61 5%	21 4%	41 7% ^a	12 6% ^e	26 7% ^e	6 2%	18 6%	17 6% ^e	26 4%	1 1%	15 3%	15 5%	11 6%	21 8% ⁱ	22 4%	12 8%	3 5%	5 11%	10 9%	9 4%	1 5%	31 4%	21 5%	9 2%	29 9% ^t	4 7%	12 15% ^u	13 8% ^v	2 6%
Not applicable	214	86	128 ^a	20	47	52 ^g	95 ^c	28	90	43	29	52 ⁱ	31 ⁱ	103 ^j	55	20	19 ^m	21 ^m	60 ^m	34	5	101	74 ^v	27	107 ⁱ	28 ^u	39 ^u	40 ^u	6
Mean	2.15	2.11	2.18	2.35 ^{ef}	2.26 ^{ef}	2.04	1.99	2.31 ^{efh}	2.15 ^f	1.98	2.18	2.07	2.22	2.13	2.19 ^{qr}	2.31 ^{qr}	2.42 ^{mqr}	2.05	1.88	1.99	2.26 ^{qr}	2.12	2.03	2.23 ^u	2.19	2.07	2.07	2.30 ^u	2.37
Standard deviation	0.81	0.83	0.79	0.85	0.79	0.86	0.73	0.85	0.83	0.91	0.79	0.78	0.81	0.90	0.81	0.87	0.92	1.01	0.72	0.70	0.87	0.79	0.80	0.76	0.88	0.90	0.98	0.81	0.88
Standard error	0.02	0.03	0.04	0.06	0.04	0.05	0.05	0.05	0.04	0.08	0.04	0.04	0.06	0.06	0.04	0.07	0.09	0.16	0.10	0.05	0.09	0.03	0.04	0.04	0.05	0.12	0.09	0.06	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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	366	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Base (excl NA for %)	1390	677	713	209	425	344	412	306	671	207	467	366	198	359	610	174	71	66*	171*	261	38*	947	538	409	409	90*	118	200	35**
Very worried (4)	124 9%	62 9%	62 9%	29 14%f	47 11%f	34 10%f	14 3%	43 14%f	67 10%f	23 11%	38 8%	30 8%	20 10%	36 10%	64 10%qr	23 13%qr	9 13%qr	11 17%qr	6 3%	6 2%	5 12%qr	77 8%	34 6%	43 11%	41 10%	13 15%u	10 8%	18 9%	7 19%
Fairly worried (3)	398 29%	160 24%	237 33%a	69 33%e	127 30%	81 24%	121 29%	107 35%eh	170 25%	54 26%	133 29%	92 25%	62 31%	110 31%	172 28%	55 32%r	24 34%r	17 25%	62 36%r	54 21%	14 37%r	249 26%	141 26%	108 26%	131 32%	30 33%	31 26%	70 35%uv	17 50%
Not very worried (2)	606 44%	306 45%	300 42%	76 36%	178 42%	159 46%g	194 47%cg	108 35%	304 45%cg	93 45%	212 46%	181 50%kl	78 39%	135 37%	261 43%	69 40%	27 38%	25 38%	70 41%	139 53%mnop	15 40%	440 46%w	248 46%	191 47%	160 39%	34 38%	47 39%	79 39%	6 19%
Not at all worried (1)	227 16%	137 20%b	90 13%	27 13%	57 13%	64 19%g	79 19%g	36 12%	111 17%	34 17%	73 16%	56 15%	32 16%	66 18%	96 16%	19 11%	9 13%	9 14%	34 20%	56 22%nos	4 9%	165 17%	105 20%	60 15%	62 15%	10 11%	24 20%	28 14%	-
NET: Worried	522 38%	222 33%	300 42%a	97 47%efh	174 41%f	116 34%	135 33%	150 49%defh	237 35%	77 37%	171 37%	122 33%	82 41%	146 41%	236 39%r	78 45%r	33 47%r	28 42%r	68 40%r	61 23%	19 49%r	326 34%	175 33%	151 37%	172 42%t	43 48%u	41 34%	88 44%u	24 69%
NET: Not worried	833 60%	443 65%b	390 55%	103 49%	234 55%	223 65%cdg	273 66%cdg	145 47%	415 62%cdg	127 61%	285 61%	237 65%kl	110 55%	201 56%	357 59%	88 51%	36 51%	34 52%	104 60%	195 75%mnop	19 49%	605 64%w	354 66%xz	251 61%	221 54%	44 48%	70 59%	108 54%	6 19%
Don't know	35 3%	12 2%	23 3%	9 4%f	16 4%f	5 2%	5 1%	12 4%f	19 3%	3 2%	10 2%	6 3%	6 3%	12 3%	17 3%	7 4%q	2 3%q	4 6%q	-	5 2%	1 2%q	16 2%	9 2%	7 2%	15 4%t	3 4%	8 6%uvz	4 2%	4 12%
Not applicable	2	-	2	-	2	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-
Mean	2.31	2.22	2.39a	2.50efh	2.40ef	2.25	2.17	2.53efh	2.30	2.32	2.30	2.27	2.37	2.33	2.34r	2.50qr	2.49qr	2.48r	2.23	2.04	2.53qr	2.26	2.20	2.33u	2.38t	2.54uy	2.24	2.40u	3.00
Standard deviation	0.86	0.88	0.83	0.90	0.87	0.88	0.77	0.89	0.87	0.88	0.84	0.82	0.88	0.90	0.88	0.88	0.89	0.96	0.80	0.73	0.84	0.84	0.83	0.86	0.87	0.88	0.89	0.85	0.67
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.04	0.03	0.07	0.04	0.04	0.06	0.05	0.04	0.06	0.07	0.12	0.09	0.05	0.08	0.03	0.04	0.05	0.04	0.09	0.06	0.05	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 West 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+ Retired	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)	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	704	367	337	150	238	159	157	211	336	91	195	210	105	194	263	99	87	30	39	131	55	411	227	184	277	44	110	123	16
Weighted base	715	343	372	106*	224	178	207	154	354	98*	256	207	90*	162	322	87*	41*	29**	79*	142	15*	493	272	220	204	41*	67*	96*	18**
Base (excl NA for %)	656	318	338	101*	213	160	181	148	327	90*	246	192	79*	139	301	83*	39*	28**	64**	127	14*	454	248	206	187	34**	60*	92*	16**
Very worried (4)	80 12%	42 13%	38 11%	17 17%	23 11%	25 16%	15 8%	25 17% ^f	40 12%	14 16%	30 12%	24 13%	11 13%	15 11%	38 13%	14 17% ^s	6 16% ^s	2 8%	8 12%	11 9%	*	50 11%	28 11%	23 11%	27 15%	6 18%	7 11%	15 16%	2 14%
Fairly worried (3)	204 31%	95 30%	109 32%	37 37%	68 32%	41 25%	58 32%	56 38% ^e ^h	89 27%	27 30%	87 35% ^l	58 30%	29 36% ^l	31 22%	90 30%	27 32%	14 36%	10 35%	12 19%	47 37%	4 30%	151 33% ^w	86 35% ^y	66 32%	45 24%	3 8%	12 20%	30 32%	8 50%
Not very worried (2)	246 38%	117 37%	129 38%	28 28%	79 37%	60 37%	80 44% ^c ^g	44 30%	122 37%	24 27%	84 34%	84 44% ^k	24 30%	55 39%	107 36%	29 35%	13 32%	8 27%	32 51%	52 41%	6 40%	173 38%	84 34%	89 43%	71 38%	16 48%	23 39%	32 34%	2 15%
Not at all worried (1)	86 13%	47 15%	39 12%	7 7%	26 12%	30 19% ^c ^g	23 13%	9 6%	54 16% ^c ^g	19 21%	34 14%	20 10%	9 11%	23 17%	44 15%	8 10%	4 9%	3 10%	12 18%	13 10%	2 18%	58 13%	45 18% ^v	13 6%	27 15%	7 19%	10 17% ^v	11 12%	1 3%
NET: Worried	284 43%	138 43%	147 43%	55 54% ^h	91 42%	66 41%	73 40%	82 55% ^d ^e ^f ^h	129 39%	41 45%	117 48% ^l	82 43%	39 50% ^l	46 33%	128 43%	41 49%	21 52%	12 43%	20 31%	58 46%	5 33%	202 44%	113 46% ^y	88 43%	72 39%	9 26%	19 31%	44 48% ^y	10 64%
NET: Not worried	332 51%	164 52%	169 50%	35 34%	105 49% ^c ^g	90 56% ^c ^g	103 57% ^c ^g	54 36%	176 54% ^c ^g	43 48%	118 48%	104 54%	32 40%	78 56% ^k	151 50%	37 45%	16 42%	10 37%	44 69%	65 51%	8 58%	231 51%	128 52%	102 50%	99 53%	23 67%	33 55%	42 46%	3 18%
Don't know	40 6%	16 5%	23 7%	12 12% ^e ^f	17 8%	5 3%	5 3%	12 8%	22 7%	6 7%	10 4%	6 3%	8 10% ^j	15 11% ^e ^j	22 7%	4 5%	2 6%	6 20%	-	4 3%	1 10%	21 5%	6 2%	15 7% ^u	2 8%	8 13% ^u	5 6%	3 18%	
Not applicable	59	25	34	4	11	18	25 ^c ^d ^g	7	27	8	11	15	11 ⁱ	23 ^j	21	5	2	1	15	15	1	39	25	14	18	7	7	4	2
Mean	2.45	2.44	2.46	2.73 ^d ^e ^f	2.44	2.39	2.37	2.72 ^d ^e ^f	2.38	2.43	2.48	2.46	2.58	2.30	2.44	2.60 ^s	2.62 ^s	2.51	2.25	2.46	2.19	2.45	2.40	2.51	2.42	2.27	2.29	2.56	2.91
Standard deviation	0.89	0.92	0.86	0.86	0.87	0.98	0.82	0.85	0.92	1.02	0.89	0.85	0.89	0.91	0.92	0.91	0.89	0.86	0.90	0.80	0.80	0.87	0.92	0.79	0.94	1.01	0.93	0.92	0.75
Standard error	0.04	0.05	0.05	0.08	0.06	0.08	0.07	0.06	0.05	0.12	0.07	0.06	0.09	0.08	0.06	0.10	0.10	0.18	0.16	0.07	0.12	0.05	0.06	0.06	0.17	0.10	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



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Increased	1122	548	574	141	327	281	373	212	537	164	368	313	156	285	453	150	55	44	158	232	31	779	462	317	321	67	92	162	22
	81%	81%	80%	68%	77%cg	82%cg	90%cd	69%h	80%cg	79%	79%	85%	79%	79%	74%	86%mp	78%	67%	92%mps	89%mps	81%ps	82%	86%vxy	77%	78%	75%	77%	80%	65%
Increased a lot	218	92	126	22	74	76	46	37	135	38	65	56	30	67	87	45	12	12	19	35	9	142	74	68	76	16	22	37	1
	16%	14%	18%	11%	17%f	22%cf	11%	12%	20%cf	18%	14%	15%	15%	19%	14%	26%mq	16%	18%	11%	13%	24%mq	15%	14%	16%	18%	18%	19%	18%	2%
Increased a little	904	456	448	119	253	205	326	176	402	126	303	256	126	218	366	105	43	32	139	197	22	637	388	249	245	51	69	125	22
	65%	67%	63%	57%	59%	60%	79%cd	57%h	60%	61%	65%	70%l	64%	61%	60%	61%	61%	49%	81%mnop	75%mnop	57%	67%w	72%vxyz	61%	60%	57%	58%	62%	63%
Stayed the same	207	104	102	46	77	53	30	68	108	37	84	46	33	43	132	18	9	11	8	24	3	146	64	82	57	13	16	29	4
	15%	15%	14%	22%f	18%f	16%f	7%	22%fh	16%f	18%	18%	12%	17%	12%	22%noqr	11%	13%q	17%q	5%	9%	9%	15%	12%	20%u	14%	14%	13%	14%	11%
Decreased a little	20	14	6	9	4	5	1	10	8	2	6	2	4	8	12	1	2	2	2	1	3	2	1	13	5	3	5	4	
	1%	2%	1%	5%dfh	1%	1%	*	3%dfh	1%	1%	1%	1%	2%	2%	2%	*	3%q	4%q	-	2	1	3	2	1	3	6%uv	3%uv	2%uv	12%
Decreased a lot	1	1	1	*	1	1	-	*	1	1	*	-	-	1	1	-	-	-	-	-	1	*	-	*	1	1	1	-	-
	*	*	*	*	*	*	-	*	*	*	*	-	-	*	*	-	-	-	-	-	2%mnqr	*	-	*	*	1%	1%	-	-
NET: Decreased	21	15	6	10	5	5	1	11	9	2	6	2	4	9	13	1	2	2	2	2	3	2	1	14	6	4	5	4	
	2%	2%	1%	5%dfh	1%	2%	*	3%f	1%	1%	1%	1%	2%	3%	2%	*	3%q	4%q	-	1%	4%nqr	*	*	3%t	6%uv	3%uv	2%uv	12%	
Don't know	42	10	32	11	18	4	9	15	19	4	8	7	5	22	14	5	4	8	5	3	2	20	10	10	18	4	8	6	4
	3%	2%	4%a	6%ef	4%e	1%	2%	5%e	3%	2%	2%	2%	3%	6%ij	2%	3%	6%mr	12%mnqr	3%	1%	6%mr	2%	2%	3%	4%t	4%	7%uv	3%	12%

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 West
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	1392	1392
Weighted base	1392	1392
NET: Increase	1146 82% ^b	616 44%
Increase a lot	180 13%	164 12%
Increase a little	966 69% ^b	452 32%
Stay the same	172 12%	416 30% ^a
Decrease a little	22 2%	193 14% ^a
Decrease a lot	3 -	26 2% ^a
NET: Decrease	24 2%	219 16% ^a
Don't know	50 4%	141 10% ^a

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

Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Increase	1146	553	593	152	334	289	371	226	549	171	355	325	166	300	469	152	60	49	161	225	30	788	457	331	335	75	90	170	23
	82%	82%	83%	73%	78%	84%cg	90%cdgh	74%	81%cg	82%	76%	88%il	84%	84%il	77%	88%mp	84%	74%	94%mnop	86%mp	79%	83%	85%y	81%	82%	84%	76%	84%	66%
Increase a lot	180	68	112	25	57	64	35	37	108	35	49	46	24	62	77	35	15	9	13	25	6	110	60	50	66	20	16	29	5
	13%	10%	16%a	12%	13%	19%f	9%	12%	16%f	17%	11%	12%	12%	17%il	13%	20%mq	21%mq	13%	8%	9%	17%qr	12%	11%	12%	16%t	23%uv	14%	14%	14%
Increase a little	966	485	481	127	277	225	336	189	440	136	306	279	142	239	392	117	45	40	148	201	24	678	396	281	270	55	74	141	18
	69%	72%	67%	61%	65%	66%	82%cdgh	62%	65%	66%	66%	76%il	71%	66%	64%	68%	63%	61%	86%mnop	77%mnop	62%	72%	74%xy	69%	66%	61%	62%	70%	52%
Stay the same	172	89	83	33	66	45	28	52	92	29	83	34	20	34	109	11	6	7	5	28	5	125	62	62	40	8	16	17	7
	12%	13%	12%	16%f	15%f	13%f	7%	17%f	14%f	14%	18%jkl	9%	10%	9%	18%noqr	6%	9%q	11%q	3%	11%q	13%q	13%	12%	15%z	10%	9%	13%	8%	20%
Decrease a little	22	10	12	8	7	2	6	10	7	2	12	2	2	6	14	2	1	-	6	-	*	11	4	7	11	1	4	6	-
	2%	2%	2%	4%eh	2%	*	1%	3%eh	1%	1%	2%	1%	1%	2%	2%r	1%	1%r	-	3%r	-	1%	1%	2%	3%	1%	3%u	3%u	3%	-
Decrease a lot	3	2	1	2	-	1	-	2	1	1	2	-	*	1	2	-	-	-	-	-	-	1	2	-	1	1	-	-	-
	*	*	*	1%	-	*	-	1%	*	*	*	-	*	*	*	-	-	-	-	-	1%nr	*	*	-	*	1%	-	-	-
NET: Decrease	24	12	12	10	7	2	6	12	7	2	13	2	2	7	16	2	1	-	6	-	1	13	6	7	12	2	4	6	-
	2%	2%	2%	5%defh	2%	1%	1%	4%eh	1%	1%	3%j	1%	1%	2%	3%r	1%	1%r	-	3%r	-	2%r	1%	1%	2%	3%	2%	3%	3%	-
Don't know	50	23	27	13	21	8	7	17	26	5	15	7	10	18	18	9	4	9	-	7	2	22	13	10	22	5	9	8	5
	4%	3%	4%	6%ef	5%f	2%	2%	5%f	4%	3%	3%	2%	5%	5%j	3%	5%q	5%q	14%mnqr	-	3%	6%q	2%	2%	2%	5%t	6%	7%uv	4%	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 West

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)	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Increase	616	288	328	108	218	148	142	166	308	84	196	179	79	162	291	87	33	42	55	92	17	379	183	196	220	52	52	116	17
	44%	43%	46%	52% ^f	51% ^f	43%	34%	54% ^{efh}	46% ^f	41%	42%	49%	40%	45%	47% ^{qr}	50% ^{qr}	46% ^{qr}	63% ^{moqr}	32%	35%	44%	40%	34%	48% ^u	54% ^t	58% ^u	44% ^u	57% ^{uvy}	49%
Increase a lot	164	58	106	38	62	30	35	56	73	24	45	39	32	48	64	36	15	10	12	21	7	98	44	54	65	19	16	30	1
	12%	9%	15% ^a	18% ^{efh}	14% ^{ef}	9%	8%	18% ^{efh}	11%	12%	10%	10%	16% ⁱ	13%	10%	20% ^{mqr}	21% ^{mqr}	15%	7%	8%	18% ^{mqr}	10%	8%	13% ^u	16% ^t	21% ^u	14%	15% ^u	2%
Increase a little	452	230	221	70	157	118	107	110	235	60	151	141	47	114	227	51	18	31	44	71	10	281	139	142	155	33	36	86	16
	32%	34%	31%	34%	37% ^f	34% ^f	26%	36% ^f	35% ^f	29%	32%	38% ^{ak}	24%	32%	37% ^{ors}	30%	25%	48% ^{noqr}	26%	27%	26%	30%	26%	35% ^u	38% ^t	37%	30%	42% ^{uy}	46%
Stay the same	416	215	201	50	121	106	139	73	204	59	152	90	72	102	182	40	19	11	60	93	11	310	181	129	98	23	29	46	8
	30%	32%	28%	24%	28%	31%	34% ^{cg}	24%	30%	29%	33% ^{aj}	25%	36% ^j	28%	30% ^p	23%	27%	16%	35% ^p	36% ^{np}	28%	33% ^w	34% ^z	31% ^z	24%	25%	23%	22%	
Decrease a little	193	104	89	20	45	46	81	30	81	31	69	66	22	36	71	24	8	3	31	52	4	153	106	47	36	2	15	19	4
	14%	15%	12%	10%	10%	13%	20% ^{cdgh}	10%	12%	15%	15%	18% ^l	11%	10%	12%	14%	11%	5%	18% ^p	20% ^{mop}	11%	16% ^w	20% ^{vxz}	12% ^x	9%	2%	12% ^x	10% ^x	12%
Decrease a lot	26	18	8	5	3	15	3	6	18	14	4	1	7	18	1	1	1	2	2	1	22	15	7	4	3	*	1	-	
	2%	3%	1%	3%	1%	4% ^{df}	1%	2%	3%	7%	3%	1%	*	2%	3%	1%	2%	1%	1%	1%	2%	2%	3%	1%	3%	*	*	-	
NET: Decrease	219	122	98	26	48	61	84	36	99	44	84	70	23	43	89	25	9	5	33	54	5	176	121	55	40	5	15	20	4
	16%	18%	14%	12%	11%	18% ^d	20% ^{cdg}	12%	15%	21%	18%	19% ^{kl}	12%	12%	15%	15%	13%	7%	19%	21% ^{mp}	12%	19% ^w	22% ^{wxyz}	13%	10%	5%	13%	10%	12%
Don't know	141	52	89	24	40	29	47	32	62	19	34	28	25	53	50	22	10	9	23	22	6	83	53	30	52	10	22	20	6
	10%	8%	12% ^a	12%	9%	8%	11%	10%	9%	9%	7%	8%	12%	15% ^{ij}	8%	12%	14%	13%	13%	8%	16% ^{mr}	9%	10%	7%	13% ^t	11%	19% ^{lvz}	10%	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 West 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Now is a good time	202 15%	111 16%	91 13%	37 18%	54 13%	49 14%	61 15%	47 15%	93 14%	40 19%	72 15%	59 16%	22 11%	50 14%	92 15%	23 13%	14 20%	6 9%	24 14%	41 16%	2 6%	145 15%	94 18%	50 12%	48 12%	11 12%	11 9%	26 13%	10 28%
It is neither a good time nor a bad time	847 61%	403 60%	443 62%	108 52%	256 60%	213 62%	270 65%	169 55%	407 60%	114 55%	297 64%	235 64%	123 62%	192 54%	367 60%	103 59%	34 48%	33 50%	107 62%	179 69%	24 mp	590 63%	323 60%	267 65%	240 58%	38 42%	76 64%	126 62%	17 50%
Now is a bad time	161 12%	86 13%	76 11%	29 14%	63 15%	44 13%	25 6%	44 14%	92 14%	27 13%	52 11%	31 8%	26 13%	52 14%	78 13%	28 16%	8 12%	13 19%	13 8%	15 6%	7 18%	101 11%	42 8%	59 14%	56 14%	20 22%	11 9%	25 12%	4 12%
Don't know	182 13%	77 11%	105 15%	35 17%	54 13%	37 11%	56 14%	45 15%	81 12%	27 13%	46 10%	43 12%	27 14%	66 18%	75 12%	20 12%	14 20%	14 21%	28 17%	26 10%	5 13%	112 12%	78 15%	34 8%	67 16%	21 23%	21 18%	24 12%	4 10%

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 West

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 (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
More money	193 14%	100 15%	93 13%	79 38% ^{defh}	63 15% ^{ef}	30 9%	21 5%	103 34% ^{defh}	69 10% ^f	22 11%	87 19% ^{kl}	51 14%	22 11%	33 9%	121 20% ^{nqrs}	20 12% ^{qr}	16 23% ^{nqrs}	16 24% ^{nqrs}	3 2%	15 6%	2 5%	116 12%	47 9%	68 17% ^{ux}	65 16%	5 5%	14 12%	47 23% ^{uxy}	13 37%
About the same	780 56%	380 56%	400 56%	76 36%	222 52% ^{cg}	194 57% ^{cg}	288 70% ^{cdeg}	117 38%	375 56% ^{cg}	112 54%	271 58%	212 58%	113 57%	184 51%	325 53% ^p	83 48% ^p	33 47% ^p	16 25%	124 72% ^{mnop}	181 69% ^{mnop}	18 49% ^p	585 62% ^w	356 66% ^{vwxyz}	230 56% ^{yz}	187 46%	41 45%	53 45%	93 46%	8 23%
Less money	345 25%	170 25%	175 25%	38 18%	108 25%	108 31% ^{cfg}	91 22%	61 20%	193 29% ^{cg}	62 30%	95 20%	91 25%	50 25%	108 30% ⁱ	137 22%	60 34% ^{mor}	15 22%	22 33%	38 22%	60 23%	13 35% ^{mor}	219 23%	124 23%	94 23%	115 28%	38 42% ^{uvz}	34 28%	44 22%	11 32%
Don't know	74 5%	27 4%	46 6%	15 7% ^f	35 8% ^{ef}	11 3%	12 3%	25 8% ^{ef}	36 5%	11 5%	13 3%	14 4%	13 7% ⁱ	33 9% ^{ij}	30 5%	11 6% ^r	6 8% ^r	12 18% ^{mnr}	6 4%	5 2%	4 11% ^{mqr}	28 3%	10 2%	18 4%	43 10% ^t	7 7% ^u	18 15% ^{uv}	18 9% ^{uv}	3 8%

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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Male	677	677	-	94	205	203	175	148	355	113	249	153	101	175	360	49	30	37	55	140	6	461	261	200	196	46	58	93	20
	49%	100% b	-	45%	48%	59% c	42% d	48%	53% f	55%	53% j	42%	51%	49%	59% n	28% o	43% p	56% q	32% s	54% t	17%	49%	49%	49%	48%	51%	49%	46%	57%
Female	715	-	715	114	222	141	238	158	319	94	218	215	97	184	252	124	40	29	116	121	32	486	276	210	214	44	61	109	15
	51%	-	100% a	55% e	52% e	41%	58% h	52% e	47%	45%	47%	58% i	49%	51%	41%	72% m	57% o	44%	68% p	46%	83% r	51% u	51%	52%	49%	51%	54%	43%	

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 West

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 (AA)	Rent free (AB)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
18-24	106	52	55	106	-	-	-	106	-	-	45	26	22	14	57	10	29	10	-	-	1	50	14	35	48	7	8	33	9
	8%	8%	8%	51%defgh	-	-	-	35%defh	-	-	10%l	7%	11%l	4%	9%qrs	6%qqr	41%mpqr	15%nqrs	-	-	3%qr	5%	3%	9%u	12%t	8%u	7%u	16%uvy	26%
25-34	200	96	103	102	98	-	-	200	-	-	82	56	20	42	144	21	8	21	-	-	7	101	27	74	84	14	18	52	14
	14%	14%	14%	49%defh	23%eth	-	-	65%defh	-	-	18%k	15%	10%	12%	23%noqr	12%qr	11%qr	33%noqrs	-	-	17%qr	11%	5%	18%u	21%t	15%u	15%u	26%uvy	42%
35-44	201	93	108	-	201	-	-	-	201	-	74	44	32	51	147	29	5	12	-	1	7	122	31	91	73	12	22	39	6
	14%	14%	15%	-	47%cefgh	-	-	-	30%cefg	-	16%	12%	16%	14%	24%oqr	17%oqr	8%qr	18%qr	-	*	18%oqr	13%	6%	22%u	18%t	13%u	19%u	19%u	17%
45-54	247	130	117	-	129	118	-	-	247	-	75	71	48	53	156	53	11	14	-	1	12	163	43	120	81	13	28	40	3
	18%	19%	16%	-	30%cfg	34%cfg	-	-	37%cfg	-	16%	19%	24%il	15%	25%oqr	30%oqr	16%qr	21%qr	-	*	32%oqr	17%	8%	29%luxz	20%	14%	24%u	20%u	7%
55-64	225	132	93	-	-	225	-	-	225	177	71	66	30	58	103	38	17	9	5	43	10	168	112	56	57	20	18	20	-
	16%	19%b	13%	-	-	66%cdfgh	-	-	33%cdfg	86%	15%	18%	15%	16%	17%q	22%q	24%q	14%q	3%	17%q	26%mqr	18%	21%vz	14%	14%	22%z	15%	10%	-
65+	412	175	238	-	-	-	412	-	30	119	105	47	140	5	23	1	-	167	216	1	343	310	34	67	24	25	17	2	
	30%	26%	33%a	-	-	-	100%cdegh	-	14%	26%	29%	24%	39%ijkl	1%	13%mnop	1%	-	97%mnop	83%mnop	3%	36%w	58%wxyz	8%	16%	27%vz	21%vz	9%	7%	
Average age	51.26	51.24	51.28	24.35	40.04cg	56.95cd	71.78cd	26.80c	49.84cd	60.59	48.92	51.54	49.84	54.80ij	41.66op	48.47mo	37.24	37.94	71.89mn	69.88mn	46.90mo	54.49w	62.47vx	44.03z	45.28	50.63vz	49.11vz	40.64	33.70
					gh	gh		g	g				k	j	p	p			ops	ops	p	w	yz			vz	vz		

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 West

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	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 coun-cil (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
AB	467	249	218	87	155	105	119	127	220	58	467	-	-	-	253	50	15	9	19	114	7	363	184	179	89	7	16	66	15
	34%	37% ^b	31%	42% ^{efh}	36%	31%	29%	41% ^{efh}	33%	28%	100% ^{ijkl}	-	-	-	41% ^{nopq}	29% ^{pq}	21%	14%	11%	44% ^{nopq}	20%	38% ^w	34% ^{xy}	44% ^{xyz}	22%	7%	14%	33% ^{xy}	43%
C1	368	153	215	51	116	95	105	82	181	61	-	368	-	-	167	58	17	8	24	87	7	258	155	103	101	16	28	57	9
	26%	23%	30% ^a	25%	27%	28%	26%	27%	27%	30%	-	100% ^{ikl}	-	-	27% ^{pq}	33% ^{pqs}	25% ^{pq}	12%	14%	33% ^{pqs}	18%	27%	29%	25%	25%	18%	23%	28%	12%
C2	198	101	97	31	63	57	47	41	110	29	-	-	198	-	96	33	7	8	13	35	7	147	84	64	47	14	9	24	4
	14%	15%	14%	15%	15%	16%	11%	13%	16%	14%	-	-	100% ^{ijl}	-	16%	19% ^{oq}	9%	12%	7%	13%	17% ^q	16%	16% ^{ey}	16% ^y	11%	15%	8%	12%	12%
DE	359	175	184	39	93	87	140	56	162	59	-	-	359	96	33	32	41	116	24	17	179	115	64	173	53	65	55	7	
	26%	26%	26%	19%	22%	25%	34% ^{cdeg}	18%	24%	28%	-	-	100% ^{ijk}	16% ^r	19% ^r	45% ^{mnr}	62% ^{mnr}	68% ^{mnr}	9%	46% ^{mnr}	19%	21%	16%	42% ^t	59% ^{uvz}	55% ^{uvz}	27% ^v	19%	

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North East	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66	171	261	38	948	538	410	410	90	118	202	35
	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%
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 West

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 (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Yes	910 65%	425 63%	485 68%	161 77% defh	281 66%	226 66%	242 59%	224 73% dfh	444 66%	132 64%	358 77% kl	268 73% kl	121 61% l	163 45%	449 73% nopq	108 62% pq	43 61% pq	29 44%	77 45%	185 71% pqqs	20 52%	670 71% w	359 67% xy	311 76% xyz	216 53%	39 44%	48 41%	128 64% xy	24 68%
No	482 35%	252 37%	230 32%	48 23%	147 34% cg	118 34% c	170 41% cg	82 27%	230 34% cg	75 36%	109 23%	100 27%	77 39% ij	197 55% ijk	163 27%	66 38% m	27 39% m	37 56% mnor	95 55% mnor	76 29%	18 48% mr	277 29%	178 33% v	99 24%	194 47% t	50 56% uvz	70 59% uvz	73 36% v	11 32%

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 West

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)	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 (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Homeowners	948	461	486	91	266	247	343	151	454	155	363	258	147	179	390	124	36	18	122	235	21	948	538	410	-	-	-	-	-
	68%	68%	68%	44%	62%cg	72%cdg	83%cdg	49%	67%cg	75%	78%jl	70%l	74%l	50%	64%op	71%ops	51%p	28%	71%ops	90%mnop	56%ps	100%w	100%xyz	100%xyz	-	-	-	-	-
Owned outright - without mortgage	538	261	276	27	56	145	310	41	186	98	184	155	84	115	123	56	14	8	114	212	11	538	538	-	-	-	-	-	-
	39%	39%	39%	13%	13%	42%cdgh	75%cdg	14%	28%cdg	47%	39%	42%l	42%l	32%	20%	32%mp	20%	13%	66%mnop	81%mnop	30%mps	57%w	100%vxyz	-	-	-	-	-	-
Owned with a mortgage or loan	410	200	210	64	210	102	34	109	267	57	179	103	64	64	268	68	22	10	9	24	10	410	-	410	-	-	-	-	-
	29%	30%	29%	31%fh	49%cefg	30%fh	8%	36%fh	40%cef	28%	38%jl	28%l	32%l	18%	44%opqr	39%pqrs	32%pqr	15%q	5%	9%	26%qr	43%w	-	100%uxyz	-	-	-	-	-
NET: Renters	410	196	214	95	155	94	67	132	211	52	89	101	47	173	203	46	32	41	49	23	17	-	-	410	90	118	202	-	
	29%	29%	30%	45%defh	36%ef	27%fh	16%	43%efh	31%fh	25%	19%	28%l	24%	48%ijkl	33%r	26%r	45%mnqr	62%mnqr	29%r	9%	44%mnqr	-	-	100%t	100%uv	100%uv	100%uv	-	-
Rented from the council	90	46	44	15	24	27	24	21	44	16	7	16	14	53	30	14	7	9	20	8	2	-	-	-	90	90	-	-	-
	6%	7%	6%	7%	6%	8%	6%	7%	7%	8%	1%	4%l	7%l	15%ijkl	5%	8%r	10%mr	14%mr	12%mr	3%	5%	-	-	-	22%t	100%vxyz	-	-	-
Rented from a housing association	118	58	61	16	46	32	25	26	68	18	16	28	9	65	55	9	11	12	20	4	7	-	-	118	-	118	-	-	
	9%	9%	9%	8%	11%fh	9%	6%	9%	10%	9%	3%	8%l	5%	18%ijkl	9%r	5%r	16%mnr	18%mnr	12%r	1%	18%mnr	-	-	29%t	-	100%uvxz	-	-	
Rented from someone else	202	93	109	63	85	35	17	85	99	18	66	57	24	55	118	22	14	19	8	11	8	-	-	202	-	-	202	-	
	14%	14%	15%	30%defh	20%efh	10%fh	4%	28%defh	15%fh	9%	14%	16%	12%	15%	19%qr	13%qr	20%qr	29%nqr	5%	4%	22%qr	-	-	49%t	-	-	100%uvxy	-	
Rent free	35	20	15	23	7	3	2	24	9	-	15	9	4	7	19	4	2	6	-	2	-	-	-	-	-	-	-	-	35
	2%	3%	2%	11%defh	2%	1%	1%	8%defh	1%	-	3%	2%	2%	2%	3%	2%	3%q	10%mnqr	-	1%	-	-	-	-	-	-	-	-	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 West

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	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
No formal education	17	12	5	2	2	1	12	3	2	1	4	8	2	3	3	1	1	2	5	6	1	11	11	-	6	2	2	3	-
Primary	2	2	*	-	1	-	1	-	1	-	-	-	1	1	-	-	-	1	-	1	*	1	1	-	1	1	*	-	-
Secondary school, high school, NVQ levels 1 to 3, etc.	882	409	472	76	260	249	297	120	466	157	180	251	151	300	346	113	40	44	153	155	30	574	352	222	296	77	96	123	12
University degree or equivalent professional qualification, NVQ level 4, etc.	346	173	173	82	122	64	79	120	147	37	195	79	34	37	193	46	12	11	14	65	6	262	124	138	73	4	15	54	11
Higher university degree, doctorate, MBA, NVQ level 5, etc.	120	72	48	33	39	25	23	48	49	9	81	22	7	9	62	12	7	5	-	32	1	83	46	37	25	5	4	16	12
Still in full time education	15	5	9	15	-	-	-	15	-	-	6	5	3	1	3	*	11	-	-	-	-	9	2	7	5	-	1	4	-
Don't know	4	-	4	-	-	4	-	-	4	2	-	-	-	4	2	-	-	2	-	-	-	2	-	2	2	-	-	-	-
Prefer not to answer	7	4	3	1	3	1	2	1	4	1	1	2	-	4	2	1	-	2	-	2	-	6	3	3	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 West 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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Yes - responsible for half or more of the items bought	1249	567	683	154	398	316	381	241	628	187	410	334	177	329	544	166	50	53	164	235	37	850	481	368	376	78	112	186	24
	90%	84%	96%a	74%	93%cg	92%cg	92%cg	79%	93%cg	90%	88%	91%	89%	92%	89%o	95%mp	71%	81%	96%op	90%o	98%mp	90%	90%	90%	92%	87%	95%	92%	69%
No - not responsible for most of the items bought	143	111	32	54	29	27	31	65	46	20	57	34	21	30	68	8	21	12	7	26	1	98	56	42	34	12	6	16	11
	10%	16%b	4%	26%defh	7%	8%	8%	21%defh	7%	10%	12%	9%	11%	8%	11%ns	5%	29%mnqr	19%nqs	4%	10%st	2%	10%	10%	10%	8%	13%	5%	8%	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 West

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	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 from council (x)	Rent from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
No cars in the household	284 20%	124 18%	160 22%	49 23%	73 17%	71 21%	91 22%	67 22%	126 19%	56 27%	43 9%	70 19% _i	36 18% _i	135 37% _{ijkl}	96 16%	27 16%	28 39% _m	35 54% _{mnr}	57 33% _{mnr}	33 13%	9 23% _r	109 12%	74 14% _w	35 8%	169 41% _t	47 52% _{uvz}	58 49% _{uvz}	65 32% _{uv}	6 17%
NET: Any	1108 80%	553 82%	555 78%	160 77%	354 83%	273 79%	322 78%	239 78%	548 81%	151 73%	423 91% _{ijkl}	298 81% _l	162 82% _l	225 63%	516 84% _{opq}	146 84% _{opq}	43 61%	30 46%	115 67% _p	228 87% _{opqs}	29 77% _{op}	839 88% _w	463 86% _{xyz}	375 92% _{xyz}	241 59%	43 48%	61 51%	137 68% _{xy}	29 83%
1	571 41%	298 44%	272 38%	49 23%	179 42% _{cg}	130 38% _c	213 52% _{cdegh}	91 30%	266 40% _{cg}	71 34%	201 43%	151 41%	79 40%	139 39%	242 40% _{op}	59 34%	19 26%	14 21%	73 42% _{op}	145 56% _{mnpq}	19 49% _{nop}	398 42%	240 45% _y	158 39%	162 40%	33 37%	39 33%	90 45% _y	10 28%
2	397 29%	180 27%	217 30%	53 25%	146 34% _{cf}	93 27%	105 26%	87 28%	205 30%	54 26%	160 34% _l	114 31% _l	60 30% _l	64 18%	194 32% _{ops}	61 35% _{ops}	11 16%	9 14%	42 24%	74 28% _{ops}	6 17%	332 35% _w	165 31% _{xyz}	167 41% _{xyz}	59 14%	9 10%	18 15%	33 16%	7 20%
3+	140 10%	75 11%	65 9%	58 28% _{defgh}	29 7% _f	50 14% _{df}	3 1%	60 20% _{dth}	76 11% _{df}	27 13%	63 13% _l	33 9%	23 11% _l	22 6%	80 13% _{qr}	27 15% _{qr}	13 19% _{qr}	8 11% _{qr}	-	8 3%	4 12% _{qr}	109 11% _w	59 11% _{xy}	50 12% _{xy}	20 5%	2 2%	4 3%	14 7%	12 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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
White	1329	646	683	188	399	334	408	281	640	204	444	350	193	341	579	161	66	59	169	258	36	910	526	385	388	87	108	193	31
	95%	95%	96%	90%	93%	97%cdg	99%cdgh	92%	95%c	99%	95%	95%	98%	95%	95%	93%	94%	91%	98%p	99%mnop	94%	96%	98%vy	94%	95%	96%	91%	96%	89%
NET: Non-white	52	25	27	20	21	8	3	24	25	2	20	13	5	13	27	12	5	4	3	-	2	30	9	21	19	3	11	5	4
	4%	4%	4%	9%efh	5%f	2%	1%	8%efh	4%f	1%	4%	4%	2%	4%	4%r	7%r	6%r	4	6%r	2%	6%r	3%	2%	5%u	5%	3%	9%uz	3%	11%
Mixed	6	2	4	2	1	*	3	3	1	-	-	2	1	3	1	1	1	-	3	-	*	1	-	1	5	1	4	-	1
	*	*	1%	1%	*	*	1%	1%	*	-	-	*	1%	1%	*	1%	2%mr	-	2%	-	*	*	-	*	1%t	1%	4%lvz	-	2%
Asian	31	16	14	13	15	3	-	15	16	1	11	8	3	8	19	6	3	2	-	-	2	22	9	14	5	1	1	3	3
	2%	2%	2%	6%efh	3%f	1%	-	5%efh	2%f	*	2%	2%	2%	3%r	3%r	4%qr	3%r	-	-	5%qr	2%	2%	3%	1%	1%	1%	1%	1%	9%
Black	4	2	2	1	3	-	*	3	1	*	-	2	*	2	2	*	*	1	-	-	*	1	-	1	3	-	2	1	-
	*	*	*	1%	1%	-	*	1%	*	*	-	1%	*	1%	*	*	1%	1%	-	-	1%	*	-	*	1%	-	2%u	1%	-
Chinese	6	*	6	2	2	3	-	2	5	-	5	1	-	2	4	-	1	-	-	-	-	4	-	4	3	-	2	1	-
	*	*	1%	1%	*	1%	-	1%	1%	-	1%	-	-	*	2%mr	-	2%r	-	-	-	-	*	-	1%	1%	-	1%u	1%	-
Other ethnic group	4	4	*	2	1	1	-	2	2	1	4	*	-	4	*	-	-	-	-	-	-	2	-	2	3	1	1	-	-
	*	1%	*	1%	*	-	-	1%	*	1%	*	*	-	1%	*	-	-	-	-	-	-	*	-	*	1%	2%u	1%u	-	-
Prefer not to answer	11	6	5	1	7	2	1	1	8	1	2	4	-	5	6	1	-	2	-	2	-	8	3	5	3	1	-	3	-
	1%	1%	1%	*	2%	1%	*	*	1%	*	*	1%	-	1%	1%	*	-	4%nq	-	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 West 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 (B)	
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Christian	834	391	443	81	201	224	329	130	376	134	263	217	118	236	305	102	31	30	149	197	20	610	380	230	213	59	71	83	11	
	60%	58%	62%	39%	47%	65%cdgh	80%cddeg	42%	56%cdg	65%	56%	59%	60%	66% ⁱ	50%	59% ^o	44%	45%	87% ^{lmnop}	76% ^{lmnop}	53%	64% ^w	71% ^{vyz}	56% ^z	52%	65% ^z	60% ^z	41%	32%	
NET: Other	65	35	30	20	22	8	15	23	28	4	25	18	6	16	28	11	6	3	3	11	3	39	22	18	22	2	7	13	4	
	5%	5%	4%	10% ^{defh}	5%	2%	4%	7% ^{ef}	4%	2%	5%	5%	3%	4%	5%	6%	8% ^q	5%	2%	4%	7%	4%	22	4%	4%	5%	2%	6%	6%	10%
Muslim	25	16	9	9	14	3	-	10	15	-	6	7	3	9	15	6	2	1	-	-	1	16	6	9	8	1	2	5	2	
	2%	2%	1%	4% ^{ef}	3% ^f	1%	-	3% ^f	2% ^f	-	1%	2%	1%	2%	2% ^r	3% ^{qr}	3% ^{qr}	2% ^r	-	-	3% ^{qr}	2%	1%	2%	2%	1%	2%	2%	2%	5%
Hindu	6	3	3	3	2	1	-	4	2	1	4	1	-	1	4	*	1	-	-	-	1	3	1	2	1	-	-	1	2	
	*	*	*	1% ^f	1%	*	-	1% ^f	*	*	1%	*	-	*	1%	1% ^r	1% ^r	-	-	-	2% ^r	*	*	1%	*	-	-	*	*	5%
Jewish	17	9	8	2	-	4	12	2	4	3	11	3	1	2	1	2	2	-	3	9	*	14	11	3	3	1	*	2	-	
	1%	1%	1%	1%	-	1%	3% ^{dgh}	1%	1%	1%	2%	1%	1%	*	*	1%	2% ^m	-	2%	3% ^{am}	*	1%	2%	1%	2%	*	*	1%	-	
Sikh	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	
	*	-	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	1%	-	-	
Buddhist	5	2	3	1	5	-	-	1	5	-	2	1	-	2	2	-	1	-	-	-	-	2	-	2	3	-	*	3	-	
	*	*	*	*	1%	-	-	*	1%	-	*	*	-	1%	1%	-	1%	-	-	-	-	2	-	2	3	-	*	3	-	
Other	11	5	6	5	1	1	2	6	2	1	2	5	1	3	5	1	1	1	-	2	1	5	3	2	6	-	3	3	-	
	1%	1%	1%	3% ^{dh}	*	*	1%	2% ^h	*	*	*	1%	1%	1%	1%	*	2%	2%	-	1%	1%	1%	1%	*	1%	-	3% ^{uv}	1%	-	
None	471	237	234	101	197	108	65	147	259	69	173	127	70	101	266	59	32	30	19	49	15	284	127	158	169	28	40	100	18	
	34%	35%	33%	48% ^{efh}	46% ^{efh}	31% ^f	16%	48% ^{efh}	38% ^f	33%	37% ^l	35%	35%	28%	43% ^{qr}	34% ^{qr}	45% ^{qr}	46% ^{qr}	11%	19%	39% ^{qr}	30%	24%	38% ^u	41% ^t	32%	34% ^u	50% ^{uvxy}	51%	
Prefer not to say	22	14	8	7	8	3	4	7	11	*	6	6	4	6	12	1	1	2	-	4	1	13	9	4	6	1	1	5	3	
	2%	2%	1%	3%	2%	1%	1%	2%	2%	*	1%	1%	2%	2%	2%	1%	2%	4% ^q	-	1%	2%	1%	2%	1%	2%	1%	1%	3%	7%	

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 West

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 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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Urban	1153	573	580	177	366	295	315	261	576	174	363	313	163	314	531	139	63	58	132	198	32	748	395	353	383	82	110	191	22
	83%	85%	81%	85% ^f	86% ^f	86% ^f	76%	85% ^f	86% ^f	84%	78%	85% ⁱ	82%	87% ⁱ	87% ^{nqr}	80%	90% ^{nqr}	88% ^r	77%	78%	83%	79%	73%	86% ^u	93% ^t	91% ^u	93% ^u	95% ^{uv}	64%
Urban - Population over 10,000	526	297	229	90	169	120	148	125	253	85	155	139	81	151	261	54	34	22	63	82	11	317	159	158	198	45	51	102	11
	38%	44% ^b	32%	43%	39%	35%	36%	41%	38%	41%	33%	38%	41%	42% ⁱ	43% ^{nrs}	31%	48% ^{nrs}	34%	37%	31%	28%	34%	30%	39% ^u	48% ^t	50% ^u	43% ^u	51% ^{uv}	31%
Town and Fringe	626	276	350	87	197	175	167	136	323	89	208	174	82	163	271	84	30	36	68	117	21	430	236	195	184	37	59	89	11
	45%	41%	49% ^a	42%	46%	51% ^f	41%	44%	48%	43%	45%	47%	41%	45%	44%	49%	42%	54%	40%	45%	56% ^{moq}	45%	44%	47%	45%	41%	50%	44%	33%
NET: Rural	239	104	135	32	62	49	97	45	97	33	103	55	35	45	81	35	7	8	40	63	6	200	143	57	27	8	9	10	13
	17%	15%	19%	15%	14%	14%	24% ^{cd}	15%	14%	16%	22% ^{ejl}	15%	18%	13%	13%	20% ^{mo}	10%	12%	23% ^{mo}	24% ^{mop}	17%	21% ^w	27% ^{wxyz}	14% ^z	7%	9%	7%	5%	36%
Village	216	99	117	30	56	45	85	42	89	29	94	53	31	38	75	31	6	8	35	56	5	178	121	57	26	8	9	9	12
	16%	15%	16%	14%	13%	13%	21% ^{degh}	14%	13%	14%	20% ^l	14%	16%	11%	12%	18% ^o	9%	12%	21% ^o	21% ^{mo}	14%	19% ^w	23% ^{wxyz}	14% ^z	6%	9%	7%	5%	34%
Hamlet & Isolated Dwelling	23	5	18	2	5	4	12	3	8	4	9	3	4	7	6	4	1	-	5	7	1	22	22	-	1	-	-	1	1
	2%	1%	3% ^a	1%	1%	1%	3%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	-	3%	3%	3%	2% ^w	4% ^{wyz}	-	*	-	-	1%	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 West

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Working	785	409	376	147	371	239	28	231	526	169	302	225	129	129	612	174	-	-	-	-	-	514	178	335	249	43	64	141	23
	56%	60%b	53%	71%fh	87%cefg	70%fh	7%	75%fh	78%cefh	82%	65%kl	61%kl	65%kl	36%	100%opqrs	100%opqrs	-	-	-	-	-	54%	33%	82%luxyz	61%t	48%u	54%u	70%uxy	67%
Working full time - working 30 hours per week or more	612	360	252	125	302	179	5	201	406	108	253	167	96	96	612	-	-	-	-	-	-	390	123	268	203	30	55	118	19
	44%	53%b	35%	60%fh	71%cefh	52%fh	1%	65%ef	60%ef	52%	54%ijl	46%kl	48%kl	27%	100%nopqrs	-	-	-	-	-	-	41%	23%	65%luxy	49%t	33%	46%u	59%uxy	55%
Working part time - working between 8 and 29 hours per week	174	49	124	22	69	60	23	31	120	61	50	58	33	33	-	174	-	-	-	-	-	124	56	68	46	14	9	22	4
	12%	7%	17%a	11%fh	16%fg	17%fg	5%	10%fh	18%cfg	29%	11%	16%kl	17%kl	9%	-	100%mnopqrs	-	-	-	-	-	13%	10%	17%uy	11%	16%	8%	11%	12%
NET: Not working	607	268	338	61	57	104	384	75	147	38	164	143	69	231	-	-	71	66	171	261	38	434	359	75	161	46	54	61	11
	44%	40%	47%a	29%dh	13%	30%dh	93%cdeg	25%dh	22%dh	18%	35%	39%	35%	64%ijk	-	-	100%mn	100%mn	100%mn	100%mn	100%mn	46%w	67%vxyz	18%	39%	52%vz	46%vz	30%v	33%
Not working but seeking work or temporarily unemployed or sick	66	37	29	24	24	17	-	31	34	9	9	8	8	41	-	-	-	66	-	-	-	18	8	10	41	9	12	19	6
	5%	5%	4%	12%defh	6%fh	5%fh	-	10%defh	5%fh	4%	2%	2%	4%	11%ijk	-	-	-	100%mnopr	-	-	-	2%	2%	2%	10%t	10%uv	10%uv	10%uv	19%
Not working and not seeking work	71	30	40	33	15	23	1	36	34	18	15	17	7	32	-	-	71	-	-	-	-	36	14	22	32	7	11	14	2
	5%	4%	6%	16%defh	3%fh	7%fh	*	12%defh	5%fh	9%	3%	5%	3%	9%ik	-	-	100%mnopqrs	-	-	-	4%	4%	3%	5%	8%t	7%u	9%u	7%u	7%
Retired on a state pension only	171	55	116	-	-	5	167	-	5	-	19	24	13	116	-	-	-	-	171	-	-	122	114	9	49	20	20	8	-
	12%	8%	16%a	-	-	1%dh	40%cdegh	-	1%	-	4%	6%	6%	32%ijk	-	-	-	-	100%mnoprs	-	-	13%	21%vz	2%	12%	23%vz	17%vz	4%	-
Retired with a private pension	261	140	121	-	1	44	216	-	45	-	114	87	35	24	-	-	-	-	-	261	-	235	212	24	23	8	4	11	2
	19%	21%	17%	-	*	13%cdgh	52%cdegh	-	7%cdg	-	25%kl	24%kl	18%kl	7%	-	-	-	-	-	100%mnopqs	-	25%w	39%vxyz	6%	6%	9%	3%	5%	7%
House person, housewife, househusband, etc.	38	6	32	4	17	16	1	8	29	11	7	7	7	17	-	-	-	-	-	-	38	21	11	10	17	2	7	8	-
	3%	1%	4%a	2%	4%fh	5%fh	*	2%fh	4%fh	5%	2%	2%	3%	5%il	-	-	-	-	-	-	100%mnopqr	2%	2%	2%	4%	2%	6%u	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 West 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)
Unweighted base	708	395	313	159	351	173	25	253	430	124	217	216	138	137	505	203	-	-	-	-	-	398	144	254	294	46	100	148	16
Weighted base	785	409	376	147	371	239	28**	231	526	169*	302	225	129	129	612	174	**	**	**	**	**	514	178	335	249	43*	64*	141	23**
NET: Public Sector	217	90	127	58	93	59	7	92	119	46	89	74	30	24	168	49	-	-	-	-	-	129	37	92	74	12	15	47	13
	28%	22%	34%a	39%deh	25%	25%	24%	40%deh	23%	27%	29%	33%l	23%	19%	27%	28%	-	-	-	-	-	25%	21%	28%	30%	28%	23%	34%u	58%
A nationalised industry/state corporation	6	5	1	*	1	5	-	1	5	3	2	1	2	2	6	*	-	-	-	-	-	4	1	3	*	-	-	*	1
	1%	1%	*	*	*	2%	-	*	1%	2%	1%	*	2%	1%	1%	*	-	-	-	-	-	1%	1%	1%	*	-	-	*	5%
Central government or civil service (including Courts service and Bank of England)	29	17	12	8	19	3	-	14	15	1	21	7	2	-	24	6	-	-	-	-	-	20	5	15	10	-	-	10	-
	4%	4%	3%	5%e	5%e	1%	-	6%e	3%	1%	7%l	3%	2%	-	4%	3%	-	-	-	-	-	4%	3%	5%	4%	-	-	7%y	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	58	24	34	7	27	22	2	20	36	16	24	21	6	7	37	21	-	-	-	-	-	43	16	28	15	3	2	9	-
	7%	6%	9%	5%	7%	9%	6%	9%	7%	9%	8%	9%	4%	5%	6%	12% ^m	-	-	-	-	-	8%	9%	8%	6%	8%	4%	6%	-
A university, or other grant funded establishment (include opted-out schools)	22	9	13	13	9	1	-	17	6	1	13	4	6	-	20	3	-	-	-	-	-	13	3	9	8	1	1	7	1
	3%	2%	3%	9%deh	2%	*	-	7%deh	1%	*	4%l	2%	5%l	-	3%	2%	-	-	-	-	-	2%	2%	3%	3%	1%	1%	5%	6%
A health authority or NHS Trust	67	17	50	20	24	18	5	26	37	18	18	34	7	8	54	13	-	-	-	-	-	31	8	23	26	6	8	12	10
	9%	4%	13%a	14%dh	7%	7%	18%	11%	7%	10%	6%	15%ikl	5%	6%	9%	8%	-	-	-	-	-	6%	5%	7%	11%t	15%u	12%u	9%	45%
The armed forces	3	1	2	-	3	-	-	2	1	-	-	1	2	-	2	1	-	-	-	-	-	3	1	2	-	-	-	-	-
	*	*	*	-	1%	-	-	1%	*	-	-	*	1%	-	*	1%	-	-	-	-	-	*	1%	*	-	-	-	-	-
Other public sector occupation (Please specify as much detail as possible)	31	16	15	9	11	11	-	13	19	8	11	6	6	8	26	6	-	-	-	-	-	16	3	13	15	2	4	9	*
	4%	4%	4%	6%	3%	5%	-	5%	4%	5%	4%	3%	4%	6%	4%	3%	-	-	-	-	-	3%	2%	4%	6%	4%	6%	6%	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 West 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)
Weighted base	785	409	376	147	371	239	28**	231	526	169*	302	225	129	129	612	174	-**	-**	-**	-**	-**	514	178	335	249	43*	64*	141	23**
NET: Private Sector	568	319	249	90	278	180	21	140	407	123	214	151	99	104	444	124	-	-	-	-	-	384	142	243	174	31	50	93	10
	72%	78%b	66%	61%	75%cg	75%cg	76%	60%	77%cg	73%	71%	67%	77%	81%ej	73%	72%	-	-	-	-	-	75%	79%z	72%	70%	72%	77%	66%	42%
A charity, voluntary organisation or trust	26	10	17	5	14	6	1	7	18	5	7	11	3	5	11	15	-	-	-	-	-	9	8	1	15	2	3	10	2
	3%	2%	4%	4%	4%	2%	4%	3%	3%	3%	2%	5%	2%	4%	2%	9% ^m	-	-	-	-	-	2%	4% ^v	*	6% ^t	4% ^v	5% ^v	7% ^v	10%
Self-employed (Private sector)	100	71	28	16	30	45	8	22	70	43	34	37	12	17	72	28	-	-	-	-	-	80	51	29	17	1	6	10	3
	13%	17% ^b	8%	11%	8%	19% ^{dg}	27%	9%	13% ^d	25%	11%	16%	9%	13%	12%	16%	-	-	-	-	-	16% ^w	29% ^{wxyz}	9%	7%	2%	9%	7%	14%
None of the above/ I work in the Private sector	442	238	204	68	233	129	13	111	319	75	172	103	84	83	361	81	-	-	-	-	-	296	82	213	143	29	41	73	4
	56%	58%	54%	46%	63% ^{cg}	54%	46%	48%	61% ^{cg}	44%	57% ^{ej}	46%	65% ^{ej}	64% ^j	59% ⁿ	47%	-	-	-	-	-	58%	46%	64% ^{uz}	57%	67% ^u	63% ^u	52%	18%

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 West

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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
No children aged 18 or under	1066	536	530	172	193	290	411	218	437	189	363	285	152	265	411	94	65	49	170	258	19	751	498	253	284	63	82	139	31
	77%	79%	74%	82% ^{dgh}	45%	85% ^{dgh}	100% ^{dgh}	71% ^d	65% ^d	91%	78%	78%	76%	74%	67% ^{ns}	54%	92% ^{mnp}	74% ^{ns}	99% ^{mnp}	99% ^{mnp}	49%	79% ^w	93% ^{wxyz}	62%	69%	70%	69%	69%	90%
NET: Yes	323	140	184	37	232	53	1	87	235	18	102	82	46	93	199	80	5	16	1	3	19	194	39	156	125	27	36	62	4
	23%	21%	26%	18% ^f	54% ^{cefg}	15% ^f	*	28% ^{cef}	35% ^{cef}	9%	22%	22%	23%	26%	33% ^{oqr}	46% ^{mopqr}	7% ^{qr}	24% ^{oqr}	1%	3%	51% ^{mopqr}	21%	7%	38% ^u	31% ^t	30% ^u	31% ^u	31% ^u	10%
Yes - children aged under 5 years old	96	34	62	21	71	2	1	52	43	*	35	17	14	29	60	19	1	6	1	-	9	56	11	44	40	6	10	24	-
	7%	5%	9% ^a	10% ^{ef}	17% ^{efh}	1%	*	17% ^{efh}	6% ^{ef}	*	8%	5%	7%	8%	10% ^{oqr}	11% ^{oqr}	2% ^r	9% ^{oqr}	1%	-	25% ^{mnpqr}	6%	2%	11% ^u	10% ^t	7% ^u	9% ^u	12% ^u	-
Yes - children aged 5 to 10 years old	153	58	95	16	124	13	-	39	114	2	56	41	19	37	94	38	2	7	-	2	10	94	17	77	59	13	16	30	*
	11%	9%	13% ^a	8% ^f	29% ^{cefg}	4% ^f	-	13% ^{ef}	17% ^{cef}	1%	12%	11%	10%	10%	15% ^{oqr}	22% ^{oqr}	3% ^q	11% ^{oqr}	-	1%	26% ^{mopqr}	10%	3%	19% ^u	14% ^t	14% ^u	13% ^u	15% ^u	1%
Yes - children aged 11 to 15 years old	127	56	72	6	98	23	-	15	112	6	33	34	17	42	78	33	2	8	-	-	6	78	11	66	46	12	16	18	3
	9%	8%	10%	3% ^f	23% ^{cefg}	7% ^f	-	5% ^f	17% ^{cefg}	3%	7%	9%	9%	12%	13% ^{oqr}	19% ^{oqr}	3% ^{qr}	12% ^{oqr}	-	-	17% ^{oqr}	8%	2%	16% ^{uz}	11%	14% ^u	13% ^u	9% ^u	9%
Yes - children aged 16 to 18 years old	71	32	39	2	43	26	-	2	69	12	20	20	11	21	36	23	3	4	-	1	5	42	19	22	29	9	10	10	1
	5%	5%	6%	1%	10% ^{cfg}	8% ^{cfg}	-	1%	10% ^{cfg}	6%	4%	5%	5%	6%	6% ^{qr}	13% ^{moqr}	4% ^{qr}	5% ^{qr}	-	*	12% ^{moqr}	4%	4%	5%	7%	10% ^u	8% ^u	5%	2%
Refused	3	2	1	*	3	-	-	1	2	-	1	-	1	2	-	-	*	1	-	-	-	2	1	1	1	-	*	1	-
	*	*	*	*	1%	-	-	*	*	-	*	-	*	*	*	-	*	2% ^r	-	-	-	*	*	*	*	-	*	*	-

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 West

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 (B)	
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	232	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Anglia	4	1	2	2	1	-	-	2	1	-	-	-	4	2	2	-	-	-	-	-	-	-	-	-	4	4	-	-	-	
Border	76	31	45	5	23	11	38	7	31	8	18	25	12	21	22	11	3	*	21	15	3	65	45	20	8	-	4	3	3	
Central	2	-	2	2	-	-	-	2	-	-	1	1	1	-	1	-	1	1	-	-	-	1	-	1	1	-	1	1	-	
Granada	1285	634	651	179	399	333	374	273	638	199	436	334	185	330	573	156	63	63	150	246	34	878	491	387	380	86	110	184	27	
London	1	1	*	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	*	*	*	*	*	
Meridian	2	1	1	2	-	-	-	2	-	-	1	1	-	1	-	-	1	-	-	-	-	-	-	-	2	-	-	2	-	
STV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tyne Tees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West	17	9	7	15	2	-	-	15	1	-	10	3	1	3	12	2	2	-	-	-	*	4	1	2	11	-	2	8	3	
Westcountry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yorkshire	5	-	5	3	3	-	-	3	3	-	1	3	-	1	1	3	*	1	-	-	-	-	-	-	4	-	*	4	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 West

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)	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Single	380	206	174	137	129	70	44	174	162	41	126	92	47	115	215	33	41	37	27	24	3	200	110	90	154	36	42	76	26
	27%	30%b	24%	66%de	30%ef	20%f	11%	57%de	24%ef	20%	27%	25%	24%	32%	35%nqrs	19%rs	58%mnqr	57%mnqr	16%	9%	9%	21%	20%	22%	38%t	40%uv	36%uv	38%uv	75%
NET: Married/ Civil partnership/ co habiting	826	404	422	69	271	223	263	130	433	126	294	221	135	176	354	118	21	20	99	181	34	625	343	282	198	44	55	100	3
	59%	60%	59%	33%	63%cg	65%cg	64%cg	43%c	64%cg	61%	63%l	60%l	68%l	49%	58%op	68%mp	30%	31%	58%op	69%mp	89%mnop	66%w	64%xyz	69%xyz	48%	48%	46%	50%	7%
Married	627	318	309	22	169	191	245	54	328	113	224	166	103	135	224	92	15	8	93	169	26	510	311	199	114	25	37	52	3
	45%	47%	43%	10%	39%cg	56%cdg	59%cdgh	17%c	49%cdg	55%	48%l	45%	52%l	37%	37%op	53%mp	21%	12%	54%mp	65%mnop	69%mnop	54%w	58%vxyz	49%xyz	28%	28%	31%	26%	7%
Civil Partnership	11	7	4	6	2	3	-	6	5	3	3	3	1	3	8	1	*	1	-	-	1	4	1	3	7	3	1	4	-
	1%	1%	1%	3%df	1%	1%	-	2%f	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	-	2%qr	*	1%	2%t	3%u	1%	2%u	-	
Co Habiting	189	80	109	42	99	29	18	71	99	10	67	53	31	38	122	24	6	11	6	13	7	111	31	80	77	16	17	44	-
	14%	12%	15%	20%ef	23%efh	8%	4%	23%efh	15%ef	5%	14%	14%	15%	11%	20%oqr	14%qr	8%	17%qr	3%	5%	18%oqr	12%	6%	20%u	19%t	18%u	15%u	22%u	-
NET: Widowed/ separated/ divorced	181	65	116	1	24	51	105	2	74	40	45	54	16	66	43	21	8	6	46	56	1	121	83	37	55	11	21	23	6
	13%	10%	16%a	*	6%cg	15%cdg	25%cdg	1%	11%cdg	19%	10%	15%k	8%	18%ik	7%	12%ms	12%ms	10%	27%mnop	22%mnops	2%	13%	16%v	9%	13%	12%	18%v	11%	16%
Widowed	73	20	53	-	1	14	59	-	15	14	14	30	7	22	7	6	3	-	25	32	-	56	48	8	15	1	10	5	2
	5%	3%	7%a	-	*	4%cdg	14%cdg	-	2%dg	7%	3%	8%l	4%	6%	1%	3%	4%ms	-	15%mnop	12%mnops	-	6%	9%vz	2%	4%	1%	8%vz	2%	7%
Separated	17	7	10	1	9	6	2	2	14	5	5	2	1	10	8	4	1	2	-	2	*	10	2	8	8	1	-	6	-
	1%	1%	1%	*	2%	2%	*	1%	2%	2%	1%	*	1%	3%j	1%	2%	1%	3%k	-	1%	*	1%	*	2%	2%	1%	-	3%uy	-
Divorced	90	38	52	-	15	31	44	-	46	21	26	22	7	35	27	11	5	4	21	22	1	55	33	22	32	9	11	12	3
	6%	6%	7%	-	3%cg	9%cdg	11%cdg	-	7%cdg	10%	6%	6%	4%	10%k	4%	6%	7%	6%	12%ms	9%ms	1%	6%	6%	5%	8%	9%	10%	6%	9%
Prefer not to answer	5	2	3	1	4	-	-	1	4	-	3	-	*	2	1	2	*	2	-	-	-	2	1	2	-	-	2	*	
	*	*	*	*	1%	-	-	*	1%	-	1%	-	*	1%	*	1%	*	3%mr	-	-	-	*	*	*	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 West

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 (B)
Unweighted base	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
Glasgow	3	*	2	*	-	-	2	*	-	-	2	-	*	-	-	-	*	-	-	2	-	3	2	*	-	-	-	-	-
Edinburgh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newcastle	53	27	26	6	11	6	30	8	15	3	11	22	5	15	14	7	1	*	19	11	*	43	30	13	5	-	4	1	6
	4%	4%	4%	3%	2%	2%	7%deg	3%	2%	1%	2%	6%i	2%	4%	2%	4%	2%	1%	11%mo	4%	1%	5%w	6%z	3%	1%	-	3%z	*	17%
Leeds	5	1	4	4	-	-	1	4	-	-	1	1	2	1	1	-	-	3	-	1	-	4	2	2	-	-	-	-	1
	*	*	1%	2%deh	-	-	*	1%dh	-	-	*	*	1%	*	*	-	-	5%mq	-	*	-	*	*	*	-	-	-	-	4%
Hull	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sheffield	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	-	-
	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	-	-
Manchester	904	431	474	140	274	218	272	191	442	129	304	236	136	228	403	106	35	47	112	177	24	598	335	264	284	67	80	138	22
	65%	64%	66%	67%	64%	63%	66%	62%	66%	62%	65%	64%	68%	64%	66%o	61%	50%	72%o	65%o	68%o	64%o	63%	62%	64%	69%t	74%	67%	68%	63%
Liverpool	363	197	166	52	126	102	83	97	183	63	129	91	44	99	175	52	29	12	34	51	10	249	131	117	109	21	32	55	5
	26%	29%b	23%	25%	29%f	30%f	20%	32%f	27%f	31%	28%	25%	22%	28%	29%r	30%r	41%mpq	19%	20%	19%	25%	26%	24%	29%	27%	23%	27%	28%	15%
Nottingham	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Birmingham	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Norwich	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Milton Keynes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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
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Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Brighton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oxford	*	*	-	*	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	-	
London	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southampton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bristol	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plymouth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cardiff	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	64	21	43	5	17	18	24	6	34	12	19	18	12	15	20	8	4	3	6	19	4	51	37	14	12	2	2	7	*	
	5%	3%	6%a	2%	4%	5%	6%g	2%	5%g	6%	4%	5%	6%	4%	3%	5%	6%	4%	3%	7% ^m	10% ^m	5%	7% ^y	3%	3%	3%	2%	4%	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 West

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)	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29	
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**	
Up to £7,000	(3.5) 4%	62 4%	29 4%	34 5%	14 7%df	10 2%	26 7%df	12 3%	16 5%	34 5%	17 8%	3 1%	9 3%	3 2%	46 13%ijkl	13 2%	10 6%mr	14 20%mnqr	12 19%mnqrs	9 5%	3 1%	1 3%	30 3%	20 4%	10 2%	32 8%t	12 13%uvz	10 8%uv	11 5%	-
£7,001 to £14,000	(10.5) 11%	157 10%	65 13%	92 18%	15 7%	40 9%	29 8%	74 18%cd	23 8%	60 9%	17 8%	16 3%	33 9%i	7 2%	94 26%ijk	25 4%	20 12%lm	15 21%lmnr	16 24%lmnr	47 27%lmnrs	31 12%lm	5 13%lm	70 7%	55 10%v	15 4%	81 20%t	26 29%uvz	31 26%uvz	24 12%v	6 18%
£14,001 to £21,000	(17.5) 17%	238 15%	100 19%	137 19%	21 10%	53 12%	59 17%	105 25%cd	34 11%	99 15%	39 19%	40 8%	77 21%i	34 17%i	87 24%ij	77 13%	30 17%	10 14%	9 13%	51 30%mnop	54 21%lm	7 18%	145 15%	98 18%v	47 11%	89 22%t	23 26%v	32 27%uvz	33 16%	4 12%
£21,001 to £28,000	(24.5) 17%	231 16%	105 18%	126 18%	27 13%	71 17%	60 18%	74 18%	39 13%	119 18%	39 19%	53 11%	76 21%i	42 21%i	60 17%	21 12%	12 12%	10 16%	25 14%	58 22%no	8 21%	157 17%	99 18%	58 14%	70 17%	11 12%	19 16%	40 20%	4 13%	
£28,001 to £34,000	(31) 13%	175 15%b	101 10%	75 10%	15 7%	55 13%	42 12%	63 15%cd	30 10%	82 12%	26 13%	67 14%l	49 13%l	39 20%l	20 6%	67 11%o	37 21%mnopq	1 2%	5 7%	18 11%o	40 16%o	7 17%o	129 14%	87 16%vy	42 10%	45 11%	9 10%	8 7%	29 14%y	1 2%
£34,001 to £41,000	(37.5) 11%	149 13%b	88 13%b	61 9%	16 7%	53 12%	49 14%cf	32 8%	28 9%	90 13%cf	30 15%	70 15%l	36 10%	24 7%	90 15%nopq	14 8%	4 5%	1 2%	4 4%	7 4%	30 12%pq	4 10%p	119 13%w	58 11%	61 15%xy	29 7%	4 4%	7 6%	18 9%	1 3%
£41,001 to £48,000	(44.5) 6%	77 7%	46 4%	31 4%	22 10%fh	27 6%f	19 6%	10 2%	29 9%f	39 6%f	10 5%	49 11%jl	11 3%	12 6%l	5 1%	50 8%oq	9 5%q	1 2%	4 6%q	-	11 4%q	2 4%q	57 6%	23 4%	34 8%uy	20 5%	3 3%	2 2%	15 8%y	-
£48,001 to £55,000	(51.5) 4%	60 3%	23 3%	37 5%	8 4%	34 8%ef	10 3%	7 2%	18 6%f	35 5%f	6 3%	30 6%l	18 5%l	11 6%l	-	43 7%opr	9 5%or	-	-	4 2%	1 1%	3 8%opr	51 5%w	19 4%	32 8%uxy	8 2%	-	1 1%	7 3%	1 2%
£55,001 to £62,000	(58.5) 2%	29 2%	17 3%	12 2%	5 2%f	17 4%f	6 2%	1 *	9 3%f	19 3%f	3 1%	14 3%l	9 3%	4 2%	27 4%nor	-	*	-	-	2 1%	*	26 3%w	6 1%	20 5%uyz	3 1%	-	1 1%	2 1%	-	
£62,001 to £69,000	(65.5) 3%	39 3%	20 3%	19 3%	15 7%defh	14 3%f	8 2%	2 *	17 6%f	20 3%f	6 3%	26 6%kl	9 2%	2 1%	27 4%	3 2%	3 4%q	2 4%q	-	4 2%	-	28 3%	6 1%	22 5%uy	5 1%	-	-	5 2%	6 17%	
£69,001 to £76,000	(72.5) 2%	28 2%	12 2%	16 2%	5 3%f	19 4%ef	3 1%	-	11 4%f	17 2%f	*	24 5%jkl	3 1%	1 *	23 4%r	4 2%r	*	-	-	-	1 2%r	21 2%w	6 1%	15 4%uy	2 *	-	-	2 1%	5 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 West 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 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)
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
£76,001 to £83,000	(79.5) 27	19	8	9	9	6	2	9	16	-	15	7	5	-	23	-	1	-	-	2	-	21	6	15	2	-	1	1	3
£83,001 or more	(86) 37	19	18	19	8	10	-	20	17	7	30	6	1	-	23	9	3	2	-	-	-	27	13	15	7	-	-	7	3
Prefer not to answer	82	33	49	18	18	14	33	23	27	8	30	25	9	18	22	8	11	5	11	25	1	66	43	23	16	2	6	8	1
Average income (£000's)	31.15	32.74b	29.61	40.11de	35.30ef	30.33f	22.88	38.58ef	32.75f	28.83	42.57jk	29.92l	30.60l	18.06	38.85no	30.55op	22.66	20.91	18.92	26.08pq	27.09pq	33.78w	29.06xy	39.80ux	23.96	17.49	19.63	29.44xy	46.44

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
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Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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	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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
NET: Yes	333	150	184	28	92	75	139	40	154	46	90	76	43	124	76	35	34	32	59	82	15	208	136	71	115	32	42	41	11
	24%	22%	26%	13%	22%cg	22%cg	34%cddeg	13%	23%cg	22%	19%	21%	22%	35%ijk	12%	20%lm	48%lmnr	48%lmnr	35%lmn	32%lmn	40%lmn	22%	25%lv	17%	28%lt	36%lvz	35%lvz	20%	32%
Yes - physical condition	205	90	116	5	42	52	106	8	91	32	54	48	31	73	38	17	22	10	41	69	9	136	99	37	67	17	26	24	2
	15%	13%	16%	2%	10%cg	15%cg	26%cddeg	3%	14%cg	15%	12%	13%	15%	20%aj	6%	10%	31%mnp	15%lm	24%lmn	26%lmn	24%lmn	14%	18%lv	9%	16%	19%lv	22%lvz	12%	7%
Yes - disability	121	66	55	3	27	21	69	8	44	16	18	30	10	62	7	15	9	41	28	5	70	53	16	49	21	15	13	2	
	9%	10%	8%	1%	6%cg	6%cg	17%cddeg	3%	7%cg	8%	4%	8%id	5%	17%ijk	3%	4%	21%lmnr	13%lmn	24%lmnr	11%lmn	14%lmn	7%	10%lv	4%	12%lt	23%lvz	13%lv	7%	5%
Yes - mental condition	108	54	54	22	49	30	7	30	70	15	34	14	11	49	35	15	19	25	5	2	6	51	22	30	48	11	19	18	9
	8%	8%	7%	11%f	11%f	9%f	2%	10%f	10%f	7%	7%	4%	5%	14%ijk	6%r	9%r	27%mnqr	38%mnqrs	3%	1%	15%mqr	5%	4%	7%	12%lt	12%lu	16%lv	9%lu	25%
Yes - other	19	9	10	1	4	4	10	1	8	1	3	3	1	11	1	3	1	6	6	1	18	14	4	1	-	1	-	-	-
	1%	1%	1%	*	1%	1%	2%g	*	1%	*	1%	1%	1%	3%id	*	2%lm	2%lm	4%lm	2%lm	2%lm	2%w	3%z	1%	*	-	1%	-	-	-
No	1038	516	522	177	324	265	272	258	508	160	371	290	151	225	526	137	35	32	112	175	21	730	393	337	285	54	74	156	24
	75%	76%	73%	85%defh	76%f	77%f	66%	84%defh	75%f	77%	80%il	79%id	76%id	63%	86%nopqrs	79%opqrs	49%	48%	65%op	67%op	56%	77%w	73%xy	82%luxy	69%	60%	63%	77%xy	68%
Prefer not to say	21	12	9	3	11	5	2	7	11	1	5	1	4	10	10	1	2	3	-	4	1	10	9	1	11	4	2	5	-
	1%	2%	1%	2%	3%f	1%	*	2%	2%	1%	1%	*	2%	3%j	2%	1%	3%q	4%q	-	1%	4%q	1%	2%	*	3%	4%v	2%	2%v	-

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 West

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 (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	1392	726	666	288	476	317	311	415	666	186	372	382	232	406	505	203	159	70	82	247	126	811	452	359	552	91	208	253	29
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
(England/Wales) Urban major conurbation	651	325	327	112	211	160	169	165	318	114	213	189	83	167	322	71	44	31	54	112	18	402	210	192	236	58	72	107	14
(England/Wales) Urban minor conurbation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(England/Wales) Urban city and town	565	276	289	57	158	163	187	84	294	77	186	136	93	151	224	73	21	24	97	112	14	423	247	176	137	24	39	74	5
(England/Wales) Urban city and town in a sparse setting	2	2	-	-	2	-	-	-	2	-	-	-	2	-	2	-	-	-	-	-	-	2	-	2	-	-	-	-	-
(England/Wales) Rural town and fringe	58	28	30	9	11	10	28	13	17	2	18	18	8	14	13	7	2	2	13	19	2	43	35	8	10	3	4	3	4
(England/Wales) Rural town and fringe in a sparse setting	3	1	1	1	-	1	-	1	1	1	-	1	-	2	-	1	-	1	-	-	*	1	1	-	-	-	-	-	1
(England/Wales) Rural village	38	17	21	12	13	5	9	14	15	7	19	11	3	5	19	9	1	2	-	5	1	29	15	14	3	-	-	3	6
(England/Wales) Rural village in a sparse setting	10	3	7	-	5	-	5	-	5	-	4	1	2	3	4	-	-	-	2	3	1	9	8	1	1	-	1	-	-
(England/Wales) Rural hamlet and isolated dwellings	14	6	7	5	3	*	5	7	1	-	3	2	3	6	2	1	1	4	3	3	*	9	5	4	2	-	-	2	2
(England/Wales) Rural hamlet and isolated dwellings in a sparse setting	12	2	9	*	6	1	4	*	7	3	6	4	-	1	1	8	-	-	-	2	-	8	7	1	3	-	-	3	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
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Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - North West

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 (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 from council (y)	Rent from HA (z)	Other Rent (A)	Rent free (A)
Weighted base	1392	677	715	209	427	344	412	306	673	207	467	368	198	359	612	174	71	66*	171*	261	38*	948	538	410	410	90*	118	202	35**
(Scotland) Large Urban Area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Scotland) Other Urban Area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Scotland) Accessible Small Town	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Scotland) Remote Small Town	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Scotland) Very Remote Small Town	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Scotland) Accessible Rural	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Scotland) Remote Rural	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Scotland) Very Remote Rural	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(pseudo) Channel Islands/Isle of Man	3	2	1	-	1	2	-	-	3	2	2	-	1	3	-	-	-	-	-	-	-	3	2	1	-	-	-	-	-
	*	*	*	-	*	*	-	-	*	1%	*	-	1%	*	-	-	-	-	-	-	-	*	*	*	-	-	-	-	-
Not stated	37	16	21	12	18	1	5	21	11	-	17	7	5	9	22	3	4	1	3	4	1	18	8	10	18	5	3	10	1
	3%	2%	3%	6% _{eth}	4% _{eth}	*	1%	7% _{eth}	2%	-	4%	2%	2%	2%	4%	2%	5% _r	2%	2%	1%	3%	2%	2%	2%	4% _t	6% _u	2%	5% _u	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
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