

## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Very satisfied (5)	156 14%	77 15%	78 14%	31 17%	44 12%	35 13%	45 19% <sup>dh</sup>	45 15%	65 12%	19 12%	67 17% <sup>l</sup>	48 16% <sup>l</sup>	19 12%	21 9%	73 14% <sup>p</sup>	24 14% <sup>p</sup>	6 10%	1 2%	18 19% <sup>p</sup>	29 19% <sup>p</sup>	5 14% <sup>p</sup>	129 19% <sup>w</sup>	70 21% <sup>xyz</sup>	59 18% <sup>xyz</sup>	24 6%	2 3%	4 5%	18 8%	2 7%
Fairly satisfied (4)	517 48%	256 48%	261 48%	103 55% <sup>eh</sup>	169 45%	113 41%	133 55% <sup>deh</sup>	146 49%	238 44%	70 43%	155 50%	68 52% <sup>k</sup>	41 41%	104 45%	245 48% <sup>p</sup>	79 46% <sup>p</sup>	30 46% <sup>p</sup>	11 24%	50 52% <sup>p</sup>	87 56% <sup>p</sup>	15 42%	333 50%	171 51% <sup>z</sup>	161 48%	158 43%	36 49%	37 44%	86 40%	26 77%
Neither satisfied nor dissatisfied (3)	201 19%	82 15%	119 22% <sup>a</sup>	24 13%	75 20%	61 22% <sup>c</sup>	41 17%	47 16%	113 21% <sup>c</sup>	39 24%	70 18%	57 19%	28 17%	46 20%	97 19%	10 17%	13 16%	18 29%	18 19%	26 17%	7 20%	115 17%	58 17%	57 17%	85 23% <sup>t</sup>	13 18%	22 26%	50 23%	2 5%
Fairly dissatisfied (2)	157 15%	88 16%	70 13%	21 11%	65 17% <sup>f</sup>	52 19% <sup>f</sup>	18 8%	50 17% <sup>f</sup>	88 16% <sup>f</sup>	26 16%	41 11%	34 11%	35 21% <sup>ij</sup>	47 20% <sup>ij</sup>	81 16% <sup>r</sup>	29 17% <sup>qr</sup>	11 17% <sup>r</sup>	12 26% <sup>qr</sup>	7 7%	12 7%	6 16% <sup>r</sup>	69 10%	28 8%	41 12%	86 23% <sup>t</sup>	18 25% <sup>uv</sup>	17 19% <sup>u</sup>	51 24% <sup>uv</sup>	3 9%
Very dissatisfied (1)	46 4%	28 5%	18 3%	7 3%	25 7% <sup>f</sup>	12 4% <sup>f</sup>	3 1%	8 3%	35 6% <sup>f</sup>	8 5%	12 3%	6 2%	13 8% <sup>ij</sup>	14 6% <sup>j</sup>	9 3%	7 5% <sup>r</sup>	9 11% <sup>mqr</sup>	3 19% <sup>mnr</sup>	2 1%	3 8% <sup>mr</sup>	26 4%	6 2%	19 6% <sup>u</sup>	19 5%	4 6%	6 7% <sup>u</sup>	9 4%	1 2%	
NET: Satisfied	673 62%	333 63%	340 62%	134 72% <sup>deh</sup>	212 56%	148 54%	178 74% <sup>degh</sup>	192 64% <sup>e</sup>	303 56%	89 55%	258 67% <sup>kl</sup>	203 68% <sup>kl</sup>	87 53%	125 54%	318 62% <sup>p</sup>	103 60% <sup>p</sup>	36 56% <sup>p</sup>	12 26%	67 71% <sup>p</sup>	116 75% <sup>mnp</sup>	20 55% <sup>p</sup>	462 69% <sup>w</sup>	241 72% <sup>xyz</sup>	221 65% <sup>yz</sup>	182 49%	38 52%	41 48%	103 48%	29 83%
NET: Dissatisfied	203 19%	115 22% <sup>b</sup>	88 16%	28 15%	90 24% <sup>cf</sup>	64 24% <sup>f</sup>	21 9%	59 20% <sup>f</sup>	123 23% <sup>f</sup>	34 21%	54 14%	39 13%	48 29% <sup>ij</sup>	62 27% <sup>ij</sup>	94 19% <sup>r</sup>	38 22% <sup>qr</sup>	18 28% <sup>qr</sup>	21 45% <sup>mnr</sup>	9 10%	13 8%	9 25% <sup>qr</sup>	95 14%	34 10%	60 18% <sup>u</sup>	105 28% <sup>t</sup>	22 30% <sup>u</sup>	22 26% <sup>u</sup>	60 28% <sup>uv</sup>	4 11%
Don't know	1 *	1 *	-	1 *	-	-	-	1 *	-	-	-	-	1 1%	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	1 *	-
Mean	3.54	3.50	3.57	3.71 <sup>deh</sup>	3.37	3.39	3.83 <sup>deg</sup>	3.57 <sup>d</sup>	3.39	3.41	3.68 <sup>kl</sup>	3.69 <sup>kl</sup>	3.27	3.30	3.55 <sup>op</sup>	3.47 <sup>p</sup>	3.27 <sup>p</sup>	2.65	3.77 <sup>nop</sup>	3.84 <sup>mno</sup>	3.35 <sup>p</sup>	3.70 <sup>w</sup>	3.81 <sup>vxy</sup>	3.59 <sup>xyz</sup>	3.22	3.19	3.20	3.24	3.77
Standard deviation	1.04	1.09	0.99	0.99	1.10	1.07	0.86	1.03	1.09	1.05	0.99	0.94	1.17	1.08	1.01	1.09	1.19	1.12	0.93	0.85	1.18	1.02	0.93	1.09	1.04	1.03	1.03	1.05	0.80
Standard error	0.03	0.05	0.04	0.08	0.06	0.07	0.05	0.06	0.05	0.08	0.06	0.05	0.09	0.06	0.05	0.08	0.12	0.17	0.10	0.06	0.14	0.04	0.05	0.07	0.05	0.14	0.09	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) - South West

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 2  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Summary**  
**Base: All respondents**

Q2 Summary												
	The income of your household (including total salary and any benefits received) (a)	Your house / flat (i.e. where you currently live) (b)	Your husband / wife / partner (c)	Your job (d)	The amount of leisure time you have (e)	The way you spend your leisure time (f)	Your social life (g)	Your local community (h)	Your health (i)	Direction of the UK as a whole (j)	Your household's standard of living (k)	Your household level of savings (l)
Unweighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Weighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Base (excl NA for %)	1072	1077	774	729	1074	1073	1065	1069	1077	1076	1077	1048
Very satisfied (5)	120 11%j	358 33%adefghijkl	459 59%abdefghijkl	108 15%ajl	304 28%adfgghijkl	202 19%adghjl	158 15%ajl	134 13%aj	192 18%ahjl	29 3%	225 21%adghjl	110 10%j
Fairly satisfied (4)	388 36%cj	474 44%acejl	192 25%j	325 45%acejl	412 38%cj	482 45%acegjl	424 40%cj	458 43%acjl	451 42%acjl	206 19%	515 48%aceghjl	334 32%cj
Neither satisfied nor dissatisfied (3)	218 20%bceikl	123 11%c	46 6%	139 19%bcek	159 15%bc	187 17%bc	223 21%bcefikl	312 29%abcdefgikl	175 16%bc	287 27%abcdefgikl	162 15%bc	160 15%bc
Fairly dissatisfied (2)	195 18%bcdefhk	84 8%	50 6%	99 14%bc	131 12%bc	150 14%bch	179 17%bcehk	117 11%bc	168 16%bcehk	326 30%abcdefghikl	123 11%bc	200 19%bcdefhk
Very dissatisfied (1)	138 13%bcdefghnk	32 3%	18 2%	50 7%bch	63 6%bch	48 4%ch	77 7%bcfhnk	27 2%	89 8%bcfhnk	203 19%abcdefghik	50 5%ch	225 21%abcdefghik
NET: Satisfied	508 47%jl	832 77%adefghijkl	652 84%abdefghijkl	433 59%ajl	715 67%adghijl	684 64%agghijl	583 55%ajl	592 55%ajl	643 60%agjl	235 22%	739 69%adfgghijl	444 42%j
NET: Dissatisfied	333 31%bcdefghnk	117 11%	68 9%	149 20%bchk	195 18%bch	197 18%bch	255 24%bcefhk	143 13%c	258 24%bcefhk	529 49%abcdefghikl	173 16%bc	425 41%bcdefghnk
Don't know	13 1%befgik	5 *	8 1%aik	8 1%gik	4 *	5 *	4 *	23 2%befgik	2 *	25 2%abcefjik	3 *	19 2%befgik
Not applicable	6	1	304abefghijkl	349abcefgghijkl	4	5	13bijk	9bik	1	2	1	30abefghijkl
Mean	3.15j	3.97adefghijkl	4.34abdefghijkl	3.47ajl	3.71adfgghijl	3.60adgijl	3.39ajl	3.53agjl	3.45ajl	2.55	3.69adfgghijl	2.91j
Standard deviation	1.23	1.02	1.01	1.11	1.17	1.08	1.14	0.94	1.19	1.09	1.07	1.35
Standard error	0.04	0.03	0.04	0.05	0.04	0.03	0.04	0.03	0.04	0.03	0.03	0.04

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South West

### 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 coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (exl NA for %)	1072	530	542	184	375	273	241	295	537	162	382	296	164	231	509	170	62*	45*	95*	155	36*	670	332	338	368	71*	85*	212	34**
Very satisfied (5)	120 11%	57 11%	63 12%	33 18%deh	23 6%	26 9%	39 16%deh	40 13%dh	42 8%	14 9%	72 19%jkl	34 12%kl	6 4%	8 3%	49 10%	18 11%	9 14%	4 8%	9 9%	29 18%mn	3 8%	95 14%w	57 17%xyz	38 11%xyz	10 3%	-	1 1%	9 4%	15 44%
Fairly satisfied (4)	388 36%	209 39%	179 33%	51 28%	115 31%	97 36%	124 51%cddeg h	87 29%	177 33%	65 40%	148 39%l	113 38%	57 35%	69 30%	170 33%op	57 34%op	11 18%	8 17%	47 49%mnop s	85 55%mnop s	10 29%	272 41%w	149 45%z	123 36%z	111 30%	29 41%z	32 38%z	50 23%	5 14%
Neither satisfied nor dissatisfied (3)	218 20%	107 20%	111 20%	44 24%	74 20%	59 21%	41 17%	67 23%	109 20%	35 22%	71 18%	62 21%	36 22%	49 21%	109 21%	34 20%	15 25%	8 18%	17 18%	24 15%	11 30%r	145 22%	60 18%	85 25%	64 17%	11 15%	16 19%	37 18%	9 25%
Fairly dissatisfied (2)	195 18%	90 17%	105 19%	32 18%	87 23%f	50 18%f	26 11%	54 18%f	116 22%f	27 16%	52 14%	51 17%	30 18%	63 27%ij	96 19%r	36 21%r	15 23%r	15 34%mqr	16 17%r	12 8%	7 19%r	106 16%	47 14%	59 17%	89 24%t	22 31%uv	17 20%	51 24%u	-
Very dissatisfied (1)	138 13%	61 12%	77 14%	16 9%	70 19%cf	41 15%f	11 4%	40 14%f	87 16%cf	21 13%	32 8%	35 12%	31 19%i	40 17%i	80 16%qr	21 13%r	9 15%r	9 21%qr	6 7%	6 4%	5 13%r	45 7%	18 5%	27 8%	90 24%t	9 13%u	18 21%uv	62 29%uvx	4 11%
NET: Satisfied	508 47%	266 50%	242 45%	85 46%	138 37%	123 45%	162 67%cddeg h	126 43%	219 41%	79 49%	221 58%kl	147 50%kl	64 39%	77 33%	219 43%p	76 45%p	20 32%	11 25%	56 59%mnop qs	114 73%mnop qs	13 36%	367 55%w	206 62%vxyz	161 48%z	121 33%	29 41%	34 39%z	59 28%	20 58%
NET: Dissatisfied	333 31%	151 29%	182 34%	48 26%f	157 42%cfg	91 34%f	36 15%	94 32%f	203 38%cf	47 29%	84 22%	86 29%	61 37%i	103 45%ij	176 35%r	57 34%r	24 38%r	25 55%mnqr s	22 23%r	18 12%	11 32%r	151 22%	65 20%	86 25%	179 49%t	31 44%uv	35 41%uv	113 53%uv	4 11%
Don't know	13 1%	6 1%	7 1%	7 4%efh	6 2%	-	1 *	7 3%e	5 1%	1 *	6 2%	1 2%	3 2%	2 1%	5 1%	3 2%	3 5%mqr	1 2%	-	-	1 2%r	7 1%	1 *	6 2%	4 1%	-	* 1%	4 2%	2 5%
Not applicable	6	1	4	3	3	-	-	3	3	-	-	3	*	2	1	1	2mnr	2mr	-	-	-	1	1	-	4	2v	1	2	-
Mean	3.15	3.21	3.09	3.30dh	2.82	3.06d	3.64cde gh	3.11d	2.95	3.16	3.47jkl	3.21kl	2.86	2.74	3.02p	3.09p	2.93	2.57	3.38mop s	3.76mno pqs	2.99	3.40w	3.54vxy z	3.26xyz	2.62	2.84	2.78	2.49	3.85
Standard deviation	1.23	1.20	1.25	1.23	1.23	1.24	1.02	1.26	1.24	1.19	1.20	1.21	1.21	1.16	1.25	1.23	1.29	1.25	1.08	0.98	1.17	1.12	1.10	1.13	1.23	1.11	1.21	1.26	1.35
Standard error	0.04	0.05	0.06	0.10	0.07	0.08	0.06	0.08	0.06	0.10	0.07	0.07	0.09	0.07	0.07	0.09	0.14	0.19	0.12	0.07	0.14	0.04	0.05	0.07	0.06	0.15	0.11	0.09	0.35

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?



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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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1077	531	546	186	378	272	241	298	538	161	382	300	163	232	509	170	64*	47*	95*	155	36*	670	332	338	373	73*	86*	214	34**
Very satisfied	(5) 358 33%	171 32%	187 34%	61 33% <sub>d</sub>	77 20%	103 38% <sub>dg</sub>	117 40%	79 28%	162 30% <sub>d</sub>	56 35%	133 35%	96 32%	52 32%	76 33%	136 27%	55 32%	18 29%	15 32%	49 51% <sub>mno</sub>	75 48% <sub>mno</sub>	11 30%	249 37% <sub>w</sub>	152 46% <sub>vyz</sub>	98 29% <sub>z</sub>	92 25%	25 35% <sub>z</sub>	28 33% <sub>z</sub>	39 18%	17 49%
Fairly satisfied	(4) 474 44%	239 45%	235 43%	80 43%	187 50% <sub>f</sub>	110 40%	96 40%	135 45%	243 45%	74 46%	157 41%	139 46%	79 49%	99 50% <sub>q</sub>	244 43%	75 44%	25 39%	16 34%	37 39%	60 39%	16 46%	295 44%	130 39%	165 49% <sub>u</sub>	168 45%	33 45%	37 43%	98 46%	10 29%
Neither satisfied nor dissatisfied	(3) 123 11%	65 12%	58 11%	25 13%	54 14% <sub>f</sub>	26 9%	19 8%	41 14% <sub>f</sub>	64 12%	15 9%	51 13%	31 10%	13 8%	28 12%	64 13%	19 11%	9 13%	8 17%	6 7%	13 9%	4 11%	70 10%	33 10%	37 11%	48 13%	10 13%	9 10%	30 14%	5 15%
Fairly dissatisfied	(2) 84 8%	35 7%	49 9%	10 6%	44 12% <sub>f</sub>	25 9% <sub>f</sub>	5 2%	29 10% <sub>f</sub>	51 9% <sub>f</sub>	15 9%	27 7%	27 9%	10 6%	21 9%	50 10% <sub>qr</sub>	16 9% <sub>qr</sub>	6 9% <sub>r</sub>	4 8%	2 2%	4 2%	3 10% <sub>qr</sub>	45 7%	14 4%	31 9% <sub>u</sub>	37 10%	5 7%	8 9%	24 11% <sub>u</sub>	2 7%
Very dissatisfied	(1) 32 3%	16 3%	17 3%	9 5%	11 3%	8 3%	4 2%	13 4%	15 3%	1 1%	11 3%	6 2%	7 4%	8 4%	14 3%	6 3%	3 5%	4 8%	1 1%	3 2%	1 4%	7 1%	3 1%	4 1%	26 7% <sub>t</sub>	-	4 4% <sub>u</sub>	22 10% <sub>uvx</sub>	-
NET: Satisfied	832 77%	410 77%	422 77%	142 76%	264 70%	213 78% <sub>d</sub>	213 88% <sub>cdeg</sub>	213 72%	406 75%	130 81%	290 76%	235 78%	131 81%	176 76%	380 75%	130 76%	44 68%	31 66%	86 90% <sub>mno</sub>	135 87% <sub>mno</sub>	27 76%	545 81% <sub>w</sub>	282 85% <sub>vyz</sub>	263 78% <sub>z</sub>	260 70%	58 80% <sub>z</sub>	65 76% <sub>z</sub>	137 64%	27 78%
NET: Dissatisfied	117 11%	51 10%	66 12%	19 10% <sub>f</sub>	55 15% <sub>f</sub>	34 12% <sub>f</sub>	9 4%	42 14% <sub>f</sub>	65 12% <sub>f</sub>	16 10%	38 10%	33 11%	17 11%	29 13%	64 12% <sub>qr</sub>	21 13% <sub>qr</sub>	9 14% <sub>qr</sub>	8 17% <sub>qr</sub>	3 3%	7 4%	5 14% <sub>qr</sub>	52 8%	17 5%	35 10% <sub>u</sub>	62 17% <sub>t</sub>	5 7%	11 13% <sub>u</sub>	46 21% <sub>uvx</sub>	2 7%
Don't know	5 *	5 1%	-	1 *	4 1%	-	-	1 *	4 1%	-	3 1%	1 *	1 *	-	2 *	-	3 4% <sub>mno</sub>	-	-	-	-	3 *	-	3 1%	2 1%	-	* 1%	2 1%	-
Not applicable	1	1	*	*	-	1	-	*	1	1	-	-	1	-	1	-	*	-	-	-	-	1	1	-	-	-	-	-	-
Mean	3.97	3.98	3.96	3.95	3.74	4.00 <sub>d</sub>	4.32 <sub>code</sub>	3.80	3.91 <sub>d</sub>	4.05	3.99	3.98	3.98	3.92	3.86	3.92	3.81	3.73	4.36 <sub>mno</sub>	4.29 <sub>mno</sub>	3.88	4.10 <sub>w</sub>	4.24 <sub>vyz</sub>	3.96 <sub>z</sub>	3.71	4.07 <sub>z</sub>	3.93 <sub>z</sub>	3.51	4.20
Standard deviation	1.02	0.99	1.04	1.05	1.01	1.06	0.84	1.08	1.02	0.94	1.01	0.98	1.03	1.06	1.01	1.05	1.13	1.24	0.80	0.88	1.07	0.91	0.87	0.94	1.15	0.88	1.08	1.21	0.95
Standard error	0.03	0.04	0.05	0.08	0.05	0.07	0.05	0.07	0.05	0.07	0.06	0.05	0.08	0.06	0.05	0.07	0.12	0.19	0.09	0.06	0.13	0.04	0.04	0.06	0.06	0.12	0.10	0.08	0.24

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South West

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

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

	Gender		Age							Social Grade				Working Status						Tenure									
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	774	403	370	121*	288	202	162	216	396	114*	300	211	126	137	386	127	30*	20**	58*	118	34*	523	249	274	234	39**	51*	144	17**
Very satisfied (5)	459 59%	261 65%b	198 54%	70 58%	163 57%	113 56%	113 70%degh	120 56%	226 57%	67 59%	173 58%	135 64%l	77 61%	73 53%	226 58%	71 56%	18 59%	9 46%	40 69%	74 63%	21 62%	333 64%w	163 65%	170 62%	122 52%	14 35%	27 52%	82 57%	4 21%
Fairly satisfied (4)	192 25%	89 22%	104 28%	36 29%	69 24%	56 28%	32 20%	57 26%	104 26%	32 28%	85 28%	48 23%	24 19%	36 26%	98 26%	35 27%	8 26%	7 33%	10 18%	29 24%	6 17%	123 24%	60 24%	63 23%	60 26%	14 35%	12 24%	34 24%	9 54%
Neither satisfied nor dissatisfied (3)	46 6%	17 4%	29 8%	7 6%	17 6%	13 7%	10 6%	11 5%	26 7%	5 5%	15 5%	12 6%	9 7%	11 8%	17 5%	10 8%	2 5%	1 5%	5 9%	7 6%	4 11%	29 6%	13 5%	15 6%	14 6%	3 7%	5 9%	6 4%	4 21%
Fairly dissatisfied (2)	50 6%	18 4%	32 9%a	5 4%	31 11%efh	9 4%	5 3%	22 10%f	22 6%	4 4%	23 8%	9 4%	10 8%	8 6%	32 8%	5 4%	1 2%	2 10%	1 2%	5 4%	3 9%	27 5%	8 3%	20 7%	22 9%	5 13%	3 6%	13 9%u	1 4%
Very dissatisfied (1)	18 2%	12 3%	6 2%	2 2%	6 2%	9 4%	1 1%	4 2%	13 3%	5 4%	3 1%	4 2%	3 3%	8 6%i	9 2%	3 3%	2 5%	1 7%	1 1%	2 2%	* 1%	8 2%	3 1%	5 2%	10 4%	2 5%	4 7%uv	4 3%	-
NET: Satisfied	652 84%	350 87%	302 82%	105 87%	232 81%	169 84%	145 90%d	177 82%	330 83%	100 87%	258 86%	183 87%	101 81%	109 79%	324 84%	105 83%	26 85%	16 78%	50 87%	103 87%	27 79%	456 87%w	223 90%yz	233 85%	182 78%	27 70%	39 76%	116 81%	13 75%
NET: Dissatisfied	68 9%	30 7%	38 10%	7 6%	36 13%f	18 9%	7 4%	26 12%f	35 9%	10 8%	26 9%	13 6%	13 10%	16 12%	41 11%	9 7%	2 7%	3 17%	2 3%	7 6%	4 10%	36 7%	11 4%	25 9%	31 13%t	7 18%	7 13%u	17 12%u	1 4%
Don't know	8 1%	6 2%	1 *	1 1%	3 1%	2 1%	1 *	2 1%	5 1%	-	*	3 1%	3 2%i	2 1%	2 1%	2 2%	1 3%	-	1 1%	1 1%	-	2 *	2 1%	-	6 2%t	2 4%	* 1%	4 3%v	-
Not applicable	304	129	176a	66degh	89	71	79deh	82	144	48	82	89i	38	95ijk	124s	44s	34mnqrs	27	37mnrs	38s	1	148	84v	64	139t	34	35uvz	70uv	17
Mean	4.34	4.43b	4.24	4.38	4.24	4.28	4.55deg	4.25	4.30	4.33	4.35	4.45i	4.32	4.16	4.31	4.32	4.36	4.00	4.53	4.44	4.30	4.43w	4.51yz	4.36	4.16	3.85	4.09	4.26	3.92
Standard deviation	1.01	0.98	1.03	0.92	1.09	1.07	0.81	1.07	1.04	1.04	0.95	0.92	1.08	1.17	1.05	0.99	1.05	1.27	0.85	0.91	1.06	0.93	0.83	1.01	1.16	1.22	1.25	1.10	0.79
Standard error	0.04	0.05	0.06	0.09	0.07	0.08	0.06	0.08	0.05	0.10	0.06	0.06	0.10	0.09	0.06	0.08	0.16	0.30	0.12	0.07	0.13	0.04	0.05	0.07	0.07	0.21	0.14	0.09	0.26

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	729	371	358	145*	343	203	39*	252	439	138*	281	205	128*	115	509	169	19**	15**	2**	9**	6**	441	141	300	263	40**	51*	171	26**
Very satisfied (5)	108 15%	59 16%	49 14%	21 15%	47 14%	30 15%	10 26%	33 13%	64 15%	28 20%	47 17%	37 18%l	14 11%	10 9%	76 15%	29 17%	1 7%	-	-	*	1 21%	77 17%	32 23%z	45 15%	29 11%	3 8%	9 17%	17 10%	2 9%
Fairly satisfied (4)	325 45%	170 46%	156 43%	61 42%	157 46%	92 45%	16 42%	111 44%	198 45%	63 46%	128 45%	91 44%	58 46%	48 42%	241 47%	74 44%	5 25%	3 20%	-	2 18%	1 15%	218 49%w	64 45%	154 51%yz	96 37%	16 41%	16 30%	64 37%	11 44%
Neither satisfied nor dissatisfied (3)	139 19%	66 18%	73 20%	22 15%	63 18%	46 22%g	9 23%	34 13%	97 22%g	30 22%	43 15%	34 17%	32 25%	31 27%ij	92 18%	27 16%	6 33%	6 43%	-	5 53%	2 39%	69 16%	25 18%	44 15%	64 24%t	11 27%	15 29%v	38 22%	7 27%
Fairly dissatisfied (2)	99 14%	40 11%	59 16%	29 20%efh	49 14%	19 10%	1 3%	50 20%efh	48 11%	9 7%	47 17%	29 14%	14 11%	10 8%	68 13%	24 14%	4 21%	2 11%	1 49%	-	-	50 11%	13 9%	37 12%	44 17%	5 14%	7 14%	31 18%u	5 21%
Very dissatisfied (1)	50 7%	31 8%	19 5%	11 7%	24 7%	15 7%	-	23 9%	27 6%	6 4%	15 5%	13 6%	8 6%	15 13%i	30 6%	14 8%	1 7%	4 27%	-	-	1 26%	23 5%	4 3%	19 6%	27 10%t	4 9%	4 7%	19 11%u	-
NET: Satisfied	433 59%	228 62%	205 57%	82 56%	203 59%	122 60%	26 67%	145 57%	262 60%	91 66%	175 62%	128 62%	72 57%	58 50%	317 62%	103 61%	6 32%	3 20%	-	2 23%	2 36%	295 67%w	96 68%yz	199 66%yz	125 48%	20 49%	24 47%	81 47%	14 52%
NET: Dissatisfied	149 20%	71 19%	78 22%	40 28%fh	74 22%f	34 17%f	1 3%	73 29%efh	75 17%f	15 11%	62 22%	41 20%	22 17%	24 21%	98 19%	38 22%	5 28%	6 38%	1 49%	-	1 26%	73 17%	17 12%	56 19%	71 27%t	9 23%	11 22%	50 29%uv	5 21%
Don't know	8 1%	6 2%	2 1%	1 1%	3 1%	2 1%	3 7%cd	1 degh	4 *	1 1%	2 1%	2 1%	2 2%	2 2%	1 *	1 1%	1 7%	-	1 51%	2 24%	-	5 1%	3 2%	2 1%	3 1%	1 2%	1 2%	2 1%	-
Not applicable	349	161	188a	41d	35	70dgh	202dgh	46d	100d	25	101	95k	36	117ijk	1	1	45	32	93	146	30	230w	193vz	37	110	32	34vz	43v	8
Mean	3.47	3.51	3.44	3.36	3.45	3.51	3.97cde	3.33	3.52	3.71	3.52	3.55l	3.45	3.26	3.52	3.48	3.04	2.55	2.00	3.37	3.04	3.63w	3.77yz	3.56z	3.22	3.26	3.35	3.17	3.40
Standard deviation	1.11	1.14	1.09	1.18	1.12	1.09	0.81	1.20	1.07	1.01	1.11	1.13	1.04	1.15	1.08	1.17	1.09	1.12	-	0.65	1.56	1.07	1.00	1.09	1.16	1.10	1.16	1.18	0.93
Standard error	0.05	0.06	0.06	0.11	0.07	0.09	0.13	0.08	0.06	0.09	0.08	0.08	0.10	0.10	0.06	0.08	0.21	0.31	-	0.27	0.45	0.06	0.08	0.08	0.07	0.21	0.14	0.09	0.29

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1074	529	545	187	375	272	240	298	536	162	381	300	162	231	509	170	62*	47*	95*	155	36*	670	333	338	369	71*	86*	213	34**
Very satisfied (5)	304 28%	152 29%	151 28%	38 20% <sup>d</sup>	46 12%	68 25% <sup>dj</sup>	151 63% <sup>cdeg</sup>	47 16%	105 20% <sup>d</sup>	37 23%	102 27%	96 32% <sup>k</sup>	33 20%	72 31% <sup>k</sup>	49 10%	38 23% <sup>m</sup>	26 41% <sup>mn</sup>	14 30% <sup>m</sup>	55 58% <sup>mnp</sup>	112 72% <sup>mnp</sup>	10 27% <sup>m</sup>	208 31% <sup>w</sup>	158 48% <sup>vzy</sup>	50 15%	89 24%	23 32% <sup>v</sup>	25 29% <sup>v</sup>	42 20%	6 18%
Fairly satisfied (4)	412 38%	202 38%	210 39%	84 45% <sup>f</sup>	163 44% <sup>f</sup>	94 35%	71 29%	128 43% <sup>f</sup>	213 40% <sup>f</sup>	65 40%	152 40%	120 37%	60 34%	79 34%	224 44% <sup>r</sup>	75 44% <sup>r</sup>	21 33% <sup>r</sup>	16 34%	31 33% <sup>r</sup>	31 20%	14 40% <sup>r</sup>	262 39%	116 35%	147 43% <sup>u</sup>	125 34%	23 32%	29 34%	73 34%	25 72%
Neither satisfied nor dissatisfied (3)	159 15%	70 13%	89 16%	36 19% <sup>f</sup>	65 17% <sup>f</sup>	45 17% <sup>f</sup>	13 6%	60 20% <sup>f</sup>	86 16% <sup>f</sup>	32 20%	49 13%	42 14%	29 18%	39 17%	91 18% <sup>qr</sup>	25 15% <sup>r</sup>	8 13% <sup>r</sup>	12 26% <sup>qr</sup>	7 8%	7 5%	8 22% <sup>qr</sup>	96 14%	35 11%	61 18% <sup>u</sup>	62 17%	11 16%	14 17%	36 17% <sup>u</sup>	1 4%
Fairly dissatisfied (2)	131 12%	71 13%	61 11%	22 12% <sup>f</sup>	56 15% <sup>f</sup>	50 18% <sup>f</sup>	4 2%	38 13% <sup>f</sup>	90 17% <sup>f</sup>	21 13%	61 16% <sup>jl</sup>	24 8%	24 15% <sup>j</sup>	22 9%	97 19% <sup>opqr</sup>	22 13% <sup>qr</sup>	4 7% <sup>q</sup>	1 3%	-	4 3%	3 8% <sup>q</sup>	74 11%	20 6%	54 16% <sup>u</sup>	56 15%	8 11%	11 12% <sup>u</sup>	38 18% <sup>u</sup>	2 6%
Very dissatisfied (1)	63 6%	30 6%	33 6%	6 3% <sup>f</sup>	42 11% <sup>cef</sup>	14 5% <sup>f</sup>	1 *	24 8% <sup>f</sup>	39 7% <sup>f</sup>	6 4%	16 4%	15 5%	15 9%	17 8%	46 9% <sup>qr</sup>	9 6% <sup>r</sup>	2 3%	3 7% <sup>r</sup>	2 2%	1 *	1 3%	29 4%	3 1%	26 8% <sup>u</sup>	34 9% <sup>t</sup>	6 9% <sup>u</sup>	6 7% <sup>u</sup>	22 10% <sup>u</sup>	-
NET: Satisfied	715 67%	354 67%	361 66%	122 65%	209 56%	162 60%	222 92% <sup>cdeg</sup>	175 59%	318 59%	102 63%	254 67%	217 72% <sup>k</sup>	93 57%	151 68%	273 54%	113 66% <sup>m</sup>	46 74% <sup>m</sup>	30 64%	86 90% <sup>mnp</sup>	143 92% <sup>mnp</sup>	24 67%	470 70% <sup>w</sup>	274 82% <sup>vxyz</sup>	196 58%	214 58%	46 64%	54 63%	115 54%	31 90%
NET: Dissatisfied	195 18%	101 19%	94 17%	28 15% <sup>f</sup>	98 26% <sup>cf</sup>	64 23% <sup>f</sup>	5 2%	62 21% <sup>f</sup>	128 24% <sup>cf</sup>	28 17%	77 20% <sup>ej</sup>	40 13%	39 24% <sup>j</sup>	39 17%	142 28% <sup>nopq</sup>	32 19% <sup>qr</sup>	6 10% <sup>q</sup>	5 10%	2 2%	4 3%	4 11% <sup>qr</sup>	103 15%	23 7%	80 24% <sup>u</sup>	90 24% <sup>t</sup>	14 20% <sup>u</sup>	16 19% <sup>u</sup>	60 28% <sup>u</sup>	2 6%
Don't know	4 *	3 1%	1 *	1 *	3 1%	1 *	-	1 *	3 1%	1 *	1 *	1 1%	1 1%	1 1%	2 *	-	2 3% <sup>mnr</sup>	-	-	-	* 1%	1 *	-	1 *	3 1%	-	1 1% <sup>u</sup>	2 1%	-
Not applicable	4	3	1	-	3	1	*	1	3	-	*	-	2	2	2	-	2 <sup>mn</sup>	-	-	*	-	*	-	4 <sup>t</sup>	2 <sup>uv</sup>	-	2	-	
Mean	3.71	3.71	3.71	3.68 <sup>d</sup>	3.31	3.56 <sup>d</sup>	4.53 <sup>cde</sup>	3.46	3.48	3.65	3.69	3.86 <sup>k</sup>	3.45	3.73 <sup>k</sup>	3.27	3.65 <sup>m</sup>	4.06 <sup>mn</sup>	3.77 <sup>m</sup>	4.44 <sup>mno</sup>	4.62 <sup>mno</sup>	3.81 <sup>m</sup>	3.82 <sup>w</sup>	4.22 <sup>vxy</sup>	3.42	3.49	3.68	3.67	3.35	4.02
Standard deviation	1.17	1.18	1.16	1.04	1.20	1.20	0.72	1.14	1.19	1.09	1.15	1.11	1.23	1.22	1.15	1.13	1.06	1.14	0.80	0.73	1.03	1.12	0.93	1.15	1.27	1.28	1.22	1.27	0.68



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	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 with out-right (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)
Base (exl NA for %)	1074	529	545	187	375	272	240	298	536	162	381	300	162	231	509	170	62*	47*	95*	155	36*	670	333	338	369	71*	86*	213	34**
Standard error	0.04	0.05	0.05	0.08	0.07	0.08	0.04	0.07	0.05	0.09	0.07	0.06	0.10	0.07	0.06	0.08	0.11	0.17	0.09	0.05	0.12	0.04	0.05	0.07	0.06	0.17	0.11	0.09	0.17

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





## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)	Rented from council (y)	Rented from HA (z)	Other Rent (AA)	Rent free (AB)	
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Base (excl NA for %)	1073	527	545	186	376	270	241	296	536	161	379	298	164	232	506	170	64*	47*	95*	155	36*	670	332	338	368	72*	86*	211	34**	
Very satisfied	(5)	202 19%	106 20%	95 18%	34 18%	44 12%	46 17%	78 28%	47 16%	76 14%	27 17%	76 20%	64 21%	27 16%	36 15%	73 14%	30 18%	11 17%	3 6%	25 26%	53 mp	6 s	141 17%	86 21%	55 vw	53 16%	16 14%	28 23%	8 11%	22%
Fairly satisfied	(4)	482 45%	246 47%	236 43%	81 43%	165 44%	122 45%	114 47%	123 42%	245 46%	72 45%	186 49%	136 46%	58 36%	101 44%	243 48%	64 38%	23 42%	16 34%	48 50%	73 47%	14 40%	329 49%	170 51%	159 47%	137 37%	26 36%	34 40%	77 36%	17 49%
Neither satisfied nor dissatisfied	(3)	187 17%	78 15%	109 20%	28 15%	75 20%	56 21%	29 12%	53 18%	105 20%	34 21%	61 16%	52 18%	33 20%	41 17%	86 19%	32 19%	12 28%	13 15%	19 12%	10 28%	108 16%	43 13%	66 19%	76 21%	16 22%	19 22%	42 20%	3 8%	
Fairly dissatisfied	(2)	150 14%	72 14%	78 14%	34 18%	67 18%	33 12%	17 7%	55 19%	78 14%	24 15%	42 11%	36 12%	30 18%	42 18%	76 15%	34 20%	13 qrs	11 24%	5 qrs	9 5%	2 6%	72 11%	28 8%	44 13%	71 19%	9 12%	15 18%	47 22%	7 21%
Very dissatisfied	(1)	48 4%	22 4%	25 5%	7 4%	23 6%	14 5%	3 1%	14 5%	30 6%	4 3%	12 3%	9 3%	14 9%	12 5%	8 5%	5 7%	4 8%	3 3%	2 1%	3 7%	19 3%	7 2%	13 4%	28 8%	5 7%	7 8%	16 8%	-	
NET: Satisfied	684 64%	352 67%	331 61%	114 62%	209 56%	168 62%	192 80%	170 cd	321 deg	99 58%	262 60%	200 61%	85 69%	136 kl	316 67%	95 63%	34 p	19 41%	73 77%	126 mnop	20 s	469 57%	256 70%	214 vxyz	190 63%	42 yz	44 59%	104 51%	24 49%	71%
NET: Dissatisfied	197 18%	94 18%	104 19%	41 22%	90 24%	46 17%	20 8%	69 23%	108 20%	29 18%	54 14%	44 15%	44 27%	54 ij	100 24%	42 20%	18 qqr	15 25%	7 32%	10 qrs	5 8%	91 6%	34 13%	57 14%	99 27%	13 19%	22 26%	63 30%	7 21%	
Don't know	5 *	4 1%	1 *	3 1%	2 1%	-	-	3 1%	1 *	-	2 *	1 *	2 1%	-	3 1%	1 1%	-	-	-	-	1 2%	1 *	-	1 *	3 1%	1 1%	1 1%	2 1%	-	
Not applicable	5	5	1	1	2	3	-	2	3	1	3	2	-	1	5	-	1	-	-	-	-	1	1	-	5t	1	-	4v	-	
Mean	3.60	3.65	3.55	3.54	3.37	3.57	4.02 gh	code	3.46	3.48	3.57	3.72kl	3.71kl	3.33	3.45	3.53p	3.44	3.35	3.07	3.93 ps	4.08 mno	3.55p	3.75w	3.90 vxy	3.59z	3.32	3.56	3.28	3.25	3.71
Standard deviation	1.08	1.08	1.08	1.11	1.10	1.06	0.92	1.11	1.08	1.02	1.01	1.03	1.21	1.12	1.07	1.14	1.20	1.08	0.93	0.88	1.09	1.00	0.94	1.03	1.17	1.17	1.14	1.17	1.05	
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.05	0.07	0.05	0.08	0.06	0.06	0.09	0.07	0.06	0.08	0.13	0.16	0.10	0.06	0.13	0.04	0.05	0.07	0.06	0.16	0.10	0.08	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) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1065	526	539	186	375	267	238	296	531	159	380	297	163	226	508	169	62*	47*	94*	153	34*	663	329	334	367	71*	84*	212	34**
Very satisfied (5)	158 15%	84 16%	74 14%	36 19% <sup>dh</sup>	24 6%	44 17% <sup>d</sup>	54 23% <sup>dgh</sup>	42 14% <sup>d</sup>	62 12% <sup>d</sup>	23 14%	57 15%	53 18% <sup>l</sup>	28 17% <sup>l</sup>	20 9%	63 12% <sup>p</sup>	24 14% <sup>p</sup>	10 17% <sup>p</sup>	-	17 18% <sup>p</sup>	38 25% <sup>mnp</sup>	5 16% <sup>p</sup>	108 16%	71 22% <sup>vxyz</sup>	37 11%	44 12%	9 12%	8 10%	27 13%	7 21%
Fairly satisfied (4)	424 40%	209 40%	216 40%	77 42%	146 39%	92 35%	109 46% <sup>eg</sup>	108 36%	208 39%	60 37%	168 44% <sup>k</sup>	122 41% <sup>k</sup>	47 29%	87 39%	204 40%	61 36%	25 41%	13 27%	47 50% <sup>mnp</sup>	62 41%	13 40%	297 45% <sup>w</sup>	149 45% <sup>yz</sup>	148 44% <sup>yz</sup>	110 30%	22 31%	23 27%	65 30%	17 51%
Neither satisfied nor dissatisfied (3)	223 21%	114 22%	109 20%	23 12%	92 25% <sup>c</sup>	57 22% <sup>c</sup>	51 21% <sup>c</sup>	54 18%	118 22% <sup>c</sup>	31 20%	64 17%	60 20%	36 22%	63 28% <sup>ij</sup>	111 22%	31 18%	10 15%	13 28%	20 21%	33 17%	6 20%	132 20%	66 20%	89 24%	22 31%	19 23%	48 23%	2 7%	
Fairly dissatisfied (2)	179 17%	77 15%	101 19%	36 19% <sup>f</sup>	77 20% <sup>f</sup>	51 19% <sup>f</sup>	15 6%	67 23% <sup>f</sup>	96 18% <sup>f</sup>	33 21%	69 18%	43 15%	30 18%	36 16%	91 18% <sup>qr</sup>	41 24% <sup>qr</sup>	11 17% <sup>q</sup>	13 27% <sup>qr</sup>	5 5%	14 9%	5 15%	93 14%	33 10%	59 18% <sup>u</sup>	78 21% <sup>t</sup>	12 17%	24 28% <sup>uv</sup>	42 20% <sup>u</sup>	8 22%
Very dissatisfied (1)	77 7%	39 7%	38 7%	13 7%	33 9% <sup>f</sup>	22 8% <sup>f</sup>	9 4%	23 8%	45 8% <sup>f</sup>	13 8%	19 5%	17 6%	22 14% <sup>ij</sup>	19 8%	38 7%	11 7%	5 8%	8 18% <sup>mnpqr</sup>	5 5%	6 4%	4 13% <sup>r</sup>	32 5%	10 3%	22 7%	45 12% <sup>t</sup>	7 10% <sup>u</sup>	10 12% <sup>u</sup>	28 13% <sup>uv</sup>	-
NET: Satisfied	583 55%	293 56%	290 54%	113 61% <sup>dh</sup>	170 45%	136 51%	163 69% <sup>dgh</sup>	150 51%	270 51%	83 52%	225 59% <sup>kl</sup>	175 59% <sup>kl</sup>	75 46%	108 48%	267 52% <sup>p</sup>	85 50% <sup>p</sup>	36 57% <sup>p</sup>	13 27%	64 68% <sup>mnp</sup>	101 66% <sup>mnp</sup>	19 56% <sup>p</sup>	405 61% <sup>w</sup>	220 67% <sup>vxyz</sup>	185 55% <sup>yz</sup>	153 42%	31 43%	31 37%	92 43%	25 71%
NET: Dissatisfied	255 24%	116 22%	139 26%	49 26% <sup>f</sup>	109 29% <sup>f</sup>	73 27% <sup>f</sup>	24 10%	90 31% <sup>f</sup>	141 26% <sup>f</sup>	45 29%	88 23%	61 20%	52 32% <sup>j</sup>	55 24%	128 25% <sup>qr</sup>	52 31% <sup>qr</sup>	15 25% <sup>qr</sup>	21 45% <sup>mnpqr</sup>	10 10%	19 13%	9 28% <sup>qr</sup>	125 19%	43 13%	82 24% <sup>u</sup>	123 34% <sup>t</sup>	19 27% <sup>u</sup>	34 40% <sup>uv</sup>	70 33% <sup>u</sup>	8 22%
Don't know	4 *	3 1%	1 *	1 *	3 1%	-	-	2 1%	2 *	-	2 1%	1 *	1 1%	-	2 1%	1 1%	1 2% <sup>r</sup>	-	-	-	-	2 *	-	2 1%	-	-	2 1%	-	-
Not applicable	13	6	7	1	3	6	3	2	8	3	2	3	1	7i	2	2	3m	-	2	3	2mn	8	4	3	5	1	2	2	-
Mean	3.39	3.43	3.35	3.47 <sup>d</sup>	3.14	3.32	3.78 <sup>cde</sup>	3.27	3.28	3.30	3.47 <sup>kl</sup>	3.51 <sup>kl</sup>	3.18	3.24	3.32 <sup>p</sup>	3.27 <sup>p</sup>	3.43 <sup>p</sup>	2.64	3.71 <sup>mnp</sup>	3.75 <sup>mno</sup>	3.31 <sup>p</sup>	3.54 <sup>w</sup>	3.72 <sup>vxy</sup>	3.35 <sup>yz</sup>	3.08	3.18	2.95	3.10	3.70
Standard deviation	1.14	1.14	1.14	1.21	1.09	1.20	0.99	1.19	1.14	1.18	1.10	1.12	1.30	1.09	1.13	1.18	1.20	1.07	1.00	1.05	1.28	1.07	1.01	1.10	1.22	1.15	1.20	1.25	1.05
Standard error	0.04	0.05	0.05	0.09	0.06	0.08	0.06	0.07	0.05	0.10	0.06	0.06	0.10	0.06	0.06	0.08	0.13	0.16	0.11	0.07	0.16	0.04	0.05	0.07	0.06	0.15	0.11	0.08	0.26

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Base (excl NA for %)	1069	530	539	180	377	272	240	291	539	162	378	298	163	231	504	170	64*	46*	94*	155	35*	666	330	336	368	71*	86*	211	34**	
Very satisfied (5)	134 13%	68 13%	66 12%	11 6%	36 10%	35 13%g	51 21%cd	19 6%	64 12%g	25 16%	48 13%	38 13%	19 12%	29 12%	46 9%	25 15%	4 6%	4 9%	20 21%mo	29 19%mo	6 18%mo	92 14%	67 20%vxz	25 7%	42 11%	5 7%	14 16%v	23 11%	-	
Fairly satisfied (4)	458 43%	228 43%	230 43%	75 42%	138 37%	124 46%	120 50%cd	115 39%	223 41%	72 45%	169 45%	132 44%	68 42%	89 39%	205 41%	65 38%	28 43%	17 37%	48 51%	81 52%mn	14 40%	298 45%	154 47%z	144 43%	140 38%	27 38%	35 41%	78 37%	19 56%	
Neither satisfied nor dissatisfied (3)	312 29%	151 29%	160 30%	60 33%f	118 31%f	82 30%f	51 21%	95 33%f	165 31%f	50 31%	120 32%	77 26%	52 32%	63 27%	157 31%	53 31%	21 32%	16 34%	19 20%	35 23%	11 31%	190 29%	79 24%	111 33%u	112 30%	25 36%	22 25%	64 31%	10 28%	
Fairly dissatisfied (2)	117 11%	47 9%	69 13%	22 12%f	59 16%ef	23 9%	12 5%	41 14%f	64 12%f	12 7%	30 8%	44 15%i	14 9%	29 12%	73 14%qr	21 12%qr	6 9%	6 13%r	4 4%	6 4%	2 5%	2 6%o	68 10%	23 7%	45 13%u	48 13%	11 15%	6 7%	31 15%u	1 3%
Very dissatisfied (1)	27 2%	22 4%b	5 1%	6 3%	15 4%	3 1%	3 1%	11 4%	12 2%	-	4 1%	5 2%	6 4%	12 5%ij	13 3%	4 3%	* 5%	3 5%	2 2%	3 2%	2 6%o	9 1%	6 2%	4 1%	14 4%t	3 3%	4 5%uv	7 3%	3 9%	
NET: Satisfied	592 55%	296 56%	296 55%	86 48%	174 46%	160 59%cdg	171 71%cd	133 46%	287 53%	97 60%	217 58%	169 57%	88 54%	118 51%	251 50%	90 53%	32 49%	21 45%	68 72%mnop	110 71%mnop	20 58%	390 59%w	221 67%vxz	169 50%	182 49%	33 46%	48 57%	101 48%	19 56%	
NET: Dissatisfied	143 13%	69 13%	74 14%	28 15%f	74 20%ef	26 10%	16 6%	52 18%ef	76 14%f	12 7%	34 9%	48 16%i	20 12%	41 18%i	85 17%qr	25 15%qr	6 9%	9 18%qr	6 6%	9 5%	4 11%	77 12%	28 9%	49 14%u	62 17%t	13 19%u	11 13%	38 18%u	4 13%	
Don't know	23 2%	14 3%	9 2%	6 3%	11 3%	5 2%	2 1%	10 4%f	11 2%	3 2%	7 2%	3 1%	3 2%	9 4%	11 2%	2 1%	6 9%mnqr	1 2%	1 1%	1 1%	* 1%	9 1%	2 1%	7 2%	12 3%	-	5 5%u	8 4%u	1 4%	
Not applicable	9	2	7	7defh	1	1	1	8dh	1	1	4	2	1	2	6	1	-	1	-	-	1r	4	3	2	4	1	-	3	-	
Mean	3.53	3.53	3.53	3.37	3.33	3.62cdg	3.85cde	3.32	3.50dg	3.70	3.62l	3.52	3.50	3.42	3.40	3.51	3.50	3.31	3.86mno	3.83mno	3.60	3.60w	3.78vxz	3.43	3.41	3.30	3.58	3.39	3.35	
Standard deviation	0.94	0.98	0.90	0.90	0.99	0.86	0.86	0.94	0.94	0.83	0.85	0.95	0.95	1.05	0.94	0.98	0.78	1.01	0.87	0.84	1.03	0.90	0.91	0.86	1.00	0.95	1.04	0.99	0.94	
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.06	0.05	0.07	0.08	0.16	0.09	0.06	0.13	0.04	0.04	0.06	0.05	0.13	0.10	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) - South 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 (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1077	531	546	186	378	273	241	297	539	162	382	300	163	232	509	170	64*	47*	95*	155	36*	671	333	338	372	73*	86*	214	34**
Very satisfied (5)	192 18%	78 15%	114 21%a	54 29%defh	63 17%	47 17%	27 11%	68 23%f	97 18%f	25 16%	94 25%jkl	50 17%l	24 15%	23 10%	101 20%qr	32 19%	14 22%q	11 22%	9 9%	19 12%	5 14%	116 17%	60 18%	56 16%	63 17%	10 13%	12 14%	41 19%	13 36%
Fairly satisfied (4)	451 42%	238 45%	213 39%	91 49%eh	148 39%	94 35%	118 49%deh	139 47%eh	194 36%	64 39%	156 41%	134 45%	70 43%	92 40%	228 45%op	72 42%p	20 30%	9 20%	44 46%p	67 43%p	12 32%	296 44%w	147 44%y	149 44%	136 37%	23 31%	28 33%	86 40%	18 54%
Neither satisfied nor dissatisfied (3)	175 16%	92 17%	83 15%	15 8%	70 18%c	44 16%c	46 19%c	39 13%	90 17%c	27 17%	57 15%	51 17%	21 13%	46 20%	75 15%	26 15%	6 10%	10 21%	17 18%	33 21%o	8 23%o	109 16%	59 18%	50 15%	64 17%	12 16%	17 20%	35 16%	3 8%
Fairly dissatisfied (2)	168 16%	72 14%	96 18%	14 8%	67 18%c	46 17%c	41 17%c	36 12%	91 17%c	21 13%	46 12%	43 14%	30 19%	48 21%ai	72 14%	24 14%	10 15%	9 19%	21 22%	26 17%	7 20%	99 15%	47 14%	52 15%	69 18%	15 20%	21 24%u	33 16%	1 2%
Very dissatisfied (1)	89 8%	50 9%	40 7%	11 6%	29 8%f	42 15%cdgf	8 3%	15 5%	66 12%cfg	25 15%	28 7%	20 7%	18 11%	23 10%	32 6%	16 9%	15 23%mnqr	8 18%mrq	5 5%	10 6%	4 11%	51 8%	20 6%	31 9%	38 10%	14 19%uz	8 9%	17 8%	-
NET: Satisfied	643 60%	316 59%	327 60%	145 78%defh	212 56%	141 52%	145 60%	207 70%defh	291 54%	89 55%	250 66%l	184 61%l	94 57%	115 50%	329 65%ops	104 61%ps	34 52%	20 42%	53 55%	86 56%	16 46%	412 61%w	207 62%xy	205 61%xy	199 54%	32 44%	40 47%	127 59%y	31 90%
NET: Dissatisfied	258 24%	121 23%	136 25%	25 13%	95 25%cg	88 32%cfg	49 20%	51 17%	158 29%cfg	46 28%	74 19%	64 21%	48 30%i	71 31%ij	103 20%	40 23%	25 38%mnr	17 37%am	26 27%	36 23%	11 31%	150 22%	67 20%	83 24%	107 29%t	29 39%uvwz	28 33%u	50 23%	1 2%
Don't know	2	2	-	1	1	-	-	1	1	-	-	1	1	-	2	-	-	-	-	-	-	-	-	-	2	-	-	2	-
Not applicable	1	1	-	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	
Mean	3.45	3.42	3.49	3.88def	3.40	3.21	3.48e	3.70def	3.30	3.27	3.63kl	3.50l	3.31	3.19	3.58ops	3.47	3.13	3.10	3.33	3.39	3.18	3.49w	3.54xy	3.44x	3.32	2.99	3.19	3.48x	4.24
Standard deviation	1.19	1.17	1.21	1.09	1.18	1.33	1.01	1.10	1.29	1.31	1.19	1.13	1.25	1.17	1.14	1.22	1.50	1.43	1.08	1.10	1.24	1.16	1.12	1.20	1.25	1.35	1.22	1.20	0.69
Standard error	0.04	0.05	0.05	0.08	0.06	0.08	0.06	0.07	0.06	0.10	0.07	0.06	0.10	0.07	0.06	0.08	0.16	0.21	0.12	0.07	0.15	0.05	0.05	0.08	0.06	0.18	0.11	0.08	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) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1076	530	545	187	376	272	241	297	538	161	381	298	164	232	509	170	64*	47*	95*	155	34*	670	332	338	371	72*	86*	214	34**
Very satisfied (5)	29 3%	18 3%	11 2%	8 4%dh	2 1%	6 2%	12 5%dh	9 3%h	7 1%	4 2%	14 4%	5 2%	5 3%	5 2%	14 3%	1 *	1 1%	1 2%	3 3%	8 5%n	1 3%	14 2%	10 3%	4 1%	9 3%	5 7%vz	2 3%	2 1%	5 15%
Fairly satisfied (4)	206 19%	121 23%b	85 16%	28 15%	55 15%	51 19%	72 30%cddeg	39 13%	94 17%	35 21%	86 22%k	60 20%k	18 11%	41 18%	81 16%	32 19%	11 18%	4 9%	26 28%mp	45 29%mp	6 18%	140 21%	79 24%z	61 18%	59 16%	10 14%	16 19%	33 16%	7 20%
Neither satisfied nor dissatisfied (3)	287 27%	120 23%	168 31%a	50 27%	94 25%	79 29%	64 26%	72 24%	152 28%	44 27%	81 21%	84 28%	56 34%i	66 28%	128 25%	47 27%	18 28%	12 25%	31 32%	41 27%	10 29%	178 27%	94 28%	85 25%	101 27%	24 33%	27 31%	50 24%	8 23%
Fairly dissatisfied (2)	326 30%	147 28%	180 33%	57 30%	126 33%	79 29%	65 27%	96 32%	165 31%	48 29%	103 27%	104 35%	46 28%	74 32%	157 31%	54 31%	21 33%	16 34%	27 28%	40 26%	11 34%	201 30%	94 28%	106 31%	123 33%	21 29%	28 33%	74 35%	3 9%
Very dissatisfied (1)	203 19%	115 22%b	88 16%	34 18%f	90 24%f	55 20%f	23 10%	70 23%f	109 20%f	30 19%	87 23%j	42 14%	33 20%	41 18%	117 23%qr	32 19%q	11 17%	12 25%qr	8 9%	18 12%	4 12%	123 18%	50 15%	73 22%	70 19%	12 16%	12 14%	46 22%	10 28%
NET: Satisfied	235 22%	139 26%b	96 18%	36 19%	57 15%	57 21%	85 35%cddeg	48 16%	101 19%	38 24%	100 26%k	65 22%	23 14%	47 20%	95 19%	32 19%	12 19%	5 12%	30 31%mp	52 34%mnop	7 21%	154 23%	88 27%z	65 19%	69 19%	15 21%	18 21%	35 16%	12 35%
NET: Dissatisfied	529 49%	261 49%	268 49%	91 49%f	216 57%f	133 49%f	89 37%	166 56%f	274 51%f	78 48%	189 50%	145 49%	79 48%	116 50%	274 54%qr	86 50%qr	32 50%	28 59%qr	35 37%	59 38%	16 46%	324 48%	144 43%	180 53%u	192 52%	33 45%	40 46%	120 56%u	12 36%
Don't know	25 2%	11 2%	14 3%	10 5%e	9 2%	3 1%	3 1%	11 4%	10 2%	1 *	11 3%	4 1%	6 4%	4 2%	12 2%	5 3%	2 3%	2 4%	-	3 2%	1 4%q	14 2%	6 2%	8 2%	9 2%	* 1%	1 1%	8 4%	2 5%
Not applicable	2	2	1	-	2	1	-	1	2	1	1	2	-	-	1	-	-	-	-	-	-	1mnqr	1	1	1	1	-	1	-
Mean	2.55	2.58	2.53	2.54	2.33	2.53d	2.94cde	2.38	2.48	2.59	2.56	2.60	2.47	2.54	2.44	2.48	2.52	2.27	2.89mno	2.89mno	2.66	2.57	2.70vz	2.44	2.49	2.67	2.64z	2.37	2.86
Standard deviation	1.09	1.17	1.01	1.11	1.02	1.08	1.09	1.09	1.05	1.09	1.19	1.01	1.04	1.06	1.10	1.03	1.03	1.04	1.02	1.11	1.04	1.09	1.09	1.07	1.06	1.14	1.03	1.03	1.47
Standard error	0.03	0.05	0.05	0.09	0.06	0.07	0.06	0.07	0.05	0.09	0.07	0.06	0.08	0.06	0.06	0.07	0.11	0.16	0.11	0.07	0.13	0.04	0.05	0.07	0.05	0.15	0.09	0.07	0.38

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 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 (AA)	Rent free (AB)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (exl NA for %)	1077	531	546	186	378	273	241	297	539	162	382	299	164	232	510	170	63*	47*	95*	155	36*	670	333	338	372	73*	86*	214	34**
Very satisfied (5)	225 21%	107 20%	118 22%	57 31%deh	52 14%	50 18%	66 27%deh	75 25%dh	84 16%	25 15%	104 27%akl	61 20%	28 17%	32 14%	84 16%	37 22%	17 27%am	9 20%	18 19%	53 34%mnqs	7 19%	176 26%w	109 33%vxyz	67 20%yz	32 9%	6 8%	8 10%	18 8%	17 49%
Fairly satisfied (4)	515 48%	265 50%	249 46%	88 47%	166 44%	132 48%	129 53%cd	136 46%	250 46%	84 52%	199 52%	141 47%	73 44%	102 44%	262 51%op	75 44%op	20 32%	12 26%	48 51%op	82 53%op	15 42%	345 51%w	161 48%	184 54%z	155 42%	31 43%	38 44%	86 40%	15 42%
Neither satisfied nor dissatisfied (3)	162 15%	71 13%	91 17%	18 10%	82 22%cefg	34 13%	28 12%	39 13%	94 18%cf	23 14%	33 9%	53 18%i	33 20%i	42 18%i	73 14%r	34 20%r	9 14%	11 24%r	17 18%r	10 7%	7 21%r	88 13%	40 12%	48 14%	74 20%t	21 30%uv	16 19%	36 17%	-
Fairly dissatisfied (2)	123 11%	59 11%	64 12%	20 11%	58 15%f	33 12%f	12 5%	37 13%f	73 14%f	17 11%	36 9%	27 9%	21 13%	39 17%ij	67 13%r	17 10%r	11 17%r	8 18%r	9 10%r	5 3%	5 15%r	43 6%	15 4%	28 8%	81 22%t	9 12%u	14 17%uv	58 27%uvx	-
Very dissatisfied (1)	50 5%	26 5%	24 4%	2 1%	17 5%	24 9%cfg	6 3%	8 3%	36 7%cf	13 8%	8 2%	16 5%	9 5%	17 7%i	23 4%	8 4%	5 8%	6 12%mr	3 3%	5 3%	1 4%	18 3%	9 3%	9 3%	29 8%t	6 8%	9 11%uv	14 7%u	3 9%
NET: Satisfied	739 69%	372 70%	367 67%	145 78%deh	218 58%	181 66%	194 81%degh	211 71%dh	334 62%	109 67%	303 79%ijkl	202 67%l	101 61%	134 58%	346 68%p	112 66%p	37 59%	22 46%	66 69%p	135 87%mnop	22 61%q	521 78%w	270 81%xyz	251 74%xyz	187 50%	37 50%	46 54%	104 49%	31 91%
NET: Dissatisfied	173 16%	85 16%	88 16%	22 12%	76 20%cf	57 21%cf	18 8%	46 15%f	109 20%cf	30 19%	44 12%	43 14%	29 18%	57 24%ij	90 18%r	25 14%r	16 25%r	14 30%nqr	12 13%	10 6%	7 19%r	60 9%	23 7%	37 11%	110 29%t	15 20%u	23 27%uv	72 34%uv	3 9%
Don't know	3 *	3 1%	-	1 *	2 1%	-	-	1 *	2 *	-	1 *	1 *	1 1%	-	2 *	-	1 2%nr	-	-	-	-	1 *	-	1 *	2 *	-	-	2 1%	-
Not applicable	1	1	*	1	-	-	-	1	-	-	-	1	*	-	-	1m	-	-	-	-	-	*	*	-	1	-	-	1	-
Mean	3.69	3.70	3.68	3.97deh	3.47	3.55	3.98deg h	3.78deh	3.51	3.55	3.93kl	3.68l	3.56	3.40	3.62p	3.68p	3.54	3.24	3.72p	4.12mno pqs	3.56	3.92w	4.04vxy z	3.81xyz	3.22	3.30	3.26	3.17	4.22
Standard deviation	1.07	1.07	1.07	0.97	1.06	1.18	0.91	1.05	1.11	1.12	0.96	1.06	1.08	1.14	1.05	1.06	1.29	1.30	0.98	0.90	1.09	0.94	0.92	0.94	1.12	1.05	1.17	1.12	1.13
Standard error	0.03	0.04	0.05	0.07	0.06	0.07	0.05	0.06	0.05	0.09	0.06	0.06	0.08	0.07	0.06	0.07	0.14	0.20	0.11	0.06	0.13	0.04	0.05	0.06	0.14	0.11	0.08	0.08	0.28

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1048	520	527	185	367	264	231	295	521	154	380	287	161	220	500	167	60*	45*	87*	154	35*	657	326	331	356	68*	83*	205	34**
Very satisfied (5)	110 10%	55 11%	54 10%	18 10%	26 7%	30 11%	35 15%cdgh	26 9%	49 9%	13 8%	53 14%kl	39 14%kl	8 5%	10 5%	35 7%	23 14%lm	7 11%	1 3%	9 11%	32 21%mp	2 6%	92 14%w	62 19%vxyz	31 9%z	13 4%	1 2%	4 5%	8 4%	4 12%
Fairly satisfied (4)	334 32%	170 33%	164 31%	72 39%deh	78 21%	71 27%	113 49%degh	93 32%cd	128 24%	52 34%	139 37%	87 30%	47 29%	62 28%	145 29%	45 27%	16 27%	10 22%	39 45%mnop	71 46%mnop	8 22%	242 37%w	142 44%vxyz	100 30%z	73 20%	19 29%	18 21%	36 17%	19 55%
Neither satisfied nor dissatisfied (3)	160 15%	87 17%	73 14%	19 10%	51 14%	46 17%	44 19%cg	31 11%	84 16%	32 21%	51 13%	50 17%	21 13%	38 17%	69 14%	20 12%	8 14%	9 19%	20 23%n	29 19%	5 15%	110 17%	60 18%	51 15%	47 13%	5 7%	16 20%	26 13%	2 7%
Fairly dissatisfied (2)	200 19%	96 18%	104 20%	30 16%	94 26%cf	54 20%f	22 9%	62 21%f	116 22%f	29 19%	62 16%	58 20%	36 22%	44 20%	114 23%qr	38 23%qr	11 18%r	8 17%	9 11%	12 8%	9 25%qr	126 19%	48 15%	78 24%u	72 20%	14 21%	13 16%	45 22%u	1 2%
Very dissatisfied (1)	225 21%	104 20%	122 23%	35 19%f	113 31%cf	63 24%f	14 6%	71 24%f	140 27%f	28 18%	63 17%	53 18%	46 28%ij	64 29%ij	132 26%qr	35 21%r	16 26%qr	16 34%qr	9 11%	8 5%	11 30%qr	75 11%	13 4%	62 19%u	147 41%t	28 41%uv	32 38%uv	87 43%uv	3 9%
NET: Satisfied	444 42%	226 43%	218 41%	90 49%dh	104 28%	101 38%cd	149 64%cddeg	119 40%cd	176 34%	65 42%	192 51%kl	125 44%l	55 34%	72 33%	180 36%	68 40%	23 38%	12 26%	49 56%mnop	104 67%mnop	10 28%	335 51%w	204 63%vxyz	131 39%yz	86 24%	21 30%	21 26%	44 21%	23 67%
NET: Dissatisfied	425 41%	199 38%	226 43%	65 35%f	207 56%cefg	117 44%f	36 15%	133 45%f	256 49%cf	57 37%	125 33%	111 39%	81 51%ij	108 49%ij	245 49%qr	73 44%qr	26 44%qr	23 52%qr	18 21%	19 13%	19 55%qr	202 31%	61 19%	141 42%u	219 62%t	42 62%uv	45 54%u	132 64%uv	4 11%
Don't know	19 2%	8 2%	11 2%	12 6%defh	5 1%	-	3 1%	12 4%eh	5 1%	1 *	12 3%j	1 *	4 2%	2 1%	5 1%	7 4%em	3 5%em	2 4%	-	2 1%	1 2%	10 2%	1 *	9 3%u	4 1%	-	-	4 2%	5 14%
Not applicable	30	12	19	2	11	9	9g	3	18	8	2	13i	4	12i	10	3	4mr	2	8mnr	2	1	13	7	6	17t	5	3	9	-
Mean	2.91	2.96	2.86	3.05dh	2.47	2.82d	3.58cde	2.79d	2.67	2.95	3.15kl	3.00kl	2.59	2.59	2.67	2.89	2.79	2.41	3.36mnop	3.72mno	2.46	3.23w	3.59vxyz	2.87xyz	2.24	2.29	2.38	2.17	3.69
Standard deviation	1.35	1.33	1.36	1.35	1.32	1.36	1.06	1.37	1.35	1.27	1.34	1.34	1.32	1.30	1.33	1.40	1.42	1.29	1.14	1.05	1.31	1.25	1.08	1.30	1.29	1.32	1.32	1.27	1.10
Standard error	0.04	0.06	0.06	0.10	0.07	0.09	0.06	0.08	0.06	0.10	0.08	0.08	0.10	0.08	0.07	0.10	0.16	0.20	0.13	0.07	0.16	0.05	0.05	0.09	0.07	0.18	0.12	0.09	0.29

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

Prepared by Populus on behalf of Which?



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

Absolutes/col percents

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

	Gender			Age							Social Grade				Working Status						Tenure								
	Total	Male (a)	Female (b)	18-29 (c)	30-49 (d)	50-64 (e)	65+ (f)	18-34 (g)	35-64 (h)	55+ Not Retired	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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Very good	(5) 99 9%	59 11%	40 7%	21 11%	24 6%	20 7%	33 14%deh	28 9%	38 7%	9 5%	61 16%ijkl	27 9%kl	4 2%	6 3%	38 7%	17 10%	4 6%	4 9%	4 4%	31 20%mnops	1 3%	80 12%w	48 14%xyz	31 9%xyz	6 2%	-	1 1%	5 2%	13 39%
Fairly good	(4) 435 40%	222 42%	213 39%	88 47%dh	128 34%	100 37%	119 49%deh	126 42%	190 35%	67 41%	170 44%l	124 41%l	66 40%	75 32%	213 42%p	57 33%	20 31%	9 20%	43 45%p	83 53%mnop	11 31%	322 48%w	178 53%vxyz	144 43%yz	101 27%	23 31%	25 29%	53 25%	12 35%
Neither good nor poor	(3) 287 27%	133 25%	153 28%	32 17%	114 30%c	77 28%c	64 27%c	66 22%	157 29%c	46 28%	90 24%	81 27%	43 26%	72 31%	128 25%	56 33%r	16 25%	10 22%	30 32%r	31 20%	16 44%mnopr	175 26%	76 23%	99 29%	108 29%	18 25%	24 27%	66 31%u	3 10%
Fairly poor	(2) 181 17%	86 16%	95 17%	36 19%f	76 20%f	48 18%f	21 9%	61 20%f	99 18%f	26 16%	43 11%	49 16%	34 21%i	55 24%ij	96 19%r	29 17%r	15 23%r	12 26%r	16 17%r	8 5%	5 13%r	68 10%	23 7%	45 13%u	111 30%t	25 35%uv	24 28%uv	62 29%uv	1 2%
Very poor	(1) 71 7%	28 5%	43 8%	5 3%	35 9%cfg	27 10%cfg	4 2%	13 4%	55 10%cfg	15 9%	16 4%	18 6%	13 8%	24 10%i	33 6%	11 6%	9 15%mnqr	10 21%mnqr	2 2%	3 2%	3 9%qr	24 4%	7 2%	18 5%	44 12%t	7 9%u	12 14%uv	25 12%uv	3 9%
NET: Good	533 49%	281 53%	252 46%	109 58%deh	152 40%	121 44%	152 63%degh	154 52%dh	227 42%	75 46%	231 61%ijkl	151 50%l	70 43%	82 35%	251 49%ps	73 43%	24 37%	14 29%	47 49%p	113 73%mnop	12 34%	402 60%w	226 68%vxyz	176 52%xyz	106 28%	23 31%	26 30%	58 27%	25 74%
NET: Poor	252 23%	114 21%	138 25%	41 22%f	110 29%f	76 28%f	25 10%	74 25%f	153 28%f	41 25%	59 15%	67 22%	47 29%i	79 34%ij	129 25%r	40 23%r	24 38%mnqr	22 47%mnqr	18 19%r	11 7%	8 22%r	93 14%	30 9%	62 18%u	155 42%t	32 44%uv	36 43%uv	87 41%uv	4 11%
Don't know	6 1%	3 1%	3 1%	5 2%efh	2 *	-	-	5 2%	2 *	-	2 *	1 *	3 2%l	-	2 *	2 1%	1 1%	1 2%	-	-	-	1 *	1 *	-	3 1%	-	-	3 2%	2 5%
Mean	3.29	3.37b	3.20	3.46deh	3.08	3.14	3.65deg	3.33dh	3.11	3.17	3.57jkl	3.31kl	3.08	2.93	3.25op	3.24op	2.90	2.69	3.33op	3.83mno	3.06	3.54wz	3.71vxyz	3.38xyz	2.76	2.79	2.75	2.76	3.98
Standard deviation	1.06	1.05	1.06	1.03	1.08	1.11	0.88	1.04	1.10	1.07	1.02	1.04	1.03	1.04	1.05	1.05	1.18	1.28	0.88	0.88	0.98	0.95	0.87	1.00	1.03	0.99	1.07	1.03	1.23
Standard error	0.03	0.04	0.05	0.08	0.06	0.07	0.05	0.06	0.05	0.09	0.06	0.06	0.08	0.06	0.06	0.07	0.12	0.19	0.09	0.06	0.12	0.04	0.04	0.06	0.05	0.13	0.10	0.07	0.32

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) - South 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 (A)	
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
A lot better	(5)	44 4%	25 5%	19 3%	17 9%defh	15 4%	8 3%	4 2%	24 8%efh	16 3%	4 3%	13 6%k	3 2%	9 4%	23 5%	3 2%	6 9%nr	4 8%	2 2%	3 2%	2 7%	20 3%	7 2%	14 4%	22 6%t	4 6%	3 3%	15 7%u	2 6%	
A little better	(4)	227 21%	117 22%	111 20%	66 35%defh	93 25%ef	45 17%f	22 9%	95 32%efh	110 20%f	23 14%	88 23%	34 21%	38 17%	133 26%qr	32 19%q	15 24%qr	15 33%nrq	6 6%	20 13%	6 17%q	127 19%	44 13%	83 25%u	90 24%	16 22%	18 20%	57 26%u	11 31%	
Stay the same	(3)	457 42%	225 42%	231 42%	61 32%	125 33%	130 48%cdg	141 59%cdg	96 32%	220 41%dg	76 47%	155 40%	138 46%	96 41%	187 37%	74 43%p	21 32%	11 22%	56 59%mnop	91 59%mnop	17 48%p	316 47%w	186 56%vxyz	130 39%	131 35%	27 37%	29 34%	75 35%	9 26%	
A little worse	(2)	238 22%	111 21%	128 23%	25 13%	99 26%c	54 20%	61 25%c	56 19%	121 23%c	33 20%	91 24%	51 17%	31 19%	65 28%aj	33 19%	13 20%	12 26%	26 27%	32 20%	5 15%	148 22%	71 21%	77 23%	82 22%	15 20%	23 27%	44 21%	8 23%	
A lot worse	(1)	64 6%	35 7%	29 5%	5 3%	30 8%cf	24 9%cfg	5 2%	11 4%	47 9%cfg	14 9%	18 5%	16 10%i	14 6%	32 6%	11 6%	7 10%r	4 9%	4 4%	2 2%	3 7%	35 5%	11 3%	24 7%u	29 8%	8 11%u	7 8%u	14 7%	-	
NET: Better		271 25%	142 27%	130 24%	83 44%defh	108 29%ef	53 19%f	27 11%	119 40%defh	126 23%f	27 17%	101 26%	36 29%l	48 21%	156 31%nrq	35 20%q	21 33%nrq	19 41%nrq	8 8%	23 15%	9 24%q	147 22%	50 15%	97 29%u	112 30%t	20 28%u	20 24%u	71 33%u	13 37%	
NET: Worse		302 28%	146 27%	157 29%	30 16%	128 34%cg	78 28%c	66 28%c	67 23%	169 31%cg	47 29%	109 28%	48 22%	79 34%aj	150 29%	44 26%	20 31%	16 34%	30 31%	35 23%	8 22%	183 27%	82 25%	101 30%	111 30%	22 31%	30 35%u	59 27%	8 23%	
Don't know		48 4%	19 4%	29 5%	13 7%	16 4%	12 4%	7 3%	16 6%	25 5%	12 7%	18 5%	12 7%	10 4%	18 3%	18 10%mq	2 4%	1 2%	1 1%	5 3%	2 7%	24 4%	15 5%	9 3%	19 5%	3 4%	6 6%	10 5%	5 14%	
Mean		2.95	2.97	2.93	3.37def	2.90	2.84	2.83	3.23def	2.85	2.80	2.96	3.08kl	2.83	2.84	2.99q	2.90	3.01	3.07	2.74	2.92	3.02	2.92	2.89	2.95	2.98	2.92	2.82	3.06u	3.23
Standard deviation		0.93	0.96	0.91	0.95	1.01	0.92	0.70	0.99	0.96	0.91	0.91	0.94	0.95	0.93	0.88	1.14	1.14	0.74	0.72	0.99	0.87	0.76	0.97	1.03	1.07	0.99	1.03	0.93	
Standard error		0.03	0.04	0.04	0.07	0.06	0.06	0.04	0.06	0.04	0.08	0.05	0.05	0.08	0.06	0.12	0.12	0.08	0.05	0.12	0.03	0.04	0.06	0.05	0.14	0.09	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) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Very good	(5) 12 1%	12 2% <sup>b</sup>	-	1 1%	1 *	2 1%	7 3% <sup>dgh</sup>	1 *	3 1%	2 1%	5 1%	2 1%	-	5 2%	5 1%	1 *	1 1%	1 1%	3 3%	2 1%	-	6 1%	6 2% <sup>v</sup>	-	6 2%	3 4% <sup>v</sup>	1 1%	2 1%	-
Fairly good	(4) 241 22%	158 30% <sup>b</sup>	84 15%	27 15%	67 18%	58 21%	89 37% <sup>cdeg</sup>	43 15%	109 20%	33 20%	88 23%	73 24%	35 21%	46 20%	102 20% <sup>s</sup>	30 17%	8 13%	8 18%	32 33% <sup>mno</sup>	58 38% <sup>mnpops</sup>	3 8%	151 23%	96 29% <sup>v</sup>	55 16%	79 21%	15 21%	17 20%	46 21%	11 33%
Neither good nor poor	(3) 338 31%	159 30%	179 33%	50 27%	112 30%	106 39% <sup>cd</sup>	70 29%	78 26%	191 35% <sup>g</sup>	62 38%	133 35%	90 30%	52 32%	63 27%	154 30%	57 34%	18 28%	14 30%	22 24%	58 37% <sup>q</sup>	15 41% <sup>q</sup>	235 35% <sup>w</sup>	120 36%	116 34%	100 27%	17 23%	24 28%	59 28%	3 8%
Fairly poor	(2) 358 33%	149 28%	209 38% <sup>a</sup>	73 39% <sup>ef</sup>	154 41% <sup>efh</sup>	73 27%	58 24%	129 43% <sup>efh</sup>	171 32% <sup>f</sup>	46 29%	121 32%	98 33%	51 31%	88 38%	182 36% <sup>fr</sup>	60 35% <sup>fr</sup>	29 45% <sup>fr</sup>	17 37% <sup>fr</sup>	28 29%	29 18%	13 36% <sup>r</sup>	219 33%	87 26%	132 39% <sup>u</sup>	128 34%	25 35%	30 35%	72 34%	11 33%
Very poor	(1) 91 8%	47 9%	44 8%	19 10%	32 9%	27 10%	13 5%	28 9%	50 9%	16 10%	27 7%	29 10%	19 11%	16 7%	56 11% <sup>r</sup>	12 7%	5 8%	1 1%	8 9%	7 4%	2 7%	39 6%	17 5%	22 6%	45 12% <sup>t</sup>	7 10%	10 12% <sup>u</sup>	28 13% <sup>uv</sup>	7 20%
NET: Good	253 23%	169 32% <sup>b</sup>	84 15%	29 15%	67 18%	60 22%	96 40% <sup>cdeg</sup>	45 15%	112 21%	35 22%	92 24%	75 25%	35 21%	51 22%	106 21% <sup>s</sup>	31 18%	9 14%	9 19%	35 37% <sup>mno</sup>	60 39% <sup>mnpops</sup>	3 8%	157 23%	102 30% <sup>v</sup>	55 16%	85 23%	18 25%	18 21%	48 22%	11 33%
NET: Poor	449 42%	195 37%	253 46% <sup>a</sup>	92 49% <sup>ef</sup>	186 49% <sup>efh</sup>	100 37%	71 30%	157 53% <sup>efh</sup>	221 41% <sup>f</sup>	63 39%	147 39%	128 43%	70 43%	104 45%	238 47% <sup>r</sup>	72 42% <sup>r</sup>	34 53% <sup>r</sup>	18 39% <sup>r</sup>	36 38% <sup>r</sup>	35 23%	15 43% <sup>r</sup>	258 38%	104 31%	153 45% <sup>u</sup>	173 46% <sup>t</sup>	32 45%	40 47% <sup>u</sup>	100 47% <sup>u</sup>	18 53%
Don't know	38 3%	8 1%	30 5% <sup>a</sup>	16 8% <sup>defh</sup>	12 3%	7 2%	4 1%	19 6% <sup>fh</sup>	15 3%	2 1%	9 2%	8 3%	7 4%	14 6%	12 2%	10 6% <sup>mr</sup>	3 5%	6 12% <sup>mqr</sup>	2 2%	2 1%	3 8% <sup>mr</sup>	21 3%	8 2%	13 4%	15 4%	5 7%	3 3%	7 3%	2 5%
Mean	2.74	2.88 <sup>b</sup>	2.59	2.53	2.59	2.76 <sup>cg</sup>	3.08 <sup>cd</sup>	2.50	2.70 <sup>g</sup>	2.74	2.79	2.72	2.65	2.71	2.63	2.67	2.52	2.78	2.94 <sup>mno</sup>	3.13 <sup>mno</sup>	2.55	2.79 <sup>w</sup>	2.96 <sup>vyz</sup>	2.63	2.64	2.73	2.61	2.62	2.58
Standard deviation	0.95	1.01	0.86	0.92	0.89	0.94	0.98	0.89	0.92	0.95	0.93	0.97	0.95	0.96	0.96	0.88	0.87	0.84	1.06	0.88	0.77	0.90	0.92	0.84	1.01	1.08	0.98	1.00	1.19
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	0.08	0.06	0.05	0.06	0.09	0.13	0.12	0.06	0.10	0.04	0.05	0.06	0.05	0.15	0.09	0.07	0.31

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
A lot better	(5)	13 1%	11 2% <sup>b</sup>	2 *	1 *	4 1%	2 1%	5 1%	1 *	6 1%	2 2%	1 *	-	6 3% <sup>aj</sup>	5 1%	1 *	-	2 5% <sup>mn</sup>	3 3%	2 1%	-	5 1%	3 1%	2 1%	8 2%	5 7% <sup>uvz</sup>	1 1%	2 1%	-	
A little better	(4)	169 16%	113 21% <sup>b</sup>	56 10%	34 18% <sup>d</sup>	36 10%	45 17% <sup>d</sup>	54 22% <sup>dgh</sup>	42 14%	73 14%	27 16%	68 18%	46 15%	23 14%	32 14%	70 14%	24 14%	15 23% <sup>p</sup>	3 6%	14 15%	40 26% <sup>mpq</sup>	4 10%	110 16%	58 17%	52 15%	47 13%	5 7%	12 14%	30 14%	12 35%
Stay the same	(3)	282 26%	133 25%	149 27%	34 18%	103 27% <sup>cg</sup>	74 27%	72 30% <sup>cg</sup>	57 19%	153 28% <sup>cg</sup>	44 27%	88 23%	82 27%	43 26%	68 29%	129 25%	47 27%	11 17%	9 19%	38 40% <sup>mnop</sup>	36 23%	13 35% <sup>o</sup>	180 27%	101 30%	79 23%	98 26%	19 26%	28 33%	51 24%	4 12%
A little worse	(2)	384 36%	170 32%	214 39% <sup>aa</sup>	76 41%	134 35%	90 33%	85 35%	121 41%	178 33%	48 30%	121 32%	117 39%	58 36%	87 38%	182 36%	52 43%	28 43%	19 41%	33 35%	57 37%	12 34%	251 37%	124 37%	128 38%	124 33%	24 34%	27 32%	72 34%	8 25%
A lot worse	(1)	158 15%	80 15%	78 14%	28 15% <sup>f</sup>	74 20% <sup>f</sup>	43 16% <sup>f</sup>	14 6%	55 18% <sup>f</sup>	90 17% <sup>f</sup>	23 14%	76 20% <sup>ijl</sup>	33 11%	23 14%	26 11%	96 19% <sup>qrs</sup>	29 17% <sup>qr</sup>	8 12%	8 16% <sup>q</sup>	4 4%	12 8%	3 8%	87 13%	32 10%	55 16% <sup>u</sup>	63 17%	11 16%	9 10%	43 20% <sup>uy</sup>	8 23%
NET: Better		182 17%	124 23% <sup>b</sup>	58 11%	35 19% <sup>d</sup>	40 11%	48 18% <sup>d</sup>	59 25% <sup>dgh</sup>	43 14%	80 15%	29 18%	74 19%	47 16%	23 14%	38 16%	75 15%	25 14%	15 23%	5 11%	17 18%	42 27% <sup>mnp</sup>	4 10%	115 17%	61 18%	54 16%	55 15%	10 14%	13 15%	32 15%	12 35%
NET: Worse		542 50%	250 47%	292 54%	104 56% <sup>f</sup>	208 55% <sup>f</sup>	132 48%	98 41%	176 59% <sup>efh</sup>	268 50% <sup>f</sup>	71 44%	197 52%	150 50%	82 50%	113 49%	278 55% <sup>qr</sup>	81 47%	35 54%	27 57%	37 39%	69 45%	15 42%	338 50%	156 47%	183 54%	187 50%	36 49%	36 42%	116 54%	16 47%
Don't know		72 7%	25 5%	47 9% <sup>aa</sup>	15 8%	27 7%	19 7%	11 5%	22 7%	39 7%	18 11%	23 6%	20 7%	16 10%	13 6%	28 6%	19 11% <sup>mqr</sup>	4 6%	6 14% <sup>q</sup>	3 3%	8 5%	5 13% <sup>mqr</sup>	38 6%	16 5%	22 7%	32 9%	8 11%	8 10%	16 7%	2 5%
Mean		2.50	2.62 <sup>b</sup>	2.38	2.44	2.32	2.51	2.79 <sup>cd</sup>	2.32	2.46	2.56	2.46	2.51	2.45	2.56	2.39	2.44	2.54	2.33	2.77 <sup>mp</sup>	2.75 <sup>mp</sup>	2.55	2.52	2.61 <sup>vz</sup>	2.42	2.45	2.50	2.60	2.37	2.63
Standard deviation		0.99	1.06	0.89	1.00	0.96	1.00	0.95	0.97	0.99	1.08	0.91	0.94	0.97	0.99	0.98	1.00	1.05	0.88	0.99	0.83	0.96	0.93	0.98	1.02	1.11	0.93	1.01	1.23	
Standard error		0.03	0.05	0.04	0.08	0.05	0.06	0.06	0.06	0.05	0.06	0.05	0.08	0.06	0.05	0.07	0.11	0.17	0.10	0.07	0.10	0.04	0.05	0.07	0.05	0.16	0.09	0.07	0.32	

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) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Very positive	(5)	7 1%	7 1% <sup>b</sup>	-	3 1%	2 1%	1 *	2 1%	3 1%	2 *	1 *	1 *	-	5 2% <sup>ij</sup>	4 1%	-	1 2%	-	1 1%	1 1%	-	4 1%	2 1%	1 *	3 1%	2 3%	1 1%	1 *	-	
Fairly positive	(4)	91 8%	63 12% <sup>b</sup>	28 5%	16 9%	24 6%	21 8%	29 12% <sup>dh</sup>	24 8%	38 7%	12 7%	39 10% <sup>l</sup>	29 7%	12 5%	45 9% <sup>s</sup>	12 7%	7 12% <sup>s</sup>	1 1%	4 4%	21 14% <sup>npqs</sup>	* 1%	56 8%	33 10%	23 7%	25 7%	2 3%	5 6%	18 9%	10 30%	
No impact	(3)	398 37%	213 40%	185 34%	63 34%	117 31%	101 37%	117 48% <sup>cdeg</sup>	89 30%	192 36%	67 41%	126 33%	115 38%	60 37%	96 41%	177 35%	55 32%	17 26%	14 30%	42 44% <sup>o</sup>	77 50% <sup>mnp</sup>	15 42%	263 39%	151 45% <sup>vz</sup>	112 33%	125 34%	29 40%	32 37%	64 30%	10 29%
Fairly negative	(2)	405 38%	187 35%	218 40%	65 35%	156 41% <sup>f</sup>	108 40%	76 31%	117 39%	212 39% <sup>f</sup>	58 36%	160 42%	103 34%	61 37%	81 35%	193 38%	68 40% <sup>r</sup>	29 44% <sup>r</sup>	20 44%	38 40%	46 30%	11 31%	253 38%	110 33%	144 43% <sup>u</sup>	145 39%	24 33%	29 34%	92 43% <sup>u</sup>	6 19%
Very negative	(1)	74 7%	32 6%	43 8%	5 3%	39 10% <sup>cfg</sup>	23 8% <sup>cf</sup>	8 3%	15 5%	51 10% <sup>cf</sup>	11 7%	17 5%	22 7%	17 10% <sup>i</sup>	19 8%	45 9% <sup>r</sup>	10 6%	5 7%	3 7%	4 4%	4 2%	3 9% <sup>r</sup>	39 6%	13 4%	25 8%	35 9%	10 13% <sup>u</sup>	9 10% <sup>u</sup>	16 8%	1 2%
NET: Positive		98 9%	70 13% <sup>b</sup>	28 5%	19 10%	26 7%	22 8%	31 13% <sup>dh</sup>	27 9%	40 7%	12 7%	40 10%	30 7%	17 7%	49 10% <sup>s</sup>	12 7%	9 14% <sup>ps</sup>	1 1%	5 5%	22 14% <sup>npqs</sup>	* 1%	59 9%	35 11%	24 7%	29 8%	4 5%	6 7%	19 9%	10 30%	
NET: Negative		479 44%	218 41%	261 48%	70 37%	195 52% <sup>cf</sup>	131 48% <sup>f</sup>	83 35%	132 44% <sup>f</sup>	264 49% <sup>cf</sup>	69 42%	178 47%	125 42%	77 47%	100 43%	238 47% <sup>r</sup>	78 46% <sup>r</sup>	33 52% <sup>r</sup>	24 51% <sup>r</sup>	42 44%	50 32%	14 40%	292 44%	123 37%	169 50% <sup>u</sup>	180 48%	34 47%	38 44%	108 51% <sup>u</sup>	7 21%
Don't know		103 10%	31 6%	72 13% <sup>a</sup>	34 18% <sup>defh</sup>	39 10% <sup>f</sup>	20 7%	10 4%	49 17% <sup>defh</sup>	44 8% <sup>f</sup>	14 9%	38 10%	30 9%	15 20%	47 9% <sup>r</sup>	25 15% <sup>qr</sup>	5 8%	8 18% <sup>qr</sup>	5 6%	6 4%	6 17% <sup>qr</sup>	57 8%	24 7%	33 10%	39 10%	6 8%	11 12%	22 10%	7 21%	
Mean	2.54	2.65 <sup>b</sup>	2.42	2.65 <sup>dh</sup>	2.39	2.48	2.75 <sup>deg</sup>	2.53	2.45	2.55	2.55	2.57	2.45	2.55	2.50	2.48	2.52	2.31	2.55	2.80 <sup>mno</sup>	2.42	2.56	2.68 <sup>vz</sup>	2.44	2.45	2.43	2.46	2.46	3.08	
Standard deviation	0.79	0.83	0.74	0.79	0.80	0.78	0.75	0.79	0.80	0.76	0.77	0.80	0.79	0.83	0.83	0.75	0.90	0.66	0.71	0.73	0.71	0.77	0.75	0.77	0.82	0.88	0.82	0.80	0.86	
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.05	0.05	0.06	0.05	0.05	0.06	0.10	0.11	0.08	0.05	0.09	0.03	0.04	0.05	0.04	0.12	0.08	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) - South 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	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
	Weighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
	Trust a great deal (5)	78 7%bfgjklmn	25 2%mn	83 8%bfgjklmn	69 6%bfgjklmn	71 7%bfgjklmn	42 4%bklmn	40 4%klmn	31 3%mn	120 11%abcdefgijklmn	30 3%mn	19 2%mn	23 2%mn	6 1%	7 1%
	Trust quite a lot (4)	392 36%bghklmn	242 22%kmn	566 53%abcdefgijklmn	481 45%abfgjklmn	471 44%abfgjklmn	366 34%bhklmn	341 32%bhklmn	299 28%bkmn	467 43%abfgjklmn	374 35%bhklmn	204 19%mn	283 26%bkmn	75 7%	96 9%
	Neither trust nor don't trust (3)	278 26%	371 34%acimn	284 26%	363 34%acim	358 33%acim	359 33%acim	375 35%acimn	341 32%ac	303 28%	411 38%acdefhikmn	337 31%ac	407 38%acdefhikmn	303 28%	318 30%
	Don't trust very much (2)	207 19%cdei	256 24%acdefgijl	91 8%	102 9%	118 11%c	209 19%cdei	217 20%cdei	291 27%acdefgijl	115 11%	187 17%cdei	272 25%acdefgijl	196 18%cdei	441 41%abcdefgijkln	380 35%abcdefgijkl
	Don't trust at all (1)	105 10%cdefgijl	115 11%cdefgijl	34 3%	35 3%	31 3%	78 7%cdej	79 7%cdej	93 9%cdej	46 4%e	48 4%cde	142 13%abcdefgijl	80 7%cdej	195 18%abcdefgijkl	196 18%abcdefgijkl
	NET: Trust	470 44%bfgjklmn	266 25%kmn	649 60%abcdefgijklmn	550 51%abfgjklmn	542 50%abfgjklmn	408 38%bhklmn	381 35%bhklmn	330 31%bkmn	588 55%abefgijklmn	404 37%bhklmn	223 21%mn	305 28%kmn	81 7%	103 10%
	NET: Don't trust	312 29%cdej	371 34%acdefgijl	124 12%	137 13%	149 14%	287 27%cdej	296 27%cdej	384 36%acdefgijl	161 15%c	235 22%cdei	414 38%abcdefgijl	276 26%cdej	635 59%abcdefgijkln	576 53%abcdefgijkl
	Don't know	18 2%	70 6%acdefghij	20 2%	29 3%a	29 3%a	24 2%	27 3%	23 2%	25 2%	28 3%a	104 10%abcdefghijmn	90 8%acdefghijm	59 5%acdefghij	81 7%acdefghijm
	Mean	3.12bghklmn	2.81kmn	3.54abcdefgijklmn	3.43abfgjklmn	3.41abfgjklmn	3.08bhklmn	3.04bhklmn	2.89bkmn	3.48abfgjklmn	3.14bghklmn	2.68mn	2.97bhklmn	2.27	2.34m
	Standard deviation	1.11	1.01	0.88	0.88	0.88	1.00	0.99	1.01	0.98	0.90	1.02	0.95	0.87	0.92



**Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

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

## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 78 7%	33 6%	45 8%	17 9%	23 6%	15 5%	24 10%h	27 9%	28 5%	9 6%	29 8%	19 6%	16 10%	14 6%	32 6%	10 6%	5 8%	2 5%	10 11%	16 11%	2 6%	51 8%	26 8%	25 7%	27 7%	4 5%	8 9%	15 7%	-
Trust quite a lot	(4) 392 36%	178 33%	214 39%	75 40%	118 31%	90 33%	109 45%degh	101 34%	182 34%	64 40%	128 34%	108 36%	58 35%	99 42%	157 31%	70 41%am	28 44%am	19 41%	44 46%am	61 40%am	12 35%	248 37%	127 38%	121 36%	133 36%	33 45%	27 31%	73 34%	11 31%
Neither trust nor don't trust	(3) 278 26%	134 25%	144 26%	46 25%	101 27%	71 26%	60 25%	70 24%	147 27%	42 26%	101 26%	78 26%	41 25%	58 25%	135 26%	39 23%	10 16%	12 26%	27 28%	41 27%	13 38%no	183 27%	97 29%	86 25%	84 23%	14 19%	22 26%	48 23%	11 31%
Don't trust very much	(2) 207 19%	105 20%	102 19%	32 17%	73 19%	66 24%f	37 15%	59 20%	112 21%	31 19%	86 23%l	53 18%	33 20%	35 15%	109 21%	31 18%	14 22%	6 14%	11 12%	30 19%	5 13%	127 19%	61 18%	66 20%	73 20%	12 16%	16 18%	46 21%	7 21%
Don't trust at all	(1) 105 10%	69 13%b	36 7%	12 7%	52 14%cf	30 11%f	11 4%	31 10%f	63 12%f	15 9%	34 9%	33 11%	14 9%	23 10%	66 13%oqr	18 11%r	2 4%	6 12%r	3 3%	6 4%	2 7%	57 9%	21 6%	37 11%	44 12%	10 14%	9 10%	25 12%u	4 10%
NET: Trust	470 44%	211 40%	259 47%a	91 49%dh	141 37%	105 38%	133 55%degh	128 43%	209 39%	73 45%	157 41%	127 42%	74 45%	112 48%	189 37%	80 47%am	34 52%am	22 46%	54 57%am	78 50%am	15 41%	299 45%	153 46%	146 43%	160 43%	36 50%	35 41%	89 41%	11 33%
NET: Don't trust	312 29%	174 33%b	138 25%	44 24%	124 33%f	96 35%cf	47 20%	90 30%f	174 32%f	47 29%	121 32%	86 29%	47 29%	58 25%	176 34%qrs	49 29%q	17 26%	12 26%	14 15%	36 23%	7 20%	184 27%	81 24%	103 30%	117 31%	22 30%	24 29%	71 33%u	11 31%
Don't know	18 2%	12 2%	5 1%	6 3%f	11 3%ef	1 *	-	9 3%ef	8 2%	1 1%	3 1%	9 3%	2 1%	4 2%	2 1%	4 6%nqr	1 2%	-	-	-	* 1%	4 1%	1 *	3 1%	12 3%t	1 1%	4 5%uv	7 3%u	2 6%
Mean	3.12	3.00	3.24a	3.28deh	2.97	2.97	3.41deg	3.12	3.00	3.13	3.08	3.09	3.18	3.19	2.96	3.13	3.33m	3.13	3.49mn	3.33m	3.20	3.16	3.23	3.09	3.07	3.11	3.12	3.04	2.91
Standard deviation	1.11	1.16	1.06	1.07	1.16	1.11	1.01	1.16	1.11	1.09	1.11	1.12	1.14	1.10	1.15	1.12	1.06	1.14	0.96	1.03	1.00	1.09	1.04	1.14	1.16	1.18	1.16	1.16	1.01
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	0.09	0.06	0.06	0.08	0.11	0.17	0.10	0.07	0.12	0.04	0.05	0.07	0.06	0.16	0.11	0.08	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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 25%	13%	11%	9% <sup>f</sup>	7%	7%	2%	11%	11%	3%	11%	6%	2%	6%	14%	2%	3%	1%	3%	1%	1%	18%	6%	12%	6%	-	4%	2%	-
Trust quite a lot	(4) 24%	24%	21%	30% <sup>deh</sup>	20%	18%	26%	25%	20%	22%	25%	26%	17%	19%	24%	23%	14%	20%	25%	23%	13%	162%	81%	81%	71%	18%	14%	38%	9%
Neither trust nor don't trust	(3) 34%	36%	33%	29%	38%	34%	34%	31%	36%	34%	33%	40% <sup>kl</sup>	36%	27%	34%	35%	28%	30%	25%	43% <sup>oq</sup>	43% <sup>q</sup>	250%	128%	122%	114%	18%	27%	69%	7%
Don't trust very much	(2) 24%	20%	27% <sup>a</sup>	24%	22%	26%	23%	25%	23%	30%	26%	18%	27% <sup>ej</sup>	25%	24%	21%	32%	28%	21%	23%	27%	23%	23%	24%	24%	20%	22%	26%	30%
Don't trust at all	(1) 11%	13% <sup>b</sup>	8%	5%	13% <sup>c</sup>	13% <sup>c</sup>	10%	9%	12% <sup>c</sup>	8%	10%	9%	10%	14%	12%	6%	6%	10%	13%	8%	1%	60%	27%	32%	53%	10%	10%	32%	2%
NET: Trust	266%	139%	127%	64%	81%	57%	64%	86%	116%	38%	105%	83%	29%	49%	134%	42%	12%	11%	27%	37%	5%	180%	87%	93%	77%	18%	18%	40%	9%
NET: Don't trust	371%	176%	195%	54%	131%	107%	79%	101%	191%	62%	136%	82%	61%	92%	179%	58%	24%	19%	31%	49%	11%	217%	104%	113%	141%	25%	29%	88%	13%
Don't know	70%	25%	44%	15%	23%	16%	16%	19%	35%	7%	14%	14%	14%	28%	24%	11%	11%	3%	14%	4%	4%	24%	14%	10%	40%	11%	17%	17%	6%
Mean	2.81	2.82	2.80	3.05 <sup>deh</sup>	2.74	2.70	2.84	2.90	2.74	2.78	2.85	2.93 <sup>kl</sup>	2.68	2.66	2.81	2.78	2.76	2.68	2.86	2.84	2.80	2.88 <sup>w</sup>	2.88 <sup>z</sup>	2.88 <sup>z</sup>	2.67	2.72	2.77	2.61	2.80
Standard deviation	1.01	1.04	0.97	1.01	1.00	1.02	0.98	1.03	1.00	0.96	1.01	0.96	0.94	1.07	1.03	1.00	1.06	1.10	0.91	0.84	0.98	0.95	1.01	1.04	1.08	1.09	1.01	1.00	
Standard error	0.03	0.04	0.05	0.08	0.06	0.07	0.06	0.06	0.05	0.08	0.06	0.05	0.08	0.07	0.06	0.11	0.16	0.13	0.06	0.11	0.04	0.05	0.07	0.05	0.16	0.11	0.07	0.28	

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





## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Trust a great deal	(5)	83 8%	43 8%	40 7%	20 11%	25 7%	19 7%	19 8%	26 9%	38 7%	10 6%	26 7%	15 5%	18 11%j	24 10%j	40 8%	7 4%	8 12%n	7 15%n	8 8%	11 7%	1 4%	48 7%	18 5%	30 9%	30 8%	9 13%z	13 15%uz	8 4%	5 15%
Trust quite a lot	(4)	566 53%	266 50%	300 55%	98 53%	196 52%	132 48%	140 58%e	148 49%	278 52%	78 48%	196 51%	168 56%	86 53%	116 50%	265 52%	83 49%	32 49%	23 50%	57 60%	89 57%	17 46%	362 54%	183 55%y	179 53%	187 50%	41 56%	37 43%	109 51%	18 52%
Neither trust nor don't trust	(3)	284 26%	148 28%	137 25%	46 25%	92 24%	84 31%	63 26%	70 24%	151 28%	51 31%	108 28%	71 24%	43 26%	62 27%	129 25%	50 29%	15 23%	10 20%	24 25%	45 29%	12 34%	185 28%	98 29%y	87 26%	88 24%	14 20%	16 19%	58 27%	11 31%
Don't trust very much	(2)	91 8%	40 7%	51 9%	13 7%	36 9%	27 10%	15 6%	32 11%	44 8%	18 11%	32 8%	30 10%	11 7%	18 8%	42 9%	20 12%r	5 8%	5 10%	6 7%	8 5%	4 11%	52 8%	26 8%	26 8%	38 10%	2 3%	11 13%x	25 12%	1 2%
Don't trust at all	(1)	34 3%	24 5%b	10 2%	5 3%	18 5%f	10 4%f	1 *	14 5%f	19 4%f	3 2%	13 3%	10 3%	4 2%	7 3%	26 5%r	4 2%	2 3%	1 3%	-	1 *	1 1%	17 2%	6 2%	11 3%	17 5%	5 6%	3 4%	9 4%	-
NET: Trust	649 60%	310 58%	340 62%	119 63%	221 59%	151 55%	159 66%e	174 58%	316 59%	88 54%	221 58%	183 61%	105 64%	140 60%	305 60%	91 53%	39 61%	30 65%	65 68%ns	100 65%n	18 50%	410 61%	201 60%	209 62%	217 58%	50 69%	50 58%	117 55%	23 67%	
NET: Don't trust	124 12%	64 12%	61 11%	18 10%	54 14%f	37 13%f	16 7%	46 15%f	63 12%f	21 13%	45 13%	39 9%	14 9%	26 11%	68 13%r	24 14%r	7 11%	6 13%	6 7%	9 6%	5 13%	5 10%	69 10%	32 10%	37 11%	55 15%	7 9%	14 17%u	34 16%u	1 2%
Don't know	20 2%	11 2%	9 2%	5 2%	11 3%	2 1%	2 1%	8 3%	9 2%	2 1%	8 2%	6 2%	2 1%	4 2%	8 2%	6 3%	3 5%mqr	1 2%	-	1 1%	1 3%	7 1%	2 1%	5 2%	12 3%t	2 3%	5 6%uv	5 2%	-	
Mean	3.54	3.51	3.58	3.64	3.48	3.45	3.67deg h	3.49	3.51	3.46	3.50	3.51	3.65	3.58	3.50	3.43	3.63	3.65	3.70ns	3.67ns	3.42	3.56	3.55	3.57	3.49	3.68	3.55	3.39	3.81	
Standard deviation	0.88	0.92	0.83	0.87	0.94	0.90	0.73	0.97	0.88	0.85	0.88	0.87	0.85	0.90	0.94	0.85	0.92	0.97	0.72	0.71	0.81	0.84	0.79	0.88	0.96	0.97	1.05	0.90	0.72	
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.04	0.06	0.04	0.07	0.05	0.05	0.07	0.05	0.05	0.06	0.10	0.15	0.08	0.05	0.10	0.03	0.04	0.06	0.05	0.13	0.10	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) - South 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 employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not working but seeking (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 69 6%	36 7%	33 6%	13 7%	31 8%	10 4%	16 6%	23 8%	30 6%	5 3%	18 5%	16 5%	13 8%	21 9%	30 6%	6 4%	5 7%	5 11%	8 9%	11 7%	4 11%	37 6%	17 5%	20 6%	30 8%	10 13%uz	11 13%uvz	9 4%	2 7%
Trust quite a lot	(4) 481 45%	229 43%	252 46%	94 50%	155 41%	118 43%	115 48%	132 44%	235 44%	73 45%	185 48%	135 45%	69 42%	93 40%	227 45%	77 45%	29 46%	15 32%	45 47%	70 45%	17 48%	304 45%	151 45%	152 45%	156 42%	31 42%	32 37%	93 44%	21 62%
Neither trust nor don't trust	(3) 363 34%	173 33%	190 35%	48 26%	120 32%	105 38%cg	90 37%cg	75 25%	198 37%cg	62 38%	120 32%	107 36%	57 35%	79 34%	165 32%	57 33%	17 27%	18 38%	32 34%	63 41%o	10 27%	243 36%	127 38%x	116 34%	111 30%	16 22%	27 32%	68 32%	9 26%
Don't trust very much	(2) 102 9%	56 11%	46 8%	17 9%	39 10%	31 11%	15 6%	39 13%f	48 9%	16 10%	41 11%	23 8%	17 10%	21 9%	50 10%	20 12%	8 12%	3 6%	6 6%	11 7%	4 10%	58 9%	26 8%	32 9%	44 12%	8 11%	6 7%	30 14%u	-
Don't trust at all	(1) 35 3%	22 4%	13 2%	3 1%	22 6%f	6 2%	4 2%	12 4%	18 3%	5 3%	9 2%	11 4%	6 4%	9 4%	24 5%r	6 3%r	1 1%	3 6%r	1 1%	-	*	18 3%	8 2%	10 3%	17 4%	6 8%u	3 4%	7 3%	-
NET: Trust	550 51%	265 50%	286 52%	107 57%	185 49%	128 47%	130 54%	155 52%	265 49%	78 48%	203 53%	151 50%	82 50%	114 49%	257 50%	84 49%	34 53%	20 42%	53 56%	81 52%	21 59%	341 50%	169 51%	172 51%	186 50%	41 56%	43 50%	102 48%	24 69%
NET: Don't trust	137 13%	78 15%	58 11%	20 11%	61 16%f	38 14%f	19 8%	51 17%f	67 12%	21 13%	49 13%	34 11%	23 14%	30 13%	74 15%r	26 15%r	8 13%	5 12%	7 8%	11 7%	4 12%	76 11%	34 10%	42 12%	61 16%t	14 19%	10 11%	37 17%u	-
Don't know	29 3%	16 3%	12 2%	12 7%efh	12 3%	3 1%	2 1%	16 6%efh	10 2%	1 1%	9 2%	8 3%	2 1%	9 4%	13 3%r	4 2%r	5 7%mr	4 8%r	2 2%	-	1 2%r	11 2%	3 1%	8 2%	16 4%t	2 3%	6 7%uv	8 4%u	2 6%
Mean	3.43	3.39	3.46	3.56e	3.36	3.35	3.52e	3.41	3.40	3.36	3.44	3.42	3.41	3.43	3.38	3.35	3.50	3.38	3.57	3.52	3.57	3.43	3.43	3.43	3.39	3.42	3.51	3.32	3.80
Standard deviation	0.88	0.92	0.83	0.83	0.99	0.82	0.78	0.98	0.86	0.82	0.84	0.86	0.91	0.94	0.92	0.87	0.87	1.00	0.80	0.74	0.88	0.84	0.81	0.86	0.96	1.13	0.98	0.89	0.56
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.06	0.05	0.06	0.09	0.16	0.09	0.05	0.11	0.03	0.04	0.06	0.05	0.15	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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not working 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 71 44%	41 8%	30 6%	21 11%h	22 6%	15 5%	14 6%	27 9%	31 6%	8 5%	28 7%	26 9%	7 4%	11 5%	37 7%	6 4%	6 9%	4 8%	4 5%	10 6%	4 12%n	38 6%	18 5%	20 6%	28 8%	1 2%	10 11%ux	17 8%	5 15%
Trust quite a lot	(4) 471 44%	241 45%	229 42%	79 42%	165 44%	122 45%	105 44%	119 40%	247 46%	67 41%	163 43%	125 42%	78 48%	104 45%	232 45%	67 39%	29 45%	17 36%	46 48%	66 42%	14 40%	308 46%	155 46%z	153 45%	146 39%	33 46%	37 43%	76 36%	17 49%
Neither trust nor don't trust	(3) 358 33%	164 31%	194 36%	51 28%	111 29%	105 38%cdg	91 38%cdg	81 27%	187 35%	67 41%	127 33%	104 35%	52 32%	76 33%	151 30%	66 39%mo	15 23%	18 38%	34 36%	62 40%mo	12 34%	227 34%	124 37%	104 31%	119 32%	27 37%	27 32%	64 30%	12 36%
Don't trust very much	(2) 118 11%	48 9%	70 13%	26 14%h	41 11%	22 8%	28 12%	47 16%eh	42 8%	16 10%	47 12%	28 9%	19 11%	25 11%	52 10%	23 13%	10 15%	5 10%	10 10%	17 11%	2 6%	68 10%	30 9%	38 11%	49 13%	5 7%	6 7%	38 18%uy	-
Don't trust at all	(1) 31 3%	22 4%b	9 2%	2 1%	23 6%cef	6 2%	* *	12 4%f	19 4%f	2 1%	8 2%	11 4%	3 2%	9 4%	21 4%r	5 3%	1 2%	3 6%qr	- *	* *	* 1%	17 3%	5 1%	13 4%	14 4%	5 4%	2 2%	7 3%	-
NET: Trust	542 50%	282 53%	259 48%	100 53%	187 50%	136 50%	118 49%	146 49%	277 51%	75 46%	191 50%	151 50%	85 52%	115 49%	269 53%n	73 43%	35 54%	20 44%	50 53%	76 49%	19 52%	346 52%	173 52%	173 51%	174 47%	35 48%	46 54%	93 44%	22 64%
NET: Don't trust	149 14%	70 13%	79 15%	28 15%	64 17%eh	28 10%	29 12%	59 20%efh	61 11%	17 11%	55 14%	39 13%	21 13%	34 14%	73 14%	28 16%	11 18%	8 16%	10 10%	17 11%	3 7%	86 13%	35 10%	51 15%	63 17%	9 13%	8 9%	45 21%uy	-
Don't know	29 3%	16 3%	13 2%	8 4%	15 4%f	4 1%	2 1%	12 4%f	14 3%	3 2%	9 2%	6 2%	6 4%	8 3%	17 3%	4 2%	3 5%r	2 1%	1 1%	1 *	2 6%r	12 2%	2 1%	10 3%	17 4%t	1 2%	4 5%u	11 5%u	-
Mean	3.41	3.45	3.38	3.50	3.34	3.44	3.43	3.36	3.43	3.40	3.42	3.43	3.43	3.37	3.43	3.28	3.46	3.29	3.48	3.44	3.59n	3.43	3.46z	3.39	3.35	3.30	3.57z	3.28	3.79
Standard deviation	0.88	0.92	0.85	0.92	0.98	0.80	0.78	1.00	0.86	0.78	0.88	0.92	0.82	0.89	0.93	0.85	0.97	0.98	0.74	0.78	0.86	0.85	0.79	0.91	0.95	0.89	0.88	0.99	0.70
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.06	0.05	0.05	0.06	0.05	0.05	0.10	0.15	0.08	0.05	0.11	0.03	0.04	0.06	0.05	0.12	0.08	0.07	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) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Trust a great deal	(5)	42 4%	20 4%	22 4%	13 7% <sup>d</sup>	9 2%	11 4%	9 4%	16 5%	17 3%	6 4%	14 4%	11 4%	8 5%	9 4%	3 4%	3 7%	3 7%	7 4%	7 4%	2 5%	22 3%	12 4%	11 3%	20 5%	2 3%	7 8% <sup>v</sup>	10 5%	-	
Trust quite a lot	(4)	366 34%	194 37%	171 31%	56 30%	122 32%	84 31%	103 43% <sup>cd</sup>	83 28%	180 33%	55 34%	132 34%	98 33%	60 36%	77 33%	171 33% <sup>p</sup>	52 30%	20 30%	8 17%	42 45% <sup>np</sup>	62 40% <sup>p</sup>	11 31%	239 36%	125 38% <sup>z</sup>	114 34%	110 30%	26 29%	24 28%	60 28%	17 49%
Neither trust nor don't trust	(3)	359 33%	159 30%	200 37% <sup>a</sup>	65 35%	111 29%	101 37%	83 34%	91 31%	185 34%	50 31%	115 30%	109 37%	55 33%	80 34%	156 31%	58 34%	21 33%	19 41%	34 36%	58 37%	14 38%	231 34%	121 36%	110 32%	118 32%	25 34%	30 35%	64 30%	10 29%
Don't trust very much	(2)	209 19%	99 19%	110 20%	33 18%	79 21%	59 22%	38 16%	66 22%	105 19%	46 28%	78 20%	51 17%	30 18%	50 21%	101 20%	42 25% <sup>qr</sup>	14 22%	9 20%	11 11%	22 14%	8 23%	123 18%	54 16%	68 20%	85 23%	15 20%	14 17%	56 26% <sup>u</sup>	1 3%
Don't trust at all	(1)	78 7%	46 9%	32 6%	10 5%	46 12% <sup>cef</sup>	16 6%	6 3%	28 9% <sup>f</sup>	44 8% <sup>f</sup>	5 3%	35 9% <sup>l</sup>	23 8%	9 6%	10 4%	56 11% <sup>nqrs</sup>	8 4%	2 4%	5 11% <sup>q</sup>	1 1%	6 4%	* 1%	45 7%	18 5%	28 8%	30 8%	5 6%	5 6%	21 10%	2 7%
NET: Trust		408 38%	215 40%	193 35%	69 37%	132 35%	95 35%	113 47% <sup>deg</sup>	99 33%	197 36%	61 38%	146 36%	109 41%	68 41%	85 37%	185 36%	58 34%	22 35%	11 24%	49 52% <sup>mnop</sup>	69 44% <sup>p</sup>	13 36%	261 39%	137 41%	124 37%	130 35%	28 38%	32 37%	70 33%	17 10%
NET: Don't trust		287 27%	145 27%	142 26%	43 23%	125 33% <sup>cf</sup>	75 28% <sup>f</sup>	44 18%	94 32% <sup>f</sup>	149 28% <sup>f</sup>	50 31%	113 30%	75 25%	39 24%	60 26%	157 31% <sup>qr</sup>	50 29% <sup>qr</sup>	17 26% <sup>q</sup>	15 31% <sup>q</sup>	12 12%	28 18%	9 25%	168 25%	72 22%	96 28%	116 31%	20 27%	20 23%	76 36% <sup>uy</sup>	4 10%
Don't know		24 2%	13 2%	11 2%	11 6% <sup>efh</sup>	10 3%	2 1%	1 *	14 5% <sup>efh</sup>	9 2%	1 1%	8 2%	7 2%	2 1%	7 3%	12 2%	4 2%	4 6% <sup>qr</sup>	2 4%	- -	1 1%	* 1%	11 2%	3 1%	8 2%	9 3%	1 1%	5 6% <sup>u</sup>	4 2%	4 11%
Mean		3.08	3.08	3.08	3.16 <sup>d</sup>	2.92	3.05	3.30 <sup>deg</sup>	2.97	3.04	3.08	3.03	3.08	3.17	3.11	2.97	3.04	3.10	2.88	3.46 <sup>mno</sup>	3.27 <sup>mnp</sup>	3.16	3.11	3.18 <sup>z</sup>	3.03	3.01	3.08	3.17	2.92	3.36
Standard deviation		1.00	1.04	0.96	1.00	1.07	0.96	0.87	1.07	1.00	0.94	1.04	0.99	0.98	0.94	1.05	0.95	0.96	1.07	0.83	0.89	0.91	0.97	0.93	1.01	1.04	0.98	1.03	1.07	0.89
Standard error		0.03	0.04	0.04	0.08	0.06	0.06	0.05	0.07	0.04	0.08	0.06	0.06	0.08	0.06	0.06	0.07	0.10	0.16	0.09	0.06	0.11	0.04	0.05	0.07	0.05	0.13	0.10	0.07	0.24

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 40 4%	18 3%	22 4%	16 9% <i>de</i>	12 3%	5 2%	7 3%	22 7% <i>de</i>	11 2%	2 1%	13 4%	10 3%	8 5%	9 4%	21 4%	3 2%	4 6%	2 5%	3 3%	6 4%	1 3%	17 2%	8 3%	8 2%	19 5% <i>t</i>	3 5%	7 9% <i>uv</i>	8 4%	4 12%
Trust quite a lot	(4) 341 32%	166 31%	175 32%	69 37% <i>e</i>	128 34% <i>e</i>	69 25%	75 31%	110 37% <i>eh</i>	156 29%	46 28%	113 30%	99 33%	48 29%	80 34%	166 33%	45 26%	26 40% <i>n</i>	15 32%	38 40% <i>nr</i>	43 27%	9 24%	213 32%	99 30%	114 34%	113 30%	26 36%	30 35%	56 26%	14 42%
Neither trust nor don't trust	(3) 375 35%	198 37%	176 32%	52 28%	107 28%	109 40% <i>cdg</i>	106 44% <i>cdg</i>	71 24%	197 37% <i>dg</i>	64 39%	140 37%	92 31%	64 39%	79 34%	161 32%	60 35%	18 28%	16 34%	41 43%	63 41% <i>m</i>	16 46% <i>mo</i>	236 35%	130 39%	106 31%	127 34%	23 32%	24 28%	80 37%	12 34%
Don't trust very much	(2) 217 20%	88 17%	129 24% <i>a</i>	33 18%	81 21%	68 25% <i>f</i>	35 15%	57 19%	124 23% <i>f</i>	41 25%	75 20%	69 23%	35 21%	39 17%	108 21% <i>q</i>	47 27% <i>qr</i>	11 17%	7 14%	11 11%	27 18%	7 21%	137 20%	64 19%	73 22%	77 21%	13 18%	17 20%	47 22%	3 9%
Don't trust at all	(1) 79 7%	47 9%	31 6%	10 5%	41 11% <i>f</i>	17 6%	11 5%	28 9%	40 7%	8 5%	32 8%	21 7%	6 4%	19 8%	46 9%	13 8%	3 4%	6 12% <i>q</i>	2 2%	8 5%	1 2%	50 7%	22 7%	28 8%	28 7%	6 8%	4 4%	18 8%	1 3%
NET: Trust	381 35%	184 35%	196 36%	85 46% <i>efh</i>	139 37% <i>e</i>	74 27%	82 34%	132 44% <i>efh</i>	166 31%	48 30%	126 33%	109 36%	56 34%	89 38%	187 37%	48 28%	30 46% <i>nrs</i>	17 37%	41 43% <i>n</i>	48 31%	10 27%	230 34%	107 32%	123 36%	132 35%	30 41%	38 44% <i>uz</i>	65 30%	18 54%
NET: Don't trust	296 27%	135 25%	161 29%	43 23%	122 32% <i>f</i>	85 31% <i>f</i>	46 19%	85 29% <i>f</i>	164 30% <i>f</i>	49 30%	106 28%	90 30%	41 25%	59 25%	153 30% <i>q</i>	60 35% <i>oqr</i>	13 21%	13 27%	13 13%	36 23%	8 23%	187 28%	86 26%	101 30%	105 28%	19 27%	21 24%	65 30%	4 12%
Don't know	27 3%	14 3%	13 2%	6 3%	10 3%	4 2%	7 3%	9 3%	12 2%	2 1%	9 2%	9 3%	3 2%	6 3%	9 2%	3 2%	3 5%	1 2%	1 1%	8 5% <i>m</i>	1 4%	18 3%	10 3%	8 2%	9 2%	1 1%	3 4%	5 2%	-
Mean	3.04	3.04	3.05	3.27 <i>deh</i>	2.97	2.91	3.14 <i>eh</i>	3.14 <i>eh</i>	2.95	2.96	3.00	3.03	3.10	3.09	3.02	2.87	3.30 <i>mn</i>	3.03	3.31 <i>mnr</i>	3.07	3.04	3.02	3.03	3.01	3.05	3.10	3.25 <i>uz</i>	2.96	3.50
Standard deviation	0.99	1.00	0.98	1.03	1.07	0.92	0.87	1.12	0.95	0.89	1.00	1.00	0.93	1.01	1.04	0.96	0.98	1.10	0.80	0.93	0.84	0.97	0.94	1.01	1.02	1.04	1.03	1.00	0.95
Standard error	0.03	0.04	0.04	0.08	0.06	0.06	0.05	0.07	0.04	0.07	0.06	0.06	0.07	0.06	0.06	0.10	0.17	0.09	0.06	0.10	0.04	0.05	0.07	0.05	0.14	0.10	0.07	0.24	

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 31 3%	13 2%	19 3%	9 5%e	10 3%	3 1%	10 4%e	11 4%	11 2%	1 1%	12 3%	9 3%	4 2%	7 3%	9 2%	4 3%	1 2%	2 5%	2 2%	9 6%rn	3 9%mn	15 2%	6 2%	9 3%	17 4%	9 13%uvz	3 4%	4 2%	-
Trust quite a lot	(4) 299 28%	135 25%	164 30%	56 30%	90 24%	66 24%	88 36%deh	83 28%	128 24%	36 22%	107 28%	83 26%	44 27%	66 28%	127 25%	42 25%	21 32%	13 28%	37 39%lmns	52 33%ms	6 18%	183 27%	102 31%z	81 24%	96 26%	22 31%	26 30%	48 23%	20 58%
Neither trust nor don't trust	(3) 341 32%	170 32%	171 31%	60 32%	113 30%	98 36%	70 29%	83 28%	188 35%	60 37%	122 32%	96 35%	57 35%	65 28%	170 33%	51 30%	14 21%	16 34%	24 25%	52 34%	14 40%o	246 37%w	128 38%xyz	118 35%xz	86 23%	13 17%	21 24%	53 25%	8 24%
Don't trust very much	(2) 291 27%	143 27%	148 27%	42 23%	108 28%	80 29%	62 26%	81 27%	149 28%	50 31%	105 27%	83 28%	42 25%	62 26%	132 26%	56 33%	18 28%	12 25%	26 27%	38 25%	10 27%	171 25%	76 23%	95 28%	115 31%	20 28%	21 25%	74 34%u	5 16%
Don't trust at all	(1) 93 9%	61 11%b	32 6%	11 6%	45 12%af	26 9%	11 5%	29 10%f	53 10%af	13 8%	30 8%	22 7%	15 9%	26 11%	58 11%r	14 8%r	7 11%r	3 6%	6 6%	4 3%	1 4%	46 7%	19 6%	27 8%	46 12%t	7 10%	11 12%u	28 13%u	1 2%
NET: Trust	330 31%	148 28%	183 33%	64 35%	99 26%	69 25%	98 41%deh	94 32%	139 26%	37 23%	118 31%	92 29%	47 29%	72 31%	136 27%	46 27%	22 34%	15 33%	40 42%mn	61 39%mn	10 27%	198 29%	108 32%	89 27%	113 30%	32 44%vz	29 33%	53 25%	20 58%
NET: Don't trust	384 36%	204 38%	180 33%	53 28%	153 40%cf	105 39%	73 30%	109 37%	202 37%	63 39%	135 35%	105 35%	57 34%	87 38%	190 37%r	70 41%r	25 39%	14 31%	32 33%	42 27%	11 31%	217 32%	95 28%	122 36%	161 43%t	28 38%	32 37%	101 47%uv	6 18%
Don't know	23 2%	11 2%	12 2%	9 5%ef	13 3%ef	1 *	1 *	12 4%ef	11 2%	2 1%	6 2%	6 2%	3 2%	7 3%	15 3%r	3 2%	4 6%qr	1 2%	-	-	1 3%r	11 2%	2 1%	8 2%	12 3%	1 1%	5 6%u	7 3%u	-
Mean	2.89	2.80	2.98a	3.05deh	2.76	2.78	3.10deg	2.88	2.80	2.77	2.91	2.91	2.87	2.85	2.79	2.80	2.86	3.02	3.05	3.15mno	3.01	2.92	3.00z	2.85	2.78	3.08z	2.87	2.65	3.38
Standard deviation	1.01	1.03	0.98	1.00	1.04	0.96	0.98	1.05	0.98	0.92	1.00	0.99	0.99	1.06	1.01	1.00	1.08	1.01	1.00	0.95	1.01	0.95	0.92	0.97	1.11	1.24	1.12	1.05	0.83
Standard error	0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.07	0.04	0.07	0.06	0.06	0.08	0.06	0.05	0.07	0.12	0.15	0.11	0.06	0.12	0.04	0.05	0.06	0.06	0.17	0.10	0.07	0.21

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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+ 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 120 11%	60 11%	60 11%	27 15%h	31 8%	26 9%	36 15%dh	41 14%h	44 8%	16 10%	51 13%l	35 12%	16 10%	18 8%	57 11%	16 9%	4 6%	2 5%	11 11%	27 17%no	4 11%	77 11%	47 14%	30 9%	36 10%	9 12%	7 8%	21 10%	8 22%
Trust quite a lot	(4) 467 43%	207 39%	260 48%a	73 39%	169 45%	111 41%	115 48%	117 39%	235 44%	64 39%	145 38%	135 45%	76 46%	111 48%i	217 42%	74 44%	29 46%	19 40%	52 55%rs	63 41%	13 37%	298 44%	143 43%	155 46%	158 42%	27 37%	36 42%	94 44%	12 35%
Neither trust nor don't trust	(3) 303 28%	158 30%	145 27%	55 29%	104 28%	83 30%	61 25%	78 26%	164 30%	50 31%	134 35%jkl	69 23%	40 24%	60 26%	141 28%	50 29%	14 22%	17 37%	21 22%	46 30%	13 38%q	198 29%	93 28%	105 31%	96 26%	22 31%	20 24%	53 25%	10 28%
Don't trust very much	(2) 115 11%	58 11%	57 10%	20 10%	42 11%	33 12%	21 9%	38 13%	56 10%	20 13%	31 8%	35 12%	23 14%	26 11%	53 10%	19 11%	10 15%	6 12%	7 7%	17 11%	4 11%	63 9%	34 10%	29 9%	48 13%	11 15%	12 14%	25 12%	4 12%
Don't trust at all	(1) 46 4%	32 6%b	14 3%	5 3%	20 5%	14 5%	7 3%	14 5%	25 5%	6 3%	14 4%	16 5%	4 3%	11 5%	29 6%r	6 4%	3 4%	1 3%	5 5%r	1 1%	*	24 4%	10 3%	14 4%	22 6%	3 5%	4 4%	15 7%u	-
NET: Trust	588 55%	268 50%	320 59%a	101 54%	200 53%	136 50%	150 62%degh	158 53%	279 52%	80 49%	197 52%	170 57%	92 56%	129 55%	273 54%	90 53%	33 52%	21 45%	63 66%ps	90 58%	17 48%	374 56%	190 57%	184 55%	194 52%	36 49%	43 50%	115 54%	20 58%
NET: Don't trust	161 15%	91 17%	71 13%	24 13%	62 16%	47 17%	28 12%	51 17%	82 15%	26 16%	45 12%	51 17%	27 17%	38 16%	81 16%	25 15%	13 20%	7 16%	12 12%	18 12%	5 13%	87 13%	44 13%	43 13%	70 19%t	14 19%	16 19%	40 19%	4 12%
Don't know	25 2%	16 3%	10 2%	7 4%f	11 3%f	7 3%	1 *	11 4%f	14 3%f	7 4%	6 1%	9 3%	5 3%	6 3%	14 3%	5 3%	4 6%qr	1 2%	-	1 1%	*	12 2%	7 2%	5 2%	13 3%	1 1%	7 8%uvz	5 3%	1 2%
Mean	3.48	3.40	3.55a	3.55	3.41	3.38	3.63deh	3.46	3.41	3.41	3.50	3.48	3.48	3.43	3.44	3.45	3.37	3.33	3.59	3.63	3.46	3.51	3.56	3.47	3.38	3.37	3.38	3.39	3.69
Standard deviation	0.98	1.04	0.92	0.97	0.99	1.00	0.94	1.04	0.96	0.96	0.96	1.04	0.95	0.97	1.02	0.95	0.99	0.89	0.97	0.93	0.90	0.95	0.96	0.93	1.04	1.03	1.00	1.05	0.97
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.08	0.06	0.06	0.07	0.06	0.06	0.07	0.11	0.14	0.10	0.06	0.11	0.04	0.05	0.06	0.05	0.14	0.09	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) - South 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+ 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 30 3%	17 3%	14 3%	10 5%	7 2%	9 3%	4 2%	13 5%	13 2%	1 *	11 3%	3 1%	7 4%	9 4%j	15 3%	3 2%	4 6%q	2 5%q	-	5 3%	1 2%	21 3%	6 2%	15 5%	9 3%	2 2%	3 3%	5 3%	-
Trust quite a lot	(4) 374 35%	182 34%	192 35%	70 37%	121 32%	77 28%	106 44%deh	107 36%	161 30%	50 31%	128 34%	105 35%	56 34%	84 36%	164 32%	51 30%	24 37%	15 32%	43 45%mn	68 44%ms	9 25%	228 34%	119 36%	109 32%	126 34%	27 38%	32 37%	66 31%	20 58%
Neither trust nor don't trust	(3) 411 38%	194 37%	216 40%	64 34%	127 34%	123 45%dg	97 40%	93 31%	220 41%g	82 50%	144 38%	135 45%kl	51 31%	80 34%	189 37%	65 38%	20 31%	18 38%	38 40%	63 40%	18 50%o	271 40%	147 44%ey	124 37%	128 34%	25 35%	27 31%	76 36%	12 34%
Don't trust very much	(2) 187 17%	95 18%	92 17%	26 14%	81 22%f	52 19%f	27 11%	52 17%	108 20%f	25 16%	69 18%	39 13%	42 26%jl	38 16%	97 19%r	42 25%qr	9 14%	6 12%	11 11%	17 11%	6 17%	118 18%	53 16%	65 19%	66 18%	9 12%	16 18%	42 20%	3 8%
Don't trust at all	(1) 48 4%	30 6%	18 3%	9 5%	27 7%ef	8 3%	4 2%	21 7%ef	23 4%	3 2%	21 6%	10 3%	4 2%	13 5%	34 7%r	5 3%	2 3%	3 6%	2 2%	2 1%	* 1%	24 4%	6 2%	18 5%u	24 7%	6 8%u	2 2%	16 7%u	-
NET: Trust	404 37%	199 37%	206 38%	80 43%eh	129 34%	86 32%	109 45%deh	121 41%h	174 32%	50 31%	139 36%	108 36%	63 39%	93 40%	179 35%	54 32%	28 43%	18 38%	43 45%st	73 47%ms	10 27%	249 37%	125 37%	124 37%	135 36%	29 40%	34 40%	72 33%	20 58%
NET: Don't trust	235 22%	125 23%	110 20%	35 19%	109 29%cf	60 22%f	32 13%	73 25%f	131 24%f	29 18%	90 24%j	49 16%	46 28%j	50 22%	130 26%qr	47 28%qr	11 17%	9 18%	13 14%	19 12%	6 18%	142 21%	59 18%	83 25%	91 24%	15 21%	18 21%	58 27%u	3 8%
Don't know	28 3%	14 3%	14 2%	8 4%	13 4%	4 1%	3 1%	11 4%	14 3%	2 1%	8 2%	7 2%	4 2%	9 4%	11 2%	4 3%	6 9%mnqr	3 6%r	1 1%	1 1%	2 4%r	9 1%	3 1%	6 2%	18 5%t	4 5%	7 8%uv	8 4%u	-
Mean	3.14	3.12	3.17	3.25dh	3.00	3.10	3.33deg h	3.14	3.06	3.12	3.10	3.18	3.13	3.18	3.06	3.03	3.32n	3.19	3.29n	3.37mns	3.11	3.16	3.20z	3.11	3.08	3.14	3.22	3.02	3.50
Standard deviation	0.90	0.94	0.86	0.95	0.97	0.85	0.77	1.01	0.88	0.75	0.93	0.81	0.93	0.95	0.95	0.87	0.94	0.97	0.77	0.77	0.88	0.79	0.96	0.96	0.98	0.89	0.97	0.65	
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.06	0.05	0.05	0.07	0.06	0.05	0.06	0.10	0.15	0.08	0.05	0.09	0.03	0.04	0.06	0.05	0.13	0.08	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) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Trust a great deal	(5)	19 2%	8 2%	11 2%	6 3%	7 2%	5 2%	2 1%	8 3%	10 2%	4 3%	6 2%	5 2%	4 2%	12 2%	2 1%	1 1%	3 7%	- nqr	2 -	- -	9 1%	4 1%	5 2%	10 3%	- -	6 7%	4 uvxz	2 2%	- -
Trust quite a lot	(4)	204 19%	107 20%	96 18%	41 22%	73 19%	34 12%	56 23%	59 20%	88 16%	21 13%	81 21%	44 15%	25 15%	55 23%	86 17%	33 20%	13 20%	9 19%	21 22%	36 23%	5 14%	125 19%	72 22%	54 16%	66 18%	14 19%	18 21%	34 16%	13 36%
Neither trust nor don't trust	(3)	337 31%	153 29%	183 34%	58 31%	105 28%	101 37%	72 30%	78 35%	186 34%	56 34%	111 29%	104 35%	55 34%	67 29%	48 33%	15 23%	16 34%	29 30%	48 31%	12 33%	219 33%	100 30%	119 35%	105 28%	27 37%	19 22%	59 28%	12 36%	
Don't trust very much	(2)	272 25%	135 25%	137 25%	50 27%	93 25%	77 28%	51 21%	88 29%	134 25%	46 28%	109 29%	75 25%	42 26%	45 19%	133 26%	23 29%	6 36%	19 pqr	32 12%	7 20%	9 21%	183 26%	77 27%	106 23%	87 31%	15 uy	16 23%	56 20%	2 7%
Don't trust at all	(1)	142 13%	86 16%	56 10%	24 13%	69 18%	28 10%	20 8%	49 17%	72 13%	15 10%	50 13%	42 14%	19 12%	30 13%	85 17%	20 12%	7 11%	7 16%	12 8%	3 9%	68 10%	36 11%	33 10%	66 18%	8 10%	13 15%	46 21%	7 uv	
NET: Trust		223 21%	116 22%	107 20%	47 25%	80 21%	38 14%	58 24%	67 22%	98 18%	25 15%	48 16%	29 17%	59 25%	99 19%	35 20%	13 21%	12 26%	21 22%	38 24%	5 14%	134 20%	75 23%	59 18%	76 20%	14 19%	24 28%	38 18%	13 36%	
NET: Don't trust		414 38%	221 42%	192 35%	75 40%	163 43%	105 39%	71 30%	137 46%	206 38%	62 38%	160 42%	117 39%	61 37%	75 32%	218 43%	69 41%	31 qr	13 48%	26 28%	44 27%	12 29%	252 35%	113 38%	138 34%	153 41%	22 31%	29 33%	102 47%	9 luxy
Don't know		104 10%	42 8%	63 12%	7 4%	30 8%	28 10%	39 16%	16 cdgh	49 5%	20 12%	25 6%	30 10%	19 12%	31 13%	25 5%	19 11%	6 9%	15 12%	19 20%	25 16%	6 18%	66 10%	44 13%	21 vz	39 10%	10 14%	14 16%	15 vz	- 7%
Mean		2.68	2.63	2.73	2.74	2.58	2.63	2.84deg	2.60	2.65	2.66	2.67	2.61	2.67	2.79	2.60	2.65	2.59	2.87	2.84	2.87m	2.63	2.71	2.76z	2.66	2.60	2.74	2.85z	2.47	2.88
Standard deviation		1.02	1.06	0.98	1.06	1.09	0.92	0.97	1.08	1.00	0.96	1.03	0.99	1.00	1.07	1.05	1.00	1.00	1.18	0.95	0.96	0.91	0.97	1.00	0.93	1.10	0.94	1.24	1.09	1.13
Standard error		0.03	0.05	0.05	0.08	0.06	0.06	0.07	0.05	0.08	0.06	0.06	0.08	0.07	0.06	0.07	0.11	0.19	0.11	0.07	0.12	0.04	0.05	0.06	0.06	0.14	0.12	0.08	0.28	

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Trust a great deal	(5)	23 2%	9 2%	14 3%	7 4%	7 2%	2 1%	11 4%	10 2%	-	6 2%	4 1%	9 5%ijl	3 1%	13 3%	1 1%	1 1%	2 5%n	3 3%	2 1%	*	11 2%	6 2%	5 1%	12 3%	1 1%	5 5%uv	6 3%	-	
Trust quite a lot	(4)	283 26%	145 27%	138 25%	65 35%eh	96 25%	55 20%	67 28%	91 30%e	125 23%	37 23%	112 29%	71 24%	37 22%	63 27%	141 28%	38 22%	15 23%	13 28%	26 27%	40 25%	10 28%	183 27%	84 25%	99 29%	89 24%	20 27%	17 20%	52 24%	11 32%
Neither trust nor don't trust	(3)	407 38%	206 39%	201 37%	52 28%	143 38%	125 46%cfg	87 36%	89 30%	231 43%cg	72 44%	142 37%	123 41%l	67 41%	75 32%	202 40%	60 35%	20 31%	16 35%	26 28%	67 43%q	15 43%	266 40%	131 39%	134 40%	127 34%	20 28%	32 37%	75 35%	15 42%
Don't trust very much	(2)	196 18%	99 19%	98 18%	37 20%	68 18%	46 17%	46 19%	58 19%	93 17%	29 18%	69 21%	64 17%	28 15%	35 16%	42 25%mp	18 28%mpr	3 6%	21 22%p	26 17%	6 16%	125 19%	64 19%	61 18%	67 18%	11 16%	11 13%	45 21%	4 13%	
Don't trust at all	(1)	80 7%	42 8%	38 7%	13 7%	37 10%	15 5%	15 6%	30 10%	34 6%	9 5%	34 9%	18 6%	7 4%	21 9%	12 7%	2 3%	6 12%st	4 4%	9 6%	*	43 6%	21 6%	22 7%	36 10%	9 12%	8 9%	19 9%	1 2%	
NET: Trust		305 28%	154 29%	152 28%	72 38%deh	103 27%	61 22%	69 29%	102 34%eh	134 25%	37 23%	75 31%	46 28%	66 29%	155 30%	39 23%	16 24%	16 34%	29 31%	41 27%	10 28%	194 29%	90 27%	104 31%	101 27%	21 29%	22 26%	58 27%	11 32%	
NET: Don't trust		276 26%	140 26%	135 25%	49 26%	105 28%	61 22%	61 25%	88 30%	127 24%	38 23%	103 27%	82 21%	35 24%	56 25%	128 32%st	54 31%	20 18%	9 26%	35 22%	6 18%	168 25%	84 25%	83 25%	103 28%	20 28%	19 22%	64 30%	5 15%	
Don't know		90 8%	32 6%	58 11%a	14 8%	26 7%	26 9%	14 10%	19 6%	47 9%	15 10%	18 5%	20 7%	16 10%	35 15%ij	25 5%	18 11%am	9 14%am	6 13%am	15 16%am	12 8%	4 11%	44 7%	28 8%	16 5%	42 11%t	12 16%v	13 15%v	17 8%	4 11%
Mean		2.97	2.96	2.99	3.10	2.91	2.97	2.98	2.98	2.97	2.93	2.93	3.08	2.96	2.98	2.83	2.90	3.09	3.06	3.00	3.12	2.99	2.97	3.01	2.92	2.88	3.00	2.90	3.17	
Standard deviation		0.95	0.94	0.95	1.02	0.98	0.87	0.92	1.06	0.89	0.83	0.97	0.89	0.93	1.00	0.98	0.91	1.11	0.97	0.87	0.77	0.91	0.91	0.91	1.03	1.08	1.04	1.01	0.76	
Standard error		0.03	0.04	0.05	0.08	0.06	0.06	0.07	0.04	0.07	0.06	0.05	0.08	0.06	0.05	0.07	0.10	0.18	0.11	0.06	0.10	0.04	0.05	0.06	0.05	0.16	0.10	0.07	0.20	

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not working 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Trust a great deal	(5)	6 1%	2 *	4 1%	2 1%	-	-	2 1%	4 1%	-	6 2%	-	-	-	6 1%	-	-	-	-	-	-	4 1%	-	4 1%	2 *	-	-	2 1%	-	
Trust quite a lot	(4)	75 7%	47 9% <sup>b</sup>	27 5%	14 7%	23 6%	18 6%	20 8%	26 9%	29 5%	9 6%	28 7%	17 6%	14 9%	38 7%	10 6%	4 6%	1 1%	8 8%	13 8%	2 6%	54 8%	29 9%	25 7%	21 6%	5 7%	3 4%	12 6%	-	
Neither trust nor don't trust	(3)	303 28%	148 28%	155 28%	42 22%	96 25%	71 26%	94 39% <sup>cd</sup>	66 deg	143 27%	49 31%	98 26%	90 30%	47 28%	68 29%	122 24%	45 27%	11 17%	18 38% <sup>o</sup>	34 36% <sup>mo</sup>	61 39% <sup>mno</sup>	12 34% <sup>o</sup>	195 29%	111 33% <sup>uv</sup>	84 25%	101 27%	22 30%	26 30%	53 25%	7 22%
Don't trust very much	(2)	441 41%	202 38%	239 44%	89 48% <sup>f</sup>	159 42%	109 40%	83 35%	136 46% <sup>f</sup>	221 41%	67 41%	175 46% <sup>l</sup>	119 40% <sup>l</sup>	75 46% <sup>l</sup>	72 31%	214 42%	76 45% <sup>r</sup>	33 52% <sup>pr</sup>	15 32%	34 36%	52 44%	16 34%	280 42%	122 37%	158 47% <sup>uy</sup>	138 37%	23 31%	26 31%	89 41%	23 68%
Don't trust at all	(1)	195 18%	111 21% <sup>b</sup>	84 15%	25 14%	78 21%	58 21%	34 14%	50 17%	111 21% <sup>f</sup>	24 15%	63 17%	60 20%	23 14%	48 21%	106 21% <sup>s</sup>	32 19%	10 15%	7 15%	13 14%	24 16%	3 9%	117 17%	60 18%	57 17%	74 20%	14 19%	16 19%	45 21%	4 11%
NET: Trust		81 7%	49 9%	31 6%	16 9%	27 7%	18 6%	20 8%	29 10%	32 6%	9 6%	33 9%	17 6%	14 9%	16 7%	44 9%	10 6%	4 6%	1 1%	8 8%	13 8%	2 6%	58 9%	29 9%	29 9%	23 6%	5 7%	3 4%	14 7%	-
NET: Don't trust		635 59%	313 59%	322 59%	115 61% <sup>f</sup>	236 63% <sup>f</sup>	167 61% <sup>f</sup>	118 49%	186 62% <sup>f</sup>	332 62% <sup>f</sup>	91 56%	238 62% <sup>l</sup>	179 60%	98 60%	120 52%	320 63% <sup>qr</sup>	108 63% <sup>r</sup>	43 67% <sup>pqr</sup>	22 47%	47 50%	76 49%	19 53%	397 59%	182 55%	215 64% <sup>uy</sup>	212 57%	36 50%	42 49%	133 62% <sup>y</sup>	27 78%
Don't know		59 5%	22 4%	37 7%	14 7%	19 5%	17 6%	9 4%	18 6%	32 6%	13 8%	12 3%	13 4%	5 3%	29 12% <sup>ijkl</sup>	25 5%	8 5%	7 11% <sup>r</sup>	6 14% <sup>mnr</sup>	5 6%	6 4%	3 7%	22 3%	12 4%	10 3%	37 10% <sup>t</sup>	9 12% <sup>uv</sup>	15 17% <sup>uvz</sup>	14 6%	-
Mean		2.27	2.27	2.27	2.30	2.21	2.19	2.43 <sup>deh</sup>	2.27	2.20	2.29	2.23	2.33	2.25	2.23	2.20	2.15	2.30	2.41	2.41 <sup>mno</sup>	2.39	2.30	2.34	2.27	2.30	2.22	2.30	2.22	2.19	2.11
Standard deviation		0.87	0.92	0.83	0.86	0.89	0.86	0.84	0.89	0.87	0.81	0.89	0.85	0.83	0.91	0.92	0.82	0.77	0.78	0.85	0.86	0.76	0.88	0.88	0.88	0.88	0.90	0.85	0.88	0.57
Standard error		0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.05	0.06	0.08	0.13	0.09	0.06	0.09	0.04	0.04	0.06	0.05	0.13	0.08	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) - South 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+ 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Trust a great deal	(5)	7 1%	5 1%	3 2%	3 1%	1 *	- -	4 1%	4 1%	- -	4 1%	2 1%	- -	2 1%	6 1%	1 1%	- -	- -	- -	- -	1 2%r	5 1%	1 *	4 1%	2 1%	- -	1 1%	1 *	- -	
Trust quite a lot	(4)	96 9%	45 9%	51 9%	30 16%defh	28 7%	22 8%	17 7%	41 14%dfh	38 7%	6 4%	36 10%	23 8%	14 10%	50 10%	12 7%	6 9%	6 14%	8 9%	10 7%	4 10%	56 8%	24 7%	32 10%	35 9%	10 14%	4 5%	21 10%	5 15%	
Neither trust nor don't trust	(3)	318 30%	155 29%	163 30%	47 25%	112 30%	76 28%	83 35%g	69 23%	166 31%	62 38%	108 28%	93 31%	57 26%	146 29%	53 31%	12 19%	13 27%	30 31%	52 34%o	13 35%o	211 31%	110 33%	100 30%	100 27%	19 26%	23 27%	57 27%	8 24%	
Don't trust very much	(2)	380 35%	195 37%	185 34%	51 27%	134 36%	109 40%c	85 35%	91 31%	203 38%c	58 36%	136 34%	102 39%	64 34%	79 33%	65 38%	28 44%p	12 25%	31 33%	63 41%	11 32%	260 39%w	120 36%x	140 42%x	113 30%	15 21%	27 31%	72 33%	7 19%	
Don't trust at all	(1)	196 18%	106 20%	90 16%	42 22%f	80 21%f	46 17%	29 12%	74 25%fh	94 17%	23 14%	78 20%	56 19%	24 15%	116 23%qrs	28 17%	10 16%	11 23%r	11 12%	16 11%	3 9%	105 16%	53 16%	52 15%	80 22%t	14 19%	15 18%	51 24%uv	11 31%	
NET: Trust		103 10%	50 9%	53 10%	33 17%defh	31 8%	23 8%	17 7%	45 15%defh	41 8%	6 4%	40 10%	24 8%	14 8%	25 11%	13 8%	6 9%	6 14%	8 9%	10 7%	4 12%	61 9%	25 7%	36 11%	37 10%	10 14%	5 6%	22 10%	5 15%	
NET: Don't trust		576 53%	301 56%	275 50%	92 49%	214 57%f	155 57%f	114 47%	165 55%	297 55%	81 50%	213 56%	158 53%	88 53%	117 50%	94 56% s	39 60% s	22 48%	42 44%	80 51%	15 41%	365 54%	172 52%	192 57% x	194 52%	29 40%	42 49%	123 57% x	17 50%	
Don't know		81 7%	26 5%	54 10% a	15 8%	20 5%	19 7%	27 11% dh	19 6%	35 6%	13 8%	20 5%	25 8%	6 3%	30 13% ik	24 5%	11 6%	8 12% m	5 11%	15 16% mn	13 9%	4 12% m	34 5%	26 8% v	9 3%	43 11% t	15 21% uvz	16 18% uvz	12 6%	4 11%
Mean		2.34	2.30	2.37	2.43	2.27	2.30	2.41	2.32	2.32	2.32	2.38	2.37	2.30	2.32	2.25	2.36	2.44	2.40	2.60mo	2.37	2.35	2.38	2.29	2.43	2.27	2.25	2.27		
Standard deviation		0.92	0.93	0.92	1.09	0.92	0.88	0.82	1.06	0.88	0.79	0.95	0.91	0.85	0.98	0.87	1.04	0.86	0.79	0.92	0.89	0.87	0.91	0.97	1.04	0.92	0.97	1.13		
Standard error		0.03	0.04	0.04	0.09	0.05	0.06	0.05	0.07	0.04	0.06	0.05	0.07	0.06	0.05	0.10	0.16	0.10	0.05	0.12	0.04	0.04	0.06	0.05	0.16	0.09	0.07	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) - South 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	1078	1078	1078	1078	539	1078	1078	1078	1078	1078	1078	1078
Weighted base	1078	1078	1078	1078	564	1078	1078	1078	1078	1078	1078	1078
Trust a great deal (5)	288 27%cddefghijkl	291 27%cddefghijkl	201 19%defghijkl	108 10%efghijkl	36 6%hjk	69 6%hjkl	73 7%hjkl	39 4%jkl	290 27%cddefghijkl	8 1%	7 1%	46 4%jkl
Trust quite a lot (4)	510 47%defghijkl	494 46%defghijkl	521 48%defghijkl	349 32%chijkl	209 37%fghijkl	310 29%ghijkl	320 30%ghijkl	251 23%ijkl	488 45%defghijkl	120 11%k	47 4%	154 14%k
Neither trust nor don't trust (3)	162 15%	167 16%	205 19%abi	247 23%abcik	164 29%abcdgijkl	314 29%abcdgijkl	251 23%abcik	332 31%abcdgijkl	162 15%	241 22%abik	182 17%	249 23%abcik
Don't trust very much (2)	69 6%g	76 7%g	90 8%g	64 6%g	42 8%g	105 10%abd	31 3%	242 22%abcdefgi	86 8%g	401 37%abcdefghil	417 39%abcdefghil	233 22%abcdefgi
Don't trust at all (1)	30 3%	27 3%	32 3%	22 2%	11 2%	39 4%deg	24 2%	71 7%abcdefgi	30 3%	287 27%abcdefghi	400 37%abcdefghijl	344 32%abcdefghij
NET: Trust	798 74%cddefghijkl	786 73%cddefghijkl	722 67%defghijkl	457 42%fghijkl	244 43%fghijkl	379 35%hjkl	393 36%hjkl	290 27%ijkl	778 72%cddefghijkl	128 12%k	54 5%	200 19%jkl
NET: Don't trust	99 9%g	103 10%g	122 11%dg	86 8%g	53 9%g	144 13%abdeg	54 5%	314 29%abcdefgi	116 11%dg	688 64%abcdefghil	817 76%abcdefghijl	577 54%abcdefghi
Don't know	19 2%	22 2%	29 3%a	287 27%abcdefhijkl	102 18%abchijkl	241 22%abcehijkl	379 35%abcdefhijkl	143 13%abcijkl	22 2%	21 2%	25 2%	52 5%abcijkl
Mean	3.90cddefghijkl	3.90cddefghijkl	3.73defghijkl	3.58efhijkl	3.47fhijkl	3.32hjkl	3.56fhijkl	2.94ijkl	3.87cddefghijkl	2.21k	1.90	2.34jkl
Standard deviation	0.97	0.97	0.97	0.92	0.86	0.95	0.86	1.00	1.00	0.99	0.88	1.21
Standard error	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04

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

## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 288 27%	157 29%	131 24%	43 23%	87 23%	58 21%	100 42%	63 cdeg	124 21%	38 24%	99 26%	85 28%	41 25%	63 27%	112 22%	38 22%	19 30%	8 17%	41 43%	62 mnp	8 22%	184 27%	100 30%	83 25%	100 27%	25 34%	25 29%	50 23%	4 12%
Trust quite a lot	(4) 510 47%	262 49%	248 45%	92 49%	172 46%	147 54%	99 41%	139 47%	272 50%	84 52%	178 47%	145 48%	73 44%	114 49%	239 47%	88 52%	31 49%	29 62%	37 38%	72 46%	14 38%	326 49%	163 49%	163 48%	164 44%	30 42%	31 36%	102 48%	21 60%
Neither trust nor don't trust	(3) 162 15%	74 14%	88 16%	31 16%	63 17%	42 15%	26 11%	46 15%	90 17%	25 16%	62 16%	33 11%	35 22%	32 14%	83 16%	29 17%	8 13%	7 15%	12 12%	13 8%	10 29%	102 moqr	42 15%	60 18%	57 15%	16 22%	18 uz	24 11%	3 9%
Don't trust very much	(2) 69 6%	18 3%	50 9%	10 5%	30 8%	17 6%	12 5%	26 9%	31 6%	8 5%	29 8%	17 6%	8 5%	14 6%	40 8%	11 7%	3 4%	1 2%	5 5%	7 5%	2 5%	39 6%	19 6%	20 6%	25 7%	1 2%	6 7%	17 8%	5 13%
Don't trust at all	(1) 30 3%	11 2%	20 4%	4 2%	15 4%	7 3%	3 1%	14 5%	13 2%	5 3%	10 3%	13 4%	3 2%	4 2%	23 5%	1 1%	1 2%	- -	2 2%	2 1%	2 5%	16 n	7 2%	8 2%	15 4%	- -	* 1%	14 7%	- uvy
NET: Trust	798 74%	419 79%	379 69%	136 73%	258 68%	205 75%	199 83%	202 cdgh	397 68%	122 75%	277 72%	230 77%	114 69%	177 76%	352 69%	127 74%	50 78%	37 79%	77 81%	134 86%	21 60%	510 76%	263 79%	246 73%	264 71%	55 76%	56 66%	153 71%	25 72%
NET: Don't trust	99 9%	29 5%	70 13%	14 8%	45 12%	24 9%	15 6%	39 13%	45 8%	13 8%	39 10%	30 10%	12 7%	18 8%	63 12%	12 7%	4 6%	1 2%	6 7%	9 6%	4 10%	55 8%	27 8%	28 8%	40 11%	1 2%	7 8%	32 15%	5 13%
Don't know	19 2%	10 2%	9 2%	6 3%	11 3%	1 1%	- 4%	11 ef	8 1%	1 1%	4 1%	6 2%	3 2%	5 2%	12 2%	2 1%	2 3%	2 4%	- -	- -	* 1%	5 1%	1 *	4 1%	12 3%	1 1%	5 6%	6 3%	2 5%
Mean	3.90	4.03b	3.78	3.89	3.77	3.85	4.17cde	3.74	3.87	3.88	3.86	3.93	3.87	3.96	3.76	3.90	4.03ms	3.99	4.15mns	4.19mns	3.68	3.94	3.99z	3.88	3.86	4.09	3.91	3.75	3.75
Standard deviation	0.97	0.88	1.03	0.91	1.03	0.92	0.91	1.05	0.92	0.94	0.98	1.02	0.93	0.91	1.04	0.84	0.89	0.65	0.95	0.85	1.04	0.93	0.93	0.94	1.03	0.80	0.95	1.12	0.86
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.05	0.06	0.04	0.07	0.06	0.06	0.07	0.05	0.06	0.06	0.09	0.10	0.10	0.06	0.13	0.04	0.05	0.06	0.05	0.11	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) - South 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)	Owed with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 291 27%	165 31%b	127 23%	49 26%	101 27%	63 23%	78 32%eg	71 24%	142 26%	34 21%	105 28%	79 26%	49 30%	58 25%	140 27%ns	31 18%	19 30%ns	17 35%ns	29 31%ns	51 33%ns	4 12%	181 27%	91 27%	90 27%	106 28%	24 34%	23 26%	59 27%	4 12%
Trust quite a lot	(4) 494 46%	257 48%	238 44%	92 49%	163 43%	130 48%	109 45%	142 48%	243 45%	77 47%	174 46%	140 47%	70 43%	110 47%	227 44%	89 52%	28 43%	20 42%	43 45%	74 48%	14 41%	326 49%w	154 46%	172 51%z	154 41%	33 46%	38 44%	82 38%	15 44%
Neither trust nor don't trust	(3) 167 16%	72 14%	95 17%	27 15%	59 16%	47 17%	33 14%	40 14%	94 17%	31 19%	59 15%	45 15%	28 17%	35 15%	72 14%	32 19%	11 17%	7 15%	15 15%	19 12%	12 32%mnop	101 15%	54 16%	47 14%	59 16%	12 17%	15 18%	31 15%	8 23%
Don't trust very much	(2) 76 7%	17 3%	59 11%a	9 5%	26 7%	24 9%	16 7%	21 7%	39 7%	17 11%	25 7%	21 7%	12 7%	18 8%	34 7%	15 9%	4 6%	3 6%	5 7%	11 7%	4 10%	46 7%	31 9%v	15 5%	27 7%	1 2%	3 4%	23 11%v	3 8%
Don't trust at all	(1) 27 3%	13 2%	14 3%	3 2%	15 4%	5 2%	4 2%	12 4%	11 2%	2 1%	13 3%	7 2%	1 1%	6 2%	22 4%nr	* *	- -	- -	3 3%	1 1%	1 2%	10 2%	2 1%	9 3%	14 4%t	1 1%	1 1%	12 6%u	2 7%
NET: Trust	786 73%	421 79%b	364 67%	141 76%	264 70%	193 71%	187 78%	213 72%	385 71%	110 68%	280 73%	219 73%	119 72%	168 72%	367 72%ss	120 70%ss	47 73%ss	36 77%ss	72 76%ss	125 80%ms	19 52%	507 76%	245 73%	262 78%z	259 70%	58 80%	61 71%	141 66%	19 56%
NET: Don't trust	103 10%	30 6%	74 13%a	12 7%	42 11%	30 11%	20 8%	33 11%	50 9%	19 12%	37 10%	28 9%	14 8%	24 10%	56 11%	16 9%	4 6%	3 6%	8 9%	12 8%	4 12%	57 8%	33 10%	24 7%	41 11%	2 3%	4 5%	35 16%uvxy	5 15%
Don't know	22 2%	9 2%	13 2%	6 3%f	12 3%f	3 1%	1 *	11 4%f	10 2%	2 1%	6 1%	7 2%	3 2%	6 2%	15 3%r	2 1%	3 5%qr	1 2%	- -	- -	1 3%r	7 1%	2 1%	4 1%	13 4%t	1 1%	6 7%uv	7 3%u	2 7%
Mean	3.90	4.04b	3.76	3.97	3.84	3.82	4.01e	3.83	3.88	3.77	3.89	3.90	3.95	3.87	3.86s	3.80s	4.02s	4.09s	3.95s	4.05ns	3.51	3.94	3.91	3.96z	3.86	4.10z	3.98	3.73	3.49
Standard deviation	0.97	0.90	1.02	0.88	1.04	0.96	0.93	1.02	0.96	0.94	1.00	0.96	0.93	0.97	1.04	0.86	0.86	0.87	0.98	0.89	0.93	0.92	0.92	0.91	1.05	0.82	0.87	1.16	1.07
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.05	0.06	0.04	0.08	0.06	0.05	0.07	0.06	0.06	0.06	0.09	0.13	0.11	0.06	0.11	0.04	0.05	0.06	0.05	0.11	0.08	0.08	0.28

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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+ 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 201 19%	106 20%	95 17%	36 20%	68 18%	35 13%	61 26%	51 17%	89 16%	23 14%	76 20%	64 21%	24 15%	37 16%	83 16%	25 14%	16 25%	7 14%	20 21%	44 28%	6 17%	139 21%	77 23%	62 18%	56 15%	14 19%	16 19%	26 12%	6 17%
Trust quite a lot	(4) 521 48%	256 48%	265 49%	99 53%	169 45%	139 51%	114 47%	149 50%	258 48%	77 48%	186 49%	142 47%	86 53%	107 46%	238 47%	92 54%	35 54%	26 55%	47 49%	70 45%	15 41%	325 48%	162 49%	163 48%	176 47%	36 50%	32 37%	107 50%	20 59%
Neither trust nor don't trust	(3) 205 19%	97 18%	108 20%	30 16%	70 19%	60 22%	45 19%	48 16%	111 21%	36 22%	72 19%	56 19%	29 18%	47 20%	105 21%	30 18%	5 8%	6 13%	17 18%	31 20%	10 28%	132 20%	63 19%	69 20%	67 18%	15 21%	21 24%	31 14%	6 18%
Don't trust very much	(2) 90 8%	38 7%	53 10%	14 8%	36 10%	22 8%	18 7%	26 9%	47 9%	15 9%	29 8%	24 8%	17 11%	20 9%	44 9%	16 9%	4 6%	4 9%	10 11%	8 5%	4 10%	52 8%	24 7%	27 8%	36 10%	3 4%	10 11%	24 11%	2 7%
Don't trust at all	(1) 32 3%	16 3%	15 3%	4 2%	20 5%	7 2%	1 *	16 5%	15 3%	3 2%	13 3%	5 2%	4 2%	10 4%	24 5%	2 1%	1 2%	3 6%	- nqr	1 -	1 3%	12 2%	3 1%	8 2%	20 5%	3 4%	2 2%	15 7%	- uv
NET: Trust	722 67%	362 68%	360 66%	135 72%	237 63%	174 64%	175 73%	199 67%	347 64%	100 62%	262 69%	206 69%	110 67%	144 62%	321 63%	116 68%	51 79%	32 69%	67 70%	114 73%	21 58%	464 69%	239 72%	225 67%	232 62%	50 68%	48 56%	134 62%	26 76%
NET: Don't trust	122 11%	54 10%	68 12%	18 10%	56 15%	29 11%	19 8%	42 14%	61 11%	18 11%	41 11%	29 10%	21 13%	30 13%	68 13%	18 10%	5 8%	7 16%	10 11%	9 6%	5 13%	63 9%	28 8%	36 11%	56 15%	6 8%	11 13%	39 18%	2 7%
Don't know	29 3%	19 4%	11 2%	3 2%	15 4%	10 4%	1 1%	8 3%	19 4%	8 5%	7 2%	8 3%	3 2%	11 5%	16 3%	7 4%	3 5%	1 2%	1 1%	1 *	1 1%	12 2%	4 1%	8 2%	18 5%	2 3%	5 6%	10 5%	- u
Mean	3.73	3.77	3.69	3.81	3.63	3.66	3.91deg	3.66	3.69	3.66	3.76	3.81	3.68	3.64	3.63	3.74	3.99ms	3.63	3.81	3.96mnp	3.60	3.80w	3.86yz	3.74z	3.60	3.78	3.64	3.52	3.86
Standard deviation	0.97	0.96	0.97	0.92	1.06	0.90	0.88	1.04	0.95	0.91	0.97	0.93	0.94	1.01	1.02	0.87	0.90	1.06	0.90	0.87	0.98	0.92	0.89	0.94	1.05	0.95	1.01	1.09	0.78
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.05	0.06	0.04	0.07	0.06	0.05	0.07	0.06	0.06	0.10	0.16	0.10	0.06	0.12	0.04	0.04	0.06	0.06	0.05	0.13	0.10	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) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 108 10%	63 12%	45 8%	25 13% <sup>f</sup>	48 13% <sup>f</sup>	19 7%	16 7%	40 13% <sup>ef</sup>	53 10%	7 5%	47 12%	23 8%	20 12%	18 8%	56 11% <sup>q</sup>	15 9%	12 18% <sup>nq</sup>	4 8%	3 3%	16 10% <sup>q</sup>	2 7%	71 11%	25 8%	45 13% <sup>u</sup>	38 10%	5 7%	13 15% <sup>u</sup>	19 9%	-
Trust quite a lot	(4) 349 32%	164 31%	185 34%	79 42% <sup>efh</sup>	136 36% <sup>f</sup>	78 29%	56 23%	118 40% <sup>ef</sup>	175 32% <sup>f</sup>	47 29%	141 37% <sup>l</sup>	94 31%	51 31%	62 27%	173 34% <sup>q</sup>	74 43% <sup>moqr</sup>	19 29%	14 29%	18 19%	40 26%	11 31%	216 32%	83 25%	134 40% <sup>uy</sup>	116 31%	24 32%	22 25%	71 33% <sup>u</sup>	16 46%
Neither trust nor don't trust	(3) 247 23%	129 24%	118 22%	31 16%	85 22%	76 28% <sup>cg</sup>	56 23%	50 17%	141 26% <sup>cg</sup>	39 24%	70 18%	77 26%	40 24%	60 26%	125 24%	36 21%	9 14%	9 20%	23 24%	35 23%	10 27%	159 24%	89 27%	70 21%	81 22%	16 22%	15 18%	50 23%	7 20%
Don't trust very much	(2) 64 6%	33 6%	31 6%	13 7%	20 5%	22 8%	10 4%	22 7%	32 6%	15 9%	29 8%	12 4%	14 8%	10 4%	33 7%	7 4%	6 10%	3 6%	5 5%	6 4%	4 11% <sup>nr</sup>	44 7%	20 6%	24 7%	20 5%	4 5%	6 7%	11 5%	-
Don't trust at all	(1) 22 2%	14 3%	9 2%	2 1%	16 4% <sup>f</sup>	4 1%	1 *	8 3%	14 3% <sup>f</sup>	1 1%	7 2%	3 1%	4 2%	9 4% <sup>j</sup>	18 3% <sup>r</sup>	1 1%	-	3 7% <sup>noqr</sup>	-	-	-	9 1%	3 1%	6 2%	14 4% <sup>t</sup>	5 7% <sup>uvy</sup>	-	8 4% <sup>u</sup>	-
NET: Trust	457 42%	227 43%	230 42%	104 56% <sup>efh</sup>	184 49% <sup>ef</sup>	98 36%	71 30%	158 53% <sup>efh</sup>	228 42% <sup>f</sup>	54 33%	188 49% <sup>ijl</sup>	117 39%	71 44%	81 35%	229 45% <sup>q</sup>	89 52% <sup>qr</sup>	30 47% <sup>q</sup>	18 38%	21 22%	56 36% <sup>q</sup>	14 38% <sup>q</sup>	287 43%	108 32%	179 53% <sup>uyz</sup>	154 41%	29 40%	34 40%	91 42% <sup>u</sup>	16 46%
NET: Don't trust	86 8%	46 9%	40 7%	15 8%	35 9% <sup>f</sup>	26 9% <sup>f</sup>	11 4%	30 10% <sup>f</sup>	46 9%	17 10%	36 9%	14 5%	18 11% <sup>j</sup>	19 8%	51 10% <sup>nr</sup>	8 5%	6 10%	6 13% <sup>nr</sup>	5 5%	6 4%	4 11% <sup>r</sup>	53 8%	23 7%	30 9%	34 9%	9 12%	6 7%	19 9%	-
Don't know	287 27%	130 24%	158 29%	37 20%	74 20%	74 27%	102 42% <sup>cdeg</sup>	61 21%	124 23%	52 32%	88 23%	91 30%	35 21%	73 31% <sup>ik</sup>	105 21%	38 22%	18 29%	14 29%	47 49% <sup>mnp</sup>	57 37% <sup>mn</sup>	9 24%	172 26%	113 34% <sup>vz</sup>	59 17%	104 28%	19 26%	30 35% <sup>v</sup>	55 25%	11 33%
Mean	3.58	3.57	3.58	3.75 <sup>eh</sup>	3.60	3.44	3.55	3.67 <sup>e</sup>	3.53	3.40	3.65	3.59	3.54	3.45	3.53	3.72 <sup>q</sup>	3.78 <sup>q</sup>	3.36	3.39	3.68	3.45	3.60	3.49	3.68 <sup>u</sup>	3.54	3.37	3.74 <sup>u</sup>	3.52	3.70
Standard deviation	0.92	0.96	0.88	0.88	1.00	0.89	0.81	0.97	0.93	0.86	0.94	0.81	0.98	0.97	0.98	0.76	0.99	1.13	0.75	0.83	0.86	0.90	0.86	0.92	0.99	1.08	0.94	0.97	0.47
Standard error	0.03	0.05	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.09	0.06	0.05	0.09	0.07	0.06	0.06	0.12	0.20	0.11	0.07	0.12	0.04	0.05	0.07	0.06	0.17	0.10	0.07	0.15

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (AA)	Rent free (AB)
Unweighted base	539	283	256	92	186	119	142	141	256	75	163	155	82	139	191	104	45	23	31	114	31	337	203	134	192	28	51	113	10
Weighted base	564	266	298	106*	215	131*	113	166	285	76*	224	143	86*	111	287	89*	31*	27**	34**	81*	15**	358	162	196	181	37**	35*	110*	25**
Trust a great deal	(5) 36 6%	21 8%	15 5%	11 10%	17 8%	4 3%	4 4%	14 9%	17 6%	1 1%	18 8%	5 4%	6 7%	7 6%	25 9%	3 4%	2 7%	1 2%	2 6%	3 3%	- -	20 5%	9 5%	11 6%	11 6%	3 9%	4 12%z	3 3%	5 21%
Trust quite a lot	(4) 209 37%	98 37%	111 37%	50 47%ef	88 41%	37 28%	34 30%	74 44%ef	101 36%	18 24%	85 38%	60 42%	28 32%	37 33%	118 41%r	28 32%	13 42%	12 43%	11 33%	22 27%	5 35%	117 33%	42 26%	75 38%u	83 46%t	19 52%	10 30%	53 48%uy	9 37%
Neither trust nor don't trust	(3) 164 29%	71 27%	93 31%	20 19%	65 30%	50 38%cg	29 26%	38 23%	97 34%cg	28 37%	59 27%	35 24%	32 38%	37 33%	86 30%	27 31%	9 28%	8 31%	9 26%	22 27%	4 25%	120 34%w	51 32%	69 35%	40 22%	4 12%	8 24%	27 25%	4 15%
Don't trust very much	(2) 42 8%	26 10%	17 6%	6 5%	20 9%	11 8%	6 5%	15 9%	22 8%	6 8%	23 10%	12 8%	4 5%	4 4%	22 8%	9 10%	1 4%	2 6%	1 3%	6 8%	1 8%	37 10%w	17 11%z	20 10%z	5 3%	1 3%	2 6%	2 2%	- -
Don't trust at all	(1) 11 2%	3 1%	8 3%	2 2%	6 3%	3 2%	1 *	3 2%	7 3%	2 2%	4 2%	2 1%	- -	5 5%	8 3%	1 1%	1 2%	1 5%	- -	- -	- -	3 1%	2 1%	2 1%	8 4%t	1 4%	1 2%	6 5%uv	- -
NET: Trust	244 43%	118 44%	126 42%	60 57%efh	105 49%ef	42 32%	38 33%	88 53%ef	119 42%	19 26%	102 46%	65 46%	33 39%	43 39%	142 49%nr	31 35%	15 49%	12 45%	13 39%	25 31%	5 35%	136 38%	50 31%	86 44%u	94 52%t	23 62%	14 42%	56 51%u	14 58%
NET: Don't trust	53 9%	29 11%	24 8%	8 7%	25 12%	14 11%	6 6%	18 11%	29 10%	8 10%	26 12%	14 10%	4 5%	9 8%	31 11%	9 10%	2 6%	3 11%	1 3%	6 8%	1 8%	40 11%	19 12%	21 11%	13 7%	3 7%	3 8%	8 7%	- -
Don't know	102 18%	47 18%	55 18%	18 17%	20 9%	25 19%cd	40 35%cd	23 14%	40 14%	21 28%	36 16%	20 31%	16 18%	21 19%	29 10%	21 24%am	5 17%	4 13%	11 31%	28 35%am	5 32%	61 17%	41 25%v	20 10%	35 19%	7 20%	9 26%v	18 17%	7 27%
Mean	3.47	3.49	3.45	3.70eh	3.47	3.27	3.47	3.57e	3.41	3.20	3.48	3.48	3.50	3.40	3.49	3.37	3.58	3.36	3.61	3.40	3.39	3.38	3.32	3.42	3.57	3.74	3.60	3.50	4.08
Standard deviation	0.86	0.88	0.84	0.85	0.89	0.82	0.76	0.89	0.86	0.77	0.89	0.81	0.74	0.92	0.90	0.81	0.83	0.90	0.72	0.77	0.72	0.83	0.85	0.81	0.89	0.90	0.95	0.87	0.72
Standard error	0.04	0.06	0.06	0.10	0.07	0.09	0.08	0.08	0.06	0.11	0.08	0.07	0.09	0.09	0.07	0.09	0.14	0.20	0.16	0.09	0.15	0.05	0.07	0.07	0.19	0.15	0.09	0.29	

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (AA)	Rent free (AB)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 69 6%	31 6%	38 7%	28 15% defh	23 6%	9 3%	9 4%	32 11% efh	28 5%	3 2%	29 8%	19 6%	11 7%	10 5%	45 9% r	7 4%	7 11% nqr	1 1%	3 3%	6 4%	1 3%	38 6%	15 4%	23 7%	22 6%	5 6%	3 4%	14 7%	9 27%
Trust quite a lot	(4) 310 29%	173 33% b	137 25%	69 37% efh	135 36% efh	62 23%	44 18%	117 39% efh	149 28% f	29 18%	123 32% l	93 31% l	45 27%	49 21%	163 32% qrs	55 33% qrs	27 42% qrs	11 24%	17 18%	31 20%	5 13%	194 29%	77 23%	117 35% uy	106 29%	17 24%	19 22%	70 32% u	10 29%
Neither trust nor don't trust	(3) 314 29%	142 27%	173 32%	33 17%	111 29% c	90 33% cg	80 33% cg	64 21%	170 32% cg	60 37%	115 30%	77 26%	49 30%	74 32%	150 29% o	47 27% o	8 12%	18 38% o	26 27% o	51 33% o	16 45% mnoq33% w	219 33% z	109 33% z	110 33% z	90 24%	21 29%	23 26%	47 22%	5 14%
Don't trust very much	(2) 105 10%	60 11%	45 8%	26 14% d	24 6%	34 13% d	20 8%	38 13% d	47 9%	19 12%	41 11%	27 9%	14 8%	23 10%	49 10%	22 13%	7 11%	6 14%	7 7%	11 7%	2 7%	61 9%	29 9%	32 9%	42 11%	5 7%	7 8%	30 14%	2 5%
Don't trust at all	(1) 39 4%	24 4%	15 3%	7 4%	15 4%	11 4%	6 3%	13 4%	20 4%	6 4%	13 3%	9 3%	2 1%	14 6% k	24 5%	3 2%	2 3%	4 10% nr	2 2%	3 2%	1 2%	15 2%	9 3%	6 2%	24 6% t	5 7%	3 3%	16 7% uv	-
NET: Trust	379 35%	204 38%	175 32%	97 52% efh	159 42% efh	71 26%	52 22%	150 50% efh	177 33% f	32 20%	152 40% l	111 37% l	56 34%	59 26%	208 41% qrs	62 36% qrs	34 53% npqr s	12 25%	20 21%	37 24%	6 16%	231 34%	92 28%	140 41% uy	128 34%	22 30%	22 26%	84 39% uy	19 56%
NET: Don't trust	144 13%	84 16% b	60 11%	33 17%	39 10%	46 17% d	26 11%	50 17% d	67 12%	25 15%	54 14%	37 12%	16 10%	37 16%	72 14%	25 14%	9 14%	11 23% qr	9 9%	14 9%	3 9%	76 11%	38 11%	38 11%	66 18% t	10 14%	10 11%	46 21% uvy	2 5%
Don't know	241 22%	102 19%	139 25% a	25 13%	69 18% g	66 24% cg	82 34% cdeg h	34 11%	125 23% cg	46 28%	61 16%	74 25% i	43 26% i	62 27% i	80 16%	37 22%	13 21%	6 14%	40 42% mnop	53 34% mnop	11 30% m	144 22%	95 28% vz	50 15%	88 24%	19 27%	31 36% vz	38 18%	8 24%
Mean	3.32	3.30	3.34	3.53 efh	3.41 ef	3.11	3.18	3.45 ef	3.29	3.04	3.36 i	3.37 i	3.40 i	3.11	3.36 p	3.31 p	3.60 npq rs	2.93	3.22	3.25	3.10	3.34	3.25	3.41	3.21	3.22	3.24	3.21	4.03
Standard deviation	0.95	0.98	0.92	1.08	0.92	0.92	0.86	1.04	0.93	0.85	0.95	0.95	0.87	1.00	1.00	0.88	1.02	0.98	0.88	0.84	0.77	0.88	0.89	0.87	1.06	1.06	0.93	1.10	0.93
Standard error	0.03	0.05	0.05	0.09	0.05	0.07	0.06	0.07	0.05	0.08	0.06	0.06	0.08	0.07	0.06	0.07	0.12	0.16	0.12	0.07	0.11	0.04	0.05	0.06	0.06	0.17	0.10	0.08	0.28

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 73%	38%	35%	14% <sup>8%f</sup>	38% <sup>10%f</sup>	15%	6%	28% <sup>9%f</sup>	40% <sup>7%f</sup>	3%	29%	16%	14%	14%	41%	12%	5%	3%	3%	6%	3%	42%	11%	31%	31%	1%	13%	17%	-
Trust quite a lot	(4) 320%	148%	172%	72% <sup>39%ef</sup>	124% <sup>33%f</sup>	73%	52%	109% <sup>37%ef</sup>	159% <sup>30%f</sup>	43%	123%	87%	49%	61%	163%	59%	16%	12%	14%	43%	13%	192%	79%	113%	112%	27%	20%	64%	16%
Neither trust nor don't trust	(3) 251%	147%	104%	35%	90%	77%	48%	56%	147%	43%	92%	65%	45%	49%	140%	33%	16%	8%	16%	30%	8%	171%	85%	86%	74%	12%	15%	47%	7%
Don't trust very much	(2) 31%	10%	21%	7%	11%	7%	6%	14%	11%	3%	11%	8%	7%	4%	13%	7%	3%	-	1%	5%	2%	16%	13%	3%	15%	3%	1%	10%	-
Don't trust at all	(1) 24%	10%	13%	2%	14%	3%	4%	8%	11%	1%	9%	4%	2%	8%	16%	1%	1%	3%	3%	-	-	8%	2%	6%	16%	3%	2%	11%	-
NET: Trust	393%	186%	207%	87% <sup>46%ef</sup>	162% <sup>43%ef</sup>	87%	58%	137%	199%	46%	153%	103%	63%	75%	204%	70%	21%	15%	18%	50%	16%	234%	90%	145%	143%	29%	33%	82%	16%
NET: Don't trust	54%	21%	34%	9%	26%	10%	10%	22%	22%	4%	21%	12%	10%	12%	28%	8%	4%	3%	4%	5%	2%	24%	15%	9%	30%	6%	3%	21%	-
Don't know	379%	178%	202%	55%	100%	99%	125%	83%	171%	69%	116%	120%	47%	97%	137%	59%	24%	21%	57%	71%	10%	242%	144%	98%	126%	26%	36%	64%	11%
Mean	3.56	3.55	3.57	3.68 <sup>f</sup>	3.57	3.51	3.43	3.62	3.47	3.57	3.57	3.56	3.51	3.54	3.65	3.54	3.46	3.37	3.60	3.66	3.57	3.44	3.67 <sup>uz</sup>	3.52	3.46	3.81 <sup>uz</sup>	3.44	3.70	
Standard deviation	0.86	0.84	0.89	0.81	0.96	0.78	0.80	0.93	0.84	0.69	0.88	0.80	0.86	0.93	0.89	0.89	1.08	0.98	0.71	0.81	0.79	0.75	0.81	1.00	0.91	0.96	1.03	0.47	
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.07	0.06	0.05	0.08	0.06	0.06	0.08	0.07	0.06	0.11	0.22	0.17	0.07	0.11	0.04	0.05	0.06	0.06	0.15	0.11	0.08	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) - South 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 Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 39 4%	18 3%	22 4%	11 6% <sub>f</sub>	17 5% <sub>f</sub>	8 3%	3 1%	17 6% <sub>f</sub>	19 4%	5 3%	16 4%	14 5%	2 2%	7 3%	17 3%	7 4%	6 10% <sub>mr</sub>	3 7% <sub>r</sub>	4 4%	1 1%	3 3%	23 3%	10 3%	14 4%	16 4%	4 5%	4 5%	8 4%	-
Trust quite a lot	(4) 251 23%	142 27% <sub>b</sub>	109 20%	60 32% <sub>efh</sub>	96 25% <sub>f</sub>	54 20%	41 17%	84 28% <sub>f</sub>	126 23%	29 18%	96 25%	67 23%	37 23%	51 22%	143 28% <sub>r</sub>	42 25% <sub>r</sub>	12 19%	9 18%	18 19%	21 13%	6 17%	158 24%	60 18%	98 29% <sub>uy</sub>	86 23%	21 29%	15 18%	50 23%	6 19%
Neither trust nor don't trust	(3) 332 31%	160 30%	172 31%	61 33%	108 29%	83 30%	80 33%	87 29%	165 31%	51 31%	119 33%	99 30%	49 30%	65 28%	149 29%	53 31%	21 32%	16 33%	29 30%	52 34%	12 35%	210 31%	103 31%	108 32%	107 29%	18 25%	27 32%	62 29%	14 41%
Don't trust very much	(2) 242 22%	102 19%	141 26% <sub>a</sub>	24 13%	76 20%	78 28% <sub>cdg</sub>	65 27% <sub>cg</sub>	52 17%	126 23% <sub>c</sub>	45 27%	66 17%	73 24%	42 26%	62 27% <sub>i</sub>	104 20%	36 21%	15 24%	7 14%	26 27%	43 28%	11 31%	147 22%	90 27% <sub>v</sub>	57 17%	94 25%	16 21%	21 24%	58 27% <sub>v</sub>	1 2%
Don't trust at all	(1) 71 7%	36 7%	36 7%	9 5%	32 8%	21 8%	10 4%	23 8%	38 7%	10 6%	32 8%	13 4%	9 5%	18 8%	41 8%	9 5%	3 4%	3 7%	4 5%	9 6%	2 5%	43 6%	24 7%	19 6%	26 7%	5 6%	3 4%	18 8%	2 7%
NET: Trust	290 27%	159 30%	131 24%	72 38% <sub>efh</sub>	113 30% <sub>f</sub>	62 23%	44 18%	101 34% <sub>ef</sub>	145 27% <sub>f</sub>	34 21%	112 29%	81 27%	40 24%	57 25%	160 31% <sub>r</sub>	49 29% <sub>r</sub>	19 29% <sub>r</sub>	12 26%	22 23%	22 14%	7 20%	181 27%	69 21%	112 33% <sub>u</sub>	102 27%	25 34% <sub>u</sub>	19 23%	58 27%	6 19%
NET: Don't trust	314 29%	137 26%	176 32% <sub>a</sub>	32 17%	108 29% <sub>c</sub>	98 36% <sub>cg</sub>	75 31% <sub>c</sub>	75 25%	163 30% <sub>c</sub>	54 33%	98 26%	85 29%	51 31%	79 34% <sub>i</sub>	145 28%	46 27%	18 28%	10 21%	30 32%	52 34%	13 36%	190 28%	114 34% <sub>v</sub>	77 23%	120 32%	20 28%	24 28%	76 35% <sub>v</sub>	3 9%
Don't know	143 13%	75 14%	67 12%	22 13%	49 13%	30 11%	42 17%	35 12%	66 12%	23 14%	54 14%	34 11%	24 15%	31 13%	57 11%	24 14%	7 11%	9 19%	14 15%	29 18% <sub>fm</sub>	4 10%	89 13%	48 14%	41 12%	43 12%	9 13%	15 17% <sub>z</sub>	19 9%	11 31%
Mean	2.94	3.01	2.88	3.25 <sub>defh</sub>	2.97	2.80	2.81	3.08 <sub>ef</sub>	2.92	2.82	2.99	2.99	2.87	2.84	2.98 <sub>r</sub>	3.00 <sub>r</sub>	3.07 <sub>r</sub>	3.06 <sub>r</sub>	2.90	2.70	2.80	2.95	2.80	3.10 <sub>uz</sub>	2.92	3.06	2.95	2.86	3.04
Standard deviation	1.00	1.00	0.99	0.97	1.06	0.99	0.87	1.06	1.01	0.96	1.04	0.97	0.94	1.01	1.03	0.98	1.07	1.07	0.98	0.86	0.92	0.99	0.98	0.98	1.03	1.06	0.98	1.03	0.85
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.06	0.07	0.05	0.08	0.07	0.06	0.08	0.06	0.06	0.07	0.12	0.18	0.11	0.06	0.12	0.04	0.05	0.07	0.05	0.15	0.10	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) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 290 27%	167 31%b	123 23%	52 28%	91 24%	72 26%	76 31%	72 24%	142 26%	34 21%	107 28%	73 24%	49 30%	60 26%	135 27%ns	29 17%	20 31%ns	15 31%ns	34 36%ns	52 33%ns	5 14%	173 26%	86 26%	87 26%	113 30%	26 36%	24 28%	63 29%	4 12%
Trust quite a lot	(4) 488 45%	232 44%	256 47%	91 49%	166 44%	119 44%	112 47%	136 46%	239 44%	78 48%	163 43%	144 48%	68 41%	113 49%	211 41%	95 56%am	30 46%	23 50%	41 43%	71 46%	17 47%	328 49%w	156 47%z	172 51%yz	141 38%	33 45%	32 37%	76 36%	20 57%
Neither trust nor don't trust	(3) 162 15%	78 15%	84 15%	22 12%	60 16%	44 16%	35 15%	38 13%	88 16%	27 17%	59 15%	48 16%	29 18%	26 11%	81 16%	24 14%	9 14%	4 8%	13 13%	23 15%	7 21%	98 15%	56 17%	42 12%	61 16%	13 18%	17 19%	31 15%	4 10%
Don't trust very much	(2) 86 8%	28 5%	58 11%a	11 6%	35 9%	28 10%	13 5%	27 9%	47 9%	15 9%	32 8%	23 8%	11 7%	20 8%	45 9%	16 9%	4 6%	3 6%	5 6%	9 6%	5 13%	53 8%	27 8%x	26 8%	33 9%	-	8 9%ax	25 12%ax	1 2%
Don't trust at all	(1) 30 3%	16 3%	14 3%	2 1%	18 5%	6 2%	4 2%	14 5%	12 2%	5 3%	12 3%	7 2%	4 2%	8 3%	24 5%nr	1 1%	-	1 3%fr	2 2%	-	1 2%r	14 2%	6 2%	8 2%	14 4%	-	1 1%	13 6%uv	2 7%
NET: Trust	778 72%	399 75%	379 69%	143 76%	257 68%	190 70%	188 78%dh	208 70%	382 71%	112 69%	270 71%	217 72%	117 71%	173 75%	347 68%	124 73%	50 77%es	38 81%es	75 79%es	123 79%ms	22 61%	501 75%w	242 73%	259 77%yz	253 68%	59 81%z	56 65%	139 65%	24 69%
NET: Don't trust	116 11%	44 8%	72 13%a	13 7%	53 14%cf	34 12%	17 7%	40 13%f	59 11%	20 12%	44 12%	30 10%	15 9%	27 12%	69 14%r	17 10%	4 6%	4 9%	7 8%	9 6%	5 15%r	66 10%	33 10%ax	33 10%ax	47 13%	-	9 10%ax	39 18%uvx	3 9%
Don't know	22 2%	11 2%	11 2%	9 5%f	9 2%f	4 2%	* 4%g	11 4%f	11 2%	3 2%	9 2%	5 2%	3 2%	6 2%	13 3%r	5 3%r	2 3%r	1 2%	-	-	1 3%r	6 1%	3 1%	4 1%	12 3%t	1 2%	5 5%uv	6 3%	4 12%
Mean	3.87	3.97b	3.78	4.00d	3.75	3.83	4.01dg	3.79	3.86	3.76	3.86	3.86	3.92	3.87	3.78	3.81	4.06ns	4.02s	4.04s	4.07mns	3.60	3.89	3.88	3.91	3.84	4.19uyz	3.86	3.72	3.73
Standard deviation	1.00	0.98	1.01	0.88	1.08	1.01	0.92	1.07	0.99	0.99	1.03	0.95	0.99	1.01	1.09	0.87	0.84	0.97	0.97	0.85	0.98	0.95	0.95	0.95	1.09	0.72	0.99	1.20	1.01
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.05	0.07	0.04	0.08	0.06	0.05	0.08	0.06	0.06	0.06	0.09	0.15	0.10	0.06	0.12	0.04	0.05	0.06	0.05	0.10	0.09	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) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 8 1%	5 1%	3 1%	1 1%	4 1%	1 *	2 1%	1 *	4 1%	*	5 1%	1 *	-	2 1%	5 1%	-	1 1%	-	1 1%	1 1%	*	4 1%	3 1%	2 1%	3 1%	1 1%	1 1%	2 1%	-
Trust quite a lot	(4) 120 11%	64 12%	56 10%	17 9%	29 8%	30 11%	45 19%	27 9%	48 9%	23 14%	55 14%	41 14%	9 5%	16 7%	48 9%	20 12%	7 11%	2 4%	10 10%	32 21%	3 7%	78 12%	46 14%	32 10%	33 9%	4 6%	6 7%	23 11%	9 25%
Neither trust nor don't trust	(3) 241 22%	110 21%	131 24%	51 27%	76 20%	52 19%	62 26%	63 21%	115 21%	31 19%	85 22%	64 21%	42 26%	50 22%	103 20%	32 19%	14 23%	13 29%	27 29%	40 26%	11 30%	165 25%	87 26%	78 23%	71 19%	16 22%	15 17%	40 19%	6 17%
Don't trust very much	(2) 401 37%	195 37%	206 38%	74 40%	133 35%	110 40%	83 35%	114 38%	204 38%	57 35%	150 39%	114 38%	61 37%	76 33%	196 38%	73 43%	21 33%	14 30%	38 39%	49 32%	9 26%	248 37%	117 35%	131 39%	140 37%	25 35%	27 32%	87 41%	13 38%
Don't trust at all	(1) 287 27%	151 28%	136 25%	37 20%	125 33%	79 29%	47 19%	79 27%	161 30%	48 30%	81 21%	73 24%	48 29%	85 37%	148 29%	44 26%	19 30%	15 32%	19 20%	32 21%	10 28%	169 25%	78 23%	91 27%	113 30%	25 34%	33 38%	56 26%	5 14%
NET: Trust	128 12%	69 13%	59 11%	18 10%	33 9%	30 11%	47 20%	29 10%	53 10%	24 15%	60 16%	42 14%	9 5%	18 8%	52 10%	20 12%	7 11%	2 4%	11 11%	33 21%	3 7%	83 12%	49 15%	34 10%	37 10%	5 7%	7 8%	25 12%	9 25%
NET: Don't trust	688 64%	346 65%	343 63%	111 59%	258 68%	189 69%	130 54%	193 65%	365 68%	105 65%	230 60%	187 62%	109 66%	162 70%	344 67%	117 69%	41 63%	29 61%	57 60%	81 52%	19 54%	417 62%	195 59%	222 66%	253 68%	50 69%	60 70%	143 67%	18 52%
Don't know	21 2%	7 1%	14 3%	8 4%	10 3%	1 1%	1 1%	13 4%	6 1%	2 1%	7 2%	7 2%	4 2%	3 1%	11 2%	1 1%	2 3%	3 6%	- nqr	* -	3 7%	6 1%	2 1%	4 1%	12 3%	1 2%	4 4%	7 3%	2 7%
Mean	2.21	2.19	2.22	2.28d	2.06	2.13	2.47deg	2.15	2.12	2.19	2.34kl	2.25l	2.07	2.01	2.13	2.17	2.17	2.05	2.32	2.49mno	2.22	2.25w	2.33y	2.17	2.09	2.04	1.95	2.17	2.56
Standard deviation	0.99	1.02	0.96	0.92	0.98	0.96	1.04	0.95	0.97	1.04	1.02	0.99	0.88	0.97	0.98	0.95	1.02	0.91	0.95	1.06	1.02	0.99	1.01	0.96	0.98	0.97	0.98	0.98	1.05
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.06	0.06	0.07	0.06	0.05	0.07	0.11	0.14	0.10	0.07	0.13	0.04	0.05	0.06	0.05	0.13	0.09	0.07	0.27

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)	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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 7 1%	4 1%	2 *	2 1%	2 *	2 1%	1 *	2 1%	3 1%	1 1%	2 *	1 1%	1 1%	2 1%	4 1%	*	-	1 1%	-	1 3%nr	2 *	1 *	1 *	5 1%	1 1%	*	4 2%	-	
Trust quite a lot	(4) 47 4%	26 5%	21 4%	12 6%	15 4%	8 3%	12 5%	16 6%	18 3%	5 3%	22 6%k	14 5%k	1 1%	9 4%	17 3%	8 5%	6 10%mq	1 1%	2 2%	11 7%am	2 7%	31 5%	20 6%	12 3%	14 4%	1 1%	3 4%	10 4%	2 6%
Neither trust nor don't trust	(3) 182 17%	88 17%	94 17%	36 19%	49 13%	47 17%	50 21%d	45 15%	87 16%	31 19%	62 16%	56 19%	29 17%	35 15%	90 18%	20 12%	6 10%	9 19%	19 20%	31 20%n	7 19%	126 19%w	68 21%z	58 17%	48 13%	7 9%	14 17%	27 12%	9 25%
Don't trust very much	(2) 417 39%	198 37%	219 40%	63 34%	145 38%	111 41%	97 40%	108 36%	211 39%	65 40%	157 41%	127 42%l	56 34%	77 33%	168 33%	84 49%ms	30 46%am	21 45%	38 40%	64 41%	11 31%	274 41%	132 40%	142 42%y	132 35%	28 39%	25 30%	78 36%	11 32%
Don't trust at all	(1) 400 37%	210 39%	191 35%	66 35%	153 40%	103 38%	78 33%	110 37%	211 39%	58 36%	131 34%	95 32%	72 44%j	102 44%ij	218 43%nr	54 32%	19 30%	14 30%	34 36%	49 31%	12 32%	226 34%	110 33%	116 34%	161 43%t	33 45%	37 43%	91 42%u	13 38%
NET: Trust	54 5%	30 6%	23 4%	14 7%	17 4%	10 4%	13 5%	19 6%	22 4%	6 4%	24 6%k	16 5%	3 2%	11 5%	21 4%	8 5%	6 10%am	1 1%	3 3%	11 7%	3 10%	33 5%	20 6%	13 4%	19 5%	2 3%	4 4%	13 6%	2 6%
NET: Don't trust	817 76%	407 77%	410 75%	130 69%	298 79%c	214 79%	175 73%	219 73%	423 78%c	123 76%	288 75%	222 74%	128 78%	179 77%	386 76%	138 81%ss	49 76%	35 76%	72 76%	113 73%	23 64%	501 75%	242 73%	258 77%	292 78%	61 85%	62 73%	169 79%	24 70%
Don't know	25 2%	6 1%	19 3%a	7 4%ef	14 4%ef	2 1%	2 1%	15 5%efh	8 1%	2 2%	8 2%	5 2%	5 3%	7 3%	13 3%	4 2%	3 4%r	2 4%r	1 1%	-	3 7%qr	11 2%	2 1%	9 3%	13 4%	3 4%	5 6%u	6 3%	-
Mean	1.90	1.89	1.91	2.00	1.81	1.87	2.00dh	1.91	1.85	1.91	1.95	1.98kl	1.76	1.81	1.83	1.90	2.00	1.91	1.92	2.03m	2.10	1.95w	2.00x	1.90	1.80	1.69	1.82	1.84	1.98
Standard deviation	0.88	0.91	0.86	0.98	0.85	0.84	0.89	0.92	0.86	0.86	0.89	0.87	0.83	0.91	0.90	0.81	0.92	0.76	0.86	0.89	1.08	0.86	0.89	0.83	0.91	0.81	0.91	0.94	0.94
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.07	0.05	0.05	0.06	0.05	0.05	0.06	0.10	0.12	0.09	0.06	0.13	0.03	0.04	0.05	0.05	0.11	0.09	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) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Trust a great deal	(5) 46 4%	27 5%	19 3%	12 7% <sub>f</sub>	22 6% <sub>f</sub>	9 3%	2 1%	23 8% <sub>fh</sub>	20 4% <sub>f</sub>	3 2%	21 6%	8 3%	10 6%	7 3%	34 7% <sub>nr</sub>	3 2%	2 3%	4 9% <sub>nqr</sub>	1 1%	1 1%	-	33 5%	9 3%	24 7% <sub>u</sub>	13 4%	4 5%	2 2%	7 3%	-
Trust quite a lot	(4) 154 14%	81 15%	73 13%	51 27% <sub>defh</sub>	49 13% <sub>f</sub>	37 14% <sub>f</sub>	17 7%	71 24% <sub>defh</sub>	66 12% <sub>f</sub>	18 11%	71 19% <sub>kl</sub>	48 16% <sub>kl</sub>	13 8%	22 9%	79 16% <sub>q</sub>	30 17% <sub>qr</sub>	18 28% <sub>mpqr</sub>	5 12%	3 4%	15 9%	3 8%	100 15%	36 11%	64 19% <sub>luxy</sub>	49 13%	4 6%	8 10%	36 17%	5 14%
Neither trust nor don't trust	(3) 249 23%	98 18%	152 28% <sub>a</sub>	48 26% <sub>f</sub>	109 29% <sub>f</sub>	60 22% <sub>f</sub>	32 13%	74 25% <sub>f</sub>	142 26% <sub>f</sub>	39 24%	77 20%	76 26%	45 27%	51 22%	128 25% <sub>r</sub>	43 25% <sub>r</sub>	15 23%	19 40% <sub>qr</sub>	15 16%	20 13%	9 24%	145 22%	68 20%	77 23%	93 25%	22 30%	19 22%	53 25%	11 31%
Don't trust very much	(2) 233 22%	109 21%	124 23%	31 17%	68 18%	64 23%	70 29% <sub>cdgh</sub>	50 17%	113 21%	38 24%	74 19%	72 24%	27 16%	60 26% <sub>k</sub>	96 19%	32 19%	14 21%	8 17%	30 31% <sub>mn</sub>	42 27% <sub>m</sub>	11 31% <sub>m</sub>	149 22%	78 23%	72 21%	77 21%	15 21%	44 20%	7 21%	
Don't trust at all	(1) 344 32%	205 38% <sub>b</sub>	139 26%	30 16%	105 28% <sub>cg</sub>	96 35% <sub>cg</sub>	114 47% <sub>cdeg</sub>	58 20%	172 32% <sub>cg</sub>	61 37%	116 30%	87 29%	56 34%	84 36%	148 29%	51 30%	12 18%	9 18%	42 44% <sub>mnpq</sub>	75 48% <sub>mnpq</sub>	8 23%	223 33%	134 40% <sub>vz</sub>	89 26%	113 30%	23 32%	32 37%	58 27%	8 23%
NET: Trust	200 19%	108 20%	92 17%	63 34% <sub>defh</sub>	71 19% <sub>f</sub>	46 17% <sub>f</sub>	19 8%	95 32% <sub>defh</sub>	86 16% <sub>f</sub>	21 13%	93 24% <sub>kl</sub>	56 19%	22 14%	29 12%	114 22% <sub>qrs</sub>	33 19% <sub>qr</sub>	20 31% <sub>nqrs</sub>	10 21% <sub>q</sub>	5 5%	16 10%	3 8%	133 20%	45 13%	88 26% <sub>luxy</sub>	62 17%	8 11%	10 12%	44 20% <sub>u</sub>	5 14%
NET: Don't trust	577 54%	314 59% <sub>b</sub>	263 48%	61 33%	173 46% <sub>cg</sub>	159 58% <sub>cdg</sub>	184 76% <sub>cdeg</sub>	109 36%	285 53% <sub>cg</sub>	99 61%	190 50%	160 53%	83 51%	144 62% <sub>ik</sub>	245 48%	83 49%	25 39%	17 35%	71 75% <sub>mnpq</sub>	117 76% <sub>mnpq</sub>	19 53%	372 56%	212 64% <sub>vz</sub>	160 47%	190 51%	39 53%	49 57%	102 48%	15 43%
Don't know	52 5%	12 2%	40 7% <sub>a</sub>	14 8% <sub>ef</sub>	25 7% <sub>ef</sub>	7 3%	6 2%	20 7% <sub>ef</sub>	26 5%	4 2%	22 6%	7 2%	13 8% <sub>j</sub>	9 4%	23 5% <sub>r</sub>	11 7% <sub>r</sub>	4 7% <sub>r</sub>	2 4%	4 4%	1 1%	5 15% <sub>mqr</sub>	21 3%	8 3%	12 4%	27 7% <sub>t</sub>	4 6%	8 9% <sub>uv</sub>	16 7% <sub>u</sub>	4 12%
Mean	2.34	2.26	2.42	2.91 <sub>def</sub>	2.48 <sub>f</sub>	2.25 <sub>f</sub>	1.83	2.82 <sub>def</sub>	2.32 <sub>f</sub>	2.14	2.46 <sub>i</sub>	2.38 <sub>i</sub>	2.29	2.14	2.50 <sub>qr</sub>	2.39 <sub>qr</sub>	2.76 <sub>nqr</sub>	2.75 <sub>qrs</sub>	1.83	1.86	2.20 <sub>qr</sub>	2.34	2.10	2.58 <sub>uy</sub>	2.34	2.28	2.13	2.45 <sub>uy</sub>	2.41
Standard deviation	1.21	1.27	1.14	1.21	1.23	1.18	0.99	1.26	1.18	1.11	1.29	1.16	1.23	1.12	1.27	1.17	1.18	1.19	0.93	1.03	0.95	1.23	1.14	1.28	1.18	1.17	1.15	1.19	1.06
Standard error	0.04	0.05	0.05	0.09	0.07	0.07	0.06	0.08	0.05	0.09	0.08	0.07	0.10	0.07	0.07	0.08	0.13	0.18	0.10	0.07	0.12	0.05	0.06	0.08	0.06	0.16	0.11	0.08	0.28

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
NET: Any	518	240	277	105	211	136	66	175	277	74	161	138	93	125	274	93	33	30	37	33	19	278	104	174	227	41	50	136	13	
	48%	45%	51%	56%f	56%f	50%f	27%	59%f	51%f	46%	42%	46%	57%ij	54%i	54%qr	52%r	64%qr	39%r	21%	53%r	41%	31%	51%u	61%t	41%u	56%u	58%u	64%uv	36%	
Cut back spending on essential household items	276	118	158	41	123	82	30	84	162	44	73	70	57	76	139	52	17	22	20	11	13	140	40	100	135	22	28	85	2	
	26%	22%	29%a	22%f	33%cf	30%f	12%	28%f	30%f	27%	19%	23%	35%ij	33%ij	27%r	31%r	27%r	48%mnqr	21%r	7%	37%r	21%	12%	30%u	36%t	30%u	33%u	40%uv	5%	
Taken money out of savings accounts, or transferred savings into current account, to cover this months spending	240	100	140	44	90	68	37	72	130	42	81	59	50	50	119	49	17	8	19	21	6	146	62	84	85	11	19	56	9	
	22%	19%	26%a	23%	24%f	25%f	15%	24%f	24%f	26%	21%	20%	30%j	21%	23%r	29%r	27%r	17%	20%	13%	18%	22%	19%	25%	23%	15%	22%	26%	25%	
Used an authorised overdraft facility of your bank account	168	73	94	40	74	38	16	67	85	18	55	48	30	34	95	31	11	5	10	9	6	86	24	63	72	11	11	51	9	
	16%	14%	17%	21%f	20%f	14%f	6%	23%efh	16%f	11%	15%	16%	18%	15%	19%r	18%r	17%r	11%	10%	6%	16%r	13%	7%	19%u	19%t	15%	12%	24%uy	26%	
Borrowed money from friends or family	98	43	54	35	45	16	2	47	49	3	24	24	14	36	45	20	12	11	1	2	7	31	7	24	66	11	17	39	1	
	9%	8%	10%	19%efh	12%ef	6%f	1%	16%efh	9%f	2%	6%	8%	8%	15%ijk	9%qr	12%qr	19%mqr	24%mqr	1%	1%	1%	19%mqr	5%	2%	7%u	18%t	15%u	19%uv	18%uv	2%
Taken out a new credit card/store card	75	41	34	21	40	7	7	30	38	3	32	23	11	9	52	8	4	2	3	3	3	42	10	32	25	7	7	11	8	
	7%	8%	6%	11%ef	11%ef	3%	3%	10%ef	7%ef	2%	8%	8%	6%	4%	10%nr	5%	6%	4%	3%	2%	8%r	6%	3%	10%u	7%	10%u	8%u	5%	23%	
Defaulted on a bill (e.g. phone, utilities)	46	20	26	8	25	14	-	12	34	4	6	8	10	22	19	7	5	9	-	-	6	11	1	11	34	8	10	16	1	
	4%	4%	5%	4%f	7%f	5%f	-	4%f	6%f	2%	2%	3%	6%i	9%ij	4%r	4%r	8%qr	18%mnqr	-	-	17%mnqr	2%	*	3%u	9%t	11%u	11%uv	8%uv	2%	
Used an unauthorised overdraft facility	36	15	20	11	21	1	3	17	16	-	7	7	8	14	15	7	2	5	3	1	3	9	5	4	27	7	6	14	-	
	3%	3%	4%	6%ef	5%ef	*	1%	6%ef	3%e	-	2%	2%	5%	6%ij	3%	4%	4%	10%mr	3%	1%	8%mr	1%	2%	1%	7%t	10%uv	6%uv	7%uv	-	
Defaulted on a loan	22	14	8	3	10	8	1	6	15	-	7	4	2	9	13	3	2	3	1	-	1	10	2	8	10	1	4	4	2	
	2%	3%	1%	1%	3%f	3%f	*	2%	3%f	-	2%	1%	1%	4%j	2%	2%	3%r	6%r	1%	-	2%	1%	1%	2%	3%	2%	5%u	4%	7%	
Taken out a short term, or 'pay day loan' (e.g. Wonga, Payday UK, Quick Quid)	13	8	5	4	7	1	1	6	7	-	4	2	1	5	8	2	1	2	1	-	*	5	1	5	8	-	3	5	-	
	1%	2%	1%	2%	2%	1%	*	2%	1%	-	1%	1%	1%	2%	2%	1%	1%	4%r	1%	-	1%	1%	*	1%	2%	-	3%u	2%u	-	

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Defaulted on rent payment	13 1%	6 1%	7 1%	4 2%ef	9 2%ef	-	-	6 2%f	7 1%	-	2 *	3 1%	2 1%	7 3%i	3 *	2 1%	2 3%mr	4 9%mnqr	-	-	2 6%mnqr	-	-	-	13 3%t	3 5%uv	5 5%uv	5 2%uv	-
Taken out a commercial loan	12 1%	3 1%	9 2%	2 1%	8 2%e	-	2 1%	3 1%	7 1%	-	5 1%	2 1%	4 2%	1 1%	8 1%	2 1%	* 1%	-	1 1%	1 1%	-	10 1%	1 *	8 2%	2 1%	* 1%	1 1%	1 *	-
Defaulted on a mortgage payment	5 *	* *	4 1%	-	* *	4 2%	-	-	5 1%	-	-	3 1%	-	2 1%	3 1%	2 1%	* 1%	-	-	-	-	5 1%	-	5 1%	-	-	-	-	-
None of these	534 50%	277 52%	256 47%	72 38%	158 42%	132 48%g	172 71%cd	114 38%	248 46%	86 53%	211 55%kl	157 52%k	64 39%	101 44%	225 44%	74 43%	26 41%	14 29%	58 61%mnop	120 77%mnop	16 44%	377 56%aw	224 67%vxyz	153 45%z	135 36%	30 42%	32 38%	72 34%	22 64%
Prefer not to say	7 1%	7 1%b	-	* *	3 1%	1 1%	2 1%	* *	5 1%	1 1%	4 1%	* *	2 1%	1 1%	5 1%	-	* 1%	-	-	2 1%	-	2 *	-	2 1%	5 1%	-	2 2%u	3 2%u	-
Don't know	20 2%	7 1%	12 2%	10 5%defh	6 2%	3 1%	1 1%	10 3%f	9 2%	1 *	7 2%	3 1%	5 3%	5 2%	6 1%	4 2%	4 7%mq	3 7%mq	-	1 *	1 3%qr	15 2%	5 2%	9 3%	5 1%	1 2%	1 2%	2 1%	-

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Defaulted on loan, bill, mortgage or rent	58 5%	27 5%	31 6%	12 7% <i>f</i>	30 8% <i>f</i>	15 6% <i>f</i>	1 *	19 6% <i>f</i>	39 7% <i>f</i>	4 2%	12 3%	10 3%	11 7%	26 11% <i>ij</i>	25 5% <i>r</i>	10 6% <i>r</i>	6 9% <i>qr</i>	9 20% <i>mnqr</i>	1 1%	-	6 18% <i>mnqr</i>	16 2%	2 1%	14 4% <i>u</i>	39 11% <i>t</i>	9 13% <i>uv</i>	13 15% <i>uv</i>	17 8% <i>u</i>	3 9%
Used unauthorised overdraft or payday loan	27 3%	13 3%	14 3%	11 6% <i>efh</i>	12 3% <i>e</i>	1 *	3 1%	14 5% <i>efh</i>	10 2%	-	8 2%	7 2%	6 4%	6 3%	14 3%	5 3%	1 2%	2 5%	3 3%	1 1%	1 4%	8 1%	5 2%	3 1%	19 5% <i>t</i>	4 6% <i>v</i>	5 5% <i>uv</i>	10 5% <i>uv</i>	-
Took loan or card, borrowed from friends or family, or used authorised overdraft & cutting back	98 9%	37 7%	61 11% <i>a</i>	17 9% <i>f</i>	53 14% <i>f</i>	23 8% <i>f</i>	6 2%	36 12% <i>f</i>	57 11% <i>f</i>	9 6%	30 8%	27 9%	15 9%	26 11%	61 12% <i>r</i>	17 10% <i>r</i>	6 10% <i>r</i>	2 4%	4 4%	1 1%	6 17% <i>pqr</i>	52 8%	8 3%	44 13% <i>u</i>	45 12% <i>t</i>	3 4%	7 8% <i>u</i>	36 17% <i>luxy</i>	1 2%
Took money from savings to cover spending & cutting back	59 5%	28 5%	31 6%	3 1%	23 6% <i>c</i>	23 8% <i>cg</i>	11 4%	8 3%	40 7% <i>cg</i>	18 11%	20 5%	14 5%	15 9%	11 5%	31 6%	11 7%	1 2%	5 11% <i>s</i>	6 6%	5 3%	-	35 5%	13 4%	22 6%	24 7%	3 4%	5 6%	16 8%	-
Cutting back only	72 7%	32 6%	40 7%	9 5%	26 7%	26 10% <i>f</i>	11 5%	22 7%	38 7%	14 9%	17 4%	19 6%	17 10% <i>i</i>	19 8%	30 6%	16 10% <i>r</i>	5 7%	7 15% <i>mr</i>	8 8%	4 2%	2 6%	40 6%	15 5%	25 7%	31 8%	7 9%	6 7%	19 9%	-
Not squeezed	763 71%	394 74% <i>b</i>	369 68%	135 72% <i>d</i>	234 62%	185 68%	209 87% <i>cdeg</i>	199 67%	355 66%	117 72%	295 77% <i>kl</i>	222 74% <i>kl</i>	101 62%	145 62%	349 68% <i>p</i>	111 65% <i>p</i>	45 69% <i>p</i>	21 46%	74 78% <i>nps</i>	144 93% <i>mnpq</i>	20 56%	519 77% <i>w</i>	289 87% <i>vxyz</i>	231 68% <i>z</i>	213 57%	46 63%	51 59%	116 54%	30 88%

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) - South 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-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
NET: Increased	261	132	129	41	89	66	64	67	130	50	93	78	42	48	123	52	12	7	21	40	6	172	89	83	82	23	19	40	7
	24%	25%	24%	22%	24%	24%	27%	22%	24%	31%	24%	26%	26%	21%	24%	31%ps	19%	14%	22%	26%	17%	26%	27%z	25%	22%	32%	22%	19%	21%
Increased a lot	36	21	15	3	20	8	6	10	21	5	13	10	5	7	19	7	2	1	2	4	1	19	15	5	17	5	3	9	-
	3%	4%	3%	2%	5%	3%	2%	3%	4%	3%	3%	3%	3%	4%	4%	4%	3%	3%	2%	3%	3%	4%v	1%	5%	7%v	3%	4%	-	
Increased a little	225	110	115	38	70	58	59	57	109	45	79	68	36	41	105	46	10	5	19	36	5	153	74	78	65	18	16	31	7
	21%	21%	21%	20%	18%	21%	24%	19%	20%	27%	21%	23%	22%	18%	20%	27%p	15%	11%	20%	23%	14%	23%	22%z	23%z	17%	25%	19%	14%	21%
Stayed the same	549	285	264	91	186	120	151	139	259	67	202	162	70	116	240	71	34	22	57	103	21	358	196	162	168	30	38	100	23
	51%	54%	48%	49%	49%	44%	63%cd	47%	48%	41%	53%	54%k	42%	50%	47%	42%	53%	46%	60%mn	67%mnop	59%n	53%w	59%vxyz	48%	45%	41%	44%	46%	68%
Decreased a little	199	88	111	36	72	68	22	61	115	34	65	43	37	54	113	32	12	12	14	12	5	113	39	75	85	15	21	49	1
	18%	17%	20%	19%f	19%f	25%f	9%	21%f	21%f	21%	17%	14%	23%j	23%j	22%r	19%r	19%r	26%r	15%	8%	13%	17%	12%	22%u	23%t	21%	24%u	23%u	2%
Decreased a lot	51	23	28	7	24	17	3	18	30	10	11	15	10	14	26	8	4	4	3	-	4	19	6	14	31	4	7	21	-
	5%	4%	5%	4%	6%f	6%f	1%	6%f	6%f	6%	3%	5%	6%	6%	5%r	5%r	7%r	9%r	3%r	-	12%mqr	3%	2%	4%	8%t	5%	8%u	10%uv	-
NET: Decreased	250	111	139	42	96	86	25	79	145	44	76	58	48	68	139	40	17	16	17	12	9	133	44	88	116	19	27	69	1
	23%	21%	25%	23%f	26%f	31%f	11%	27%f	27%f	27%	20%	19%	29%ij	29%ij	27%r	23%r	26%r	35%qr	18%r	8%	25%r	20%	13%	26%u	31%t	27%u	32%u	32%u	2%
Don't know	19	5	14	12	6	1	-	13	6	1	11	2	5	1	8	8	1	2	-	-	-	9	4	5	7	-	1	6	3
	2%	1%	3%	7%defh	1%	*	-	4%efh	1%	1%	3%	1%	3%	*	2%	4%mr	2%	5%r	-	-	-	1%	1%	1%	2%	-	2%	3%	9%

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) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
NET: Increase	235	117	118	41	77	55	61	65	109	38	89	69	37	40	108	43	11	8	19	41	6	150	78	72	72	18	15	40	12
	22%	22%	22%	22%	20%	20%	25%	22%	20%	24%	23%	23%	22%	17%	21%	25%	17%	17%	20%	26%	17%	22%	23%	21%	19%	25%	17%	18%	34%
Increase a lot	36	16	20	4	19	8	4	9	22	8	13	12	7	4	21	12	*	-	-	3	-	24	11	13	9	3	1	4	3
	3%	3%	4%	2%	5% <sub>f</sub>	3%	2%	3%	4%	5%	3%	4%	4%	2%	4%	7% <sub>oqr</sub>	1%	-	-	2%	-	4%	3%	4%	2%	4%	2%	2%	9%
Increase a little	199	101	98	37	58	47	57	56	86	31	76	58	30	35	87	31	10	8	19	37	6	126	67	59	64	15	13	35	9
	18%	19%	18%	20%	15%	17%	23% <sub>dh</sub>	19%	16%	19%	20%	19%	18%	15%	17%	18%	16%	17%	20%	24%	17%	19%	20%	18%	17%	21%	16%	16%	25%
No change	592	305	287	95	202	149	146	149	298	91	208	171	82	131	274	87	37	22	55	99	18	384	204	180	190	36	45	110	19
	55%	57%	53%	51%	54%	54%	61% <sub>g</sub>	50%	55%	56%	55%	57%	50%	56%	54%	51%	58%	47%	58%	64% <sub>mn</sub>	51%	57%	61% <sub>z</sub>	53%	51%	49%	52%	51%	54%
Decrease a little	161	73	88	34	57	46	24	53	84	22	54	36	31	40	81	29	9	10	14	12	6	93	40	53	66	9	15	41	3
	15%	14%	16%	18% <sub>f</sub>	15%	17% <sub>f</sub>	10%	18% <sub>f</sub>	16% <sub>f</sub>	14%	14%	12%	19%	17%	16% <sub>r</sub>	10%	14%	22% <sub>r</sub>	14%	8%	17% <sub>r</sub>	14%	12%	16%	18%	13%	18%	19% <sub>u</sub>	7%
Decrease a lot	56	24	32	5	27	18	6	18	32	9	19	13	10	15	34	5	4	4	3	4	25	4	21	31	10	7	14	-	
	5%	5%	6%	2%	7% <sub>f</sub>	7% <sub>f</sub>	3%	6%	6%	6%	5%	4%	6%	6%	7% <sub>r</sub>	3%	6%	8% <sub>r</sub>	4%	2%	10% <sub>nr</sub>	4%	1%	6% <sub>u</sub>	8% <sub>t</sub>	13% <sub>u</sub>	8% <sub>u</sub>	7% <sub>u</sub>	-
NET: Decrease	217	97	120	39	84	64	30	71	116	32	73	49	41	54	115	34	12	14	18	14	9	118	44	74	97	19	22	56	3
	20%	18%	22%	21% <sub>f</sub>	22% <sub>f</sub>	24% <sub>f</sub>	13%	24% <sub>f</sub>	22% <sub>f</sub>	19%	19%	16%	25% <sub>j</sub>	23% <sub>j</sub>	23% <sub>r</sub>	20% <sub>r</sub>	19% <sub>r</sub>	30% <sub>r</sub>	18% <sub>r</sub>	9%	27% <sub>r</sub>	18%	13%	22% <sub>u</sub>	26% <sub>t</sub>	26% <sub>u</sub>	26% <sub>u</sub>	26% <sub>u</sub>	7%
Don't know	34	13	21	12	14	5	4	14	16	1	12	11	4	8	13	7	4	3	4	1	2	19	8	11	14	-	4	10	2
	3%	2%	4%	6% <sub>ef</sub>	4%	2%	1%	5%	3%	1%	3%	4%	3%	3%	3%	4% <sub>r</sub>	6% <sub>r</sub>	7% <sub>r</sub>	4%	1%	5% <sub>r</sub>	3%	2%	3%	4%	-	5%	4%	5%

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) - South 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	1078	1078	1078	1078	1078	539	539	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Weighted base	1078	1078	1078	1078	1078	564	564	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Base (excl NA for %)	784	1053	930	1053	1047	408	399	792	896	1061	949	1074	803	1021	1026	964	649
NET: Increase	156 20%defghjkmno pq	298 28%acdefghjkm nopq	189 20%defghjkmno q	88 8%nopq	102 10%g	38 9%g	21 5%	115 15%defgk	263 29%acdefghjkm nopq	127 12%dg	104 11%g	290 27%acdefghjkm nopq	94 12%dg	136 13%deg	127 12%dg	117 12%dg	86 13%deg
Very likely increase (+2)	38 5%deghjkmnop opq	59 5%deghjkmnop opq	30 3%degjkmnop	6 1%	18 2%cd	10 2%dgp	3 1%	17 2%dp	40 4%deghjkmnop q2%cd	17 2%cd	32 3%degjkmnop	12 2%	14 1%	13 1%	7 1%	14 2%dp	
Likely increase (+1)	118 15%defghjkm nopq	240 23%acdefghjkm nopq	159 17%defghjkmno q	81 8%nopq	85 8%g	28 7%	18 5%	98 12%defgk	224 25%acdefghjkm nopq	109 10%g	87 9%g	257 24%acdefghjkm nopq	82 10%g	122 12%defgk	114 11%defg	110 11%defg	73 11%dg
Stay the same (0)	568 73%bcijklmnop	635 60%kn	524 56%	850 81%abcfhijklm nopq	852 81%abcfhijklm nopq	297 73%bcijklmnop	318 80%abcfhijklm nop	562 71%bcijklmnop	525 59%	687 65%bcikln	528 56%	618 58%	501 62%ckln	564 55%	680 66%bcikln	620 64%ckln	479 74%bcijklmnop
Likely decrease (-1)	19 2%	69 7%aq	124 13%abdeghiq	59 6%a	52 5%a	39 10%adeq	34 8%aeq	60 8%aeq	65 7%aq	152 14%abdefghilq	113 12%abdehiq	121 11%abdehiq	134 17%abdefghikl oq	194 19%abcdefghij klopq	127 12%abdehiq	137 14%abdeghiq	22 3%
Very likely decrease (-2)	8 1%	15 1%	46 5%abdehil	33 3%abe	15 1%	15 4%abe	11 3%	23 3%a	18 2%	67 6%abdeghilq	102 11%abcdefghij mnopq	22 2%	52 6%abdeghilq	91 9%abcdefghij mnopq	49 5%abdeil	54 6%abdehil	23 4%abe
NET: Decrease	27 3%	84 8%a	170 18%abdeghilq	92 9%ae	67 6%a	54 13%abdeq	45 11%aeq	82 10%aeq	82 9%ae	219 21%abdefghilo q	215 23%abcdefghil oq	144 13%abdehiq	186 23%abcdefghil oq	285 28%abcdefghij kimopq	177 17%abdeghilq	191 20%abdefghilq	45 7%a
Don't know	33 4%dejl	35 3%dl	46 5%bdeijlmn	23 2%	26 3%	18 4%dl	15 4%	32 4%dejl	25 3%	28 3%	102 11%abcdefghij mnopq	22 2%	22 3%	36 4%dl	42 4%dejl	36 4%dl	39 6%bdeijlmnp

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 %)	784	1053	930	1053	1047	408	399	792	896	1061	949	1074	803	1021	1026	964	649
Not applicable	294bcdejklmnop	25	148bdeklmnop	25l	31j	157bcdejklmnop	165bcdejklmnop	286bcdejklmnop	182bcdejklmnop	17l	129bdejlnop	4	275bcdejklmnop	57bdejl	52bdejl	114bdejlno	429bcdefghijklmnop
Mean	0.21cdefghijklmnopq	0.25cdefghijklmnopq	*jklmnop	-0.03jklmnop	0.04dfgijklmnop	-0.05kmn	-0.08kn	0.04dfgijklmnop	0.23cdefghijklmnopq	-0.14kn	-0.23	0.15cdefghijklmnopq	-0.17	-0.23	-0.09kmn	-0.13kn	0.05dfgijklmnop
Standard deviation	0.62	0.73	0.82	0.54	0.51	0.65	0.53	0.64	0.73	0.75	0.86	0.74	0.76	0.83	0.70	0.72	0.63
Standard error	0.02	0.02	0.03	0.02	0.02	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.03	0.03	0.02	0.02	0.03

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	784	383	401	162	344	192	86*	270	428	95*	286	209	122*	168	455	124	54*	36**	45*	44*	26*	410	77*	334	355	69*	82*	204	19**
NET: Increase	156 20%	72 19%	83 21%	30 18%	50 14%	54 28% <sup>dg</sup>	22 28% <sup>d</sup>	44 16%	90 21%	27 29%	52 18%	42 20%	32 26%	30 18%	89 20%	23 18%	11 20%	9 25%	12 26%	9 21%	3 13%	69 17%	13 17%	56 17%	84 24% <sup>ht</sup>	23 33% <sup>v</sup>	20 24%	42 21%	3 14%
Very likely increase (+2)	38 5%	15 4%	23 6%	11 7%	9 3%	13 7%	5 5%	14 5%	20 5%	6 7%	11 4%	6 3%	13 11% <sup>ij</sup>	8 5%	24 5%	2 1%	3 6%	3 8%	2 5%	2 5%	2 7% <sup>n</sup>	14 3%	3 4%	11 3%	24 7%	10 15% <sup>vz</sup>	5 6%	9 4%	-
Likely increase (+1)	118 15%	57 15%	61 15%	19 12%	40 12%	41 21% <sup>dg</sup>	17 20%	30 11%	70 16%	21 22%	41 14%	36 17%	19 15%	22 13%	65 14%	21 17%	8 15%	6 17%	10 21%	7 15%	2 6%	55 13%	10 13%	45 13%	60 17%	13 18%	15 18%	33 16%	3 3%
Stay the same (0)	568 73%	280 73%	288 72%	113 70%	271 79% <sup>e</sup>	124 65%	60 71%	201 75%	307 72%	60 63%	210 73%	151 72%	82 68%	125 75%	333 73%	91 74%	35 65%	24 66%	31 69%	33 75%	20 79%	310 76% <sup>w</sup>	57 74%	254 76% <sup>x</sup>	242 68%	41 60%	57 69%	144 71%	16 86%
Likely decrease (-1)	19 2%	8 2%	11 3%	8 5%	8 2%	2 1%	1 1%	12 4%	6 1%	3 3%	9 3%	7 4%	1 1%	2 1%	12 3%	2 1%	4 7%	-	-	-	1 4%	9 2%	3 4%	6 2%	10 3%	1 2%	2 3%	7 3%	-
Very likely decrease (-2)	8 1%	2 *	6 2%	3 2%	3 1%	2 1%	-	3 1%	5 1%	-	1 *	2 1%	1 1%	3 2%	4 1%	1 1%	-	3 8%	-	1 1%	-	3 4%	-	3 3%	5 4%	2 3%	-	3 2%	-
NET: Decrease	27 3%	10 3%	17 4%	11 7%	11 3%	4 2%	1 1%	15 5%	11 3%	3 3%	10 4%	10 5%	2 2%	5 3%	16 4%	3 2%	4 7%	3 8%	-	1 1%	1 4%	12 3%	3 4%	9 3%	15 4%	3 4%	2 3%	10 5%	-
Don't know	33 4%	20 5%	12 3%	9 5%	12 4%	9 5%	2 3%	10 4%	20 5%	5 5%	13 5%	7 3%	6 5%	7 4%	16 4%	7 6%	4 8%	1 2%	2 5%	1 2%	1 4%	19 5%	4 5%	15 4%	14 4%	2 3%	4 4%	8 4%	-
Not applicable	294	149	145	25	33	81 <sup>cdgh</sup>	155 <sup>cdegh</sup>	28	111 <sup>cdg</sup>	67	96	91	42	65	56	47 <sup>mo</sup>	10	11	50 <sup>mno</sup>	111 <sup>mn</sup>	10 <sup>mo</sup>	261 <sup>w</sup>	257 <sup>vz</sup>	4	18	4	4	11 <sup>v</sup>	15
Mean	0.21	0.21	0.21	0.17	0.13	0.34 <sup>dg</sup>	0.31 <sup>d</sup>	0.15	0.23	0.34	0.19	0.18	0.36 <sup>j</sup>	0.18	0.21	0.18	0.21	0.17	0.32	0.24	0.16	0.17	0.18	0.17	0.26	0.42 <sup>v</sup>	0.29	0.19	0.14
Standard deviation	0.62	0.57	0.66	0.71	0.53	0.67	0.59	0.63	0.61	0.66	0.58	0.58	0.73	0.63	0.62	0.50	0.67	0.90	0.57	0.62	0.61	0.56	0.56	0.69	0.87	0.62	0.64	0.64	0.36
Standard error	0.02	0.03	0.04	0.06	0.03	0.05	0.06	0.04	0.03	0.07	0.04	0.04	0.07	0.05	0.04	0.04	0.08	0.16	0.09	0.08	0.09	0.03	0.06	0.04	0.04	0.12	0.06	0.04	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) - South 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 employe d (n)	Part time employe d (o)	Unemplo yed (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1053	526	527	167	373	272	240	278	535	161	374	293	163	223	504	165	60*	40*	95*	155	34*	662	328	334	360	72*	82*	205	31**
NET: Increase	298	166	132	35	93	81	89	55	154	49	99	93	44	63	131	42	19	8	33	57	8	184	110	74	106	19	29	58	8
	28%	32%b	25%	21%	25%	30%g	37%cdgh	20%	29%g	31%	26%	32%	27%	28%	26%	25%	32%	19%	35%	37%amnp	23%	28%	34%v	22%	29%	27%	35%v	28%	26%
Very likely increase (+2)	59	28	30	8	13	20	17	9	32	11	14	12	15	18	28	4	5	1	12	7	1	32	14	19	26	10	10	6	-
	6%	5%	6%	5%	4%	7%	7%	3%	6%	7%	4%	4%	9%ij	8%	6%	3%	8%	2%	13%mnr	5%	4%	5%	4%	6%	7%	14%uvz	12%uz	3%	-
Likely increase (+1)	240	138	102	27	80	61	72	46	122	38	85	81	29	46	103	38	14	7	21	50	6	152	97	55	80	9	19	52	8
	23%	26%b	19%	16%	21%	22%	30%cdgh	16%	23%	24%	23%	28%k	18%	20%	20%	23%	24%	18%	23%	32%am	19%	23%	29%vx	17%	22%	12%	23%	25%v	26%
Stay the same (0)	635	308	328	108	227	161	139	179	317	95	240	174	91	131	316	99	28	27	55	91	19	414	195	219	198	40	42	116	23
	60%	58%	62%	64%	61%	59%	58%	64%	59%	64%	59%	56%	58%	58%	63%o	60%	47%	68%o	58%	59%	55%	63%w	60%	65%y	55%	55%	51%	57%	74%
Likely decrease (-1)	69	26	42	14	30	17	8	28	32	12	22	15	14	18	29	17	8	3	3	5	4	40	16	24	29	5	7	18	-
	7%	5%	8%	8%	8%f	6%	4%	10%f	6%	7%	6%	5%	9%	8%	10%r	10%r	13%lmqr	7%	4%	3%	11%r	6%	5%	7%	8%	5%	8%	9%	-
Very likely decrease (-2)	15	6	9	4	4	7	1	5	9	*	2	3	6	5	8	1	2	2	1	1	*	5	2	3	10	6	2	3	-
	1%	1%	2%	2%	1%	2%	*	2%	2%	*	*	1%	4%i	2%	2%	1%	3%	5%	1%	1%	1%	1%	1%	1%	3%t	8%uvz	2%	1%	-
NET: Decrease	84	32	52	18	34	23	9	33	41	12	24	18	20	22	37	18	9	5	4	6	4	45	18	27	39	10	8	20	-
	8%	6%	10%	11%f	9%f	9%	4%	12%f	8%	6%	6%	13%ij	10%	7%	11%r	15%lmqr	11%	5%	4%	13%r	7%	6%	8%	11%	14%u	10%	10%	-	-
Don't know	35	20	15	7	19	7	2	11	22	4	12	9	7	7	19	6	4	1	2	1	3	18	4	14	17	3	4	10	-
	3%	4%	3%	4%	5%f	3%	1%	4%f	4%f	3%	3%	3%	4%	3%	4%	3%	6%r	1%	2%	1%	9%r	3%	1%	4%u	5%	4%	4%u	5%u	-
Not applicable	25	6	20a	19defh	4	1	1	20defh	5	1	8	7	1	9	7	5r	5mqr	7mnr	-	-	1qr	9	5	3	13t	*	3	9v	4
Mean	0.25	0.31b	0.20	0.13	0.20	0.27g	0.40cdg	0.10	0.26g	0.31	0.24	0.30	0.21	0.25	0.23	0.17	0.23	0.05	0.43mnp	0.37mnp	0.15	0.26	0.32v	0.20	0.24	0.20	0.36	0.21	0.26
Standard deviation	0.73	0.71	0.74	0.73	0.68	0.79	0.69	0.70	0.74	0.73	0.64	0.68	0.88	0.80	0.72	0.68	0.89	0.71	0.80	0.66	0.75	0.68	0.67	0.69	0.83	1.05	0.89	0.70	0.44
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.04	0.03	0.06	0.04	0.04	0.07	0.05	0.04	0.05	0.10	0.12	0.09	0.04	0.10	0.03	0.03	0.05	0.04	0.14	0.08	0.05	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) - South 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 Ret-ired	AB (i)	C1 (j)	C2 (k)	DE (l)	Full time employe d (m)	Part time employe d (n)	Unemploye d (o)	Not work- ing but seek- ing (p)	State pension (q)	Pri- vate pension (r)	House person (s)	NET: Home- owners (t)	Owned out- right (u)	Owned with mort- gage (v)	NET: Rent- ers (w)	Rent- ed from coun- cil (x)	Rent- ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	930	468	462	151*	336	237	206	252	472	139	343	250	149	188	461	143	53*	28**	77*	137	31*	623	309	313	277	61*	69*	147	31**
NET: Increase	189 20%	108 23%	82 18%	27 18%	78 23%	50 21%	34 16%	49 19%	107 23%	30 21%	65 19%	62 25%l	36 24%l	27 14%	103 22%q	24 17%	9 17%	1 2%	8 10%	35 25%q	10 30%nq	147 24%w	61 20%	86 27%yz	37 13%	8 13%	10 15%	19 13%	5 16%
Very likely increase (+2)	30 3%	13 3%	18 4%	7 4%	15 5%	3 1%	5 3%	9 4%	16 3%	-	12 4%	9 4%	4 2%	6 3%	19 4%	4 3%	1 2%	-	2 3%	4 3%	* 1%	21 3%	7 2%	14 5%	9 3%	4 7%	2 3%	3 2%	-
Likely increase (+1)	159 17%	95 20%b	64 14%	21 14%	63 19%	47 20%	28 14%	40 16%	91 19%	30 21%	52 15%	53 21%l	33 22%l	21 11%	85 18%q	20 14%	8 15%	1 2%	6 8%	31 22%q	9 30%nq	126 20%w	55 18%	72 23%xyz	27 10%	4 6%	8 12%	16 11%	5 16%
Stay the same (0)	524 56%	260 56%	264 57%	92 61%	172 51%	129 54%	131 64%dh	143 57%	250 53%	76 55%	200 58%	264 59%	73 49%	104 55%	254 55%	80 56%	25 48%	20 72%	48 63%	83 60%	14 46%	342 55%	193 62%v	150 48%	162 58%	32 53%	35 51%	94 64%v	20 66%
Likely decrease (-1)	124 13%	53 11%	71 15%	19 13%	50 15%	32 13%	23 11%	42 17%	60 13%	19 13%	51 15%j	21 9%	13 9%	38 20%jkl	59 13%r	27 19%r	9 17%r	5 18%	11 14%	8 6%	5 15%r	83 13%	31 10%	52 17%u	37 14%	10 17%	9 13%	18 12%	3 11%
Very likely decrease (-2)	46 5%	20 4%	27 6%	4 2%	20 6%	13 5%	10 5%	9 4%	27 6%	7 5%	11 3%	6 2%	19 13%ijl	11 6%	6 5%	4 4%	8 2%	1 9%	7 9%	6 4%	1 5%	23 4%	14 5%	9 3%	22 8%t	6 11%v	7 11%uv	8 5%	2 6%
NET: Decrease	170 18%	73 16%	97 21%	23 15%	70 21%	45 19%	33 16%	51 20%	87 18%	25 18%	63 18%j	27 11%	32 21%j	48 26%j	80 17%	33 23%r	13 25%r	6 20%	18 23%r	14 10%	6 20%	106 17%	45 15%	61 20%	59 21%	17 27%u	17 24%u	26 17%	5 17%
Don't know	46 5%	27 6%	19 4%	9 6%	16 5%	13 6%	8 4%	10 4%	28 6%	8 5%	16 5%	13 5%	8 5%	10 5%	23 5%	6 4%	5 10%	2 6%	3 4%	5 4%	1 4%	26 4%	10 3%	16 5%	19 7%	4 7%	7 10%u	9 6%	-
Not applicable	148	64	84	36dh	42	36	35	46	67	23	39	50ik	15	44ik	49	28m	12m	19	18m	18	4	48	24	25	96t	12uv	17uv	67uvxy	4
Mean	*	0.06	-0.06	0.05	0.01	-0.02	-0.02	-0.01	0.02	-0.02	0.01	0.16kl	-0.08	-0.15	0.05q	-0.08	-0.16	-0.22	-0.20	0.15noq	0.07	0.07w	0.03y	0.10y	-0.13	-0.20	-0.19	-0.08	-0.07
Standard deviation	0.82	0.79	0.84	0.76	0.89	0.80	0.76	0.80	0.85	0.76	0.78	0.73	0.98	0.82	0.83	0.80	0.88	0.52	0.83	0.76	0.84	0.80	0.75	0.85	0.85	0.98	0.94	0.74	0.73
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.05	0.04	0.07	0.05	0.05	0.08	0.05	0.05	0.06	0.11	0.10	0.10	0.06	0.11	0.03	0.04	0.06	0.05	0.15	0.10	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) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1053	525	528	185	373	265	230	293	530	157	368	292	162	230	502	168	64*	47*	90*	146	34*	652	321	331	366	71*	84*	211	34**
NET: Increase	88 8%	51 10%	37 7%	26 14%eh	29 8%	16 6%	17 7%	30 10%	41 8%	8 5%	28 8%	28 10%	13 8%	19 8%	46 9%	8 5%	8 13% n	4 9%	10 11%	8 6%	3 8%	54 8%	30 9%	25 8%	28 8%	6 9%	6 7%	16 7%	5 15%
Very likely increase (+2)	6 1%	5 1%	2 *	1 *	2 1%	2 1%	1 *	1 *	4 1%	* *	1 *	1 *	1 *	3 1%	3 1%	1 *	- 2%	1 2%	- -	1 1%	1 2%	2 *	2 1%	- -	4 1%	1 2%	2 2% v	1 1%	- -
Likely increase (+1)	81 8%	46 9%	36 7%	25 13% deh	26 7%	14 5%	16 7%	28 10%	37 7%	8 5%	26 7%	27 9%	12 7%	16 7%	44 9%	8 5%	8 13% nr	3 7%	10 11%	7 5%	2 6%	52 8%	28 9%	25 8%	24 6%	5 7%	4 5%	15 7%	5 15%
Stay the same (0)	850 81%	409 78%	441 84% a	144 78%	293 79%	211 80%	202 88% cdeg h	232 79%	417 79%	131 83%	308 84%	242 83%	124 77%	176 76%	392 78%	148 88% mops	46 72%	32 69%	75 83%	130 89% mops	25 74%	545 84% w	268 83% x	277 84% x	277 76%	50 70%	65 77%	163 77%	27 79%
Likely decrease (-1)	59 6%	36 7%	23 4%	9 5%	23 6%	19 7%	7 3%	12 4%	40 8% f	10 7%	22 6%	12 4%	9 6%	16 7%	6 4%	6 10% r	5 11%	3 3%	5 3%	4 10% r	24 4%	14 4%	10 3%	34 9% t	4 6%	5 6%	25 12% uv	2 5%	
Very likely decrease (-2)	33 3%	16 3%	17 3%	4 2%	17 5% f	10 4%	2 1%	14 5% f	16 3%	2 1%	6 2%	2 1%	13 8% ij	12 5% ij	22 4% r	2 1%	- -	5 11% nor	3 3% r	- -	1 2% r	15 2%	4 6%	10 3%	18 5% t	10 14% uvz	3 4%	5 2%	- -
NET: Decrease	92 9%	52 10%	40 8%	13 7%	40 11% f	29 11% f	10 4%	26 9%	57 11% f	13 8%	28 8%	14 5%	22 13% j	28 12% j	52 10% r	9 5%	6 10% r	10 22% mnqr	6 7%	5 3%	4 13% r	38 6%	18 6%	20 6%	52 14% t	14 20% uv	8 10%	30 14% uv	2 5%
Don't know	23 2%	14 3%	9 2%	2 1%	11 3%	8 3%	1 1%	6 2%	16 3%	5 3%	4 1%	8 3%	3 2%	7 3%	3 2%	4 6% q	- -	- -	3 2%	2 5% q	14 2%	6 2%	8 2%	9 2%	1 1%	6 7% uz	3 1%	- -	
Not applicable	25	7	18	1	5	8	11cdh	5	9	5	13	7	2	2	8	2	-	-	5m	9mno	1	19	12	7	6	2	1	4	-
Mean	-0.03	-0.03	-0.03	0.05e	-0.07	-0.08	0.03de	-0.03	-0.05	-0.04	-0.01	0.04kl	-0.13	-0.08	-0.05	-0.01p	0.03	-0.22	*	0.03p	-0.05	0.01w	0.03xz	-0.02x	-0.11	-0.24	-0.04	-0.08	0.10
Standard deviation	0.54	0.57	0.50	0.53	0.59	0.56	0.40	0.59	0.55	0.43	0.46	0.43	0.67	0.64	0.59	0.39	0.49	0.83	0.53	0.33	0.61	0.47	0.46	0.49	0.64	0.84	0.62	0.55	0.45
Standard error	0.02	0.02	0.02	0.04	0.03	0.04	0.02	0.04	0.03	0.04	0.03	0.02	0.05	0.04	0.03	0.03	0.05	0.13	0.06	0.02	0.08	0.02	0.02	0.03	0.03	0.11	0.06	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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Base (excl NA for %)	1047	523	524	169	372	267	240	277	530	159	373	290	162	222	499	165	61*	37*	95*	154	35*	660	326	334	356	71*	81*	204	31**	
NET: Increase	102	58	45	15	33	22	32	23	47	10	26	36	17	23	43	10	10	3	14	20	3	54	31	23	44	12	14	18	5	
	10%	11%	9%	9%	9%	8%	13%	8%	9%	6%	7%	12% <i>i</i>	11%	10%	9%	6%	17% <i>mn</i>	7%	15% <i>n</i>	13% <i>n</i>	8%	8%	10%	7%	12%	16% <i>uv</i>	18% <i>uvz</i>	9%	15%	
Very likely increase (+2)	18	8	10	3	7	4	4	4	10	1	6	5	3	4	9	2	1	-	3	1	1	8	5	4	9	3	4	2	-	
	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	1%	-	3%	1%	3%	1%	1%	1%	3%	5%	4	5% <i>uv</i>	1%	-
Likely increase (+1)	85	50	35	13	25	19	28	19	37	9	21	31	15	19	34	7	10	3	11	18	2	46	27	19	34	8	10	15	5	
	8%	9%	7%	7%	7%	7%	12% <i>h</i>	7%	7%	5%	6%	11% <i>i</i>	9%	8%	7%	4%	16% <i>mn</i>	7%	11%	12% <i>n</i>	5%	7%	8%	6%	10%	12%	13% <i>uv</i>	8%	15%	
Stay the same (0)	852	417	434	137	299	219	196	224	432	140	313	234	127	178	403	145	43	29	77	126	28	560	274	286	265	51	57	157	26	
	81%	80%	83%	81%	80%	82%	82%	81%	81%	88%	84%	81%	78%	80%	81%	87% <i>o</i>	71%	77%	81%	82%	80%	85% <i>w</i>	84% <i>y</i>	86% <i>xyz</i>	75%	72%	70%	77%	83%	
Likely decrease (-1)	52	27	24	8	23	14	6	17	28	6	24	11	5	13	31	6	4	3	1	5	2	26	11	15	25	2	6	17	1	
	5%	5%	5%	5%	6%	5%	3%	6%	6%	4%	6%	4%	3%	6%	6%	4%	6%	7%	1%	4%	2	4%	3%	5%	7%	3%	8% <i>u</i>	3%	1	
Very likely decrease (-2)	15	6	9	2	6	3	3	4	7	1	4	2	5	5	7	1	2	2	3	1	*	4	3	1	11	2	2	7	-	
	1%	1%	2%	1%	2%	1%	1%	1%	1%	*	1%	1%	3%	2%	1%	2%	5% <i>r</i>	3%	*	1%	1%	1%	1%	*	3% <i>t</i>	2%	2%	3% <i>v</i>	-	
NET: Decrease	67	33	33	10	30	17	10	21	36	7	27	12	9	18	38	7	4	4	6	3	30	14	16	36	4	8	24	1		
	6%	6%	6%	6%	8%	6%	4%	8%	7%	4%	7%	4%	6%	8%	8%	4%	7%	12%	4%	4%	8%	5%	4%	5%	10% <i>t</i>	6%	9%	12% <i>uv</i>	3%	
Don't know	26	15	11	7	10	8	1	9	16	2	6	8	8	4	14	4	3	2	-	3	1	15	7	9	11	4	2	5	-	
	3%	3%	2%	4% <i>f</i>	3%	3%	1%	3%	3% <i>f</i>	1%	2%	3%	5%	2%	3%	2%	4% <i>q</i>	4%	-	2%	4% <i>q</i>	2%	2%	3%	3%	6%	3%	2%	-	
Not applicable	31	9	22a	18 <i>defh</i>	6	6	1	21 <i>defh</i>	9	3	9	9	2	10	12	5	3 <i>qr</i>	9 <i>mnoqrs</i>	-	1	*	11	7	4	17 <i>t</i>	1	5 <i>v</i>	11 <i>v</i>	3	
Mean	0.04	0.05	0.02	0.04	0.01	0.02	0.10	0.01	0.03	0.02	*	0.10 <i>i</i>	0.04	0.02	0.01	0.03	0.10	-0.10	0.11	0.09	0.02	0.04	0.06 <i>z</i>	0.03	0.02	0.13	0.11 <i>z</i>	-0.05	0.12	
Standard deviation	0.51	0.51	0.51	0.49	0.54	0.48	0.51	0.51	0.36	0.47	0.49	0.56	0.55	0.52	0.41	0.58	0.59	0.61	0.45	0.55	0.43	0.46	0.41	0.64	0.67	0.70	0.59	0.41		
Standard error	0.02	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.06	0.10	0.07	0.03	0.02	0.02	0.02	0.03	0.03	0.09	0.07	0.04	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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)	Rent-ed from council (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	539	283	256	92	186	119	142	141	256	75	163	155	82	139	191	104	45	23	31	114	31	337	203	134	192	28	51	113	10
Weighted base	564	266	298	106*	215	131*	113	166	285	76*	224	143	86*	111	287	89*	31*	27**	34**	81*	15**	358	162	196	181	37**	35*	110*	25**
Base (excl NA for %)	408	199	208	84*	164	83*	76*	139*	192	43*	178*	100*	56*	73*	229	60*	21**	9**	22**	56*	10**	260	99	161*	123*	25**	20**	77*	24**
NET: Increase	38 9%	19 9%	19 9%	8 9%	8 5%	7 8%	15 20% <sup>dgh</sup>	12 9%	11 5%	5 11%	14 8%	9 9%	5 9%	10 14%	14 6%	6 9%	3 16%	-	5 20%	9 17% <sup>m</sup>	1 12%	18 7%	8 8%	10 6%	15 12%	5 18%	5 25%	6 7%	5 19%
Very likely increase (+2)	10 2%	6 3%	4 2%	2 2%	5 3%	3 3%	1 2%	5 3%	4 2%	2 5%	3 2%	3 3%	3 6%	*	6 3%	1 2%	-	-	2 3%	1 7%	7 3%	1 1%	5 3%	3 3%	-	2 9%	2 5%	-	
Likely increase (+1)	28 7%	13 7%	15 7%	6 8%	4 2%	4 5%	14 18% <sup>d</sup>	8 5%	6 3%	3 6%	11 6%	5 5%	2 3%	10 13%	8 3%	4 7%	3 16%	-	5 20%	8 14% <sup>m</sup>	*	12 4%	7 7%	5 3%	12 10%	5 18%	3 15%	4 5%	5 19%
Stay the same (0)	297 73%	142 71%	155 75%	63 75%	123 75% <sup>f</sup>	65 77%	47 61%	103 74%	147 77% <sup>f</sup>	33 76%	142 79% <sup>l</sup>	75 75%	36 64%	45 61%	176 77%	43 72%	12 59%	8 85%	12 56%	37 67%	8 81%	204 78% <sup>w</sup>	77 78%	127 79%	80 65%	12 49%	10 50%	57 74%	14 55%
Likely decrease (-1)	39 10%	20 10%	19 9%	10 11%	19 12% <sup>e</sup>	2 2%	9 12% <sup>e</sup>	12 9%	18 9%	-	16 9%	9 9%	4 7%	11 15%	20 9%	4 6%	3 17%	1 15%	5 20%	6 10%	*	26 10%	10 10%	16 10%	11 9%	2 9%	2 11%	6 8%	3 12%
Very likely decrease (-2)	15 4%	9 5%	6 3%	1 1%	8 5%	1 1%	5 6%	5 4%	5 3%	1 3%	3 2%	2 10% <sup>i</sup>	5 10% <sup>i</sup>	5 6%	9 4%	1 2%	1 3%	-	1 4%	3 6%	-	3 1%	1 1%	2 1%	9 7% <sup>t</sup>	2 10%	1 4%	6 7% <sup>uv</sup>	3 13%
NET: Decrease	54 13%	29 15%	25 12%	11 13%	27 16% <sup>e</sup>	3 3%	14 19% <sup>e</sup>	18 13%	23 12%	1 3%	19 11%	11 11%	9 16%	16 21%	30 13%	5 8%	4 19%	1 15%	5 24%	9 16%	*	28 11%	11 11%	18 16%	20 19%	5 15%	3 15%	12 15%	6 26%
Don't know	18 4%	10 5%	8 4%	3 3%	5 3%	10 11% <sup>df</sup>	*	6 4%	12 6%	5 11%	3 2%	6 6%	3 11% <sup>i</sup>	3 4%	9 4%	7 11% <sup>r</sup>	1 6%	-	-	*	10 4%	3 3%	7 4%	8 7%	3 14%	2 11%	3 3%	-	
Not applicable	157	67	90	22	51	48 <sup>cdg</sup>	37 <sup>cdg</sup>	27	93 <sup>cdg</sup>	33	46	43 <sup>i</sup>	30 <sup>i</sup>	38 <sup>i</sup>	58	29 <sup>m</sup>	11	18	11	25 <sup>m</sup>	5	97	62 <sup>vz</sup>	35	59	12	14	32 <sup>v</sup>	1
Mean	-0.05	-0.07	-0.04	-0.03	-0.14	0.07	-0.03	-0.04	-0.07	0.12	-0.03	*	-0.13	-0.14	-0.08	0.02	-0.06	-0.15	-0.08	-0.02	0.15	-0.03	-0.02	-0.03	-0.09	-0.12	0.16	-0.14	-0.20
Standard deviation	0.65	0.69	0.62	0.58	0.67	0.52	0.79	0.67	0.57	0.64	0.55	0.61	0.90	0.75	0.64	0.58	0.70	0.38	0.76	0.78	0.63	0.55	0.52	0.56	0.79	0.89	0.95	0.71	0.92
Standard error	0.03	0.05	0.05	0.07	0.06	0.06	0.08	0.07	0.05	0.10	0.05	0.06	0.13	0.08	0.05	0.07	0.14	0.12	0.17	0.09	0.14	0.04	0.05	0.06	0.07	0.22	0.18	0.08	0.31

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) - South 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 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	539	283	256	92	186	119	142	141	256	75	163	155	82	139	191	104	45	23	31	114	31	337	203	134	192	28	51	113	10
Weighted base	564	266	298	106*	215	131*	113	166	285	76*	224	143	86*	111	287	89*	31*	27**	34**	81*	15**	358	162	196	181	37**	35*	110*	25**
Base (excl NA for %)	399	192	207	96*	171	79*	53*	152*	194	32*	176*	96*	56*	71*	231	61*	27**	16**	15**	41*	8**	239	84*	154*	135	27**	23**	85*	25**
NET: Increase	21	11	10	8	6	3	4	11	6	2	5	8	5	4	12	3	1	-	1	3	1	9	6	3	11	1	3	7	2
	5%	6%	5%	8%	4%	3%	8%	7%	3%	7%	3%	8%	9%	6%	5%	5%	5%	-	8%	7%	9%	4%	7%	2%	8%	4%	11%	8%	8%
Very likely increase (+2)	3	1	2	1	2	-	-	2	1	-	2	1	-	*	2	-	-	-	-	-	1	1	*	1	2	-	-	2	-
	1%	1%	1%	1%	1%	-	-	1%	1%	-	1%	1%	-	*	1%	-	-	-	-	-	9%	1%	*	1%	1%	-	-	2%	-
Likely increase (+1)	18	10	9	7	4	3	4	9	5	2	3	6	5	4	10	3	1	-	1	3	-	7	6	2	9	1	3	5	2
	5%	5%	4%	7%	2%	3%	8%	6%	2%	7%	2%	7%	9% <i>ai</i>	5%	4%	5%	-	8%	7%	-	3%	7% <i>av</i>	1%	7%	4%	11%	6%	8%	
Stay the same (0)	318	145	172	81	130	66	40	119	158	25	149	80	38	51	184	48	19	16	13	30	8	202	71	131	99	17	15	67	16
	80%	76%	83%	84%	76%	84%	75%	79%	81%	79%	85% <i>kl</i>	83%	68%	71%	80%	79%	71%	100%	84%	73%	91%	85% <i>w</i>	84%	85%	73%	62%	68%	79%	64%
Likely decrease (-1)	34	18	16	4	19	4	6	14	14	2	2	3	7	17	5	4	-	-	-	-	17	4	12	10	2	1	6	7	29%
	8%	9%	8%	5%	11%	4%	12%	9%	7%	7%	12% <i>jl</i>	2%	5%	10% <i>jl</i>	8%	8%	15%	-	-	18%	-	7%	5%	8%	7%	8%	6%	8%	
Very likely decrease (-2)	11	6	5	-	8	2	1	2	9	1	-	3	4	5	10	1	1	-	-	-	-	6	1	5	5	2	1	2	-
	3%	3%	2%	-	5%	3%	1%	1%	5%	5%	-	3%	7% <i>ai</i>	7% <i>ai</i>	4%	2%	2%	-	-	-	-	3%	1%	3%	4%	9%	4%	3%	-
NET: Decrease	45	24	21	4	28	6	7	16	22	4	22	4	7	12	27	6	5	-	7	-	23	5	17	15	5	2	9	7	
	11%	13%	10%	5%	16% <i>c</i>	7%	13%	10%	12%	12%	5%	12%	17% <i>jl</i>	12%	10%	17%	-	-	18%	-	9%	6%	11%	11%	17%	9%	10%	29%	
Don't know	15	11	4	3	6	4	2	6	8	1	1	4	6	4	8	4	2	-	1	1	-	5	3	3	10	5	3	3	-
	4%	6%	2%	3%	4%	6%	3%	4%	4%	3%	1%	4%	11% <i>i</i>	6% <i>i</i>	3%	7%	7%	-	8%	1%	-	2%	3%	2%	7% <i>at</i>	17%	12%	3%	-
Not applicable	165	74	91	10	44 <i>cg</i>	52 <i>cdgh</i>	60 <i>cdgh</i>	14	91 <i>cdg</i>	44	48	48 <i>i</i>	30 <i>i</i>	40 <i>i</i>	56	28 <i>m</i>	5	11	19	39 <i>mn</i>	6	119 <i>w</i>	77 <i>vz</i>	42	46	10	12	24	-
Mean	-0.08	-0.10	-0.07	0.05 <i>dh</i>	-0.17	-0.08	-0.07	-0.03	-0.13	-0.10	-0.09	0.02 <i>i</i>	-0.12	-0.18	-0.10	-0.07	-0.15	0.00	0.08	-0.10	0.17	-0.08	*	-0.12	-0.07	-0.26	-0.02	-0.03	-0.21
Standard deviation	0.53	0.56	0.50	0.41	0.61	0.46	0.51	0.50	0.55	0.58	0.41	0.51	0.70	0.66	0.57	0.46	0.54	0.00	0.29	0.50	0.60	0.47	0.42	0.50	0.61	0.73	0.61	0.57	0.58
Standard error	0.03	0.04	0.04	0.05	0.05	0.06	0.06	0.05	0.04	0.10	0.04	0.05	0.10	0.07	0.05	0.06	0.09	0.00	0.08	0.07	0.14	0.03	0.04	0.05	0.05	0.17	0.11	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) - South 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 from council (y)	Rent from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	792	414	378	161	286	183	162	253	377	103*	296	217	111*	168	401	118	51*	37**	66*	95	24*	476	233	243	287	54*	65*	168	29**
NET: Increase	115	57	58	31	38	25	21	42	52	21	42	40	16	17	55	14	15	6	10	11	3	70	39	31	40	7	9	24	5
	15%	14%	15%	19%	13%	14%	13%	17%	14%	20%	14%	18%l	14%	10%	14%	12%	30%mn	18%	15%	12%	14%	15%	17%	13%	14%	12%	14%	14%	18%
Very likely increase (+2)	17	12	5	4	6	5	1	5	11	1	7	5	2	3	7	1	3	3	1	2	1	12	5	6	5	1	2	3	-
	2%	3%	1%	3%	2%	3%	1%	2%	3%	1%	2%	2%	2%	2%	2%	1%	5%n	8%	1%	2%	3%	2%	2%	3%	2%	2%	2%	2%	-
Likely increase (+1)	98	45	54	27	31	20	20	37	41	19	35	35	14	14	49	13	13	4	9	9	3	58	33	25	35	6	8	22	5
	12%	11%	14%	17%	11%	11%	12%	15%	11%	19%	12%	16%l	13%	8%	12%	11%	24%mn	10%	14%	9%	11%	12%	14%	10%	12%	11%	12%	13%	18%
Stay the same (0)	562	294	268	100	198	133	131	168	262	68	211	151	75	125	270	91	25	26	51	80	17	346	174	171	196	41	44	111	20
	71%	71%	71%	62%	69%	72%	81%cdgh	67%	70%	66%	71%	69%	67%	75%	67%o	77%o	49%	72%	78%o	85%mos	71%o	73%	75%	71%	68%	75%	67%	66%	72%
Likely decrease (-1)	60	35	25	18	30	9	3	28	29	4	30	12	8	10	45	5	5	3	-	2	1	30	9	21	27	2	3	21	3
	8%	8%	7%	11%f	10%f	5%	2%	11%f	8%f	4%	10%	5%	7%	6%	11%nqr	4%	9%qr	8%	-	2%	4%	6%	4%	9%	9%	5%	4%	13%u	11%
Very likely decrease (-2)	23	13	10	5	9	8	1	5	17	5	7	5	9	2	16	2	2	-	1	-	2	12	3	9	10	3	1	7	-
	3%	3%	3%	3%	3%	4%	1%	2%	4%f	5%	2%	8%ijl	1%	4%	2%	4%	-	-	2%	-	7%r	3%	1%	4%	4%	6%	1%	4%	-
NET: Decrease	82	48	35	23	38	17	4	33	46	8	37	17	16	12	60	7	6	3	1	2	3	42	12	30	37	5	3	28	3
	10%	12%	9%	14%f	13%f	9%f	2%	13%f	12%f	8%	13%	8%	15%	7%	15%nqr	6%	12%qr	8%	2%	2%	10%r	9%	5%	12%u	13%	10%	5%	17%uy	11%
Don't know	32	16	17	7	12	8	5	10	17	6	5	10	4	14	15	6	4	1	3	1	1	18	8	10	14	1	8	4	-
	4%	4%	4%	4%	4%	5%	3%	4%	5%	6%	2%	4%	3%	8%i	4%	5%	9%r	3%	5%	1%	5%	4%	4%	4%	5%	2%	13%uvz	3%	-
Not applicable	286	118	169a	26	91cg	90cdg	79cdg	45	162cdg	59	86	83	53i	65	109	52mo	13	10	30mo	61mnoq	11mo	195w	100z	95z	85	19	20	46	6
Mean	0.04	0.02	0.05	0.05	-0.01	0.02	0.11	0.04	*	0.09	0.02	0.11k	-0.07	0.03	-0.04	0.05	0.21m	0.18	0.13	0.12m	*	0.06	0.13vz	-0.01	-0.01	-0.02	0.12	-0.05	0.07
Standard deviation	0.64	0.67	0.61	0.72	0.67	0.68	0.45	0.65	0.71	0.69	0.65	0.64	0.77	0.53	0.69	0.52	0.85	0.69	0.51	0.45	0.76	0.63	0.57	0.69	0.67	0.68	0.58	0.70	0.54
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.03	0.04	0.04	0.07	0.04	0.04	0.07	0.04	0.04	0.10	0.12	0.07	0.04	0.11	0.03	0.03	0.05	0.04	0.11	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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	896	451	445	146*	302	240	208	244	444	143	337	248	148	162	438	149	43*	19**	76*	141	29*	598	295	303	263	53*	54*	156	34**
NET: Increase	263	149	114	39	84	74	67	66	131	45	93	83	40	47	128	38	11	6	24	46	10	155	90	65	98	21	24	52	10
	29%	33%b	26%	26%	28%	31%	32%	27%	29%	32%	28%	34%	27%	29%	29%	26%	26%	30%	31%	33%	34%	26%	30%v	22%	37%t	40%v	44%uv	34%v	30%
Very likely increase (+2)	40	25	15	-	18	12	9	6	25	6	10	14	8	8	24	4	-	-	5	6	1	24	12	12	15	6	2	8	-
	4%	6%	3%	-	6%c	5%c	4%c	2%	6%c	4%	3%	6%	5%	5%	5%	3%	-	-	6%	4%	4%	4%	4%	6%	11%	3%	5%	-	-
Likely increase (+1)	224	124	99	39	65	62	58	60	106	40	84	69	32	38	104	34	11	6	19	40	9	131	78	53	82	16	22	44	10
	25%	28%	22%	26%	22%	26%	28%	24%	24%	28%	25%	28%	22%	24%	24%	23%	26%	30%	25%	28%	30%	22%	26%v	17%	31%t	29%	41%uv	28%v	30%
Stay the same (0)	525	250	276	86	173	139	128	145	253	81	203	143	86	93	251	98	18	10	47	85	17	376	183	193	129	24	22	83	21
	59%	55%	62%	59%	57%	58%	62%	59%	57%	60%	58%	58%	57%	57%	57%	65%o	43%	54%	61%	60%o	58%	63%w	62%y	64%xy	49%	45%	40%	53%	60%
Likely decrease (-1)	65	28	37	12	31	13	8	21	36	11	30	11	9	14	33	11	7	2	3	6	2	43	12	30	19	3	3	13	3
	7%	6%	8%	8%	10%f	6%	4%	9%	8%	8%	9%	4%	6%	9%	8%	7%	16%qr	11%	5%	4%	7%	7%	4%	10%u	7%	5%	5%	8%	10%
Very likely decrease (-2)	18	10	8	4	4	7	2	6	10	2	1	4	11	2	12	-	3	1	1	1	-	7	4	4	10	3	2	5	-
	2%	2%	2%	3%	1%	3%	1%	2%	2%	1%	*	1%	7%ijl	1%	3%	-	6%nr	5%	1%	1%	-	1%	1%	1%	4%t	6%uv	3%	3%	-
NET: Decrease	82	38	45	16	35	21	11	26	45	13	32	15	20	16	45	11	9	3	4	8	2	50	16	34	29	6	4	18	3
	9%	8%	10%	11%	12%f	9%	5%	11%f	10%f	9%	9%	6%	13%j	10%	10%	7%	22%mnqr	16%	6%	5%	7%	8%	5%	11%u	11%	12%	8%	12%u	10%
Don't know	25	14	11	6	10	6	2	7	15	3	9	7	2	7	14	2	4	-	1	3	*	17	6	11	8	2	4	2	-
	3%	3%	2%	4%	3%	3%	1%	3%	3%	2%	3%	3%	1%	4%	3%	2%	10%mnr	-	2%	2%	1%	3%	2%	4%	3%	3%	7%uz	1%	-
Not applicable	182	81	101	41ef	75ef	33	33	54	95e	19	45	52ik	16	70ijk	72	21	21mnqr	27	19r	14	7r	73	38	35	109t	19uv	31uvxz	59uv	-
Mean	0.23	0.29b	0.18	0.14	0.22	0.25	0.30c	0.17	0.23	0.26	0.21	0.33k	0.12	0.24	0.23	0.21	-0.02	0.10	0.31o	0.31o	0.32	0.21	0.28v	0.14	0.29	0.34	0.39v	0.24	0.20
Standard deviation	0.73	0.76	0.70	0.67	0.77	0.67	0.71	0.77	0.72	0.66	0.72	0.88	0.73	0.78	0.61	0.87	0.79	0.71	0.68	0.68	0.69	0.67	0.70	0.85	0.99	0.79	0.82	0.61	
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.04	0.04	0.07	0.05	0.05	0.05	0.12	0.18	0.08	0.05	0.09	0.03	0.03	0.05	0.05	0.15	0.09	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) - South 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	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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Base (excl NA for %)	1061	527	535	185	370	270	236	294	532	161	376	295	163	227	500	170	64*	45*	93*	154	35*	667	330	337	360	71*	84*	205	34**	
NET: Increase	127	74	53	33	52	21	19	52	55	8	54	35	17	22	66	13	13	1	8	18	7	68	25	43	53	8	13	33	6	
	12%	14%	10%	18%efh	14%ef	8%	8%	18%efh	10%	5%	14%	12%	10%	10%	13%	8%	20%npq	3%	8%	12%	20%npq	10%	8%	13%	15%	11%	15%u	16%u	17%	
Very likely increase	(+2)	17	11	6	3	9	4	2	3	13	1	4	8	2	3	11	1	-	-	2	3	7	4	3	10	2	3	5	-	
		2%	2%	1%	1%	3%	1%	1%	1%	2%	1%	3%	1%	1%	2%	*	1%	-	-	1%	7%mnqr	1%	1%	1%	3%	4%	4%	2%	-	
Likely increase	(+1)	109	63	46	30	43	18	18	49	42	6	49	27	15	19	55	13	1	8	16	5	61	21	39	43	5	10	28	6	
		10%	12%	9%	16%efh	12%	7%	8%	17%efh	8%	4%	13%	9%	9%	8%	11%	7%	18%np	3%	8%	10%	13%	9%	6%	12%u	12%	7%	11%	14%u	17%
Stay the same	(0)	687	358	329	108	218	177	183	165	339	111	240	204	95	148	309	115	26	30	69	119	20	457	253	203	205	43	48	115	25
		65%	68%	62%	58%	59%	66%	78%cddeg	56%	64%	69%	64%	69%k	58%	65%	62%o	68%o	40%	67%o	74%os	77%amos	56%	69%w	77%vxyz	60%	57%	60%	57%	56%	73%
Likely decrease	(-1)	152	53	99	31	56	37	27	53	72	24	53	33	27	40	73	22	18	7	13	11	7	84	32	52	64	12	16	36	3
		14%	10%	19%a	17%	15%	14%	12%	18%	13%	15%	14%	11%	16%	17%j	15%r	13%	29%mnqr	16%	14%	7%	20%r	13%	10%	15%	18%t	17%	19%u	18%u	10%
Very likely decrease	(-2)	67	26	41	8	29	26	5	15	47	15	24	13	20	11	38	14	4	4	3	3	1	43	12	30	25	8	3	13	-
		6%	5%	8%	4%	8%f	9%f	2%	5%	9%f	9%	6%	4%	12%jl	5%	8%r	8%r	6%	9%r	4%	2%	2%	6%	4%	9%u	7%	11%u	4%	7%	-
NET: Decrease		219	79	140	39	85	63	32	68	119	39	77	46	47	50	111	36	22	11	16	15	8	127	45	82	89	20	19	50	3
		21%	15%	26%a	21%	23%f	23%f	14%	23%f	22%f	24%	20%	16%	28%kj	22%	22%r	21%r	34%mnqr	25%r	18%	9%	22%r	19%	13%	24%u	25%	28%u	23%u	24%u	10%
Don't know		28	16	13	4	15	8	2	8	19	4	6	10	5	7	14	5	4	2	-	3	*	15	7	8	13	1	4	8	-
		3%	3%	2%	2%	4%f	3%	1%	3%	4%f	2%	2%	3%	3%	3%	3%	3%	6%q	5%q	-	2%	1%	2%	3%	4%	1%	5%	4%	-	
Not applicable		17	5	11	1	7	3	4	5	8	1	5	5	1	6	10	*	-	2n	2	2	*	4	3	1	13t	2	1	9uv	-
Mean	-0.14	-0.04b	-0.24	-0.06	-0.15	-0.24	-0.07eh	-0.10	-0.19	-0.28	-0.12k	-0.06k	-0.30	-0.16	-0.15	-0.22	-0.20	-0.32	-0.13	0.01mno	0.03np	-0.15	-0.09	-0.20	-0.15	-0.25	-0.09	-0.13	0.07	
Standard deviation	0.75	0.72	0.77	0.76	0.83	0.78	0.54	0.78	0.81	0.72	0.75	0.71	0.86	0.70	0.81	0.73	0.88	0.70	0.60	0.56	0.86	0.71	0.60	0.80	0.83	0.89	0.80	0.82	0.53	
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.03	0.05	0.04	0.06	0.04	0.04	0.07	0.04	0.04	0.05	0.09	0.11	0.07	0.04	0.10	0.03	0.03	0.05	0.04	0.12	0.08	0.06	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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	949	488	461	159	334	241	215	259	475	144	343	251	150	205	460	148	54*	34**	84*	141	29*	617	306	311	305	60*	77*	167	27**
NET: Increase	104	59	45	14	37	25	28	22	54	11	34	35	14	21	49	13	4	1	10	22	4	68	37	31	33	7	10	16	3
	11%	12%	10%	9%	11%	10%	13%	9%	11%	8%	10%	14%	9%	10%	11%	9%	8%	2%	12%	16%	15%	11%	12%	10%	11%	12%	12%	10%	9%
Very likely increase (+2)	17	10	7	-	8	4	5	*	12	2	5	7	*	5	10	-	1	-	3	2	2	10	4	6	7	3	3	1	-
	2%	2%	1%	-	2%	2%	2%	*	3%	2%	1%	3%	*	3%	2%	-	1%	-	3% <sub>n</sub>	2%	2%	2%	1%	2%	2%	5%	4%	1%	-
Likely increase (+1)	87	49	38	14	29	21	23	22	42	9	29	28	13	16	39	13	4	1	7	20	3	58	34	24	26	4	7	15	3
	9%	10%	8%	9%	9%	9%	11%	8%	9%	6%	8%	11%	9%	8%	9%	7%	2%	2%	9%	14%	9%	9%	11%	8%	9%	7%	9%	9%	9%
Stay the same (0)	528	272	256	95	196	113	124	161	243	66	210	143	77	98	253	83	31	16	41	88	16	359	185	174	146	26	31	88	23
	56%	56%	56%	60% <sub>e</sub>	59% <sub>e</sub>	47%	58% <sub>e</sub>	62% <sub>eh</sub>	51%	46%	61% <sub>l</sub>	57%	51%	48%	55%	56%	58%	48%	49%	63%	57%	58% <sub>w</sub>	61% <sub>xy</sub>	56% <sub>y</sub>	48%	43%	41%	53%	85%
Likely decrease (-1)	113	64	49	13	39	36	26	21	66	27	43	26	10	34	51	24	6	7	11	9	4	66	31	34	47	10	11	26	1
	12%	13%	11%	8%	12%	15%	12%	8%	14%	19%	13%	10%	7%	17% <sub>k</sub>	11%	16% <sub>r</sub>	11%	21%	14%	7%	14%	10%	10%	11%	15%	16%	15%	15%	3%
Very likely decrease (-2)	102	44	58	21	39	29	13	33	56	14	30	17	30	24	62	10	5	6	10	7	3	57	16	41	44	11	11	22	1
	11%	9%	13%	13% <sub>f</sub>	12% <sub>f</sub>	12% <sub>f</sub>	6%	13% <sub>f</sub>	12% <sub>f</sub>	10%	9%	7%	20% <sub>ijl</sub>	12%	13% <sub>nr</sub>	7%	9%	18%	12%	5%	9%	9%	5%	13% <sub>u</sub>	14% <sub>t</sub>	17% <sub>u</sub>	14% <sub>u</sub>	13% <sub>u</sub>	3%
NET: Decrease	215	108	107	34	78	65	39	54	122	41	74	42	40	59	113	34	10	13	21	16	7	123	48	75	91	20	22	48	2
	23%	22%	23%	21%	23%	27% <sub>f</sub>	18%	21%	26% <sub>f</sub>	28%	21%	17%	27% <sub>j</sub>	29% <sub>j</sub>	25% <sub>r</sub>	23% <sub>r</sub>	19%	40%	25% <sub>r</sub>	11%	23% <sub>r</sub>	20%	16%	24% <sub>u</sub>	30% <sub>t</sub>	34% <sub>u</sub>	29% <sub>u</sub>	29% <sub>u</sub>	6%
Don't know	102	50	53	17	23	38	24	22	56	26	26	31	19	27	45	18	8	4	12	14	1	67	36	32	35	7	14	14	-
	11%	10%	11%	11%	7%	16% <sub>dg</sub>	11%	8%	12%	18%	7%	12%	13%	13%	10%	12%	15%	11%	14%	10%	4%	11%	12%	10%	11%	11%	18% <sub>z</sub>	8%	-
Not applicable	129	44	85 <sub>a</sub>	28	44	32	26	39	64	18	39	49 <sub>k</sub>	14	27	50	22	10	13	11	14	7 <sub>mr</sub>	54	27	27	68 <sub>t</sub>	12 <sub>uv</sub>	9	47 <sub>vy</sub>	7
Mean	-0.23	-0.19	-0.28	-0.29	-0.23	-0.31	-0.10 <sub>eg</sub>	-0.27	-0.27	-0.35	-0.21 <sub>k</sub>	-0.08 <sub>kl</sub>	-0.43	-0.32	-0.28	-0.23	-0.22	-0.63	-0.25	0.01 <sub>mn</sub>	-0.11	-0.18 <sub>w</sub>	-0.09 <sub>vx</sub>	-0.28	-0.35	-0.38	-0.33	-0.35	*
Standard deviation	0.86	0.85	0.88	0.84	0.88	0.92	0.78	0.82	0.91	0.86	0.79	0.82	0.97	0.92	0.91	0.73	0.79	0.84	0.95	0.72	0.95	0.82	0.73	0.90	0.95	1.08	1.03	0.87	0.51
Standard error	0.03	0.04	0.04	0.07	0.05	0.07	0.05	0.06	0.05	0.08	0.05	0.05	0.08	0.06	0.05	0.06	0.10	0.15	0.12	0.05	0.13	0.04	0.04	0.06	0.05	0.17	0.11	0.07	0.15

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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**

	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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1074	531	543	184	376	273	241	294	538	162	381	297	164	232	509	170	64*	45*	95*	155	35*	669	333	336	370	73*	84*	213	34**
NET: Increase	290	162	127	38	95	82	74	68	148	51	104	86	44	55	131	43	19	10	29	49	9	166	93	73	111	21	23	67	13
	27%	31%b	23%	21%	25%	30%	31%c	23%	27%	32%	27%	29%	27%	24%	26%	25%	29%	21%	30%	32%	26%	25%	28%	22%	30%	29%	28%	31%v	36%
Very likely increase (+2)	32	18	14	5	15	8	5	7	20	5	8	11	4	10	15	4	5	1	4	2	1	16	8	7	16	3	6	7	1
	3%	3%	3%	2%	4%	3%	2%	3%	4%	3%	2%	4%	2%	4%	3%	3%	9%mn	1%	4%	1%	4%	2%	3%	2%	4%	4%	7%uv	3%	2%
Likely increase (+1)	257	144	113	34	80	74	69	61	128	46	96	75	41	45	116	38	13	9	25	47	8	150	85	65	95	18	17	60	12
	24%	27%b	21%	19%	21%	27%	29%c	21%	24%	29%	25%	25%	20%	23%	23%	21%	20%	27%	30%	22%	22%	26%	19%	26%	24%	21%	28%v	35%	
Stay the same (0)	618	299	320	111	205	154	149	169	300	86	228	172	81	137	286	102	30	24	59	98	19	418	213	206	183	35	43	105	17
	58%	56%	59%	60%	54%	56%	62%	58%	56%	53%	60%	58%	50%	59%	56%	60%	47%	52%	62%	63%o	55%	63%w	64%xyz	61%z	50%	48%	51%	50%	48%
Likely decrease (-1)	121	50	71	24	55	27	15	42	64	21	42	30	21	29	66	21	11	7	5	7	4	61	20	41	56	8	13	34	5
	11%	9%	13%	13%f	15%f	10%	6%	14%f	12%f	13%	11%	10%	13%	12%	13%r	12%r	17%qr	16%r	6%	4%	13%r	9%	6%	12%u	15%t	11%	16%u	16%u	15%
Very likely decrease (-2)	22	7	15	6	9	5	2	9	11	2	2	2	11	7	15	-	1	3	2	-	1	11	3	7	12	7	2	3	-
	2%	1%	3%	3%	2%	2%	1%	3%	2%	1%	1%	1%	7%ij	3%ij	3%nr	-	2%nr	7%nr	2%	-	2%	1%	2%	3%	2%	10%uvz	2%	1%	-
NET: Decrease	144	58	86	31	64	32	18	52	75	23	44	32	32	36	81	21	12	10	8	7	5	71	23	48	67	15	15	37	5
	13%	11%	16%a	17%f	17%f	12%	7%	18%f	14%f	14%	11%	11%	20%ij	16%	16%r	12%r	19%qr	23%qr	8%	4%	14%r	11%	7%	14%u	18%t	21%u	18%u	17%u	15%
Don't know	22	12	9	2	13	5	-	5	17	2	6	6	3	10	5	3	2	-	1	1	1	13	4	10	8	2	3	4	-
	2%	2%	2%	2%	3%f	2%	-	2%	3%f	1%	1%	2%	4%	1%	2%	3%	4%	-	1%	4%qr	2%	1%	3%	2%	3%	3%	2%	-	-
Not applicable	4	1	3	3h	1	-	-	4	1	-	*	3	*	1	1	*	*	1mr	-	-	1r	2	*	1	3	-	1	1	-
Mean	0.15	0.22b	0.07	0.04	0.10	0.20	0.24cdg	0.05	0.16	0.19	0.17	0.22k	0.03	0.09	0.10	0.16	0.18	-0.07	0.24p	0.29mp	0.15	0.15	0.23v	0.08	0.13	0.02	0.15	0.16	0.23
Standard deviation	0.74	0.72	0.75	0.75	0.79	0.73	0.64	0.77	0.76	0.75	0.67	0.70	0.87	0.79	0.77	0.66	0.91	0.85	0.72	0.57	0.77	0.68	0.64	0.71	0.84	0.98	0.86	0.78	0.73
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	0.07	0.05	0.04	0.05	0.10	0.13	0.08	0.04	0.10	0.03	0.03	0.05	0.04	0.13	0.08	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) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	803	432	371	147*	287	202	167	237	399	119*	291	222	128*	161	404	120	48*	29**	56*	119	26*	502	250	252	270	50*	61*	159	31**
NET: Increase	94 12%	59 14%	35 10%	28 19%deh	25 9%	17 8%	24 15%h	37 16%dh	33 8%	10 8%	27 9%	33 15%	16 12%	18 11%	43 11%	10 8%	10 21%mn	2 8%	11 19%n	16 13%	2 8%	49 10%	24 10%	25 10%	41 15%	9 18%	11 18%	21 13%	4 14%
Very likely increase (+2)	12 2%	10 2%	3 1%	2 1%	6 2%	2 1%	2 1%	5 2%	6 1%	-	4 1%	3 1%	3 2%	2 1%	4 1%	1 1%	2 4%	-	1 2%	2 2%	1 3%	5 1%	3 1%	2 2%	5 2%	1 2%	2 4%	2 1%	2 8%
Likely increase (+1)	82 10%	49 11%	33 9%	26 18%deh	19 7%	15 7%	22 13%dh	33 14%dh	27 7%	10 8%	23 8%	30 14%	13 10%	16 10%	39 10%	8 7%	8 17%en	2 8%	10 17%n	14 11%	1 6%	44 9%	21 8%	23 9%	36 13%	8 16%	8 14%	19 12%	2 6%
Stay the same (0)	501 62%	263 61%	237 64%	70 48%	177 62%c	131 65%c	123 74%cdgh	128 54%	250 63%c	78 66%	180 62%	139 62%	79 62%	103 64%	233 58%	84 70%mo	22 46%	17 57%	39 69%o	90 75%mo	16 63%	332 66%w	185 74%vxyz	147 58%	149 55%	24 49%	37 60%	88 55%	19 61%
Likely decrease (-1)	134 17%	66 15%	68 18%	38 26%efh	57 20%f	24 12%	15 9%	53 22%ef	66 17%f	18 15%	60 21%	33 15%	15 12%	26 16%	84 21%r	15 13%	11 22%r	4 14%	5 9%	11 9%	5 18%	82 16%	26 10%	56 22%uy	44 16%	11 22%y	4 7%	29 18%uy	8 25%
Very likely decrease (-2)	52 6%	32 7%	20 5%	8 6%	16 6%	24 12%dfg	4 2%	13 6%	35 9%f	9 8%	17 6%	10 5%	14 11%j	11 7%	31 8%r	6 5%	2 3%	6 22%	2 4%	2 2%	2 8%r	25 5%	9 4%	16 6%	27 10%t	6 12%	6 11%u	14 9%u	-
NET: Decrease	186 23%	98 23%	88 24%	46 31%f	73 25%f	48 24%f	19 11%	66 28%f	101 25%f	27 23%	77 26%	43 19%	29 23%	37 23%	116 29%nqr	22 18%	12 25%r	10 35%	7 12%	13 11%	7 26%r	107 21%	35 14%	72 29%u	71 26%	17 34%u	11 17%	43 27%u	8 25%
Don't know	22 3%	12 3%	10 3%	3 2%	12 4%f	7 3%	* *	6 3%	15 4%f	4 3%	7 2%	7 3%	4 3%	4 3%	13 3%	5 4%	3 7%r	-	-	*	1 3%	13 3%	5 2%	7 3%	9 3%	-	3 5%	6 4%	-
Not applicable	275	100	175a	40	91	70	74cdgh	61	140g	43	90	77	36	72ik	106	50m	17	18	39mnors	36	10	169	84	85	103	23	25	55	3
Mean	-0.17	-0.15	-0.20	-0.17	-0.21	-0.27	0.02cd egh	-0.16	-0.26	-0.23	-0.22	-0.08	-0.19	-0.17	-0.25	-0.15	-0.03	-0.49	0.05m	0.03mn s	-0.24	-0.16	-0.07vz	-0.25	-0.20	-0.26	-0.07	-0.23	-0.04
Standard deviation	0.76	0.81	0.70	0.83	0.75	0.82	0.60	0.81	0.78	0.72	0.74	0.73	0.86	0.75	0.79	0.68	0.87	0.93	0.70	0.60	0.82	0.69	0.62	0.75	0.87	0.93	0.91	0.83	0.80
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.04	0.06	0.04	0.07	0.05	0.05	0.08	0.05	0.05	0.06	0.11	0.19	0.10	0.05	0.11	0.03	0.04	0.06	0.05	0.15	0.10	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) - South 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1021	513	508	181	362	259	218	291	511	149	371	283	158	209	496	164	60*	40*	81*	148	33*	647	314	332	342	66*	80*	196	33**
NET: Increase	136 13%	64 13%	72 14%	52 29% <sup>de</sup>	39 11%	19 7%	25 11%	68 23% <sup>de</sup>	43 8%	11 7%	49 13%	50 18% <sup>l</sup>	19 12%	18 9%	72 15%	15 9%	14 24% <sup>nqr</sup>	5 12%	7 9%	17 12%	6 17%	79 12%	35 11%	44 13%	56 16%	7 11%	11 13%	38 20% <sup>u</sup>	1 2%
Very likely increase (+2)	14 1%	5 1%	9 2%	2 1%	5 1%	1 1%	5 2%	3 1%	5 1%	2 1%	1 *	7 2% <sup>ai</sup>	3 2%	3 1%	4 1%	3 2%	2 3%	- -	2 3%	2 1%	1 3%	8 1%	6 2%	2 1%	5 2%	2 3%	2 2%	2 1%	- -
Likely increase (+1)	122 12%	59 12%	63 12%	51 28% <sup>de</sup>	34 9%	18 7%	20 9%	65 22% <sup>de</sup>	38 7%	9 6%	48 13%	43 15% <sup>l</sup>	17 10%	15 7%	68 14%	12 7%	13 21% <sup>nqr</sup>	5 12%	5 7%	15 10%	5 14%	71 11%	29 9%	42 13%	50 15%	5 7%	9 11%	37 19% <sup>u</sup>	1 2%
Stay the same (0)	564 55%	301 59%	263 52%	82 45%	184 51%	143 55%	156 72% <sup>cd</sup>	132 45%	276 54%	82 55%	218 59% <sup>k</sup>	161 57%	73 46%	112 54%	248 50%	87 53%	29 48%	17 42%	54 67% <sup>mnp</sup>	113 77% <sup>mnp</sup>	16 50%	395 61% <sup>w</sup>	216 69% <sup>vxyz</sup>	179 54% <sup>z</sup>	149 43%	31 47%	38 48%	80 41%	21 64%
Likely decrease (-1)	194 19%	87 17%	107 21%	30 17%	88 24% <sup>f</sup>	50 19% <sup>f</sup>	25 12%	57 20% <sup>f</sup>	111 22% <sup>f</sup>	32 21%	71 19%	45 16%	32 20%	46 22%	104 21% <sup>r</sup>	41 25% <sup>qr</sup>	11 19% <sup>r</sup>	8 19%	10 12%	13 9%	7 20% <sup>r</sup>	103 16%	43 14%	60 18%	80 23% <sup>t</sup>	14 22%	15 18%	51 26% <sup>u</sup>	11 34%
Very likely decrease (-2)	91 9%	41 8%	50 10%	10 5%	38 10% <sup>f</sup>	33 13% <sup>cf</sup>	10 5%	24 8%	57 11% <sup>f</sup>	18 12%	26 7%	18 6%	25 16% <sup>ij</sup>	23 11%	51 10% <sup>r</sup>	13 8% <sup>r</sup>	3 5%	10 24% <sup>mnr</sup>	8 10% <sup>r</sup>	3 2%	4 11% <sup>r</sup>	52 8%	13 4%	39 12% <sup>u</sup>	39 11%	9 13% <sup>u</sup>	11 13% <sup>u</sup>	20 10% <sup>u</sup>	- -
NET: Decrease	285 28%	128 25%	157 31%	40 22%	126 35% <sup>cf</sup>	83 32% <sup>f</sup>	36 16%	81 28% <sup>f</sup>	168 33% <sup>cf</sup>	50 33%	96 26%	63 22%	57 36% <sup>ej</sup>	69 33% <sup>ej</sup>	155 31% <sup>r</sup>	54 33% <sup>r</sup>	15 24% <sup>r</sup>	17 43% <sup>qr</sup>	18 22% <sup>r</sup>	16 11%	10 32% <sup>r</sup>	154 24%	56 18%	98 30% <sup>u</sup>	119 35% <sup>t</sup>	23 35% <sup>u</sup>	25 32% <sup>u</sup>	71 36% <sup>u</sup>	11 34%
Don't know	36 4%	20 4%	16 3%	7 4% <sup>f</sup>	13 4% <sup>f</sup>	14 6% <sup>f</sup>	1 1%	10 3%	25 5% <sup>f</sup>	6 4%	8 2%	9 3%	9 6%	10 5%	21 4% <sup>r</sup>	9 5% <sup>r</sup>	3 4%	1 2%	1 2%	1 1%	* 1%	18 3%	7 2%	11 3%	18 5%	5 8%	6 7% <sup>u</sup>	8 4%	- -
Not applicable	57	19	38a	5	16	14	22cd <sup>gh</sup>	7	28	13	11	17	6	24ijk	14	6	4	7mnr	15mnr	7	3m	24	19v	5	31t	7v	6v	18v	2
Mean	-0.23	-0.20	-0.26	0.03de <sup>h</sup>	-0.34	-0.39	-0.07de <sup>h</sup>	-0.12de <sup>h</sup>	-0.36	-0.39	-0.20kl	-0.09kl	-0.40	-0.36	-0.27	-0.32	-0.03mn <sup>p</sup>	-0.57	-0.20	*mn <sup>qs</sup>	-0.23	-0.19	-0.09vx <sup>yz</sup>	-0.28	-0.30	-0.38	-0.32	-0.27	-0.33
Standard deviation	0.83	0.79	0.87	0.86	0.85	0.83	0.70	0.90	0.83	0.83	0.76	0.82	0.95	0.84	0.87	0.80	0.87	1.00	0.81	0.57	0.95	0.79	0.69	0.86	0.93	0.95	0.95	0.92	0.52
Standard error	0.03	0.03	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.07	0.05	0.05	0.08	0.05	0.05	0.06	0.10	0.17	0.10	0.04	0.12	0.03	0.04	0.06	0.05	0.14	0.09	0.06	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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Base (excl NA for %)	1026	517	508	183	362	258	222	290	513	150	373	281	159	213	494	167	60*	42*	84*	148	31*	652	321	331	339	65*	79*	195	34**	
NET: Increase	127	59	68	52	38	18	20	65	42	7	53	38	15	21	61	18	16	6	9	14	3	74	34	40	44	8	12	24	9	
	12%	11%	13%	29%defh	10%	7%	9%	22%defh	8%	4%	14%	14%	9%	10%	12%	11%	27%mnqr	14%	11%	9%	10%	11%	11%	12%	13%	13%	15%	12%	25%	
Very likely increase	(+2)	13	2	11	5	4	1	3	7	3	-	3	4	4	3	5	3	1	-	1	2	1	8	3	5	5	2	1	1	-
		1%	*	2%a	3%	1%	*	1%	3%	1%	-	1%	1%	2%	1%	2%	2%	-	1%	1%	2%	1%	1%	2%	1%	4%	2%	1%	-	
Likely increase	(+1)	114	56	58	47	33	17	17	58	39	7	50	34	11	18	56	15	6	8	12	2	66	31	35	39	6	11	23	9	
		11%	11%	11%	26%defh	9%	6%	8%	20%defh	8%	4%	13%	12%	7%	9%	11%	25%mnqr	14%	10%	8%	8%	10%	10%	11%	12%	9%	14%	12%	25%	
Stay the same	(0)	680	360	320	96	224	183	176	342	106	234	200	105	141	310	109	29	27	64	121	20	449	250	200	206	37	52	116	25	
		66%	70%	63%	53%	62%	71%cg	79%cdgh	56%	67%cg	70%	63%	71%	66%	66%	63%o	48%	65%	76%mo	82%mnop	85%	69%w	78%vxyz	60%	61%	57%	66%	60%	73%	
Likely decrease	(-1)	127	58	70	18	60	36	14	35	79	27	54	20	33	71	26	11	5	5	5	4	70	19	51	56	8	8	40	1	
		12%	11%	14%	10%	17%f	14%f	6%	12%	15%f	18%	14%j	7%	13%	14%qr	16%qr	19%qr	11%	6%	4%	13%r	11%	6%	16%u	17%t	13%	10%	20%uy	2%	
Very likely decrease	(-2)	49	19	31	6	25	13	5	15	29	6	17	9	13	11	31	8	1	2	4	2	3	29	9	21	20	6	4	9	-
		5%	4%	6%	3%	7%f	5%	2%	5%	6%	4%	4%	3%	8%	5%	6%r	5%	1%	4%	4%	1%	10%or	5%	3%	6%	6%	10%u	5%	5%	-
NET: Decrease		177	76	100	23	85	49	19	50	107	32	70	30	33	44	102	34	12	6	8	7	100	28	72	76	15	12	49	1	
		17%	15%	20%	13%	23%cf	19%f	9%	17%f	21%cf	21%	19%j	10%	21%j	21%qr	20%r	20%r	20%r	15%r	10%	5%	22%r	15%	9%	22%u	22%t	23%u	15%	25%u	2%
Don't know		42	22	20	11	15	8	7	12	22	6	15	13	6	7	21	7	3	2	2	6	1	28	10	19	13	5	3	6	-
		4%	4%	4%	6%	4%	3%	3%	4%	4%	4%	5%	4%	5%	4%	4%	4%	5%	6%	3%	4%	3%	4%	3%	6%	4%	7%	4%	3%	-
Not applicable		52	15	38a	4	15	15	18cg	8	26	12	9	18i	6	19i	16	3	4	5mn	11mnr	7	5mnr	19	12	7	34t	8uv	7uv	19uv	-
Mean		-0.09	-0.07	-0.11	0.16de	-0.20	-0.17	-0.01deh	0.02de	-0.19	-0.22	-0.09	0.01kl	-0.18	-0.15	-0.14	-0.13	0.08m	-0.05	-0.02	0.05mn	-0.20	-0.07	*vz	-0.15	-0.14	-0.18	-0.04	-0.18	0.23
Standard deviation		0.70	0.63	0.77	0.77	0.76	0.64	0.54	0.81	0.68	0.58	0.71	0.64	0.78	0.70	0.74	0.72	0.77	0.67	0.63	0.47	0.83	0.68	0.56	0.77	0.76	0.89	0.73	0.72	0.47
Standard error		0.02	0.03	0.04	0.06	0.04	0.04	0.03	0.05	0.03	0.05	0.04	0.04	0.06	0.04	0.04	0.05	0.08	0.11	0.07	0.03	0.11	0.03	0.03	0.04	0.13	0.07	0.05	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) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	964	494	470	173	337	237	217	279	468	143	356	269	149	190	472	159	50*	31**	78*	148	26*	633	320	313	299	54*	68*	177	32**
NET: Increase	117 12%	62 13%	56 12%	37 21%efh	50 15%efh	16 7%	15 7%	60 21%efh	43 9%	5 3%	54 15%	31 12%	12 8%	21 11%	68 14%	17 11%	10 19%qr	1 2%	4 6%	13 9%	4 15%	74 12%	27 9%	47 15%u	38 13%	5 9%	7 10%	26 15%u	5 16%
Very likely increase (+2)	7 1%	5 1%	2 *	2 1%	2 *	3 1%	-	2 1%	5 1%	-	3 1%	1 *	-	3 1%	7 1%	-	-	-	-	-	*	5 1%	1 *	3 1%	2 1%	-	1 1%	1 1%	-
Likely increase (+1)	110 11%	57 12%	53 11%	35 20%efh	48 14%efh	13 5%	15 7%	57 21%efh	38 8%	5 3%	51 14%	30 11%	12 8%	18 9%	62 13%	17 11%	10 19%qr	1 2%	4 6%	13 9%	4 14%	70 11%	26 8%	44 14%u	35 12%	5 9%	6 9%	25 14%	5 16%
Stay the same (0)	620 64%	332 67%	288 61%	103 60%	209 62%	150 63%	158 73%cdgh	163 59%	299 64%	93 65%	227 64%	191 71%l	95 64%	107 56%	297 63%	99 62%	26 52%	18 59%	51 66%	113 76%mnos	15 60%	425 67%w	227 71%z	198 63%	173 58%	31 57%	40 60%	102 57%	22 68%
Likely decrease (-1)	137 14%	63 13%	75 16%	21 12%	39 12%	46 19%d	32 15%	35 13%	70 15%	29 20%	56 16%j	21 8%	22 15%j	38 20%j	28 13%	9 18%	5 16%	15 19%	15 10%	2 9%	82 13%	44 14%	39 12%	50 17%	13 24%	8 11%	29 17%	5 16%	
Very likely decrease (-2)	54 6%	25 5%	29 6%	2 1%	27 8%cfg	18 8%cg	7 3%	8 3%	38 8%cfg	13 9%	12 3%	13 5%	15 10%i	13 7%	33 7%r	9 5%	1 2%	2 6%	4 5%	3 2%	2 7%	29 5%	9 3%	20 6%	24 8%	5 9%	8 12%u	11 6%	-
NET: Decrease	191 20%	88 18%	103 22%	22 13%	66 19%	64 27%cfg	40 18%	43 15%	109 23%cg	42 29%	68 19%	34 13%	37 25%j	51 27%j	96 20%r	37 23%r	10 20%	7 22%	19 24%r	19 13%	4 16%	112 18%	53 17%	59 19%	74 25%t	18 33%u	16 23%	41 23%	5 16%
Don't know	36 4%	12 2%	24 5%	10 6%	13 4%	8 3%	5 2%	13 5%	18 4%	4 3%	8 2%	12 5%	5 3%	11 6%i	11 2%	6 4%	5 9%mr	5 17%	3 4%	3 2%	2 8%mn	21 3%	12 4%	9 3%	14 5%	1 1%	5 7%	9 5%	-
Not applicable	114	38	76a	14	41	36g	24	19	71g	19	25	31	15	43ijk	38	11	14mnr	16	18mnr	7	10mnr	38	13	25	73t	18uv	18uv	37uv	2
Mean	-0.13	-0.10	-0.17	0.09de fh	-0.13	-0.27	-0.15	0.04de fh	-0.22	-0.36	-0.07kl	-0.06kl	-0.28	-0.23	-0.12	-0.18	-0.02	-0.32	-0.25	-0.06q	-0.08	-0.10	-0.11	-0.09	-0.21	-0.34	-0.25	-0.15	0.01
Standard deviation	0.72	0.70	0.73	0.66	0.78	0.74	0.58	0.71	0.76	0.69	0.69	0.65	0.76	0.79	0.78	0.70	0.70	0.65	0.65	0.54	0.79	0.68	0.60	0.76	0.80	0.78	0.85	0.78	0.58
Standard error	0.02	0.03	0.04	0.05	0.05	0.05	0.04	0.05	0.04	0.06	0.04	0.04	0.06	0.05	0.04	0.05	0.08	0.13	0.08	0.04	0.12	0.03	0.03	0.05	0.12	0.09	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) - South 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+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	649	329	321	136*	304	178	31**	229	390	101*	253	174	108*	114	446	116	26**	18**	10**	18**	16**	389	117	272	234	42**	45*	148	26**
NET: Increase	86 13%	50 15%	37 11%	27 20%	37 12%	22 12%	1 4%	35 15%	50 13%	7 7%	37 14%	18 11%	19 17%	13 11%	69 16% <sub>n</sub>	8 7%	5 18%	-	1 8%	1 5%	3 19%	46 12%	15 13%	31 15%	30 15%	6 14%	6 12%	17 39%	10 39%
Very likely increase (+2)	14 2%	8 3%	6 2%	4 3%	5 2%	5 3%	-	5 2%	8 2%	1 1%	2 1%	4 2%	4 3%	5 4% <sub>l</sub>	12 3%	-	1 3%	-	-	1 4%	6 2%	3 2%	4 1%	8 3%	2 5%	3 7% <sub>v</sub>	3 2%	-	-
Likely increase (+1)	73 11%	42 13%	31 10%	23 17%	32 10%	17 10%	1 4%	30 13%	41 11%	5 5%	35 14%	15 8%	15 14%	8 7%	57 13%	8 7%	4 15%	-	1 8%	1 5%	2 14%	40 10%	12 11%	28 10%	22 11%	4 7%	3 10%	15 10%	10 39%
Stay the same (0)	479 74%	244 74%	235 73%	93 68%	231 76%	133 75%	22 71%	168 73%	289 74%	77 77%	191 76%	136 78% <sub>k</sub>	70 65%	82 72%	326 73%	94 81%	15 57%	13 72%	6 64%	14 77%	11 70%	302 78%	87 74%	215 79% <sub>y</sub>	163 69%	28 68%	28 63%	106 72%	15 56%
Likely decrease (-1)	22 3%	9 3%	12 4%	4 3%	9 3%	7 4%	1 3%	6 3%	14 4%	6 6%	5 2%	6 4%	6 5%	5 4%	15 3%	3 3%	* 2%	3 12%	-	-	-	12 3%	4 3%	8 3%	10 4%	2 5%	2 4%	5 4%	-
Very likely decrease (-2)	23 4%	10 3%	14 4%	6 4%	8 3%	8 5%	1 3%	6 3%	17 4%	6 6%	9 4%	4 2%	5 5%	5 4%	15 3%	3 3%	* 2%	2 12%	-	1 8%	* 3%	11 3%	5 5%	6 2%	11 5%	2 6%	4 2%	7 5%	1 5%
NET: Decrease	45 7%	19 6%	26 8%	10 7%	18 6%	16 9%	2 7%	12 5%	31 8%	12 12%	14 5%	11 6%	11 10%	10 9%	30 7%	7 6%	1 3%	5 28%	-	1 8%	* 3%	23 6%	9 8%	14 5%	21 9%	5 11%	4 9%	12 8%	1 5%
Don't know	39 6%	16 5%	23 7%	7 5%	19 6%	8 4%	6 18%	13 6%	20 5%	5 5%	11 5%	10 5%	8 7%	10 9%	21 5%	7 6%	6 22%	-	3 28%	2 9%	1 8%	18 5%	6 5%	12 4%	21 5%	2 5%	7 15% <sub>uv</sub>	12 8%	-
Not applicable	429	203	226	51 <sub>d</sub>	74	95 <sub>cdgh</sub>	209	69	150 <sub>d</sub>	61	128	125 <sub>k</sub>	57	118 <sub>ijk</sub>	64	54 <sub>m</sub>	39	29	85	138	19	282 <sub>w</sub>	216 <sub>v</sub>	66	138	31	41 <sub>vz</sub>	67 <sub>v</sub>	8
Mean	0.05	0.10	0.01	0.11	0.06	0.01	-0.07	0.11	0.03	-0.11	0.06	0.05	0.06	0.02	0.08	-0.02	0.21	-0.40	0.11	-0.13	0.20	0.05	0.03	0.06	0.03	0.03	0.10	0.01	0.30
Standard deviation	0.63	0.62	0.64	0.71	0.58	0.67	0.51	0.61	0.65	0.65	0.58	0.57	0.75	0.71	0.65	0.48	0.66	0.72	0.33	0.66	0.68	0.57	0.66	0.53	0.71	0.80	0.80	0.65	0.71
Standard error	0.03	0.04	0.04	0.07	0.04	0.06	0.09	0.05	0.04	0.07	0.05	0.05	0.08	0.07	0.04	0.04	0.12	0.17	0.13	0.15	0.14	0.03	0.06	0.04	0.05	0.15	0.11	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) - South 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		1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Weighted base		1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Base (exl NA for %)		1072	1012	1075	1075	1044	638	913	919	933	966	1018	759	858	782
Very worried	(4)	245 23% eijklmno pqstuvwxyzA BC	271 27% acefghijk lmnopqstuvw xyzABC	222 21% iijklmnop stuvwxyzABC	330 31% abcefgghi jklmnopqstu vwxyzABC	202 19% iklmnost uvwxyzABC	128 20% iklmnost uvwxyzABC	220 24% eijklmno pqstuvwxyzA BC	202 22% ijklmnopq stuvwxyzABC	86 9% nosvWA	158 16% iklnosvw xyzABC	134 13% inosvwyz AB	94 12% inosvwyA B	124 14% inosvwxyz AB	49 6% o
Fairly worried	(3)	456 43% defghijk lmnopqrstuv wxyzABC	424 42% defghijk lmnopqrstuv wxyzABC	442 41% efghijkl mnopqrstuvw xyzABC	400 37% efghijklm nopqrstuvw xyzABC	374 36% fijklmnors tuvwxyzAB	202 32% ilmnostu vwxyzA	326 36% ijklmnors tuvwxyzAB	307 33% ilmnorst uvwxyzA	198 21% o	284 29% ilmnostv wyzA	327 32% ilmnostu vwyzA	174 23% o	212 25% nosvA	148 19% o
Not very worried	(2)	284 27% bd	232 23%	327 30% abdgr	226 21%	314 30% bdgr	168 26% d	237 26% d	278 30% bdgr	428 46% abcdefghijklmnop qrstuvwxyz C	382 40% abcdefghijklmnop qrstuvwxyz	341 34% abdgr	314 41% abcdefghijklmnop qrstuvwxyz	283 33% abdgr	341 44% abcdefghijklmnop qrstuvwxyzC
Not at all worried	(1)	55 5%	54 5%	59 6%	51 5%	66 6%	85 13% abcdeghijp	64 7% d	78 9% abcdp	170 18% abcdefghijklmnop qrstuvwxyzBC	85 9% abcdep	126 12% abcdefghijklmnop p	134 18% abcdefghijklmnop jklpqzC	190 22% abcdefghijklmnop ijklpqzBC	190 24% abcdefghijklmnop jklpqzBC
NET: Worried		701 65% cefgghijk lmnopqrstuv wxyzABC	694 69% acefghij klmnopqrstu vwxyzABC	663 62% efghijklm nopqrstuvw xyzABC	730 68% cefgghijk lmnopqrstuv wxyzABC	576 55% ijklmnos tuvwxyzABC	330 52% ijklmnos tuvwxyzAB	546 60% efghijklm nopqrstuvw xyzABC	509 55% ijklmnos tuvwxyzABC	284 30% nosvA	442 46% ilmnostu vwxyzAB	461 45% ilmnostv wxyzAB	267 35% inosvwyA	336 39% inosvwyA	197 25% o

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (exl NA for %)	1072	1012	1075	1075	1044	638	913	919	933	966	1018	759	858	782
NET: Not worried	340 32%bd	286 28%	387 36%abd	276 26%	380 36%abd	253 40%abdg	301 33%bd	356 39%abdg	598 64%abcdefg jkimpqrtuxz BC	467 48%abcdefg pqr	467 46%abcdefg pr	448 59%abcdefg jkpqrC	473 55%abcdefg jkpqrC	531 68%abcdefg hijklmpqrtuxzBC
Don't know	32 3%	32 3%	25 2%	69 6%abcqvWB	88 8%abcdhijlm pqrtvwxyzBC	55 9%abchijlmp qrvwxyzBC	66 7%abcipqtvw xzB	54 6%abcvB	51 5%abcvB	57 6%abcvB	89 9%abcdhijlm pqrtvwxyzA BC	44 6%abcvB	50 6%abcvB	54 7%abcqvwxzB
Not applicable	6	66acdeprsuw zB	3	3	34acdprsu wzB	44abcdghij kprstuvwxy ABC	165abcdejkl rstvwxyzAB C	159abcdekl stvwxyzABC	145abcdekl stvwxyzABC	112abcdekl stvwxyzABC	60acdeprsu vwzB	319abcdghij kprstuvwxy zABC	220abcdeghi jklmnopqrs tuvwxyzABC	296abcdeghij klmnopqrst vwxyzABC
Mean	2.86cefghijk lmnopqstuvw xyzABC	2.93acefghi jklmnopqstu vwxyzABC	2.79fijklmn opqstuvwxyA BC	3.00abcdefgh ijklmnopqrs tuvwxyzABC	2.75fijklmn opqstuvwxyA BC	2.64ijklmnos tuvwxyzABC	2.83efghijkl mnopqstuvw xyzABC	2.73ijklmno pqrstuvwxyzAB C	2.23nosvyA	2.57ilmnost uvwxyzAB	2.51ilmnost uvwxyzAB	2.32inosvwy A	2.33inosvwy A	2.08o
Standard deviation	0.84	0.85	0.84	0.87	0.87	0.98	0.90	0.92	0.87	0.88	0.90	0.92	1.00	0.85
Standard error	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	539	
Weighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	564	
Base (exl NA for %)	694	1070	850	1074	1075	985	1068	1067	1067	960	953	1075	961	1077	523	
Very worried (4)	27 4%	183 17% iklnoswxyzABC	146 17% iklnoswxyzABC	335 31% abcefg hijklmnopqstuvwxyzABC	53 5%	141 14% inosvwxyzAB	166 16% inosvwxyzAB	52 5%	73 7% osv	101 10% nosvwyA	78 8% osv	113 10% nosvwyA	64 7% o	95 9% nosv	63 12% nosvwyA	
Fairly worried (3)	41 6%	447 42% defghijklmnopqrstuvwxyzABC	305 36% ijlmnopqrstuvwxyzABC	307 29% ilnostvwyA	203 19% o	215 22% o	270 25% nosvwyA	217 20% o	225 21% o	274 29% ilnostvwyA	197 21% o	276 26% inosvwyA	188 20% o	331 31% ilmnostvwyA	178 34% ilmnostvwyxyzA	
Not very worried (2)	200 29% bdr	330 31% abdgr	264 31% abdfgr	256 24%	540 50% abcdefghijklmnopqrstuxyzABC	337 34% abdfgr	330 31% abdgr	543 51% abcdefghijklmnopqrstuxyzABC	544 51% abcdefghijklmnopqrstuxyzABC	355 37% abcdefghijklmnopqr	385 40% abcdefghijklmnopqrstu	479 45% abcdefghijklmnopqrstu	436 45% abcdefghijklmnopqrstu	463 43% abcdefghijklmnopqrstu	195 37% abcdefghijklmnopqrstu	
Not at all worried (1)	379 55% abcdefghijklmnopqrstuwxzABC	55 5%	99 12% abcdegp	116 11% abcdegp	198 18% abcdefghijklmnopqrstu	244 25% abcdefghijklmnopqrstu	232 22% abcdefghijklmnopqrstu	216 20% abcdefghijklmnopqrstu	175 16% abcdefghijklmnopqrstu	184 19% abcdefghijklmnopqrstu	242 25% abcdefghijklmnopqrstu	155 14% abcdefghijklmnopqrstu	210 22% abcdefghijklmnopqrstu	155 14% abcdefghijklmnopqrstu	61 12% abcdegp	
NET: Worried	68 10%	630 59% fijklmnopqrstuvwxyzABC	450 53% ijklmnopqrstuvwxyzABC	642 60% efijklmnopqrstuvwxyzABC	255 24% o	355 36% inosvwyA	435 41% inosvwyA	268 25% o	298 28% osv	375 39% inosvwyA	275 29% osv	388 36% inosvwyA	252 26% o	426 40% inosvwyA	241 46% ilmnostvwyxyzAB	

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (exl NA for %)	694	1070	850	1074	1075	985	1068	1067	1067	960	953	1075	961	1077	523
NET: Not worried	580 84%abcdefgh ijklmnpqrst uvwxyzABC	385 36%abd	363 43%abcdegpr	372 35%bd	737 69%abcdefgh ijklmnpqrst zBC	581 59%abcdefgh jqpqrC	561 53%abcdefgh kpqr	759 71%abcdefgh ijklmnpqrst xyzABC	719 67%abcdefgh jkmpqrtuxz BC	539 56%abcdefgh jkpqrC	627 66%abcdefgh klmpqrtuxz BC	634 59%abcdefgh jkpqrC	646 67%abcdefgh klmnpqrst BC	618 57%abcdefgh jqpqrC	256 49%abcdefghpqr
Don't know	47 7%abcqvwB	55 5%abcvB	37 4%c	60 6%abcvB	82 8%abcipqrv wxyzB	49 5%abcB	71 7%abcqtvwxz B	40 4%c	50 5%abcvB	46 5%abcB	52 5%abcvB	52 5%abcB	63 7%abcqvzB	33 3%	27 5%acB
Not applicable	384abcdeghijk lmnpqrstuvwxy zABC	8B	228abcdeghijk prstuvwxyzABC	4	3	93abcdekpr suvwzB	10rB	11csB	11csB	118abcdekpr suvwzBC	125abcdekpr vwzBC	3	117acdekprst uvwzBC	1	41acdeprsuwzB
Mean	1.56	2.75ijklmn opstuvwxyzA BC	2.61iklmnos tuvxyzABC	2.85efhjkl mnopqstuvwx yzABC	2.11o	2.27nosvwyA	2.37inosvwy A	2.10o	2.19nosvyA	2.32inosvwy A	2.12o	2.34inosvwy A	2.12o	2.35inostvw yA	2.49ilmnostvwxyzAB
Standard deviation	0.79	0.81	0.92	1.01	0.78	1.01	1.02	0.78	0.80	0.92	0.91	0.87	0.85	0.84	0.87
Standard error	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.04

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)	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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1072	530	543	183	375	273	241	295	537	162	380	298	163	232	509	170	63*	44*	95*	155	36*	668	332	336	370	73*	86*	212	34**
Very worried (4)	245 23%	125 24%	120 22%	17 9%	100 27%cg	76 28%cg	52 22%cg	43 15%	150 28%cg	42 26%	82 22%	50 17%	47 29%j	66 29%j	124 24%r	39 23%	17 26%r	9 21%	27 29%rs	24 15%	5 14%	139 21%	62 19%	77 23%	104 28%t	22 31%	24 28%u	57 27%u	3 8%
Fairly worried (3)	456 43%	224 42%	232 43%	75 41%	155 41%	126 46%	100 41%	123 42%	234 44%	80 49%	178 47%l	129 43%	64 39%	85 37%	217 43%	75 44%	24 39%	15 34%	37 38%	71 46%	17 47%	289 43%	145 44%	144 43%	151 41%	26 36%	30 35%	95 45%	15 46%
Not very worried (2)	284 27%	134 25%	151 28%	71 38%deh	78 21%	57 21%	79 33%deh	90 31%deh	116 22%	36 22%	89 23%	91 31%	41 25%	63 27%	119 23%	45 26%	18 28%	14 31%	28 29%	53 34%am	9 26%	194 29%w	106 32%z	88 26%	79 21%	14 19%	24 28%	41 20%	11 34%
Not at all worried (1)	55 5%	35 7%	20 4%	8 4%	29 8%f	11 4%	7 3%	22 8%f	26 5%	2 1%	20 5%	18 6%	10 6%	8 3%	37 7%	5 3%	1 1%	3 6%	1 1%	8 5%	1 3%	35 5%	16 5%	19 6%	20 5%	7 10%	2 3%	10 5%	-
NET: Worried	701 65%	348 66%	352 65%	92 50%	255 68%cg	202 74%cfg	152 63%cg	165 56%	384 71%cfg	122 75%	260 68%	178 60%	111 68%	152 65%	341 67%	115 67%	41 65%	24 55%	64 67%	95 61%	21 60%	428 64%	207 62%	221 66%	255 69%	48 67%	54 63%	153 72%u	18 54%
NET: Not worried	340 32%	169 32%	171 32%	79 43%deh	107 29%	68 25%	85 35%eh	112 38%deh	142 26%	37 23%	109 29%	109 37%	50 31%	71 31%	155 31%	50 29%	18 29%	16 37%	29 31%	61 39%	10 29%	230 34%w	123 37%z	107 32%	99 27%	21 29%	26 30%	52 24%	11 34%
Don't know	32 3%	12 2%	19 4%	13 7%eth	13 3%	3 1%	4 2%	17 6%eth	11 2%	3 2%	11 3%	10 3%	1 1%	9 4%	13 2%	6 4%r	3 5%r	4 8%r	2 2%	-	4 11%mnqr	11 2%	3 1%	8 2%	17 5%t	3 4%	6 7%uv	8 4%u	4 12%
Not applicable	6	2	3	3	2	-	-	3	2	-	2	2	1	1	2	-	2mnr	2mnqr	-	-	-	3	1	1	2	-	-	2	1
Mean	2.86	2.85	2.86	2.59	2.90cg	2.99cfg	2.83cg	2.67	2.97cfg	3.02	2.87	2.73	2.92j	2.95j	2.86	2.91r	2.95r	2.77	2.96r	2.71	2.79	2.81	2.77	2.85	2.96t	2.91	2.94	2.98u	2.71
Standard deviation	0.84	0.86	0.81	0.74	0.90	0.81	0.80	0.83	0.84	0.73	0.82	0.82	0.88	0.85	0.88	0.79	0.80	0.88	0.81	0.79	0.74	0.83	0.81	0.85	0.86	0.98	0.85	0.83	0.64
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.05	0.04	0.06	0.05	0.05	0.07	0.05	0.05	0.06	0.09	0.14	0.09	0.05	0.09	0.03	0.04	0.06	0.04	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) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1012	507	505	175	354	256	227	285	500	151	366	288	159	198	492	159	57*	34**	85*	153	33*	652	319	333	325	68*	71*	187	34**
Very worried (4)	271 27%	141 28%	130 26%	36 21%	100 28%	85 33%cfg	50 22%	63 22%	158 32%cfg	43 28%	107 29%j	53 19%	50 31%j	60 30%j	146 30%r	43 27%	16 28%	8 23%	22 26%	30 20%	6 19%	158 24%	63 20%	95 28%u	99 30%	20 29%	23 33%u	56 30%u	14 40%
Fairly worried (3)	424 42%	192 38%	232 46%a	85 49%	134 38%	115 45%	89 39%	131 46%	204 41%	74 49%	154 42%	126 44%	69 43%	75 38%	207 42%	68 44%	25 44%	14 43%	32 37%	63 41%	14 41%	281 43%	140 44%	141 42%	131 40%	26 38%	28 39%	78 42%	11 33%
Not very worried (2)	232 23%	128 25%	103 20%	35 20%	78 22%	43 17%	76 34%cddeg	57 20%	98 21%	32 23%	83 29%kl	82 17%	27 20%	40 18%	89 18%	38 24%	11 19%	5 15%	25 29%am	55 36%mo	9 28%	170 26%w	104 32%vxyz	67 20%	54 17%	8 11%	11 16%	35 19%	7 21%
Not at all worried (1)	54 5%	34 7%	20 4%	9 5%	27 8%	11 4%	8 3%	18 6%	29 6%	1 *	12 3%	18 6%	10 6%	14 7%	35 7%	7 4%	2 3%	3 7%	3 3%	5 3%	1 3%	31 5%	10 3%	20 6%	23 7%	10 15%uy	2 3%	11 6%	-
NET: Worried	694 69%	332 66%	362 72%	121 69%	234 66%	200 78%dfg	139 61%	193 68%	362 72%f	117 77%	261 71%j	179 62%	119 74%j	136 68%	353 72%r	111 70%	41 72%	22 65%	54 64%	93 61%	20 61%	439 67%	203 64%	236 71%	230 71%	45 67%	51 72%	134 72%	25 72%
NET: Not worried	286 28%	163 32%b	123 24%	44 25%	105 30%e	54 21%	84 37%cegh	75 26%	127 25%	32 21%	95 26%	100 35%ik	37 23%	54 27%	124 25%	45 28%	12 22%	7 22%	28 32%	60 39%mo	10 31%	201 31%w	114 36%vyz	87 26%	77 24%	18 26%	13 19%	46 25%	7 21%
Don't know	32 3%	11 2%	20 4%	10 6%e	15 4%	3 1%	4 2%	17 6%efh	11 2%	2 2%	10 3%	9 3%	4 2%	9 5%	15 3%r	3 2%	3 6%r	4 12%	3 4%	-	3 8%nr	12 2%	2 1%	10 3%	18 5%t	5 7%u	7 9%uvz	6 3%u	2 7%
Not applicable	66	25	41	12	24	17	14	13	39	11	16	12	5	34ijk	18	12r	7mr	13	10mr	3	3r	19	14	5	48t	5v	15uvx	28uv	-
Mean	2.93	2.89	2.97	2.90	2.91	3.08dfg	2.81	2.89	3.00f	3.07	3.00j	2.77	3.02j	2.96j	2.97r	2.94	3.04r	2.92	2.90	2.78	2.85	2.88	2.81	2.96u	2.99	2.88	3.11u	2.99u	3.20
Standard deviation	0.85	0.90	0.80	0.80	0.91	0.82	0.82	0.84	0.87	0.72	0.82	0.83	0.87	0.91	0.89	0.83	0.79	0.89	0.85	0.80	0.79	0.83	0.79	0.87	0.90	1.03	0.82	0.87	0.79
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.05	0.04	0.06	0.05	0.05	0.07	0.06	0.05	0.06	0.09	0.16	0.10	0.10	0.10	0.03	0.04	0.06	0.05	0.14	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) - South 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1075	531	544	185	376	273	241	295	539	162	381	300	162	232	508	170	64*	47*	95*	155	36*	670	333	338	370	73*	84*	213	34**
Very worried (4)	222 21%	104 20%	118 22%	35 19%	101 27% <sup>f</sup>	54 20%	31 13%	67 23% <sup>f</sup>	124 23% <sup>f</sup>	27 17%	82 22%	54 18%	36 22%	49 21%	119 23% <sup>r</sup>	35 21% <sup>r</sup>	19 29% <sup>r</sup>	9 20%	15 16%	19 12%	6 17%	116 17%	43 13%	74 22% <sup>u</sup>	92 25% <sup>t</sup>	16 23%	18 21% <sup>u</sup>	58 27% <sup>u</sup>	14 39%
Fairly worried (3)	442 41%	205 39%	237 43%	81 44%	139 37%	131 48% <sup>df</sup>	90 38%	124 42%	227 42%	76 47%	162 43%	109 36%	65 40%	106 45% <sup>j</sup>	213 42%	74 43%	24 38%	19 41%	39 41%	57 37%	16 45%	269 40%	133 40%	136 40%	161 44%	33 46%	39 46%	89 42%	11 32%
Not very worried (2)	327 30%	179 34% <sup>b</sup>	148 27%	49 26%	95 25%	75 28%	108 45% <sup>cd</sup>	67 23% <sup>h</sup>	151 28%	54 33%	108 28%	106 35%	47 29%	66 28%	127 25%	53 31%	16 26%	9 20%	38 40% <sup>mp</sup>	73 47% <sup>ms</sup>	11 31%	239 36% <sup>w</sup>	139 42% <sup>vxyz</sup>	101 30%	80 22%	16 21%	17 20%	48 22%	8 22%
Not at all worried (1)	59 6%	33 6%	27 5%	10 6%	28 7%	11 4%	11 4%	22 8%	26 5%	3 2%	22 6%	20 7% <sup>l</sup>	11 7%	6 3%	37 7%	5 3%	1 2%	4 10%	3 3%	7 4%	1 4%	36 5%	16 5%	20 6%	23 6%	7 9%	6 7%	11 5%	-
NET: Worried	663 62%	309 58%	354 65% <sup>aa</sup>	116 63% <sup>f</sup>	240 64% <sup>f</sup>	185 68% <sup>f</sup>	122 51%	191 65% <sup>f</sup>	351 65% <sup>f</sup>	104 64% <sup>j</sup>	244 64% <sup>j</sup>	163 55%	101 62%	154 66% <sup>j</sup>	331 65% <sup>r</sup>	109 64% <sup>r</sup>	43 67% <sup>r</sup>	29 61%	54 57%	75 48%	22 62%	386 58%	176 53%	210 62% <sup>u</sup>	253 68% <sup>t</sup>	50 69% <sup>u</sup>	56 67% <sup>u</sup>	147 69% <sup>u</sup>	24 71%
NET: Not worried	387 36%	211 40% <sup>b</sup>	175 32%	59 32%	123 33%	86 31%	119 49% <sup>cd</sup>	90 30% <sup>h</sup>	178 33%	57 35%	130 34%	126 42% <sup>l</sup>	58 36%	72 31%	164 32%	58 34%	18 28%	14 30%	41 43%	80 52% <sup>mnp</sup>	12 35% <sup>s</sup>	275 41% <sup>w</sup>	155 46% <sup>vxyz</sup>	121 36%	104 28%	22 31%	22 27%	59 28%	8 22%
Don't know	25 2%	10 2%	15 3%	10 5% <sup>efh</sup>	13 4% <sup>ef</sup>	2 1%	-	14 5% <sup>ef</sup>	11 2% <sup>f</sup>	2 1%	6 2%	10 3%	3 2%	6 2%	13 2%	4 2%	3 5% <sup>qr</sup>	4 9% <sup>mnr</sup>	-	-	1 3% <sup>qr</sup>	10 1%	2 1%	7 2%	13 4% <sup>t</sup>	1 1%	5 6% <sup>uv</sup>	8 4% <sup>u</sup>	2 7%
Not applicable	3	1	2	2	1	-	-	3	-	-	1	-	2	-	2	-	*	-	-	-	-	*	-	2	-	1 v	1	-	
Mean	2.79	2.73	2.84	2.80 <sup>f</sup>	2.86 <sup>f</sup>	2.84 <sup>f</sup>	2.59	2.84 <sup>f</sup>	2.85 <sup>f</sup>	2.79	2.82	2.68	2.79	2.87 <sup>j</sup>	2.83 <sup>r</sup>	2.83 <sup>r</sup>	2.99 <sup>qr</sup>	2.78	2.70	2.56	2.78	2.70	2.61	2.80 <sup>u</sup>	2.90 <sup>t</sup>	2.83	2.87 <sup>u</sup>	2.94 <sup>u</sup>	3.18
Standard deviation	0.84	0.85	0.83	0.82	0.91	0.78	0.77	0.88	0.84	0.74	0.84	0.86	0.87	0.78	0.88	0.79	0.83	0.91	0.77	0.76	0.79	0.82	0.77	0.85	0.86	0.89	0.85	0.85	0.80
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.05	0.05	0.07	0.05	0.05	0.06	0.09	0.14	0.08	0.05	0.10	0.03	0.04	0.06	0.04	0.12	0.08	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) - South 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 (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemplo yed (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (exl NA for %)	1075	531	544	186	378	272	240	297	538	161	382	297	164	232	509	170	63*	47*	95*	155	36*	670	332	338	371	73*	86*	212	34**
Very worried (4)	330 31%	162 31%	168 31%	47 25%	115 30%	103 38%cf	65 27%	84 28%	180 34%	66 41%	124 32%	80 27%	54 33%	72 31%	159 31%r	63 37%r	20 32%	14 30%	31 33%	35 23%	8 23%	198 30%	92 28%	106 31%	125 34%	26 35%	32 37%	68 32%	6 18%
Fairly worried (3)	400 37%	194 37%	206 38%	70 38%	144 38%	98 36%	87 36%	111 37%	202 38%	49 30%	141 37%	111 37%	59 36%	89 38%	178 35%	63 37%	30 47%q	15 32%	29 30%	72 46%mq	14 40%	257 38%	126 38%	131 39%	133 36%	20 27%	30 35%	83 39%	10 29%
Not very worried (2)	226 21%	116 22%	110 20%	36 19%	77 21%	47 17%	65 27%egh	57 19%	103 19%	29 18%	78 20%	68 23%	35 22%	44 19%	109 21%	31 18%	9 14%	6 13%	27 29%o	37 24%	7 19%	147 22%	76 23%y	70 21%y	65 17%	18 24%	9 11%	38 18%	14 41%
Not at all worried (1)	51 5%	37 7%b	14 3%	11 6%	16 4%	13 5%	10 4%	16 5%	25 4%	6 4%	16 4%	19 6%	9 6%	7 3%	31 6%q	6 3%	1 2%	3 5%q	-	9 6%q	1 4%q	32 5%	20 6%	12 4%	19 5%	5 7%	3 3%	11 5%	-
NET: Worried	730 68%	356 67%	374 69%	117 63%	259 69%	201 74%cf	152 63%	196 66%	382 71%f	115 71%	265 69%	191 64%	112 69%	162 70%	337 66%	125 74%	50 79%mq	29 62%	60 63%	107 69%	22 63%	456 68%	219 66%	237 70%	258 70%	45 62%	62 72%	151 71%	16 47%
NET: Not worried	276 26%	152 29%	124 23%	47 25%	94 25%	60 22%	76 32%eh	73 24%	128 24%	35 22%	94 25%	87 29%	45 27%	51 22%	140 27%	36 21%	10 16%	9 18%	27 29%	46 29%o	8 23%	178 27%	96 29%y	82 24%y	84 31%y	23 31%y	12 14%	49 23%	14 41%
Don't know	69 6%	22 4%	47 9%a	22 12%efh	24 6%	11 4%	12 5%	29 10%eh	28 5%	11 7%	24 6%	19 6%	6 4%	20 9%	32 6%r	9 5%	3 5%	9 20%mnor	8 8%r	2 2%	5 15%mnr	36 5%	18 5%	18 5%	29 8%	5 6%	12 13%uvz	12 6%	4 12%
Not applicable	3	1	2	1	-	1	*	1	1	-	2	*	-	1	-	1m	-	-	-	*	-	1	1	-	2	-	-	2	-
Mean	3.00	2.95	3.06	2.94	3.01	3.11f	2.91	2.99	3.05f	3.16	3.04	2.91	3.00	3.07j	2.98	3.13r	3.14r	3.07	3.04	2.87	2.96	2.98	2.93	3.04	3.07	2.97	3.22u	3.04	2.74
Standard deviation	0.87	0.91	0.82	0.88	0.86	0.87	0.87	0.87	0.86	0.88	0.86	0.89	0.90	0.82	0.91	0.84	0.75	0.90	0.82	0.83	0.82	0.86	0.88	0.84	0.88	0.98	0.82	0.87	0.79
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.05	0.05	0.06	0.08	0.15	0.09	0.06	0.11	0.03	0.04	0.06	0.05	0.14	0.08	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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1044	519	525	185	372	265	222	296	526	156	381	285	163	215	508	169	58*	44*	82*	150	34*	663	326	338	349	66*	80*	203	32**
Very worried (4)	202 19%	96 19%	106 20%	35 19% <sup>f</sup>	96 26% <sup>f</sup>	52 20% <sup>f</sup>	20 9%	68 23% <sup>f</sup>	115 22% <sup>f</sup>	23 15%	79 21%	43 15%	40 24% <sup>j</sup>	41 19%	124 24% <sup>qr</sup>	32 19% <sup>r</sup>	14 25% <sup>qr</sup>	5 11%	8 10%	14 10%	4 13%	113 17%	42 13%	71 21% <sup>u</sup>	86 25% <sup>t</sup>	15 23%	17 22% <sup>u</sup>	53 26% <sup>u</sup>	4 11%
Fairly worried (3)	374 36%	173 33%	201 38%	72 39% <sup>f</sup>	139 37% <sup>f</sup>	101 38% <sup>f</sup>	62 28%	112 38% <sup>f</sup>	200 38% <sup>f</sup>	62 40%	148 39%	96 34%	63 39%	67 31%	198 39% <sup>q</sup>	65 39% <sup>q</sup>	19 33%	14 32%	16 20%	49 33%	12 36%	255 38% <sup>w</sup>	116 36% <sup>x</sup>	139 41% <sup>xy</sup>	106 30%	10 16%	22 28%	73 36% <sup>x</sup>	14 42%
Not very worried (2)	314 30%	175 34% <sup>b</sup>	139 27%	46 25%	95 25%	75 29%	98 44% <sup>cdeg</sup>	71 24%	145 27%	49 31%	113 30%	94 33% <sup>k</sup>	36 22%	71 33% <sup>k</sup>	122 24%	54 32%	17 30%	11 25%	36 44% <sup>m</sup>	64 43% <sup>mn</sup>	10 29%	201 30%	112 34% <sup>z</sup>	90 27%	102 29%	30 45% <sup>vyz</sup>	21 26%	51 25%	11 34%
Not at all worried (1)	66 6%	42 8% <sup>b</sup>	24 5%	6 3%	21 6%	16 6%	24 11% <sup>cdgh</sup>	12 4%	30 6%	8 5%	17 4%	24 9%	13 8%	11 5%	31 6%	9 5%	1 1%	4 9%	8 9% <sup>o</sup>	12 8% <sup>o</sup>	1 2%	43 6%	26 8%	16 5%	23 7%	7 10%	3 3%	14 7%	-
NET: Worried	576 55%	270 52%	307 58%	107 58% <sup>f</sup>	235 63% <sup>f</sup>	153 58% <sup>f</sup>	82 37%	180 61% <sup>f</sup>	315 60% <sup>f</sup>	85 54%	227 59% <sup>j</sup>	139 49%	102 63% <sup>kl</sup>	108 50%	321 63% <sup>pqr</sup>	98 58% <sup>qr</sup>	34 58% <sup>qr</sup>	19 44%	24 29%	63 42%	17 49% <sup>q</sup>	367 55%	158 48%	210 62% <sup>ux</sup>	192 55%	26 39%	40 50%	126 62% <sup>ux</sup>	17 53%
NET: Not worried	380 36%	217 42% <sup>b</sup>	163 31%	52 28%	115 31%	91 34%	122 55% <sup>cdeg</sup>	83 28%	175 33%	57 37%	130 34%	119 42% <sup>k</sup>	49 30%	82 38%	153 30%	63 38%	18 31%	15 34%	44 54% <sup>mno</sup>	76 51% <sup>mno</sup>	11 31%	244 37%	138 42% <sup>vyz</sup>	106 31%	126 36%	36 55% <sup>vyz</sup>	24 30%	66 32%	11 34%
Don't know	88 8%	32 6%	56 11% <sup>a</sup>	26 14% <sup>dh</sup>	23 6%	21 8%	19 8%	33 11%	37 7%	14 9%	24 6%	27 10%	11 7%	25 12% <sup>ai</sup>	33 7%	8 5%	6 11%	10 22% <sup>mnr</sup>	14 17% <sup>mnr</sup>	10 7%	7 20% <sup>mnr</sup>	52 8%	30 9%	22 7%	31 9%	4 6%	16 20% <sup>uvxz</sup>	11 6%	4 13%
Not applicable	34	13	21	2	5	8	19 <sup>cdegh</sup>	2	13	6	*	15 <sup>ik</sup>	1	17 <sup>k</sup>	3	2	7 <sup>mnr</sup>	2 <sup>m</sup>	13 <sup>mnr</sup>	6 <sup>m</sup>	1 <sup>m</sup>	8	8 <sup>v</sup>	-	24 <sup>t</sup>	7 <sup>uv</sup>	6 <sup>uv</sup>	11 <sup>v</sup>	2 <sup>z</sup>
Mean	2.75	2.67	2.83 <sup>a</sup>	2.85 <sup>f</sup>	2.89 <sup>f</sup>	2.77 <sup>f</sup>	2.38	2.90 <sup>f</sup>	2.82 <sup>f</sup>	2.70	2.81 <sup>j</sup>	2.61	2.85 <sup>j</sup>	2.72	2.87 <sup>qr</sup>	2.75 <sup>qr</sup>	2.93 <sup>qr</sup>	2.60	2.35	2.47	2.74 <sup>qr</sup>	2.72	2.59	2.84 <sup>u</sup>	2.80	2.55	2.86 <sup>u</sup>	2.86 <sup>u</sup>	2.74
Standard deviation	0.87	0.89	0.84	0.80	0.88	0.85	0.82	0.84	0.86	0.81	0.83	0.87	0.91	0.87	0.88	0.84	0.81	0.89	0.83	0.80	0.77	0.84	0.84	0.83	0.92	0.98	0.87	0.91	0.68
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.05	0.04	0.07	0.05	0.05	0.07	0.06	0.05	0.06	0.10	0.15	0.11	0.06	0.11	0.03	0.04	0.06	0.05	0.15	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) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	638	314	324	156*	278	140*	64*	251	323	76*	260	175	101*	103*	387	106	39*	29**	21**	40*	17**	437	100	336	178	30**	30*	118*	24**
Very worried (4)	128 20%	54 17%	74 23%	37 23% <i>f</i>	58 21% <i>f</i>	30 22% <i>f</i>	3 5%	60 24% <i>f</i>	65 20% <i>f</i>	11 14%	53 20%	30 17%	26 26%	20 19%	89 23% <i>fr</i>	20 19% <i>fr</i>	11 29% <i>fr</i>	4 14%	2 8%	1 2%	1 5%	73 17%	6 6%	67 20% <i>u</i>	52 29% <i>t</i>	9 30%	9 30% <i>u</i>	34 29% <i>u</i>	4 15%
Fairly worried (3)	202 32%	86 27%	116 36%	65 41% <i>ef</i>	93 33% <i>f</i>	38 27% <i>f</i>	7 11%	96 38% <i>f</i>	99 31% <i>f</i>	20 26%	87 33%	50 29%	37 37%	28 27%	133 34% <i>fr</i>	32 31% <i>fr</i>	10 26%	11 40%	4 21%	5 12%	6 37%	153 35% <i>w</i>	22 22%	131 39% <i>uyz</i>	36 20%	7 22%	6 19%	24 21%	12 50%
Not very worried (2)	168 26%	101 32% <i>b</i>	67 21%	28 18%	78 28%	36 26%	26 40% <i>cg</i>	48 19%	94 29% <i>cg</i>	26 34%	75 29%	45 17%	17 26%	31 30%	98 25%	32 30%	10 26%	5 18%	7 32%	12 29%	4 26%	130 30% <i>w</i>	25 25% <i>y</i>	105 31% <i>y</i>	34 19%	6 5%	1 23% <i>y</i>	4 18%	
Not at all worried (1)	85 13%	54 17% <i>b</i>	31 10%	8 5%	25 9%	32 23% <i>cdg</i>	19 30% <i>cdgh</i>	18 7%	47 14% <i>cg</i>	14 18%	28 11%	29 17%	15 14%	13 13%	38 10%	15 14%	1 3%	4 14%	2 11%	21 51% <i>mno</i>	3 18%	57 13%	35 35% <i>vyz</i>	22 6%	27 15%	7 22%	4 12%	17 14% <i>v</i>	-
NET: Worried	330 52%	140 44%	190 59% <i>a</i>	101 65% <i>efh</i>	150 54% <i>f</i>	68 48% <i>f</i>	10 16%	156 62% <i>efh</i>	164 51% <i>f</i>	31 41%	140 54%	80 46%	63 62% <i>ijl</i>	47 46%	222 57% <i>fr</i>	52 49% <i>fr</i>	21 55% <i>fr</i>	15 54%	6 29%	6 14%	7 42%	226 52%	28 28%	198 59% <i>u</i>	88 50%	15 52%	15 49% <i>u</i>	58 49% <i>u</i>	15 65%
NET: Not worried	253 40%	155 49% <i>b</i>	98 30%	37 23%	103 37% <i>cg</i>	68 49% <i>cg</i>	45 70% <i>cdg</i>	67 27%	141 44% <i>cg</i>	40 52%	103 40%	74 42%	32 32%	44 43%	136 35%	47 45%	11 29%	9 32%	9 44%	32 80% <i>mno</i>	7 43%	187 43%	60 60% <i>vyz</i>	127 38% <i>y</i>	62 35%	12 41%	5 17%	44 38% <i>y</i>	4 18%
Don't know	55 9%	20 6%	36 11%	18 12% <i>e</i>	24 9%	4 3%	9 14% <i>eh</i>	29 11% <i>eh</i>	18 5%	5 7%	17 6%	21 12%	6 6%	11 11%	29 7%	6 6%	4 14%	6 27%	2 5%	2 14%	2 23	5	12 12% <i>v</i>	11 3%	28 16% <i>t</i>	2 7%	10 34% <i>uvz</i>	15 13% <i>v</i>	4 18%
Not applicable	440	218	222	31	100 <i>cg</i>	133 <i>cdgh</i>	177 <i>cdg</i>	47	216 <i>cdg</i>	86	122	125 <i>i</i>	63 <i>i</i>	130 <i>ijk</i>	123	65 <i>m</i>	26 <i>m</i>	18	75	115 <i>m</i>	19	234	233 <i>v</i>	1	195 <i>t</i>	43	55 <i>v</i>	97 <i>v</i>	11
Mean	2.64	2.47	2.81 <i>a</i>	2.94 <i>efh</i>	2.72 <i>f</i>	2.49 <i>f</i>	1.89	2.89 <i>efh</i>	2.60 <i>f</i>	2.40	2.68	2.52	2.78	2.59	2.76 <i>r</i>	2.57 <i>r</i>	2.97 <i>nr</i>	2.63	2.36	1.63	2.34	2.58	1.97	2.75 <i>u</i>	2.75	2.64	3.01	2.73 <i>u</i>	2.97
Standard deviation	0.98	0.99	0.94	0.84	0.93	1.08	0.84	0.90	0.99	0.97	0.94	1.01	1.02	0.99	0.95	0.98	0.91	0.96	0.91	0.80	0.90	0.93	0.96	0.86	1.12	1.18	1.16	1.10	0.64
Standard error	0.04	0.06	0.06	0.08	0.07	0.10	0.10	0.07	0.06	0.13	0.07	0.08	0.11	0.10	0.06	0.09	0.14	0.20	0.25	0.11	0.19	0.05	0.09	0.06	0.09	0.26	0.22	0.11	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) - South 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 (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 from council (x)	Rent from HA (y)	Other Rent (z)	Rent free (A)	
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Base (excl NA for %)	913	472	442	155*	327	237	194	253	467	137*	342	256	142	173	471	145	38*	34**	65*	141	21*	600	286	315	286	51*	67*	167	27**	
Very worried (4)	220 24%	113 24%	107 24%	33 21%	102 31% <sub>f</sub>	60 25% <sub>f</sub>	26 13%	60 24% <sub>f</sub>	135 29% <sub>f</sub>	34 25%	87 25%	53 21%	39 27%	41 24%	138 29% <sub>r</sub>	37 25% <sub>r</sub>	11 29% <sub>r</sub>	5 14%	11 17%	14 10%	4 19%	130 22%	56 20%	74 24%	86 30% <sub>t</sub>	12 23%	17 25%	58 35% <sub>uv</sub>	4 13%	
Fairly worried (3)	326 36%	158 33%	168 38%	61 39%	114 35%	96 40% <sub>f</sub>	55 28%	95 38%	176 38% <sub>f</sub>	52 38%	131 38%	82 32%	55 39%	58 33%	180 40% <sub>r</sub>	52 36%	11 29%	11 32%	24 37%	39 27%	10 49% <sub>r</sub>	219 36%	88 31%	130 41% <sub>uz</sub>	90 31%	12 24%	27 39%	51 30%	18 65%	
Not very worried (2)	237 26%	140 30% <sub>b</sub>	97 22%	26 17%	72 22%	57 24%	82 42% <sub>cdeg</sub>	49 20%	106 23%	36 26%	83 24%	80 31% <sub>k</sub>	24 17%	50 29% <sub>k</sub>	98 21%	35 24%	9 24%	6 18%	24 37% <sub>ms</sub>	62 44% <sub>mno</sub>	3 15%	179 30% <sub>w</sub>	98 34% <sub>vzy</sub>	81 26%	57 20%	11 21%	10 15%	36 22%	2 7%	
Not at all worried (1)	64 7%	40 9%	23 5%	12 8%	13 4%	14 6%	25 13% <sub>degh</sub>	16 6%	23 5%	6 4%	23 7%	24 9%	9 7%	8 4%	23 5%	9 6%	2 4%	5 14%	3 4%	24 17% <sub>mnoqs</sub>	-	42 7%	32 11% <sub>vz</sub>	10 3%	20 7%	9 18% <sub>vz</sub>	4 6%	7 4%	1 4%	
NET: Worried	546 60%	270 57%	276 62%	94 61% <sub>f</sub>	216 66% <sub>f</sub>	156 66% <sub>f</sub>	80 42%	155 61% <sub>f</sub>	311 67% <sub>f</sub>	86 63%	218 64% <sub>ij</sub>	135 53%	94 66% <sub>j</sub>	99 57%	318 68% <sub>r</sub>	89 61% <sub>r</sub>	22 58% <sub>r</sub>	15 46%	35 54% <sub>r</sub>	53 38%	14 68% <sub>r</sub>	349 58%	145 51%	204 65% <sub>u</sub>	176 62%	24 47%	43 64% <sub>u</sub>	109 65% <sub>u</sub>	21 78%	
NET: Not worried	301 33%	181 38% <sub>b</sub>	120 27%	38 24%	86 26%	71 30%	106 55% <sub>cdeg</sub>	66 26%	129 28%	42 30%	106 31%	104 41% <sub>ik</sub>	33 24%	57 33%	120 26%	44 30%	11 28%	11 32%	27 41% <sub>ms</sub>	85 61% <sub>mnoq</sub>	3 15%	221 37% <sub>w</sub>	130 45% <sub>vzy</sub>	91 29%	77 27%	20 39%	14 21%	43 26%	3 11%	
Don't know	66 7%	20 4%	46 10% <sub>a</sub>	24 15% <sub>defh</sub>	26 8%	10 4%	7 4%	32 13% <sub>efh</sub>	27 6%	9 7%	18 5%	17 7%	14 10%	17 10%	32 7% <sub>r</sub>	12 9% <sub>r</sub>	5 13% <sub>r</sub>	8 22%	3 5%	3 2%	4 17% <sub>mq</sub>	31 5%	12 4%	19 6%	33 11% <sub>t</sub>	7 14% <sub>u</sub>	10 15% <sub>uv</sub>	15 9% <sub>u</sub>	3 11%	
Not applicable	165	60	104 <sub>a</sub>	32	50	35	47 <sub>deh</sub>	45	72	25	39	43	22	60 <sub>ijk</sub>	40	26 <sub>m</sub>	27 <sub>mnqr</sub>	13	30 <sub>mnr</sub>	14	15 <sub>mnqr</sub>	71	48 <sub>v</sub>	23	87 <sub>t</sub>	22 <sub>uv</sub>	18 <sub>uv</sub>	47 <sub>uv</sub>	7	
Mean	2.83	2.76	2.91 <sub>a</sub>	2.88 <sub>f</sub>	3.01 <sub>f</sub>	2.89 <sub>f</sub>	2.44	2.90 <sub>f</sub>	2.96 <sub>f</sub>	2.89	2.87 <sub>j</sub>	2.69	2.88 <sub>f</sub>	2.97 <sub>j</sub>	2.85	2.99 <sub>qr</sub>	2.88 <sub>r</sub>	2.97 <sub>r</sub>	2.59	2.71 <sub>r</sub>	2.31	3.06	2.77	2.62	2.91 <sub>u</sub>	2.96 <sub>f</sub>	2.60	2.97 <sub>u</sub>	3.05 <sub>u</sub>	2.97
Standard deviation	0.90	0.93	0.86	0.90	0.87	0.87	0.89	0.89	0.87	0.85	0.89	0.93	0.89	0.87	0.86	0.89	0.91	1.00	0.82	0.88	0.66	0.89	0.94	0.81	0.94	1.11	0.87	0.90	0.66	
Standard error	0.03	0.04	0.05	0.08	0.05	0.06	0.06	0.06	0.04	0.08	0.06	0.06	0.08	0.06	0.05	0.07	0.13	0.20	0.11	0.06	0.12	0.04	0.05	0.06	0.06	0.20	0.10	0.07	0.21	

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 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 (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	919	473	446	172	314	223	210	271	438	138	352	258	138	172	449	147	48*	34**	73*	144	25*	616	315	302	271	48**	60*	163	32**
Very worried (4)	202 22%	104 22%	98 22%	15 9%	66 21% <sup>c</sup>	65 29% <sup>cg</sup>	56 27% <sup>cg</sup>	41 15%	105 24% <sup>cg</sup>	36 26%	73 21%	58 23%	30 22%	41 24%	95 21%	25 17%	5 11%	10 29%	23 32% <sup>no</sup>	38 26% <sup>no</sup>	5 22%	143 23%	87 28% <sup>vz</sup>	56 19%	59 22%	14 29%	17 28%	28 17%	-
Fairly worried (3)	307 33%	149 32%	158 35%	86 50% <sup>defh</sup>	85 27%	66 30%	69 33%	110 41% <sup>deh</sup>	127 29%	42 30%	150 43% <sup>ijkl</sup>	73 28%	40 29%	43 25%	130 29%	65 44% <sup>mq</sup>	22 46% <sup>mq</sup>	12 34%	20 28%	52 36%	6 26%	217 35% <sup>w</sup>	122 39% <sup>y</sup>	95 31%	68 25%	5 10%	14 24%	50 30%	22 69%
Not very worried (2)	278 30%	144 31%	133 30%	41 24%	101 32%	65 29%	70 33%	71 26%	137 31%	43 31%	95 27%	84 33%	40 29%	59 34%	141 31%	39 27%	12 26%	5 16%	23 31%	47 32%	10 41%	193 31%	85 27%	109 36% <sup>uy</sup>	79 29%	14 29%	13 22%	51 32%	6 18%
Not at all worried (1)	78 9%	53 11% <sup>b</sup>	25 6%	13 8%	37 12% <sup>f</sup>	20 9%	8 4%	24 9%	46 11% <sup>f</sup>	10 7%	21 6%	28 11% <sup>i</sup>	15 11%	14 8%	54 12% <sup>rs</sup>	10 7%	1 3%	4 12%	3 4%	6 4%	-	40 7%	15 5%	25 8%	36 13% <sup>t</sup>	9 19%	5 8%	22 13% <sup>u</sup>	2 7%
NET: Worried	509 55%	254 54%	255 57%	101 59%	151 48%	131 59% <sup>d</sup>	126 60% <sup>d</sup>	151 56%	232 53%	78 57%	223 63% <sup>ijkl</sup>	131 51%	71 51%	84 49%	225 50%	90 61% <sup>m</sup>	27 57%	22 64%	44 60%	90 62% <sup>m</sup>	12 49%	360 58% <sup>w</sup>	209 66% <sup>vyz</sup>	151 50%	127 47%	19 38%	31 52%	78 48%	22 69%
NET: Not worried	356 39%	197 42%	159 36%	54 32%	138 44% <sup>c</sup>	85 38%	78 37%	94 35%	183 42%	53 38%	116 33%	112 44% <sup>ai</sup>	55 40%	73 43%	195 43%	50 34%	14 29%	9 27%	25 35%	53 37%	10 41%	233 38%	99 32%	134 44% <sup>uy</sup>	114 42%	23 48%	18 30%	73 45% <sup>uy</sup>	8 25%
Don't know	54 6%	22 5%	32 7%	17 10% <sup>ef</sup>	25 8% <sup>ef</sup>	7 3%	6 3%	26 9% <sup>ef</sup>	23 5%	7 5%	13 4%	14 6%	12 9%	15 9% <sup>i</sup>	29 7% <sup>r</sup>	8 5% <sup>r</sup>	7 14% <sup>nr</sup>	3 9%	4 5%	1 1%	2 10% <sup>r</sup>	23 4%	6 2%	17 5%	29 11% <sup>t</sup>	7 13%	11 18% <sup>uvz</sup>	12 7% <sup>u</sup>	2 6%
Not applicable	159	59	100 <sup>a</sup>	15	64 <sup>cg</sup>	50 <sup>cg</sup>	31	27	101 <sup>cfg</sup>	24	30	42 <sup>i</sup>	26 <sup>i</sup>	61 <sup>ijk</sup>	61	23 <sup>r</sup>	17 <sup>mnr</sup>	13	23 <sup>mnr</sup>	12	11 <sup>mnr</sup>	55	19	36 <sup>u</sup>	102 <sup>t</sup>	24	26 <sup>uv</sup>	51 <sup>uv</sup>	2
Mean	2.73	2.68	2.79	2.66	2.62	2.81	2.85 <sup>d</sup>	2.68	2.70	2.79	2.81	2.66	2.68	2.71	2.63	2.75	2.75	2.89	2.93 <sup>m</sup>	2.86 <sup>m</sup>	2.79	2.78 <sup>w</sup>	2.91 <sup>vz</sup>	2.64	2.62	2.55	2.87 <sup>z</sup>	2.56	2.66
Standard deviation	0.92	0.96	0.87	0.77	0.97	0.97	0.87	0.86	0.97	0.84	0.97	0.97	0.97	0.95	0.97	0.84	0.72	1.02	0.91	0.86	0.83	0.89	0.86	0.90	1.01	1.18	1.00	0.96	0.63
Standard error	0.03	0.04	0.04	0.06	0.06	0.07	0.05	0.06	0.05	0.08	0.05	0.06	0.09	0.07	0.06	0.06	0.09	0.19	0.11	0.06	0.13	0.04	0.04	0.06	0.06	0.22	0.12	0.08	0.17

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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	933	479	454	175	312	230	217	272	444	139	356	259	142	177	452	147	48*	38*	75*	148	24*	622	319	304	278	51*	63*	164	32**
Very worried (4)	86 9%	42 9%	44 10%	19 11% <sub>f</sub>	42 13% <sub>f</sub>	19 8% <sub>f</sub>	6 3%	32 12% <sub>f</sub>	48 11% <sub>f</sub>	11 8%	35 10%	19 7%	13 9%	18 10%	56 12% <sub>r</sub>	12 8% <sub>r</sub>	5 10% <sub>r</sub>	4 9% <sub>r</sub>	4 6%	3 2%	2 8% <sub>r</sub>	49 8%	23 7%	26 9%	35 13% <sub>t</sub>	9 18%	7 11%	19 12%	1 3%
Fairly worried (3)	198 21%	88 18%	110 24%	53 30% <sub>d</sub> <sub>f</sub> <sub>h</sub>	55 18%	46 20%	44 20%	72 26% <sub>d</sub> <sub>h</sub>	82 19%	34 25%	83 23%	51 20%	28 20%	36 20%	95 21%	32 22%	13 27%	11 29%	15 20%	26 17%	6 24%	128 21%	64 20%	64 21%	57 21%	5 11%	17 28%	35 21%	12 39%
Not very worried (2)	428 46%	224 47%	204 45%	68 39%	137 44%	108 47%	115 53% <sub>c</sub> <sub>g</sub>	103 38%	210 47% <sub>g</sub>	53 38%	168 47%	121 47%	59 41%	80 45%	184 41%	76 52% <sub>m</sub>	19 40%	14 37%	40 53%	84 57% <sub>mop</sub>	10 41%	302 49% <sub>w</sub>	160 50% <sub>y</sub>	142 47% <sub>y</sub>	111 40%	21 40%	18 29%	72 44% <sub>y</sub>	14 45%
Not at all worried (1)	170 18%	106 22% <sub>b</sub>	65 14%	18 10%	52 17%	52 23% <sub>c</sub> <sub>g</sub>	48 22% <sub>c</sub> <sub>g</sub>	39 14%	83 19% <sub>c</sub>	35 25%	59 17%	51 20%	28 20%	32 18%	89 20%	20 14%	5 9%	5 13%	15 19%	34 23% <sub>no</sub>	3 14%	120 19%	63 20%	56 18%	48 17%	12 24%	10 16%	26 16%	2 7%
NET: Worried	284 30%	129 27%	154 34% <sub>a</sub>	72 41% <sub>e</sub> <sub>f</sub> <sub>h</sub>	97 31%	65 28%	50 23%	104 38% <sub>f</sub> <sub>h</sub>	130 29%	45 33%	117 33%	70 27%	42 29%	54 31%	151 33% <sub>r</sub>	44 30% <sub>r</sub>	18 37% <sub>r</sub>	15 38% <sub>r</sub>	19 25%	29 19%	8 33%	177 29%	87 27%	90 30%	93 33%	14 28%	24 39%	54 33%	13 41%
NET: Not worried	598 64%	330 69% <sub>b</sub>	269 59%	85 49%	190 61% <sub>c</sub>	160 70% <sub>c</sub> <sub>g</sub>	163 75% <sub>c</sub> <sub>d</sub> <sub>g</sub> <sub>h</sub>	142 52%	294 66% <sub>c</sub> <sub>g</sub>	88 63%	227 64%	173 67%	87 61%	111 63%	273 60%	96 66% <sub>o</sub>	24 49%	19 50%	55 73% <sub>op</sub>	118 80% <sub>m</sub> <sub>n</sub> <sub>o</sub> <sub>p</sub>	13 55%	422 68% <sub>w</sub>	224 70% <sub>y</sub> <sub>z</sub>	198 65% <sub>y</sub>	160 57%	33 64%	29 46%	98 60%	17 53%
Don't know	51 5%	20 4%	31 7%	18 10% <sub>e</sub> <sub>f</sub> <sub>h</sub>	25 8% <sub>e</sub> <sub>f</sub>	5 2%	4 2%	27 10% <sub>e</sub> <sub>f</sub> <sub>h</sub>	20 5%	6 4%	11 3%	15 6%	13 9% <sub>i</sub>	12 7%	28 6% <sub>r</sub>	6 4%	6 13% <sub>n</sub> <sub>q</sub> <sub>r</sub>	5 12% <sub>q</sub> <sub>r</sub>	1 2%	1 1%	3 13% <sub>q</sub> <sub>r</sub>	23 4%	8 2%	15 5%	26 9% <sub>t</sub>	4 7%	10 16% <sub>u</sub> <sub>v</sub>	12 7% <sub>u</sub>	2 6%
Not applicable	145	53	92 <sub>a</sub>	12	66 <sub>c</sub> <sub>f</sub> <sub>g</sub>	43 <sub>c</sub> <sub>f</sub> <sub>g</sub>	24	26	96 <sub>c</sub> <sub>f</sub> <sub>g</sub>	23	26	41 <sub>i</sub>	22 <sub>i</sub>	56 <sub>j</sub> <sub>k</sub>	58 <sub>r</sub>	24 <sub>r</sub>	16 <sub>m</sub> <sub>n</sub> <sub>r</sub>	8 <sub>r</sub>	20 <sub>m</sub> <sub>r</sub>	7	12 <sub>m</sub> <sub>n</sub> <sub>p</sub> <sub>q</sub> <sub>r</sub>	49	15	34 <sub>u</sub>	94 <sub>t</sub>	22 <sub>u</sub> <sub>v</sub>	23 <sub>u</sub> <sub>v</sub>	50 <sub>u</sub> <sub>v</sub>	2
Mean	2.23	2.14	2.32 <sub>a</sub>	2.46 <sub>e</sub> <sub>f</sub> <sub>h</sub>	2.30 <sub>f</sub>	2.14	2.03	2.39 <sub>e</sub> <sub>f</sub>	2.22 <sub>f</sub>	2.16	2.27	2.16	2.21	2.25	2.28 <sub>r</sub>	2.26 <sub>r</sub>	2.44 <sub>r</sub>	2.39	2.12	1.98	2.32	2.18	2.15	2.21	2.32	2.23	2.40 <sub>u</sub>	2.31	2.39
Standard deviation	0.87	0.87	0.86	0.85	0.93	0.87	0.74	0.90	0.89	0.91	0.86	0.85	0.91	0.89	0.94	0.81	0.84	0.88	0.79	0.70	0.87	0.84	0.83	0.86	0.94	1.05	0.96	0.90	0.68
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.05	0.06	0.05	0.08	0.05	0.05	0.08	0.06	0.06	0.11	0.16	0.10	0.10	0.05	0.15	0.03	0.04	0.06	0.06	0.18	0.11	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) - South 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 (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	966	497	469	177	334	237	217	283	465	143	360	268	146	193	469	155	52*	41*	79*	145	26*	631	316	314	303	55*	69*	179	32**
Very worried (4)	158 16%	77 15%	81 17%	21 12%	76 23%cf	43 18%f	18 8%	51 18%f	89 19%f	25 17%	66 18%j	27 10%	24 17%	40 21%j	92 20%r	28 18%r	5 11%	10 24%r	9 11%	9 6%	4 15%	83 13%	24 8%	59 19%u	63 21%t	18 33%uy	10 14%	35 20%u	11 34%
Fairly worried (3)	284 29%	150 30%	134 29%	63 36%f	99 30%	71 30%	51 23%	92 32%f	141 30%	36 25%	98 27%	88 33%	39 27%	58 30%	147 31%r	48 31%	20 38%qr	15 37%	16 21%	32 22%	7 25%	162 26%	80 25%	82 26%	117 39%t	14 25%	26 37%u	78 43%uv	5 15%
Not very worried (2)	382 40%	194 39%	189 40%	59 34%	111 33%	98 41%	114 52%cddeg	94 33%	175 38%	64 44%	155 43%l	111 42%	51 35%	64 33%	163 35%p	59 38%p	20 39%p	5 11%	40 51%mp	83 57%mnop	13 50%p	301 48%w	166 53%vxyz	135 43%xyz	71 23%	11 20%	14 20%	46 26%	10 32%
Not at all worried (1)	85 9%	57 11%b	29 6%	10 6%	27 8%	18 8%	30 14%cddeg	17 6%	38 8%	11 8%	24 7%	26 10%	17 12%	17 9%	39 8%	10 6%	2 3%	3 8%	10 12%	21 14%mmo	1 4%	61 10%	36 11%z	24 8%	25 8%	9 17%z	7 10%	9 5%	-
NET: Worried	442 46%	227 46%	215 46%	84 48%f	175 52%f	114 48%f	69 32%	143 50%f	230 49%f	60 42%	164 46%	115 43%	64 44%	98 51%	239 51%qr	76 49%qr	25 48%r	25 61%qr	25 32%	41 28%	11 40%	246 39%	104 33%	141 45%u	180 59%t	32 58%u	36 51%u	113 63%uv	16 49%
NET: Not worried	467 48%	250 50%	217 46%	70 39%	138 41%	116 49%	144 66%cddeg	111 39%	213 46%	75 52%	180 50%	138 51%	68 47%	82 42%	202 43%p	69 44%p	22 42%p	8 20%	50 63%mnop	103 71%mnop	14 54%p	362 57%w	202 64%vxyz	159 51%yz	95 31%	20 37%	21 30%	54 30%	10 32%
Don't know	57 6%	21 4%	36 8%a	23 13%defh	21 6%f	8 3%	5 2%	29 10%efh	23 5%	8 6%	16 4%	14 5%	14 9%	13 7%	28 6%r	10 7%r	5 9%r	8 20%mnqr	4 5%	1 1%	1 6%r	23 4%	10 3%	14 4%	28 9%t	2 4%	13 19%uvxz	12 7%	6 19%
Not applicable	112	34	77a	10	44cg	35cg	23g	15	74cg	19	22	32i	18i	39ij	41	15	13mnr	6	17mnr	10	10mnpr	40	17	23	69t	18uv	16uv	35uv	2
Mean	2.57	2.52	2.62	2.62f	2.71f	2.60f	2.26	2.70f	2.63f	2.55	2.60	2.46	2.54	2.67j	2.66qr	2.65qr	2.62r	2.95	2.33	2.21	2.55r	2.44	2.30	2.59u	2.79t	2.77u	2.69u	2.84uv	3.02
Standard deviation	0.88	0.90	0.86	0.80	0.93	0.88	0.81	0.86	0.90	0.88	0.88	0.82	0.94	0.93	0.90	0.87	0.74	0.94	0.85	0.76	0.83	0.85	0.78	0.89	0.90	1.12	0.90	0.82	0.92
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.05	0.06	0.04	0.08	0.05	0.05	0.08	0.06	0.05	0.07	0.09	0.17	0.10	0.05	0.13	0.03	0.04	0.06	0.05	0.18	0.10	0.06	0.28

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1018	515	503	183	364	249	221	293	504	148	369	283	155	211	490	164	61*	41*	86*	142	33*	643	312	331	340	65*	78*	197	34**
Very worried (4)	134 13%	71 14%	63 12%	26 14%	60 17% <sup>f</sup>	30 12%	18 8%	41 14%	75 15% <sup>f</sup>	13 9%	63 17% <sup>aj</sup>	26 9%	18 12%	26 12%	89 18% <sup>anr</sup>	13 8%	6 10%	4 9%	9 11%	10 7%	3 8%	84 13%	35 11%	49 15% <sup>ay</sup>	42 12%	9 14%	4 6%	29 15% <sup>y</sup>	8 22%
Fairly worried (3)	327 32%	148 29%	180 36% <sup>a</sup>	79 43% <sup>d</sup>	105 29% <sup>fh</sup>	85 34%	59 27%	119 40% <sup>d</sup>	150 30%	53 35%	139 38% <sup>aj</sup>	84 30%	47 30%	57 27%	163 33%	55 34%	24 39%	15 35%	21 25%	40 28%	9 27%	197 31%	85 27%	112 34%	112 33%	19 29%	22 28%	72 36% <sup>u</sup>	18 51%
Not very worried (2)	341 34%	191 37% <sup>b</sup>	151 30%	43 23%	107 29%	88 35% <sup>cg</sup>	104 47% <sup>cd</sup>	67 23%	171 34% <sup>cg</sup>	53 36%	111 30%	105 37%	49 32%	76 36%	129 26%	63 38% <sup>m</sup>	23 37%	14 34%	39 46% <sup>m</sup>	64 45% <sup>m</sup>	10 30%	236 37% <sup>w</sup>	138 44% <sup>v</sup>	98 29%	101 30%	17 27%	30 39%	53 27%	5 14%
Not at all worried (1)	126 12%	82 16% <sup>b</sup>	44 9%	16 9%	59 16%	25 10%	26 12%	34 12%	66 13%	14 9%	32 9%	44 16% <sup>i</sup>	21 14%	28 13%	75 15% <sup>o</sup>	16 10%	2 4%	4 10%	9 11%	17 12%	4 11%	80 12%	34 11%	46 14%	46 18%	12 18%	9 11%	26 13%	-
NET: Worried	461 45%	219 43%	242 48%	104 57% <sup>d</sup>	165 45% <sup>f</sup>	115 46% <sup>f</sup>	76 35%	160 54% <sup>fh</sup>	225 45% <sup>f</sup>	65 44%	203 55% <sup>aj</sup>	110 39%	65 42%	83 40%	253 52% <sup>n</sup>	68 42%	30 49%	18 44%	30 35%	50 36%	12 36%	281 44%	120 39%	161 49% <sup>uy</sup>	155 45%	28 43%	26 34%	101 51% <sup>uy</sup>	25 74%
NET: Not worried	467 46%	272 53% <sup>b</sup>	195 39%	59 32%	166 45% <sup>cg</sup>	113 45% <sup>cg</sup>	130 59% <sup>cd</sup>	101 34%	237 47% <sup>cg</sup>	67 45%	143 39%	149 53% <sup>i</sup>	71 46%	104 49% <sup>i</sup>	203 41%	78 48%	25 41%	18 44%	49 56% <sup>m</sup>	81 57% <sup>mo</sup>	14 41%	315 49%	172 55% <sup>v</sup>	144 43%	147 43%	29 45%	39 50%	79 40%	5 14%
Don't know	89 9%	23 5%	66 13% <sup>a</sup>	20 11%	33 9%	21 8%	15 7%	33 11%	42 8%	16 11%	24 6%	23 8%	19 12%	24 11%	35 7%	18 11%	6 10%	5 12%	7 8%	11 7%	8 23% <sup>mn</sup>	46 7%	20 6%	26 8%	39 11% <sup>t</sup>	8 13%	13 16% <sup>uv</sup>	18 9%	4 12%
Not applicable	60	17	43 <sup>a</sup>	3	13	24 <sup>cd</sup>	20 <sup>cd</sup>	5	36 <sup>cg</sup>	14	13	17	9	22 <sup>i</sup>	20	6	3	6 <sup>mn</sup>	9 <sup>mn</sup>	13 <sup>mn</sup>	3	28	21 <sup>v</sup>	7	32 <sup>t</sup>	8 <sup>v</sup>	7 <sup>v</sup>	17 <sup>v</sup>	-
Mean	2.51	2.42	2.60 <sup>a</sup>	2.70 <sup>f</sup>	2.50 <sup>f</sup>	2.53 <sup>f</sup>	2.33	2.64 <sup>f</sup>	2.51 <sup>f</sup>	2.49	2.68 <sup>kl</sup>	2.36	2.46	2.43	2.59 <sup>r</sup>	2.45	2.61 <sup>r</sup>	2.49	2.38	2.34	2.42	2.48	2.54	2.50	2.44	2.34	2.58	3.09	
Standard deviation	0.90	0.93	0.86	0.85	0.99	0.86	0.81	0.90	0.93	0.81	0.88	0.88	0.92	0.91	0.98	0.80	0.74	0.83	0.84	0.80	0.88	0.89	0.85	0.93	1.00	0.80	0.93	0.65	
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.05	0.06	0.05	0.07	0.05	0.05	0.08	0.06	0.06	0.08	0.14	0.10	0.06	0.12	0.04	0.04	0.06	0.05	0.16	0.08	0.07	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) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	759	386	373	146*	354	205	53*	257	449	125*	284	221	131*	123	495	156	25**	19**	12**	28**	24*	464	156	308	266	42**	52*	172	29**
Very worried (4)	94 12%	43 11%	51 14%	11 8%	49 14% <sup>f</sup>	33 16% <sup>f</sup>	- -	28 11% <sup>f</sup>	66 15% <sup>f</sup>	14 11%	33 12%	18 8%	23 18% <sup>j</sup>	19 15%	71 14%	16 10%	1 4%	3 16%	- -	1 3%	2 10%	43 9%	14 9%	29 9%	49 19% <sup>t</sup>	15 36%	6 12%	28 16%	1 3%
Fairly worried (3)	174 23%	88 23%	86 23%	26 18%	89 25%	52 25%	7 13%	56 22%	111 25%	31 25%	72 25%	52 24%	23 17%	27 22%	124 25%	29 19%	4 17%	4 23%	3 23%	4 15%	5 22%	100 22%	18 12%	81 26% <sup>u</sup>	65 25%	6 15%	18 34% <sup>u</sup>	41 24% <sup>u</sup>	8 29%
Not very worried (2)	314 41%	173 45%	141 38%	68 46%	147 42%	74 36%	26 48%	108 42%	181 40%	42 33%	120 42%	85 38%	58 45%	51 41%	193 39%	73 47%	10 41%	8 39%	5 44%	14 52%	11 47%	209 45% <sup>w</sup>	71 45%	138 45%	95 36%	16 37%	16 31%	63 37%	10 36%
Not at all worried (1)	134 18%	59 15%	75 20%	27 18%	50 14%	41 20%	16 31% <sup>dgh</sup>	44 17%	74 16%	34 27%	46 16%	50 23%	18 14%	20 16%	82 17%	33 21%	6 23%	3 13%	1 7%	7 24%	3 12%	90 19%	42 27% <sup>vyz</sup>	48 16%	36 14%	4 10%	7 13%	26 15%	8 27%
NET: Worried	267 35%	131 34%	137 37%	37 25%	138 39% <sup>cf</sup>	85 42% <sup>cf</sup>	7 13%	83 32% <sup>f</sup>	177 39% <sup>cf</sup>	45 36%	105 37%	70 32%	46 35%	46 37%	194 39% <sup>n</sup>	45 29%	5 21%	8 39%	3 23%	5 18%	7 32%	143 31%	32 21%	111 36% <sup>u</sup>	115 43% <sup>t</sup>	22 51%	24 46% <sup>u</sup>	69 40% <sup>u</sup>	9 31%
NET: Not worried	448 59%	232 60%	216 58%	95 65%	197 56%	115 56%	42 78% <sup>dgh</sup>	152 59%	254 57%	76 60%	166 59%	135 61%	76 58%	70 57%	275 56%	106 68% <sup>m</sup>	16 64%	10 52%	6 51%	21 76%	14 58%	299 64% <sup>w</sup>	113 72% <sup>vyz</sup>	186 60% <sup>y</sup>	131 49%	20 47%	23 43%	89 52%	18 62%
Don't know	44 6%	23 6%	21 6%	14 10% <sup>eh</sup>	19 5%	5 3%	5 9%	22 8% <sup>eh</sup>	17 4%	5 4%	12 4%	16 7%	9 6%	7 6%	26 5%	5 3%	4 15%	2 9%	3 26%	2 5%	2 10%	22 5%	11 7%	11 4%	20 7%	1 2%	6 11% <sup>v</sup>	13 8%	2 7%
Not applicable	319	146	173	41 <sup>dg</sup>	24	67 <sup>dgh</sup>	187 <sup>dgh</sup>	41 <sup>d</sup>	90 <sup>d</sup>	37	98	78	33	110 <sup>ijk</sup>	15	15 <sup>m</sup>	39	27	83	127	12 <sup>mn</sup>	207	178 <sup>vz</sup>	30	106	30	34 <sup>vz</sup>	43 <sup>v</sup>	5
Mean	2.32	2.31	2.32	2.16 <sup>f</sup>	2.41 <sup>cf</sup>	2.39 <sup>f</sup>	1.81	2.28 <sup>f</sup>	2.39 <sup>cf</sup>	2.21	2.34	2.19	2.42	2.38	2.39 <sup>n</sup>	2.18	2.02	2.46	2.21	1.97	2.33	2.22	2.03	2.31 <sup>u</sup>	2.52 <sup>t</sup>	2.78	2.50 <sup>u</sup>	2.46 <sup>u</sup>	2.08
Standard deviation	0.92	0.88	0.97	0.85	0.91	0.99	0.67	0.90	0.94	0.98	0.90	0.91	0.96	0.96	0.94	0.89	0.83	0.97	0.64	0.76	0.86	0.88	0.90	0.86	0.98	1.07	0.90	0.97	0.85
Standard error	0.04	0.05	0.06	0.08	0.05	0.08	0.09	0.06	0.05	0.10	0.07	0.06	0.09	0.08	0.05	0.07	0.15	0.24	0.24	0.14	0.14	0.05	0.07	0.06	0.19	0.11	0.08	0.25	

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	858	438	421	162	340	218	138	265	455	126*	317	234	141	166	469	137	48*	40*	45*	91*	29*	532	201	331	300	60*	66*	173	27**
Very worried (4)	124 14%	56 13%	68 16%	25 15% <i>f</i>	67 20% <i>f</i>	30 14% <i>f</i>	1 1%	49 19% <i>f</i>	73 16% <i>f</i>	9 8%	52 16%	23 10%	20 14%	28 17% <i>ij</i>	89 19% <i>nqr</i>	14 10% <i>r</i>	9 19% <i>qr</i>	6 15% <i>r</i>	2 4%	1 1%	3 9% <i>r</i>	55 10%	7 4%	47 14% <i>u</i>	61 20% <i>t</i>	17 29% <i>uv</i>	12 18% <i>u</i>	32 19% <i>u</i>	8 29%
Fairly worried (3)	212 25%	99 23%	113 27%	43 27% <i>f</i>	88 26% <i>f</i>	58 27% <i>f</i>	23 17%	70 26% <i>f</i>	119 26% <i>f</i>	30 24%	61 19%	70 30% <i>il</i>	30 21%	51 30% <i>il</i>	118 25% <i>r</i>	37 27% <i>r</i>	11 23%	14 36% <i>r</i>	11 25%	13 14%	8 27%	107 20%	25 12%	82 25% <i>u</i>	104 35% <i>t</i>	21 35% <i>u</i>	17 26% <i>u</i>	65 38% <i>uv</i>	1 3%
Not very worried (2)	283 33%	148 34%	135 32%	52 32% <i>f</i>	110 32% <i>f</i>	68 31%	52 38%	78 30%	152 33%	43 34%	125 39% <i>jl</i>	65 28%	46 33%	47 29%	150 32%	53 39% <i>p</i>	19 39%	8 19%	16 35%	29 32%	8 27%	197 37% <i>w</i>	66 33%	130 39% <i>xz</i>	70 24%	11 18%	19 28%	41 24%	16 59%
Not at all worried (1)	190 22%	116 26% <i>b</i>	75 18%	22 14%	55 16%	54 25% <i>cdg</i>	59 42% <i>cdgh</i>	42 16%	90 20%	37 30%	63 20%	59 25%	34 24%	34 20%	85 18%	24 17%	3 7%	9 22%	13 29% <i>o</i>	48 53% <i>mnpq</i>	9 31% <i>mno</i>	148 28% <i>w</i>	93 46% <i>vxyz</i>	55 17%	41 14%	8 13%	9 14%	24 14%	1 3%
NET: Worried	336 39%	155 35%	181 43%	68 42% <i>f</i>	155 46% <i>f</i>	88 40% <i>f</i>	24 17%	119 45% <i>f</i>	192 42% <i>f</i>	40 31%	114 36%	93 40%	50 36%	79 48% <i>ci</i>	207 44% <i>r</i>	51 37% <i>r</i>	21 43% <i>r</i>	21 51% <i>r</i>	13 29%	14 15%	10 36% <i>r</i>	162 30%	32 16%	130 39% <i>u</i>	165 55% <i>t</i>	39 64% <i>uvy</i>	29 44% <i>u</i>	98 56% <i>uv</i>	8 31%
NET: Not worried	473 55%	263 60% <i>b</i>	210 50%	74 46%	165 49%	123 56%	111 80% <i>cdgh</i>	120 45%	242 53%	80 64%	188 59%	124 53%	80 57%	81 49%	235 50%	76 56%	22 46%	16 41%	29 64%	77 85% <i>mnpq</i>	17 58%	345 65% <i>w</i>	159 79% <i>vxyz</i>	186 56% <i>xyz</i>	112 37%	18 30%	28 42%	65 38%	16 61%
Don't know	50 6%	20 5%	30 7%	19 12% <i>defh</i>	20 6%	7 3%	3 2%	26 10% <i>efh</i>	21 5%	7 5%	15 5%	17 7%	11 8%	6 4%	27 6% <i>r</i>	9 7% <i>r</i>	5 11% <i>r</i>	3 8% <i>r</i>	3 7% <i>r</i>	-	2 6% <i>r</i>	25 5%	9 5%	15 5%	23 8%	3 5%	9 14% <i>uvz</i>	10 6%	2 7%
Not applicable	220	94	126a	25	37	55dg	103cdegh	33	84d	36	64	65k	23	67ijk	41	34m	16m	7	50mnopr	64mnops	7m	139	132vxyz	7	73	13v	19v	41v	8
Mean	2.33	2.23	2.45a	2.50f	2.52ef	2.31f	1.75	2.53f	2.40f	2.10	2.34	2.26	2.28	2.46	2.48qr	2.32r	2.62qrs	2.49	2.04r	1.64	2.15r	2.13	1.72	2.39u	2.67t	2.85uv	2.55u	2.65uv	2.62
Standard deviation	1.00	1.00	0.99	0.96	1.01	1.01	0.77	1.01	1.00	0.94	1.00	0.98	1.02	1.01	1.02	0.90	0.92	1.04	0.87	0.77	1.02	0.96	0.83	0.94	0.98	1.01	1.00	0.96	0.97
Standard error	0.04	0.05	0.05	0.08	0.06	0.07	0.06	0.07	0.05	0.09	0.07	0.07	0.09	0.07	0.06	0.07	0.12	0.18	0.14	0.07	0.14	0.04	0.05	0.06	0.06	0.15	0.11	0.07	0.29

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 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)	Priv-ate pension (r)	House person (s)	NET: Home-owners (t)	Owned out-right (u)	Owned with mort-gage (v)	NET: Rent-ers (w)	Rent-ed from coun-cil (x)	Rent-ed from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	782	395	386	126*	268	205	184	203	396	125*	307	231	122*	122	381	131	34*	23**	55*	135	23*	653	320	332	106*	17**	21**	68*	23**
Very worried (4)	49 6%	22 6%	27 7%	7 6%	31 12%ef	8 4%	2 1%	19 9%f	27 7%f	4 3%	20 7%	7 3%	13 11%j	8 7%	37 10%r	5 4%	2 6%	1 3%	1 1%	2 2%	1 4%	31 5%	5 2%	26 8%u	17 16%t	6 35%	4 20%	7 11%u	-
Fairly worried (3)	148 19%	65 16%	84 22%	35 28%dfh	46 17%	37 18%	30 16%	48 24%	70 18%	18 14%	72 24%	39 17%	17 14%	20 16%	82 21%r	19 14%	12 35%nr	3 11%	12 21%	18 13%	3 14%	113 17%	49 15%	64 19%	21 20%	2 11%	2 10%	17 25%	14 62%
Not very worried (2)	341 44%	180 46%	161 42%	41 33%	112 42%	97 47%cg	91 50%cg	70 34%	180 46%g	57 45%	141 46%	89 39%	53 43%	58 48%	147 39%	69 52%mo	10 31%	14 60%	26 46%	65 48%	10 45%	313 48%w	156 49%z	157 47%z	25 24%	3 20%	3 16%	19 27%	3 12%
Not at all worried (1)	190 24%	108 27%	81 21%	20 16%	59 22%	53 26%	57 31%cdg	39 19%	94 24%	42 33%	60 19%	74 32%il	30 24%	26 22%	88 23%	28 21%	4 12%	4 15%	16 29%	45 34%mmo	6 26%	168 26%	97 30%v	71 21%	20 19%	3 19%	3 12%	14 21%	2 8%
NET: Worried	197 25%	86 22%	110 29%	42 34%f	77 29%f	45 22%	32 18%	67 33%ef	98 25%	21 17%	93 30%j	46 20%	30 25%	28 23%	119 31%nr	24 18%	14 41%nr	3 14%	13 23%	20 15%	4 18%	144 22%	54 17%	90 27%u	38 36%t	8 46%	6 30%	24 36%u	14 62%
NET: Not worried	531 68%	289 73%b	242 63%	62 49%	171 64%c	150 73%cg	148 81%cdgh	108 53%	274 69%cg	98 79%	200 65%	164 71%	83 67%	85 70%	235 62%o	96 73%mo	14 42%	17 75%	42 75%o	111 82%mo	16 71%o	481 74%w	253 79%vz	228 69%z	46 43%	7 39%	6 28%	33 49%	5 20%
Don't know	54 7%	20 5%	34 9%	22 17%defh	20 7%f	10 5%	3 2%	28 14%efh	24 6%f	5 4%	14 5%	21 9%	10 8%	9 7%	27 7%	11 8%	5 16%qr	2 11%	1 2%	4 3%	2 10%	28 4%	14 4%	14 4%	22 21%t	2 14%	9 42%	10 15%uv	4 18%
Not applicable	296	136	160	61ef	110	68	57	96efh	144	37	75	69	42	111ijk	130r	39r	31mnqrs	24	40mnr	20	13mnr	18	13	5	267t	56	64	147uv	11
Mean	2.08	2.00	2.16a	2.28ef	2.20f	2.00	1.88	2.27ef	2.08f	1.86	2.18j	1.90	2.12j	2.09	2.19r	2.01r	2.43	2.02	1.95	1.82	1.96	2.01	1.88	2.14u	2.42t	2.73	2.65	2.30u	2.66
Standard deviation	0.85	0.83	0.86	0.85	0.94	0.79	0.72	0.93	0.86	0.78	0.83	0.82	0.94	0.84	0.93	0.74	0.83	0.68	0.76	0.72	0.81	0.81	0.73	0.86	1.07	1.25	1.20	0.99	0.67
Standard error	0.03	0.04	0.05	0.09	0.07	0.06	0.05	0.08	0.05	0.07	0.05	0.06	0.09	0.07	0.06	0.06	0.14	0.14	0.11	0.05	0.14	0.03	0.04	0.06	0.11	0.38	0.27	0.13	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) - South 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	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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	694	351	343	127*	265	166	137	205	352	100*	274	194	111*	114	368	117	34*	21**	47*	87	21**	538	205	333	134	23**	34*	77*	22**
Very worried (4)	27 4%	12 3%	15 4%	2 1%	19 7% <sub>f</sub>	6 3% <sub>f</sub>	- -	8 4% <sub>f</sub>	18 5% <sub>f</sub>	- -	16 6% <sub>ij</sub>	1 1%	8 7% <sub>jk</sub>	2 1%	22 6% <sub>kr</sub>	4 4%	* 1%	- -	- -	- -	- -	14 3%	- -	14 4% <sub>lu</sub>	13 10% <sub>t</sub>	4 16%	4 13% <sub>uv</sub>	5 7% <sub>u</sub>	- -
Fairly worried (3)	41 6%	18 5%	23 7%	7 5%	18 7% <sub>f</sub>	12 7% <sub>f</sub>	4 3%	11 5%	26 7% <sub>f</sub>	3 3%	8 3%	15 8% <sub>il</sub>	6 6%	12 10% <sub>il</sub>	24 6%	6 5%	5 13% <sub>lr</sub>	3 15%	2 4%	1 1%	1 4%	26 5%	3 2%	23 7% <sub>lu</sub>	14 11% <sub>t</sub>	3 12%	4 10% <sub>u</sub>	8 11% <sub>u</sub>	- -
Not very worried (2)	200 29%	96 27%	104 30%	45 35% <sub>f</sub>	90 34% <sub>f</sub>	49 30% <sub>f</sub>	16 12%	72 35% <sub>f</sub>	112 32% <sub>f</sub>	29 29%	77 28%	48 25%	40 36%	36 31%	118 32% <sub>lr</sub>	40 34% <sub>lr</sub>	12 35% <sub>lr</sub>	10 47%	9 19% <sub>lr</sub>	6 7%	5 26%	148 28%	33 16%	116 35% <sub>lu</sub>	40 30%	7 30%	12 36% <sub>lu</sub>	21 28% <sub>u</sub>	12 54%
Not at all worried (1)	379 55%	205 58%	174 51%	59 47%	117 44%	90 54%	114 h	93 45%	173 49%	62 62%	157 57% <sub>kl</sub>	118 61% <sub>kl</sub>	47 42%	58 51%	175 48%	56 48%	14 41%	8 38%	34 73% <sub>mno</sub>	79 91% <sub>mnoq</sub>	13 62%	326 61% <sub>w</sub>	164 80% <sub>vxyz</sub>	162 49% <sub>y</sub>	45 33%	5 22%	9 27%	30 40%	8 37%
NET: Worried	68 10%	30 9%	37 11%	9 7%	37 14% <sub>f</sub>	18 11% <sub>f</sub>	4 3%	19 9% <sub>f</sub>	45 13% <sub>f</sub>	3 3%	24 9%	16 8%	14 13%	13 12%	45 12% <sub>lr</sub>	10 9% <sub>lr</sub>	5 14% <sub>lr</sub>	3 15%	2 4%	1 1%	1 4%	40 7%	3 2%	37 11% <sub>lu</sub>	27 20% <sub>t</sub>	6 28%	8 23% <sub>uv</sub>	13 17% <sub>u</sub>	- -
NET: Not worried	580 84%	301 86%	278 81%	104 82%	207 78% <sub>f</sub>	139 84%	130 h	165 80%	285 81%	91 91%	233 85%	166 85%	87 78%	94 82%	293 80%	97 83%	26 76%	18 85%	42 91%	85 98% <sub>mno</sub>	18 88%	474 88% <sub>w</sub>	196 96% <sub>vxyz</sub>	278 83% <sub>yz</sub>	85 63%	12 52%	22 63%	51 67%	20 91%
Don't know	47 7%	19 5%	27 8%	14 11% <sub>f</sub>	21 8% <sub>f</sub>	9 5%	3 2%	21 10% <sub>f</sub>	23 6%	6 6%	17 6%	12 6%	10 9%	7 6%	29 8% <sub>lr</sub>	10 9% <sub>lr</sub>	3 10% <sub>lr</sub>	- -	2 5%	1 1%	2 8%	23 4%	5 2%	18 6%	21 16% <sub>t</sub>	5 20%	5 14% <sub>uv</sub>	12 16% <sub>uv</sub>	2 9%
Not applicable	384	181	203	60	113	107cdgh	104cdegh	93	187d	63	108	105i	53	119ijk	142	53	30mn	26	49mnor	68mn	15	133	129v	5	239t	50	51uv	138uv	12
Mean	1.56	1.51	1.61	1.57f	1.75f	1.58f	1.18	1.65f	1.67f	1.37	1.55	1.45	1.75j	1.60	1.68qr	1.61qr	1.72	1.77	1.28r	1.10	1.37	1.47	1.20	1.64u	1.96t	2.28	2.10uv	1.81u	1.59
Standard deviation	0.79	0.76	0.81	0.69	0.90	0.79	0.46	0.79	0.85	0.55	0.83	0.68	0.88	0.75	0.86	0.78	0.77	0.71	0.53	0.35	0.59	0.72	0.44	0.80	1.00	1.10	1.02	0.94	0.50
Standard error	0.03	0.04	0.05	0.07	0.06	0.07	0.04	0.06	0.05	0.06	0.06	0.05	0.09	0.06	0.06	0.07	0.12	0.15	0.08	0.03	0.11	0.03	0.03	0.05	0.09	0.28	0.16	0.11	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) - South 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 (AA)	Rent free (AB)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1070	532	538	185	376	271	238	297	536	160	382	296	161	231	506	170	64*	47*	92*	155	35*	670	332	338	366	70*	85*	210	34**
Very worried (4)	183 17%	100 19%	83 15%	19 10%	64 17%	61 23%cg	39 16%	33 11%	112 21%cg	38 24%	56 15%	53 18%	30 18%	44 19%	88 17%	30 18%	10 16%	10 21%	15 16%	24 15%	5 15%	113 17%	58 18%	54 16%	68 19%	16 23%	16 18%	36 17%	2 7%
Fairly worried (3)	447 42%	218 41%	229 43%	81 44%	143 38%	122 45%	101 43%	126 43%	219 41%	62 39%	177 46%	117 39%	67 41%	87 38%	199 39%	73 43%	26 40%	18 38%	37 41%	80 52%am	15 41%	297 44%w	156 47%xz	140 42%	128 35%	19 28%	37 43%	72 34%	22 65%
Not very worried (2)	330 31%	161 30%	169 31%	53 29%	125 33%e	66 24%	86 36%eh	92 31%	152 28%	44 27%	117 31%	88 30%	47 29%	78 34%	153 30%	53 31%	18 29%	15 32%	35 38%	45 29%	11 30%	199 30%	91 27%	108 32%	128 35%	29 41%y	20 23%	80 38%uy	3 9%
Not at all worried (1)	55 5%	32 6%	22 4%	12 6%	18 5%	16 6%	9 4%	17 6%	28 5%	11 7%	16 4%	20 7%	9 6%	10 4%	34 7%	5 3%	3 5%	1 1%	3 3%	6 4%	3 8%	41 6%	17 5%	23 7%	14 4%	2 4%	4 4%	8 4%	-
NET: Worried	630 59%	318 60%	312 58%	101 54%	206 55%	183 68%cdg	140 59%	159 54%	331 62%	100 63%	233 61%	170 57%	96 60%	131 57%	287 57%	103 60%	36 57%	28 59%	53 57%	104 67%am	20 56%	410 61%w	215 65%z	195 58%	196 54%	35 51%	53 62%	108 51%	25 71%
NET: Not worried	385 36%	194 36%	191 36%	65 35%	143 38%	82 30%	95 40%e	110 37%	180 34%	55 34%	133 35%	108 37%	56 35%	88 38%	187 37%	58 34%	21 34%	16 33%	38 41%	51 33%	13 38%	240 36%	108 32%	132 39%	142 39%	30 43%	24 28%	88 42%uy	3 9%
Don't know	55 5%	20 4%	35 7%	20 11%efh	27 7%ef	6 2%	3 1%	28 9%efh	24 5%ef	5 3%	17 4%	18 6%	8 5%	12 5%	32 6%r	10 6%r	6 10%qr	4 8%r	2 2%	-	2 6%r	21 3%	10 3%	11 3%	28 8%t	4 6%	9 11%uv	14 7%u	7 20%
Not applicable	8	*	8a	1	2	2	3	1	4	2	-	3	3i	1	4	-	1	-	3nr	-	1nr	1	1	-	7t	3uv	*	4v	-
Mean	2.75	2.75	2.74	2.65	2.72	2.86cg	2.72	2.65	2.81g	2.82	2.75	2.73	2.76	2.72	2.79	2.75	2.85	2.72	2.78	2.67	2.74	2.79	2.69	2.74	2.76	2.84	2.69	2.98	
Standard deviation	0.81	0.84	0.78	0.78	0.82	0.84	0.78	0.78	0.84	0.88	0.76	0.85	0.83	0.83	0.85	0.78	0.82	0.80	0.78	0.75	0.85	0.82	0.80	0.83	0.82	0.86	0.81	0.82	0.45
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	0.07	0.05	0.06	0.09	0.13	0.09	0.05	0.11	0.03	0.04	0.05	0.04	0.12	0.08	0.06	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) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	850	410	440	179	352	208	111	289	450	111*	306	230	133*	180	474	134	56*	43*	49*	64*	29*	465	131	335	359	65*	81*	213	26**
Very worried (4)	146 17%	64 16%	82 19%	28 15%	70 20% <sup>f</sup>	37 18%	11 10%	53 18%	82 18% <sup>f</sup>	14 13%	51 17%	30 21%	28 21%	36 20%	84 18%	23 17%	14 25% <sup>r</sup>	9 22%	6 12%	6 9%	3 10%	54 12%	6 5%	48 14% <sup>u</sup>	86 24% <sup>t</sup>	12 19% <sup>u</sup>	14 17% <sup>u</sup>	60 28% <sup>uv</sup>	5 20%
Fairly worried (3)	305 36%	139 34%	166 38%	89 50% <sup>d</sup>	116 33% <sup>f</sup>	76 37% <sup>f</sup>	24 22%	126 44% <sup>d</sup>	154 34% <sup>f</sup>	41 37%	122 40% <sup>k</sup>	80 35%	37 28%	66 37%	177 37% <sup>r</sup>	49 37% <sup>r</sup>	26 47% <sup>r</sup>	18 41% <sup>r</sup>	17 35% <sup>r</sup>	8 12%	9 33% <sup>r</sup>	142 31%	25 19%	117 35% <sup>u</sup>	147 41% <sup>t</sup>	20 30%	34 41% <sup>u</sup>	94 44% <sup>u</sup>	15 60%
Not very worried (2)	264 31%	137 34%	127 29%	38 21%	124 35% <sup>c</sup>	53 25%	49 22%	72 25%	143 32% <sup>c</sup>	27 25%	95 31%	66 28%	45 34%	58 32%	141 30%	41 30%	11 20%	11 24%	21 43% <sup>o</sup>	28 43% <sup>o</sup>	11 39% <sup>o</sup>	169 36% <sup>w</sup>	39 30% <sup>z</sup>	130 39% <sup>yz</sup>	92 26%	30 46% <sup>yz</sup>	20 25%	42 20%	3 13%
Not at all worried (1)	99 12%	54 13%	45 10%	11 6%	25 7%	40 19% <sup>c</sup>	23 21% <sup>c</sup>	18 6%	57 13% <sup>d</sup>	26 24%	29 9%	41 18% <sup>il</sup>	15 11%	14 8%	52 11%	17 13% <sup>o</sup>	2 3%	2 4%	3 6%	20 32% <sup>m</sup>	3 11%	83 18% <sup>w</sup>	52 40% <sup>v</sup>	31 9% <sup>xz</sup>	15 4%	-	9 11% <sup>xz</sup>	6 3%	-
NET: Worried	450 53%	203 50%	247 56%	116 65% <sup>d</sup>	186 53% <sup>f</sup>	113 55% <sup>f</sup>	35 31%	179 62% <sup>f</sup>	237 53% <sup>f</sup>	55 50%	173 57%	110 48%	65 49%	102 57%	261 55% <sup>r</sup>	73 54% <sup>r</sup>	40 71% <sup>m</sup>	27 63% <sup>r</sup>	23 47% <sup>r</sup>	14 21%	12 43% <sup>r</sup>	196 42%	31 24%	165 49% <sup>u</sup>	233 65% <sup>t</sup>	32 49% <sup>u</sup>	48 59% <sup>u</sup>	154 72% <sup>uv</sup>	21 80%
NET: Not worried	363 43%	191 47%	172 39%	49 28%	149 42% <sup>c</sup>	92 44% <sup>c</sup>	72 65% <sup>c</sup>	90 31%	200 44% <sup>c</sup>	54 49%	123 40%	107 46%	60 45%	72 40%	193 41% <sup>o</sup>	58 43% <sup>o</sup>	13 23%	12 29%	24 48% <sup>o</sup>	48 75% <sup>m</sup>	14 50% <sup>o</sup>	252 54% <sup>w</sup>	91 70% <sup>v</sup>	161 48% <sup>yz</sup>	107 30%	30 46% <sup>z</sup>	29 35% <sup>z</sup>	48 23%	3 13%
Don't know	37 4%	16 4%	21 5%	13 7% <sup>e</sup>	17 5%	2 1%	4 4%	20 7% <sup>e</sup>	13 3%	2 2%	10 3%	14 6%	8 6%	6 3%	20 4%	4 3%	3 6%	4 8%	2 5%	2 4%	2 7%	17 4%	8 6%	9 3%	18 5%	3 5%	5 6%	10 5%	2 7%
Not applicable	228	122	106	8	25	65 <sup>c</sup>	130 <sup>c</sup>	9	90 <sup>c</sup>	51	75	69	31	52	36	37 <sup>m</sup>	8	4	46 <sup>m</sup>	91 <sup>m</sup>	7 <sup>m</sup>	206 <sup>w</sup>	203 <sup>v</sup>	3	14	8 <sup>v</sup>	4 <sup>v</sup>	2	9
Mean	2.61	2.54	2.68	2.80 <sup>e</sup>	2.69 <sup>f</sup>	2.54 <sup>f</sup>	2.21	2.79 <sup>e</sup>	2.60 <sup>f</sup>	2.39	2.66 <sup>j</sup>	2.46	2.63	2.71 <sup>j</sup>	2.65 <sup>r</sup>	2.60 <sup>r</sup>	2.99 <sup>m</sup>	2.88 <sup>r</sup>	2.56 <sup>r</sup>	1.98	2.45 <sup>r</sup>	2.37	1.88	2.56 <sup>u</sup>	2.89 <sup>t</sup>	2.71 <sup>u</sup>	2.69 <sup>u</sup>	3.03 <sup>uv</sup>	3.07 <sup>y</sup>
Standard deviation	0.92	0.92	0.91	0.79	0.89	1.00	0.89	0.83	0.94	0.99	0.87	0.95	0.96	0.89	0.91	0.93	0.78	0.83	0.79	0.92	0.86	0.92	0.91	0.86	0.83	0.78	0.91	0.80	0.60
Standard error	0.03	0.05	0.05	0.06	0.05	0.08	0.08	0.05	0.05	0.10	0.06	0.06	0.09	0.06	0.05	0.07	0.09	0.14	0.12	0.10	0.12	0.05	0.08	0.06	0.04	0.11	0.09	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) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1074	529	544	186	377	270	241	297	536	162	382	300	164	228	508	170	64*	45*	95*	155	36*	670	333	336	369	70*	86*	214	34**
Very worried (4)	335 31%	165 31%	170 31%	71 38% <sup>f</sup>	130 35% <sup>f</sup>	79 29%	55 23%	117 39% <sup>efh</sup>	163 30% <sup>f</sup>	48 30%	152 40% <sup>ijkl</sup>	92 31% <sup>l</sup>	42 25%	48 21%	184 36% <sup>qrs</sup>	53 31% <sup>q</sup>	23 36% <sup>qs</sup>	13 28%	14 14%	42 27% <sup>q</sup>	6 17%	217 32%	83 25%	134 40% <sup>uxy</sup>	105 28%	15 22%	20 23%	70 33%	13 38%
Fairly worried (3)	307 29%	141 27%	166 30%	55 30%	100 26%	74 27%	78 32%	88 30%	141 26%	39 24%	107 28%	92 31%	46 28%	62 27%	131 26%	49 29%	19 30%	15 32%	27 28%	56 36% <sup>lm</sup>	12 33%	200 30%	113 34% <sup>uv</sup>	86 26%	99 27%	15 21%	20 24%	64 30%	8 24%
Not very worried (2)	256 24%	131 25%	125 23%	36 19%	88 23%	70 26%	61 26%	58 20%	136 25%	43 26%	81 21%	68 23%	46 28%	60 26%	118 23%	45 26%	12 19%	8 17%	29 30%	35 23%	10 27%	159 24%	81 24%	78 23%	86 23%	28 39% <sup>uvz</sup>	21 24%	37 17%	11 32%
Not at all worried (1)	116 11%	76 14% <sup>b</sup>	40 7%	12 7%	32 8%	33 12% <sup>g</sup>	39 16% <sup>cdg</sup>	15 5%	63 12% <sup>g</sup>	22 13%	31 8%	29 10%	17 11%	39 17% <sup>ij</sup>	53 10%	11 7%	6 9%	6 13%	19 20% <sup>mn</sup>	19 12%	3 9%	65 10%	40 12%	25 7%	50 14%	7 10%	16 19% <sup>v</sup>	27 13%	2 5%
NET: Worried	642 60%	307 58%	335 62%	126 68% <sup>efh</sup>	230 61%	153 57%	132 55%	205 69% <sup>efh</sup>	304 57%	87 53%	259 68% <sup>kl</sup>	185 62% <sup>l</sup>	88 53%	110 48%	315 62% <sup>q</sup>	102 60% <sup>q</sup>	42 66% <sup>q</sup>	27 61%	41 43%	97 63% <sup>q</sup>	18 50%	417 62%	197 59% <sup>xy</sup>	220 65% <sup>xy</sup>	204 55%	30 43%	40 47%	134 63% <sup>xy</sup>	21 61%
NET: Not worried	372 35%	207 39% <sup>b</sup>	165 30%	48 26%	120 32%	104 38% <sup>cg</sup>	100 42% <sup>cdg</sup>	73 25%	199 37% <sup>cg</sup>	64 40%	113 29%	97 33%	63 38%	99 43% <sup>ij</sup>	171 34%	56 33%	18 28%	14 30%	47 50% <sup>mnp</sup>	54 35%	13 35%	224 33%	122 36%	102 30%	136 37%	35 50% <sup>vz</sup>	37 43% <sup>vz</sup>	64 30%	13 37%
Don't know	60 6%	16 3%	44 8% <sup>a</sup>	12 6%	27 7%	13 5%	8 3%	19 6%	33 6%	11 7%	10 3%	18 6%	13 8% <sup>i</sup>	19 8% <sup>i</sup>	23 4%	13 7% <sup>r</sup>	4 9%	4 9%	7 8%	4 2%	5 14% <sup>mnr</sup>	29 4%	15 4%	14 4%	30 8% <sup>t</sup>	5 7%	9 10% <sup>uv</sup>	16 7%	1 2%
Not applicable	4	3	2	1	1	3	-	1	3	-	-	-	-	4 <sup>ij</sup>	2	-	1	2 <sup>mnr</sup>	-	-	-	1	-	1	3	3 <sup>uvz</sup>	-	1	-
Mean	2.85	2.77	2.93 <sup>a</sup>	3.06 <sup>efh</sup>	2.94 <sup>f</sup>	2.77	2.64	3.10 <sup>efh</sup>	2.80	2.75	3.02 <sup>kl</sup>	2.88 <sup>l</sup>	2.74	2.57	2.92 <sup>q</sup>	2.91 <sup>q</sup>	3.00 <sup>q</sup>	2.84 <sup>q</sup>	2.41	2.79 <sup>q</sup>	2.69	2.89	2.75	3.02 <sup>uxy</sup>	2.76	2.59	2.57	2.89 <sup>y</sup>	2.96
Standard deviation	1.01	1.06	0.95	0.95	0.99	1.03	1.02	0.91	1.03	1.06	0.98	0.99	0.99	1.04	1.03	0.99	1.03	0.99	0.99	0.92	0.99	0.98	0.98	1.05	0.98	1.09	1.04	0.96	
Standard error	0.03	0.05	0.04	0.07	0.06	0.07	0.06	0.06	0.05	0.09	0.06	0.06	0.08	0.06	0.06	0.11	0.16	0.11	0.07	0.12	0.04	0.05	0.07	0.05	0.14	0.10	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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1075	531	545	185	378	273	239	297	539	162	382	298	163	232	509	170	64*	47*	94*	155	36*	669	332	338	371	73*	86*	213	34**
Very worried (4)	53 5%	28 5%	25 5%	13 7% <sup>f</sup>	22 6% <sup>f</sup>	13 5%	5 2%	15 5%	33 6% <sup>f</sup>	9 6%	20 5%	12 4%	10 6%	11 5%	29 6% <sup>r</sup>	9 6% <sup>r</sup>	3 5% <sup>r</sup>	5 10% <sup>r</sup>	4 4%	2 1%	1 2%	23 3%	12 3%	11 3%	30 8% <sup>t</sup>	10 14% <sup>uvy</sup>	3 4%	16 8% <sup>u</sup>	-
Fairly worried (3)	203 19%	94 18%	108 20%	42 23%	76 20%	49 18%	35 15%	70 24% <sup>f</sup>	97 18%	24 15%	73 19%	59 20%	25 16%	46 20%	104 20%	31 18%	17 26% <sup>q</sup>	10 22%	12 13%	24 15%	5 15%	125 19%	54 16%	71 21%	68 18%	11 16%	18 21%	39 18%	9 27%
Not very worried (2)	540 50%	273 51%	266 49%	73 40%	179 47%	145 53% <sup>cg</sup>	142 60% <sup>cdgh</sup>	122 41%	276 51% <sup>cg</sup>	91 56%	191 50%	143 48%	84 51%	122 53%	237 47%	95 56% <sup>p</sup>	31 48%	17 36%	51 54%	91 59% <sup>mp</sup>	18 49%	351 52%	184 56% <sup>z</sup>	167 49%	170 46%	33 46%	38 45%	98 46%	19 55%
Not at all worried (1)	198 18%	104 20%	93 17%	27 15%	73 19%	50 18%	47 20%	52 18%	99 18%	27 17%	75 20%	26 21%	34 16%	103 15%	22 20% <sup>n</sup>	6 13%	6 10%	23 13%	31 24% <sup>no</sup>	7 20%	126 19%	62 19%	70 19%	13 17%	14 16%	43 20%	2 6%		
NET: Worried	255 24%	122 23%	133 24%	55 30% <sup>f</sup>	98 26% <sup>f</sup>	62 23%	41 17%	85 28% <sup>f</sup>	130 24% <sup>f</sup>	33 21%	93 24%	70 24%	36 22%	56 24%	133 26% <sup>r</sup>	40 24%	20 31% <sup>qr</sup>	15 32% <sup>r</sup>	16 17%	25 16%	6 17%	148 22%	66 20%	82 24%	98 26%	22 30%	22 25%	55 26%	9 27%
NET: Not worried	737 69%	377 71%	360 66%	101 54%	252 67% <sup>c</sup>	195 71% <sup>cg</sup>	190 79% <sup>cdgh</sup>	173 58%	374 69% <sup>cg</sup>	118 73%	265 69%	206 69%	110 67%	156 67%	340 67% <sup>p</sup>	117 69% <sup>p</sup>	37 58%	23 49%	73 78% <sup>op</sup>	122 79% <sup>mnop</sup>	25 69%	477 71% <sup>w</sup>	246 74% <sup>y</sup>	231 69%	239 64%	46 63%	52 61%	141 66%	21 61%
Don't know	82 8%	31 6%	52 9%	30 16% <sup>defh</sup>	28 7%	16 6%	9 4%	39 13% <sup>defh</sup>	35 6%	10 6%	24 6%	22 7%	17 11%	19 8%	35 7%	13 8%	8 12%	9 19% <sup>mnrq</sup>	5 5%	7 5%	5 14% <sup>r</sup>	45 7%	20 6%	24 7%	34 9%	5 7%	12 13% <sup>u</sup>	17 8%	4 12%
Not applicable	3	1	2	1	-	-	2	1	-	*	-	1	1	*	1	*	-	-	1	-	-	2	2	-	-	-	1	-	-
Mean	2.11	2.09	2.13	2.26 <sup>f</sup>	2.13 <sup>f</sup>	2.10	1.99	2.18 <sup>f</sup>	2.13 <sup>f</sup>	2.10	2.11	2.07	2.13	2.15	2.13 <sup>r</sup>	2.29 <sup>qs</sup>	2.35 <sup>qr</sup>	1.96	1.97	1.99	2.07	2.05	2.09	2.17	2.29	2.15	2.14	2.25	
Standard deviation	0.78	0.78	0.77	0.84	0.81	0.76	0.67	0.82	0.80	0.76	0.79	0.78	0.79	0.74	0.82	0.74	0.75	0.91	0.75	0.65	0.72	0.74	0.72	0.75	0.86	0.95	0.78	0.85	0.57
Standard error	0.02	0.03	0.04	0.07	0.05	0.05	0.04	0.05	0.04	0.06	0.05	0.04	0.06	0.05	0.05	0.05	0.08	0.15	0.08	0.04	0.03	0.04	0.05	0.05	0.13	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





## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 employe d (n)	Part time employe d (o)	Unemplo yed (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Base (excl NA for %)	985	502	484	183	357	241	204	293	488	140	364	276	149	196	487	159	59*	38*	79*	132	32*	624	302	322	328	60*	73*	195	34**	
Very worried (4)	141 14%	59 12%	82 17%a	48 26%defh	51 14%f	32 13%f	10 5%	70 24%defh	60 12%f	17 12%	72 20%ijl	27 10%	20 13%	21 11%	91 19%nqrs	17 11%rs	11 19%qrs	8 21%qrs	5 7%	8 6%	*	80 13%	29 10%	51 16%u	52 16%	9 15%	6 8%	37 19%uy	9 27%	
Fairly worried (3)	215 22%	97 19%	118 24%	59 32%efh	82 23%f	45 19%	29 14%	91 31%efh	95 19%	21 15%	88 24%	64 23%	24 16%	38 19%	112 23%q	32 20%q	21 36%mnqr	11 30%q	4 5%	27 21%q	6 20%q	134 22%	55 18%	80 25%	67 20%	7 12%	13 18%	47 24%	13 40%	
Not very worried (2)	337 34%	177 35%	160 33%	38 21%	129 36%cg	84 35%cg	85 42%cg	60 20%	192 39%cg	56 40%	123 34%	95 35%	54 36%	65 33%	149 31%p	71 45%mp	14 23%	4 11%	33 42%op	50 38%op	16 50%mp	230 37%	115 38%	115 36%	100 31%	22 36%	22 30%	57 29%	7 21%	
Not at all worried (1)	244 25%	149 30%b	96 20%	25 14%	76 21%	66 27%cg	77 38%cdgh	52 18%	115 24%c	35 25%	69 19%	75 27%i	40 27%	61 31%i	111 23%	29 18%	9 16%	8 22%	35 45%mnop	45 34%mnos	6 18%	159 25%	93 31%vz	66 20%	81 25%	18 31%	20 28%	43 22%	4 12%	
NET: Worried	355 36%	155 31%	200 41%a	106 58%defh	133 37%f	77 32%f	39 19%	161 55%defh	155 32%f	37 27%	160 44%jkl	92 33%	44 30%	59 30%	203 42%nqrs	49 31%q	32 54%nqrs	19 51%nqrs	10 12%	35 27%q	7 21%	214 34%	83 28%	131 41%uy	119 36%	16 27%	19 26%	83 43%uy	22 67%	
NET: Not worried	581 59%	326 65%b	256 53%	63 35%	205 58%cg	150 62%cg	163 79%cdgh	112 38%	307 63%cg	91 65%	192 53%	170 62%	93 62%	126 64%i	260 53%op	100 63%op	23 39%	13 33%	68 86%mnop	95 72%mp	22 68%op	388 62%	208 69%vz	180 56%	182 55%	40 67%	42 58%	100 51%	11 33%	
Don't know	49 5%	21 4%	28 6%	14 7%f	19 5%f	13 5%f	3 1%	20 7%f	26 5%f	11 8%	12 3%	14 5%	12 8%	11 6%	23 5%	9 6%r	4 6%r	6 16%mqr	1 2%	2 1%	3 11%qr	21 3%	10 3%	11 3%	28 8%t	4 6%	12 16%uvz	12 6%	-	
Not applicable	93	30	63a	4	21g	32cdg	36cdgh	5	51cdg	22	18	23	15	36ijk	23	12	6	2.61nqr	2.59	1.74	1.98	2.04	2.22	2.06	2.37uy	2.30	2.11	2.08	2.42uy	2.81
Mean	2.27	2.14	2.41a	2.76def	2.32f	2.19f	1.86	2.66def	2.22f	2.15	2.47jkl	2.17	2.18	2.10	2.40qrs	2.25qr	2.61nqr	2.59	1.74	1.98	2.04	2.22	2.06	2.37uy	2.30	2.11	2.08	2.42uy	2.81	
Standard deviation	1.01	0.99	1.01	1.02	0.99	1.01	0.84	1.06	0.96	0.97	1.03	0.96	1.01	0.99	1.06	0.90	1.00	1.14	0.85	0.89	0.70	0.98	0.95	0.99	1.05	1.04	0.98	1.06	0.98	
Standard error	0.03	0.04	0.05	0.08	0.06	0.07	0.05	0.07	0.05	0.09	0.06	0.06	0.09	0.07	0.06	0.07	0.11	0.21	0.10	0.06	0.09	0.04	0.05	0.07	0.06	0.16	0.10	0.08	0.25	

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1068	529	539	183	374	271	240	293	535	162	381	296	163	227	507	170	63*	43*	95*	154	35*	670	332	338	364	71*	82*	210	34**
Very worried (4)	166 16%	87 17%	78 15%	22 12%	55 15%	51 19%	38 16%	38 13%	89 17%	30 19%	46 12%	45 15%	41 25%ijkl	34 15%	84 16%	22 13%	11 17%	4 8%	20 21%	21 13%	5 14%	95 14%	53 16%	41 12%	63 17%	13 19%	20 24%vz	29 14%	8 24%
Fairly worried (3)	270 25%	127 24%	142 26%	33 18%	85 23%	76 28%cdg	76 32%cdg	49 17%	145 27%cdg	51 31%	99 26%	64 22%	35 21%	72 32%jkl	124 24%	46 27%	11 17%	5 12%	30 31%p	45 29%op	9 26%	168 25%	92 28%	75 22%	90 25%	24 33%	16 20%	50 24%	12 34%
Not very worried (2)	330 31%	154 29%	176 33%	60 33%	96 26%	81 30%	93 39%dgh	83 28%	154 29%	41 25%	125 33%	100 34%	41 25%	63 28%	129 25%	53 31%	17 26%	14 32%	34 36%	70 45%mno	13 37%	234 35%w	120 36%xy	114 34%xy	88 24%	12 17%	18 21%	59 28%	7 22%
Not at all worried (1)	232 22%	135 25%b	97 18%	51 28%f	101 27%fh	53 19%f	27 11%	97 33%efh	108 20%f	30 19%	88 23%	71 24%	28 17%	45 20%	133 26%qrs	35 21%qr	20 31%qrs	16 37%nrqs	9 9%	16 10%	3 10%	138 21%	51 15%	87 26%u	86 24%	12 16%	17 21%	57 27%u	7 21%
NET: Worried	435 41%	215 41%	221 41%	55 30%	139 37%	127 47%cdg	114 48%cdg	87 30%	234 44%cdg	81 50%	144 38%	109 37%	76 47%	106 47%j	208 41%p	69 40%p	21 33%	9 21%	50 52%op	65 42%p	14 40%	262 39%	146 44%v	117 35%	153 42%	37 52%v	36 44%	80 38%	20 58%
NET: Not worried	561 53%	289 55%	273 51%	111 60%h	197 53%	134 49%	120 50%	180 62%efh	261 49%	72 44%	213 56%k	170 58%kl	69 42%	109 48%	262 52%	89 52%	37 58%	29 69%qs	43 45%	86 56%	16 47%	372 56%w	172 52%x	201 59%xy	174 48%	24 33%	35 43%	116 55%x	15 42%
Don't know	71 7%	26 5%	45 8%a	17 9%ef	38 10%ef	11 4%	5 2%	25 9%ef	40 8%ef	10 6%	24 6%	17 11%l	18 5%	12 8%r	38 7%r	12 9%r	5 9%r	5 11%r	3 3%	3 2%	5 13%qr	35 5%	15 4%	20 6%	36 10%t	10 14%u	11 14%uv	15 7%	-
Not applicable	10	3	7	4	3	2	1	5	4	-	*	3	1	6i	3	*	1	4mnqr	-	1	1	1	1	-	9t	2v	3uv	4v	-
Mean	2.37	2.33	2.41	2.16	2.28	2.48cdg	2.54cdg	2.11	2.43cg	2.53	2.29	2.30	2.61ij	2.44	2.34p	2.35p	2.20	1.91	2.66mno	2.46p	2.50p	2.35	2.47vz	2.22	2.40	2.64vz	2.54v	2.27	2.61
Standard deviation	1.02	1.05	0.98	1.01	1.06	1.02	0.90	1.05	1.02	0.98	1.02	1.09	1.00	1.07	0.98	1.11	0.97	0.93	0.86	0.91	0.98	0.96	0.99	1.07	1.04	1.15	1.04	1.08	
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.05	0.07	0.05	0.06	0.06	0.09	0.06	0.06	0.07	0.12	0.16	0.10	0.06	0.12	0.04	0.05	0.07	0.06	0.15	0.11	0.07	0.27	

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) - South 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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1067	530	537	180	377	273	238	290	539	161	375	300	161	232	502	170	64*	47*	95*	153	35*	662	331	331	370	73*	86*	212	34**
Very worried (4)	52 5%	26 5%	26 5%	10 6%	23 6% <sup>f</sup>	14 5%	5 2%	14 5%	33 6% <sup>f</sup>	10 6%	14 4%	13 4%	16 10% <sup>ij</sup>	9 4%	30 6% <sup>r</sup>	8 5% <sup>r</sup>	4 6% <sup>r</sup>	3 6%	3 3%	1 1%	2 5% <sup>r</sup>	27 4%	9 3%	18 5%	24 7%	6 9% <sup>u</sup>	5 6%	13 6%	1 2%
Fairly worried (3)	217 20%	97 18%	119 22%	46 26% <sup>f</sup>	70 19%	63 23% <sup>f</sup>	37 15%	72 25% <sup>f</sup>	108 20%	29 18%	80 21%	50 17%	29 18%	58 25% <sup>j</sup>	119 24% <sup>or</sup>	36 21% <sup>r</sup>	8 13%	10 21%	17 18%	18 12%	9 26% <sup>r</sup>	111 17%	48 15%	63 19%	90 24% <sup>t</sup>	15 21%	24 28% <sup>u</sup>	51 24% <sup>u</sup>	15 45%
Not very worried (2)	543 51%	267 50%	276 51%	85 48%	178 47%	144 53%	135 57% <sup>dg</sup>	133 46%	274 51%	91 56%	201 54%	149 50%	73 45%	120 52%	219 44%	98 58% <sup>m</sup>	41 64% <sup>m</sup>	21 46%	47 49%	97 64% <sup>mpq</sup>	19 55%	371 56% <sup>w</sup>	191 58% <sup>xyz</sup>	180 54% <sup>z</sup>	157 42%	29 40%	39 45%	90 42%	15 43%
Not at all worried (1)	216 20%	122 23%	94 18%	27 15%	85 23%	47 17%	58 24% <sup>c</sup>	53 18%	105 19%	28 18%	70 19%	76 25% <sup>l</sup>	34 21%	35 15%	115 23% <sup>nos</sup>	22 13%	7 11%	9 18%	26 27% <sup>nos</sup>	34 22% <sup>nos</sup>	3 9%	136 20%	73 22%	63 19%	79 21%	19 26%	13 15%	47 22%	2 5%
NET: Worried	268 25%	123 23%	145 27%	56 31% <sup>f</sup>	93 25%	77 28% <sup>f</sup>	41 17%	86 30% <sup>f</sup>	141 26% <sup>f</sup>	39 24%	94 25%	63 21%	45 28%	66 29%	149 30% <sup>r</sup>	44 26% <sup>r</sup>	12 18%	13 27% <sup>r</sup>	20 21%	20 13%	11 31% <sup>r</sup>	138 21%	57 17%	81 24%	114 31% <sup>t</sup>	22 30% <sup>u</sup>	29 33% <sup>u</sup>	64 30% <sup>u</sup>	16 47%
NET: Not worried	759 71%	389 73%	370 69%	112 62%	263 70%	191 70%	193 81% <sup>cd</sup>	186 64%	380 70%	119 74%	271 72%	225 75% <sup>l</sup>	107 67%	156 67%	334 67%	120 70%	48 75%	30 64%	73 77%	131 86% <sup>mnp</sup>	23 64%	507 76% <sup>w</sup>	264 80% <sup>xyz</sup>	243 73% <sup>y</sup>	236 64%	48 66%	52 60%	137 65%	16 48%
Don't know	40 4%	18 3%	22 4%	11 6% <sup>ef</sup>	21 6% <sup>ef</sup>	5 2%	3 1%	18 6% <sup>ef</sup>	19 4%	3 2%	10 3%	11 4%	9 5%	10 4%	19 4%	7 4%	5 7% <sup>r</sup>	4 9%	2 2%	2 1%	2 5%	18 3%	10 3%	8 2%	20 5% <sup>t</sup>	3 4%	5 6%	12 5%	2 5%
Not applicable	11	2	9	7 <sup>deh</sup>	1	-	3 <sup>h</sup>	8 <sup>deh</sup>	-	1	7 <sup>j</sup>	-	4 <sup>j</sup>	*	8	-	-	-	-	2	1 <sup>n</sup>	9	2	6	3	-	-	3	-
Mean	2.10	2.05	2.15	2.24 <sup>f</sup>	2.09	2.17 <sup>f</sup>	1.95	2.17 <sup>f</sup>	2.13 <sup>f</sup>	2.13	2.10	2.00	2.17	2.18 <sup>j</sup>	2.13 <sup>r</sup>	2.19 <sup>qr</sup>	2.14 <sup>r</sup>	2.16	1.97	1.92	2.28 <sup>qr</sup>	2.04	1.98	2.11	2.17 <sup>t</sup>	2.13	2.26 <sup>u</sup>	2.15 <sup>u</sup>	2.47
Standard deviation	0.78	0.79	0.77	0.79	0.83	0.77	0.69	0.80	0.80	0.77	0.74	0.79	0.90	0.74	0.85	0.72	0.70	0.82	0.78	0.62	0.72	0.74	0.70	0.77	0.86	0.92	0.80	0.85	0.64
Standard error	0.02	0.03	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.04	0.04	0.07	0.04	0.05	0.05	0.07	0.13	0.08	0.04	0.09	0.03	0.03	0.05	0.04	0.13	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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1067	529	538	180	378	273	237	292	539	161	377	297	161	232	505	170	63*	47*	94*	153	35*	665	331	334	368	73*	86*	210	34**
Very worried (4)	73 7%	40 8%	33 6%	14 8% <sup>f</sup>	34 9% <sup>f</sup>	18 6%	6 3%	22 8% <sup>f</sup>	45 8% <sup>f</sup>	11 7%	27 7%	14 5%	16 10%	16 7%	45 9% <sup>r</sup>	11 6% <sup>r</sup>	4 7%	5 10% <sup>r</sup>	3 3%	2 2%	40 5%	12 4%	27 8% <sup>u</sup>	32 9%	11 15% <sup>u</sup>	5 6%	16 8%	1 2%	
Fairly worried (3)	225 21%	96 18%	129 24% <sup>a</sup>	43 24%	77 20%	58 21%	47 20%	65 22%	113 21%	30 18%	76 20%	56 19%	25 16%	68 29% <sup>aijk</sup>	106 21% <sup>r</sup>	34 20%	14 22%	17 36% <sup>smnr</sup>	27 29% <sup>r</sup>	20 13%	7 21%	111 17%	55 17%	56 17%	99 27% <sup>t</sup>	20 27%	25 29% <sup>uv</sup>	55 26% <sup>uv</sup>	15 44%
Not very worried (2)	544 51%	275 52%	269 50%	87 48%	175 46%	146 54%	136 57% <sup>cdg</sup>	135 46%	273 51%	92 57%	207 55%	145 49%	79 49%	112 49%	230 46%	98 57% <sup>mp</sup>	35 57% <sup>p</sup>	16 35%	48 50%	98 64% <sup>mpq</sup>	19 53%	371 56% <sup>w</sup>	185 56% <sup>xz</sup>	186 56% <sup>xz</sup>	158 43%	26 35%	40 47%	93 44%	15 43%
Not at all worried (1)	175 16%	101 19% <sup>b</sup>	74 14%	20 11%	67 18%	45 16%	44 18%	44 15%	87 16%	24 15%	53 14%	67 23% <sup>il</sup>	31 19% <sup>l</sup>	25 11%	96 19% <sup>o</sup>	21 12%	4 7%	6 13%	16 17%	28 19% <sup>o</sup>	4 10%	119 18%	66 20% <sup>y</sup>	52 16%	55 15%	13 18%	9 11%	32 15%	2 5%
NET: Worried	298 28%	136 26%	162 30%	58 32% <sup>f</sup>	111 29%	76 28%	53 22%	87 30%	158 29%	41 25%	103 27%	70 23%	41 25%	85 37% <sup>aijk</sup>	151 30% <sup>r</sup>	45 27% <sup>r</sup>	18 29% <sup>r</sup>	21 46% <sup>mnr</sup>	30 32% <sup>r</sup>	23 15%	9 25%	150 23%	67 20%	83 25%	132 36% <sup>t</sup>	30 42% <sup>uv</sup>	30 35% <sup>u</sup>	71 34% <sup>u</sup>	16 47%
NET: Not worried	719 67%	376 71% <sup>b</sup>	343 64%	107 59%	241 64%	191 70%	179 76% <sup>cdgh</sup>	180 62%	360 67%	116 72%	259 69% <sup>l</sup>	212 71% <sup>l</sup>	110 68%	137 59%	326 64% <sup>p</sup>	119 70% <sup>p</sup>	40 64%	22 48%	63 67% <sup>p</sup>	126 83% <sup>mnpq</sup>	22 64% <sup>s</sup>	489 74% <sup>w</sup>	251 76% <sup>xyz</sup>	238 71% <sup>xyz</sup>	213 58%	39 54%	49 58%	125 60%	16 48%
Don't know	50 5%	18 3%	33 6%	15 9% <sup>efh</sup>	25 7% <sup>ef</sup>	6 2%	4 2%	25 8% <sup>efh</sup>	21 4%	5 3%	15 4%	15 5%	11 7%	10 4%	28 6%	6 4%	5 7% <sup>q</sup>	3 3%	1 1%	4 2%	4 11% <sup>nqr</sup>	25 4%	13 4%	13 4%	23 6%	3 4%	6 7%	14 7%	2 5%
Not applicable	11	3	8	7 <sup>deh</sup>	-	-	4 <sup>deh</sup>	7 <sup>deh</sup>	-	1	5	2	3	1	5	-	2 <sup>n</sup>	-	1	3	1 <sup>n</sup>	6	2	4	5	-	-	5	-
Mean	2.19	2.15	2.24	2.32 <sup>f</sup>	2.22 <sup>f</sup>	2.18	2.07	2.24 <sup>f</sup>	2.22 <sup>f</sup>	2.17	2.21 <sup>j</sup>	2.06	2.17	2.34 <sup>j</sup>	2.21 <sup>r</sup>	2.21 <sup>r</sup>	2.31 <sup>r</sup>	2.46 <sup>r</sup>	2.18 <sup>r</sup>	1.98	2.22 <sup>r</sup>	2.11	2.04	2.18 <sup>u</sup>	2.31 <sup>t</sup>	2.40 <sup>u</sup>	2.33 <sup>u</sup>	2.28 <sup>u</sup>	2.47
Standard deviation	0.80	0.82	0.78	0.80	0.87	0.79	0.70	0.83	0.83	0.77	0.78	0.87	0.77	0.87	0.75	0.72	0.87	0.75	0.64	0.72	0.77	0.73	0.80	0.85	0.97	0.78	0.84	0.64	0.64
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.05	0.05	0.07	0.05	0.05	0.08	0.14	0.08	0.04	0.09	0.03	0.04	0.05	0.04	0.13	0.07	0.06	0.17	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) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	960	495	465	178	357	229	195	289	476	130*	354	271	148	187	482	155	55*	38*	75*	126	29*	602	288	313	325	59*	71*	194	34**
Very worried (4)	101 10%	55 11%	45 10%	20 11% <sup>f</sup>	54 15% <sup>f</sup>	21 9% <sup>f</sup>	5 3%	40 14% <sup>f</sup>	56 12% <sup>f</sup>	9 7%	44 12%	21 8%	15 10%	20 11%	70 14% <sup>nqr</sup>	10 6%	8 14% <sup>r</sup>	2 6%	3 5%	5 4%	3 10%	59 10%	18 6%	40 13% <sup>u</sup>	36 11%	6 10%	7 10%	23 12%	7 20%
Fairly worried (3)	274 29%	111 22%	163 35% <sup>a</sup>	81 45% <sup>defh</sup>	90 25%	57 25%	46 24%	115 40% <sup>defh</sup>	113 24%	36 27%	103 29%	83 31%	35 24%	52 28%	135 28%	46 30%	19 35%	15 41%	19 26%	30 24%	9 31%	157 26%	73 25%	84 27%	102 31%	19 32%	16 22%	67 35% <sup>uy</sup>	15 45%
Not very worried (2)	355 37%	203 41% <sup>b</sup>	152 33%	41 23%	132 37% <sup>cg</sup>	89 39% <sup>cg</sup>	93 48% <sup>cdg</sup>	72 25%	190 40% <sup>cg</sup>	53 41%	145 41%	95 35%	55 37%	61 32%	159 33%	64 41%	18 33%	9 25%	35 46% <sup>mp</sup>	60 48% <sup>mp</sup>	9 32%	250 41% <sup>w</sup>	123 43% <sup>z</sup>	127 40% <sup>z</sup>	95 29%	18 31%	26 37%	51 26%	10 29%
Not at all worried (1)	184 19%	110 22% <sup>b</sup>	74 16%	24 14%	57 16%	57 25% <sup>cdg</sup>	46 24% <sup>cdg</sup>	42 15%	96 20%	30 23%	52 15%	56 21%	32 22%	44 24% <sup>ai</sup>	93 19%	27 17%	6 11%	8 22%	16 22%	28 21%	6 21%	116 19%	66 23%	50 16%	69 21%	13 22%	14 20%	41 21%	-
NET: Worried	375 39%	166 34%	209 45% <sup>a</sup>	101 57% <sup>defh</sup>	144 40% <sup>f</sup>	78 34%	51 26%	155 54% <sup>defh</sup>	169 35% <sup>f</sup>	44 34%	147 42%	104 38%	51 34%	72 39%	205 42% <sup>r</sup>	56 36%	27 49% <sup>qr</sup>	18 47% <sup>r</sup>	23 30%	35 28%	12 42%	216 36%	91 32%	124 40%	137 42%	25 42%	23 32%	90 46% <sup>uy</sup>	22 64%
NET: Not worried	539 56%	313 63% <sup>b</sup>	226 49%	65 36%	188 53% <sup>cg</sup>	146 64% <sup>cdg</sup>	140 72% <sup>cdgh</sup>	114 39%	285 60% <sup>cg</sup>	83 63%	196 55%	151 56%	87 59%	105 56%	252 52%	91 59%	24 44%	17 46%	51 68% <sup>mop</sup>	88 70% <sup>mnop</sup>	15 53%	365 61% <sup>w</sup>	189 65% <sup>vz</sup>	176 56%	164 51%	31 53%	40 57%	92 48%	10 29%
Don't know	46 5%	17 3%	30 6%	12 7% <sup>f</sup>	25 7% <sup>ef</sup>	5 2%	4 2%	20 7% <sup>ef</sup>	22 5%	4 3%	10 3%	16 6%	11 7%	10 5%	26 5%	8 5%	4 7%	3 7%	1 2%	3 2%	2 6%	21 3%	8 3%	13 4%	23 7% <sup>t</sup>	3 5%	8 12% <sup>uv</sup>	12 6%	2 7%
Not applicable	118	36	82 <sup>a</sup>	8	20	43 <sup>cdg</sup>	46 <sup>cdgh</sup>	9	63 <sup>cdg</sup>	32	28	29	16	45 <sup>ijkl</sup>	28	15	10 <sup>m</sup>	9 <sup>mn</sup>	20 <sup>mn</sup>	30 <sup>mn</sup>	6 <sup>mn</sup>	69	45 <sup>v</sup>	24	48	13 <sup>v</sup>	14 <sup>vz</sup>	20	1
Mean	2.32	2.23	2.41 <sup>a</sup>	2.59 <sup>efh</sup>	2.42 <sup>ef</sup>	2.19	2.05	2.57 <sup>efh</sup>	2.28 <sup>f</sup>	2.18	2.41	2.27	2.25	2.27	2.40 <sup>r</sup>	2.26	2.56 <sup>nqr</sup>	2.33	2.13	2.10	2.33	2.27	2.16	2.38 <sup>u</sup>	2.35	2.32	2.24	2.39 <sup>u</sup>	2.90
Standard deviation	0.92	0.93	0.89	0.89	0.95	0.93	0.77	0.93	0.93	0.87	0.89	0.90	0.94	0.97	0.98	0.84	0.89	0.91	0.81	0.79	0.95	0.89	0.86	0.92	0.96	0.95	0.93	0.97	0.73
Standard error	0.03	0.04	0.04	0.07	0.06	0.07	0.05	0.06	0.05	0.08	0.06	0.05	0.08	0.07	0.06	0.06	0.11	0.16	0.10	0.06	0.13	0.04	0.05	0.06	0.05	0.15	0.10	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) - South 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 employe d (n)	Part time employe d (o)	Unemp-loyed (p)	Not work-ing but seek-ing (q)	State pension (r)	Priv-ate 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Base (exl NA for %)	953	490	463	179	357	229	189	288	477	131*	344	266	149	194	481	156	56*	40*	68*	124	29*	595	279	316	325	53*	73*	199	33**	
Very worried (4)	78 8%	33 7%	45 10%	23 13% <sup>f</sup>	29 8%	19 8%	7 4%	32 11% <sup>f</sup>	39 8%	7 6%	40 11% <sup>l</sup>	17 6%	13 8%	9 5%	58 12% <sup>nors</sup>	7 4%	2 3%	4 9%	4 5%	5 4%	*	43 7%	17 6%	26 8%	26 8%	7 13%	6 8%	13 6%	9 28%	
Fairly worried (3)	197 21%	95 19%	102 22%	49 27% <sup>df</sup>	63 18%	54 24%	31 16%	72 25% <sup>f</sup>	94 20%	31 24%	83 24% <sup>k</sup>	56 21%	20 14%	37 19%	95 20%	31 20%	19 33% <sup>mnq</sup>	8 20%	10 15%	26 21%	8 27%	113 19%	55 20%	58 18%	77 24%	14 26%	13 18%	50 25%	7 20%	
Not very worried (2)	385 40%	196 40%	189 41%	62 35%	157 44%	84 37%	82 43%	103 36%	200 42%	49 38%	138 40%	104 39%	62 42%	80 41%	185 38%	71 45%	21 37%	19 47%	28 40%	52 42%	10 36%	252 42%	114 41%	139 44%	122 38%	14 27%	25 34%	83 42%	10 31%	
Not at all worried (1)	242 25%	147 30% <sup>b</sup>	95 20%	35 20%	84 23%	64 28%	59 31% <sup>cg</sup>	64 22%	119 25%	37 29%	75 22%	74 28%	43 29%	50 26%	121 25%	40 26%	10 18%	6 16%	20 29%	38 30%	7 24%	166 28%	82 26%	84 27%	71 22%	12 22%	19 26%	41 20%	5 14%	
NET: Worried	275 29%	128 26%	147 32%	72 40% <sup>dfh</sup>	93 26%	73 32% <sup>f</sup>	38 20%	103 36% <sup>df</sup>	134 28% <sup>f</sup>	39 29%	123 36% <sup>kl</sup>	73 28%	33 22%	46 24%	153 32%	38 24%	20 36%	11 29%	14 20%	31 25%	8 28%	157 26%	73 26%	84 27%	102 31%	21 39%	19 26%	63 32%	16 48%	
NET: Not worried	627 66%	343 70% <sup>b</sup>	284 61%	97 54%	241 67% <sup>cg</sup>	148 65%	141 75% <sup>cg</sup>	167 58%	319 67% <sup>cg</sup>	87 66%	213 62%	179 67%	106 71%	129 67%	306 64%	111 71% <sup>o</sup>	31 55%	25 63%	48 70%	89 72% <sup>o</sup>	17 60%	418 70% <sup>w</sup>	196 70% <sup>x</sup>	222 70% <sup>x</sup>	193 60%	26 50%	44 60%	124 62%	15 45%	
Don't know	52 5%	20 4%	32 7%	10 5%	24 7%	8 3%	10 5%	17 6%	24 5%	6 4%	9 2%	14 5%	10 7% <sup>ai</sup>	19 10% <sup>ai</sup>	22 5%	8 5%	5 8%	3 8%	7 10% <sup>ar</sup>	3 3%	3 12% <sup>mr</sup>	20 3%	11 4%	9 3%	29 9% <sup>t</sup>	6 11% <sup>v</sup>	11 15% <sup>uvz</sup>	13 6%	2 7%	
Not applicable	125	42	83a	8	20	44cdg	52cdgh	10	62cdg	31	38	34	15	38ijk	29	15	8m	7m	27mnop	32mn	7mn	76	54vz	22	48	20uvyz	12vz	15	1	
Mean	2.12	2.03	2.23a	2.35dfh	2.11f	2.12f	1.92	2.26f	2.12f	2.07	2.26ijkl	2.06	2.02	2.03	2.19r	2.03	2.23	2.24	1.96	1.98	2.06	2.06	2.03	2.19	2.34	2.09	2.19	2.09	2.19	2.67
Standard deviation	0.91	0.89	0.91	0.96	0.88	0.93	0.81	0.95	0.90	0.89	0.94	0.89	0.91	0.84	0.97	0.82	0.80	0.86	0.86	0.83	0.80	0.89	0.88	0.89	0.90	1.02	0.94	0.86	1.08	
Standard error	0.03	0.04	0.05	0.08	0.05	0.07	0.05	0.06	0.04	0.08	0.06	0.05	0.08	0.06	0.05	0.06	0.09	0.15	0.11	0.06	0.12	0.04	0.05	0.06	0.05	0.17	0.10	0.06	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) - South 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: 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1075	530	545	187	375	273	240	298	537	162	380	299	164	232	508	170	64*	47*	95*	154	36*	670	333	337	370	73*	86*	212	34**
Very worried (4)	113 10%	55 10%	57 11%	18 10%	45 12%	33 12%	17 7%	31 10%	66 12% <sup>f</sup>	18 11%	44 12%	27 9%	19 11%	22 10%	60 12%	20 12%	8 13%	4 8%	5 6%	14 9%	2 4%	66 10%	32 10%	34 10%	44 12%	10 13%	12 13%	23 11%	3 8%
Fairly worried (3)	276 26%	117 22%	159 29% <sup>a</sup>	54 29%	107 28% <sup>f</sup>	66 24%	49 20%	90 30% <sup>f</sup>	136 25%	39 24%	87 23%	78 26%	40 24%	71 31%	120 24%	61 36% <sup>m</sup>	15 24%	17 36% <sup>r</sup>	23 24%	28 18%	11 32% <sup>r</sup>	166 25%	77 23%	88 26%	105 28%	14 19%	22 25%	69 33% <sup>u</sup>	5 15%
Not very worried (2)	479 45%	241 46%	238 44%	71 38%	151 40%	123 45%	134 56% <sup>c</sup>	106 36%	239 44% <sup>g</sup>	79 49%	186 49%	131 44%	65 40%	96 42%	216 43%	64 38%	29 44%	19 41%	53 56% <sup>m</sup>	81 52% <sup>mn</sup>	17 47%	313 47% <sup>w</sup>	162 48% <sup>z</sup>	151 45%	144 39%	32 44%	33 39%	79 37%	22 65%
Not at all worried (1)	155 14%	101 19% <sup>b</sup>	54 10%	23 13%	52 14%	44 16%	36 15%	42 14%	78 14%	21 13%	47 12%	50 17%	29 18%	29 12%	87 17%	18 11%	7 10%	3 6%	9 10%	29 19% <sup>n</sup>	2 7%	102 15%	55 16%	48 14%	53 14%	12 16%	13 15%	28 13%	-
NET: Worried	388 36%	172 32%	216 40% <sup>a</sup>	72 39% <sup>f</sup>	151 40% <sup>f</sup>	99 36% <sup>f</sup>	66 27%	121 41% <sup>f</sup>	202 38% <sup>f</sup>	57 35%	132 35%	105 36%	59 40%	93 40%	179 35%	81 47% <sup>m</sup>	24 37%	21 45% <sup>r</sup>	29 30%	42 27%	13 36%	231 35%	109 33%	122 36%	149 40%	23 32%	33 39%	92 44% <sup>u</sup>	8 23%
NET: Not worried	634 59%	342 65% <sup>b</sup>	292 54%	94 50%	203 54%	167 61% <sup>g</sup>	170 71% <sup>c</sup>	148 50%	316 59% <sup>g</sup>	100 62%	233 61%	182 61%	95 58%	125 54%	303 60% <sup>n</sup>	82 48%	35 55%	22 47%	63 66% <sup>np</sup>	110 71% <sup>mnop</sup>	19 53%	415 62% <sup>w</sup>	216 65% <sup>z</sup>	199 59%	197 53%	43 60%	46 54%	107 50%	22 65%
Don't know	52 5%	15 3%	37 7% <sup>a</sup>	20 11% <sup>efh</sup>	21 6% <sup>f</sup>	7 2%	4 2%	29 10% <sup>efh</sup>	19 4%	5 3%	16 4%	12 4%	11 7%	14 6%	26 5%	7 4%	6 9% <sup>r</sup>	4 9% <sup>r</sup>	4 4%	2 1%	4 10% <sup>r</sup>	23 3%	8 2%	15 5%	25 7% <sup>t</sup>	6 8% <sup>u</sup>	6 7% <sup>u</sup>	13 6% <sup>u</sup>	4 12%
Not applicable	3	2	1	-	2	-	1	-	2	-	2	1	-	1	2	-	-	-	-	1	-	1	-	1	2	-	-	2	-
Mean	2.34	2.25	2.43a	2.40f	2.41f	2.33	2.20	2.41f	2.37f	2.35	2.36	2.29	2.32	2.40	2.32	2.50m <sup>qr</sup>	2.43r	2.52r	2.27	2.38	2.30	2.27	2.34	2.41	2.32	2.40	2.44u	2.35	
Standard deviation	0.87	0.89	0.83	0.86	0.89	0.90	0.78	0.88	0.89	0.85	0.86	0.87	0.92	0.84	0.91	0.85	0.87	0.75	0.72	0.84	0.70	0.86	0.85	0.86	0.90	0.93	0.93	0.87	0.65
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.07	0.05	0.05	0.07	0.05	0.05	0.06	0.09	0.12	0.08	0.06	0.09	0.03	0.04	0.06	0.05	0.13	0.09	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) - South 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 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 coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	961	487	474	175	341	243	202	284	475	144	363	264	151	183	472	159	56*	33**	73*	136	33*	623	296	328	306	59*	66*	181	32**
Very worried (4)	64 7%	34 7%	30 6%	12 7%	28 8% <sup>f</sup>	17 7%	6 3%	18 6%	40 8% <sup>f</sup>	13 9%	23 6%	12 4%	11 8%	17 9% <sup>j</sup>	37 8% <sup>r</sup>	10 6%	5 9% <sup>r</sup>	4 11%	3 5%	3 2%	2 5%	35 6%	12 4%	23 7%	25 8%	9 15% <sup>u</sup>	3 4%	13 7%	3 11%
Fairly worried (3)	188 20%	100 20%	89 19%	47 27% <sup>d</sup>	57 17%	57 24% <sup>f</sup>	28 14%	67 23% <sup>f</sup>	94 20%	34 23%	78 22%	49 19%	30 20%	31 17%	106 22% <sup>r</sup>	30 19%	11 20%	6 19%	9 12%	19 14%	7 22%	118 19%	58 20%	60 18%	58 19%	6 10%	14 22%	38 21%	12 39%
Not very worried (2)	436 45%	213 44%	223 47%	71 41%	162 47%	102 42%	102 50%	120 42%	215 45%	58 40%	180 49%	117 44%	62 41%	78 43%	203 43%	74 46%	26 47%	13 40%	34 47%	71 52%	16 48%	306 49% <sup>w</sup>	141 48%	165 50%	121 40%	20 35%	25 39%	75 41%	9 28%
Not at all worried (1)	210 22%	119 25%	91 19%	30 17%	67 20%	56 23%	56 28% <sup>c</sup>	57 20%	97 20%	31 22%	63 17%	71 27% <sup>i</sup>	38 25%	39 21%	97 21%	32 20%	9 16%	9 28%	18 25%	39 29% <sup>s</sup>	5 14%	140 22%	74 25%	66 20%	66 22%	16 28%	12 18%	38 21%	4 13%
NET: Worried	252 26%	133 27%	119 25%	59 34% <sup>f</sup>	85 25% <sup>f</sup>	75 31% <sup>f</sup>	34 17%	84 30% <sup>f</sup>	134 28% <sup>f</sup>	47 33%	101 28%	61 23%	41 27%	49 27%	143 30% <sup>q</sup>	39 25%	16 28%	10 29%	12 17%	23 17%	9 27%	153 25%	70 24%	83 25%	83 27%	15 25%	17 26%	51 28%	16 49%
NET: Not worried	646 67%	333 68%	314 66%	101 58%	229 67%	158 65%	158 78% <sup>c</sup>	177 62% <sup>g</sup>	312 66%	89 62%	243 67%	187 71%	100 66%	117 64%	300 64%	106 67%	35 63%	22 68%	52 72%	110 81% <sup>m</sup>	20 52%	446 72% <sup>w</sup>	215 73% <sup>y</sup>	231 71% <sup>y</sup>	187 61%	37 62%	38 57%	113 62%	13 41%
Don't know	63 7%	21 4%	41 9% <sup>a</sup>	15 8%	27 8%	10 4%	10 5%	23 8%	29 6%	8 5%	19 5%	16 6%	10 7%	17 9%	29 6%	13 8% <sup>r</sup>	5 8%	3 1%	8 11% <sup>r</sup>	3 3%	4 11% <sup>r</sup>	24 4%	10 4%	14 4%	35 12% <sup>t</sup>	7 12% <sup>u</sup>	11 17% <sup>u</sup>	17 9% <sup>u</sup>	3 10%
Not applicable	117	45	72 <sup>a</sup>	12	36 <sup>g</sup>	30 <sup>g</sup>	39 <sup>c</sup>	14	64 <sup>g</sup>	18	18	35 <sup>i</sup>	13	50 <sup>j</sup>	38	12	8	14	23 <sup>m</sup>	19 <sup>m</sup>	3	48	38 <sup>v</sup>	10	67 <sup>t</sup>	14 <sup>v</sup>	20 <sup>u</sup>	33 <sup>v</sup>	2
Mean	2.12	2.10	2.13	2.25 <sup>f</sup>	2.15 <sup>f</sup>	2.15 <sup>f</sup>	1.91	2.17 <sup>f</sup>	2.17 <sup>f</sup>	2.21	2.18 <sup>j</sup>	2.01	2.11	2.16	2.19 <sup>r</sup>	2.12 <sup>r</sup>	2.23 <sup>r</sup>	2.13	1.95	1.90	2.21 <sup>r</sup>	2.08	2.03	2.13	2.15	2.14	2.14	2.16	2.52
Standard deviation	0.85	0.87	0.82	0.85	0.86	0.87	0.75	0.84	0.87	0.91	0.81	0.82	0.89	0.91	0.87	0.83	0.86	0.97	0.80	0.73	0.78	0.81	0.80	0.83	0.90	1.06	0.82	0.88	0.89
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.07	0.06	0.05	0.06	0.10	0.18	0.10	0.05	0.11	0.03	0.04	0.06	0.05	0.16	0.09	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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Base (excl NA for %)	1077	531	546	186	378	272	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	670	332	338	373	73*	86*	214	34**
Very worried (4)	95 9%	45 8%	50 9%	14 8%	46 12% <sup>f</sup>	26 10% <sup>f</sup>	9 4%	29 10% <sup>f</sup>	57 11% <sup>f</sup>	14 8%	38 10%	26 9%	12 7%	19 8%	58 11% <sup>qr</sup>	17 10% <sup>q</sup>	5 8%	3 5%	3 3%	7 5%	2 6%	57 8%	18 5%	39 12% <sup>u</sup>	36 10%	6 8%	8 10%	22 10% <sup>u</sup>	3 8%
Fairly worried (3)	331 31%	147 28%	184 34%	76 41% <sup>efh</sup>	125 33% <sup>f</sup>	73 27%	57 24%	123 41% <sup>efh</sup>	151 28%	35 22%	123 32%	79 26%	54 33%	74 32%	162 32% <sup>tr</sup>	52 30%	23 35% <sup>tr</sup>	24 52% <sup>mnqr</sup>	28 29%	33 21%	9 26%	187 28%	84 25%	103 30%	129 35% <sup>t</sup>	22 30%	20 23%	87 41% <sup>uvy</sup>	15 43%
Not very worried (2)	463 43%	233 44%	230 42%	66 35%	141 37%	128 47% <sup>cdg</sup>	128 53% <sup>cdgh</sup>	94 32%	241 45% <sup>g</sup>	87 54%	169 44%	125 42%	67 41%	102 44%	195 38%	80 47%	27 42%	14 30%	48 50% <sup>p</sup>	82 53% <sup>mp</sup>	16 46%	318 47% <sup>w</sup>	171 51% <sup>z</sup>	147 44% <sup>z</sup>	132 35%	29 40%	38 45% <sup>z</sup>	64 30%	13 38%
Not at all worried (1)	155 14%	93 17% <sup>b</sup>	62 11%	19 10%	48 13%	41 15%	46 19% <sup>cdg</sup>	33 11%	75 14%	24 15%	43 11%	58 19% <sup>i</sup>	24 15%	30 13%	77 15%	17 10%	6 10%	2 4%	17 17% <sup>p</sup>	31 20% <sup>np</sup>	5 14%	97 14%	57 17%	40 12%	57 15%	12 17%	13 15%	31 15%	2 5%
NET: Worried	426 40%	192 36%	234 43%	90 49% <sup>ef</sup>	171 45% <sup>f</sup>	99 36% <sup>f</sup>	66 27%	152 51% <sup>efh</sup>	208 39% <sup>f</sup>	49 30%	161 42%	105 35%	67 41%	93 40%	220 43% <sup>r</sup>	69 40% <sup>r</sup>	28 43% <sup>r</sup>	27 57% <sup>qrs</sup>	31 32%	40 26%	11 32%	243 36%	101 31%	142 42% <sup>u</sup>	165 44% <sup>t</sup>	28 39%	28 33%	109 51% <sup>uy</sup>	17 50%
NET: Not worried	618 57%	326 61% <sup>b</sup>	292 54%	85 46%	189 50%	170 62% <sup>cdg</sup>	174 72% <sup>cdeg</sup>	127 43%	316 59% <sup>cdg</sup>	111 68%	213 56%	183 61%	91 56%	131 57%	272 53% <sup>p</sup>	97 57% <sup>p</sup>	33 52%	16 34%	65 68% <sup>mop</sup>	113 73% <sup>mnpop</sup>	22 60% <sup>p</sup>	415 62% <sup>w</sup>	228 69% <sup>vz</sup>	187 55% <sup>z</sup>	188 51%	41 57%	51 60% <sup>z</sup>	96 45%	15 43%
Don't know	33 3%	14 3%	20 4%	11 6% <sup>ef</sup>	18 5% <sup>f</sup>	4 1%	1 *	18 6% <sup>efh</sup>	14 3% <sup>f</sup>	3 2%	8 2%	11 4%	6 4%	7 3%	17 3%	4 3%	3 5% <sup>qr</sup>	4 9% <sup>qr</sup>	-	2 1%	3 7% <sup>qr</sup>	12 2%	3 1%	9 3%	19 5% <sup>t</sup>	3 4%	6 7% <sup>u</sup>	10 5% <sup>u</sup>	2 7%
Not applicable	1	1	*	*	-	1	-	*	1	-	-	-	*	1	-	-	*	-	-	-	1	1	-	-	-	-	-	-	-
Mean	2.35	2.28	2.42 <sup>a</sup>	2.49 <sup>f</sup>	2.47 <sup>f</sup>	2.31 <sup>f</sup>	2.12	2.53 <sup>efh</sup>	2.36 <sup>f</sup>	2.24	2.42 <sup>j</sup>	2.26	2.35	2.37	2.41 <sup>qr</sup>	2.42 <sup>qr</sup>	2.43 <sup>qr</sup>	2.64 <sup>qrs</sup>	2.18	2.11	2.26	2.31	2.19	2.43 <sup>u</sup>	2.41	2.31	2.29	2.49 <sup>u</sup>	2.57
Standard deviation	0.84	0.86	0.82	0.80	0.88	0.85	0.75	0.84	0.86	0.81	0.82	0.88	0.83	0.82	0.89	0.81	0.80	0.67	0.75	0.77	0.81	0.82	0.78	0.85	0.88	0.86	0.87	0.88	0.73
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.07	0.05	0.05	0.07	0.05	0.05	0.06	0.08	0.11	0.08	0.05	0.10	0.03	0.04	0.06	0.04	0.12	0.08	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) - South 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+ Not Retired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	539	283	256	92	186	119	142	141	256	75	163	155	82	139	191	104	45	23	31	114	31	337	203	134	192	28	51	113	10
Weighted base	564	266	298	106*	215	131*	113	166	285	76*	224	143	86*	111	287	89*	31*	27**	34**	81*	15**	358	162	196	181	37**	35*	110*	25**
Base (excl NA for %)	523	249	274	97*	204	118*	104	156*	263	68*	218	124	78*	102*	271	83*	29**	24**	32**	70*	13**	329	145	184	171	35**	32*	103*	23**
Very worried (4)	63 12%	28 11%	35 13%	17 17%	22 11%	12 10%	12 12%	22 14%	28 11%	6 9%	23 11%	17 14%	9 11%	13 13%	35 13%	6 7%	6 20%	- -	3 8%	12 17% <sub>n</sub>	1 11%	38 12%	13 9%	25 14%	19 11%	1 4%	6 17%	12 12%	5 23%
Fairly worried (3)	178 34%	80 32%	98 36%	34 35%	76 37%	41 34%	28 27%	60 39%	90 34%	27 39%	90 41% <sub>k</sub>	38 31%	18 23%	33 32%	97 36%	28 34%	12 41%	15 63%	8 24%	16 23%	3 22%	110 33%	47 32%	63 34%	61 36%	19 55%	10 30%	32 31%	7 31%
Not very worried (2)	195 37%	93 37%	102 37%	33 34%	68 33%	45 38%	49 47% <sub>dg</sub>	44 28%	102 39%	27 39%	75 35%	43 34%	36 46%	41 40%	91 34%	38 46%	7 22%	7 27%	16 49%	31 44%	6 43%	126 38%	60 42%	66 36%	58 34%	9 26%	10 31%	39 38%	11 46%
Not at all worried (1)	61 12%	39 16% <sub>b</sub>	22 8%	5 5%	28 14%	15 13%	13 12%	17 11%	31 12%	6 9%	22 10%	16 13%	12 15%	11 11%	37 13%	7 8%	2 8%	1 4%	4 12%	8 12%	2 16%	39 12%	18 12%	21 11%	22 13%	4 11%	4 11%	15 14%	-
NET: Worried	241 46%	108 43%	133 49%	50 52%	98 48%	53 45%	40 39%	83 53% <sub>f</sub>	118 45%	33 48%	113 52% <sub>k</sub>	56 45%	27 34%	46 45%	132 49%	33 40%	18 60%	15 63%	10 33%	28 40%	4 33%	148 45%	60 41%	88 48%	80 47%	21 59%	15 48%	44 43%	12 54%
NET: Not worried	256 49%	132 53%	124 45%	38 39%	96 47%	60 51%	62 59% <sub>cg</sub>	61 39%	133 50%	33 49%	97 44%	59 48%	48 61% <sub>i</sub>	51 50%	128 47%	45 54%	9 30%	8 31%	19 61%	39 56%	8 58%	165 50%	78 54%	87 47%	80 47%	13 37%	13 42%	54 52%	11 46%
Don't know	27 5%	9 4%	17 6%	9 9%	10 5%	6 5%	2 2%	12 8%	12 5%	2 3%	8 4%	9 8%	4 5%	5 5%	12 6%	5 9%	3 9%	1 6%	2 6%	3 4%	1 8%	16 5%	7 5%	9 5%	10 6%	2 5%	3 10%	5 5%	-
Not applicable	41	17	24	9	11	13	9	10	22	8	6	19 <sub>i</sub>	7 <sub>i</sub>	9 <sub>i</sub>	16	5	2	3	2	10 <sub>m</sub>	1	28	17	12	11	2	2	6	2
Mean	2.49	2.40	2.57	2.70 <sub>f</sub>	2.47	2.44	2.39	2.61	2.46	2.50	2.54	2.49	2.32	2.50	2.50	2.41	2.80	2.62	2.31	2.47	2.32	2.47	2.40	2.53	2.48	2.54	2.60	2.43	2.76
Standard deviation	0.87	0.89	0.83	0.83	0.88	0.86	0.86	0.89	0.85	0.80	0.82	0.92	0.89	0.87	0.90	0.75	0.89	0.59	0.82	0.93	0.93	0.86	0.83	0.88	0.88	0.76	0.96	0.90	0.81
Standard error	0.04	0.06	0.06	0.10	0.07	0.09	0.08	0.08	0.06	0.10	0.07	0.08	0.11	0.08	0.07	0.08	0.14	0.14	0.16	0.09	0.19	0.05	0.06	0.08	0.07	0.15	0.15	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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
NET: Increased	885	439	446	133	297	236	219	223	443	147	301	256	136	192	409	139	52	34	85	140	26	547	283	265	305	60	70	175	32
	82%	83%	82%	71%	79%	87%cdg	91%cdgh	75%	82%cg	91%	79%	86%	83%	82%	80%	81%	73%	89%ps	90%mnps	74%	82%	85%	78%	82%	83%	82%	82%	82%	93%
Increased a lot	186	81	106	22	72	59	33	40	113	35	57	47	34	47	102	26	12	4	21	17	5	113	45	68	73	11	16	47	1
	17%	15%	19%	12%	19%	22%cfg	14%	13%	21%cfg	22%	15%	16%	21%	20%	20%er	15%	18%	8%	22%er	11%	15%	17%	13%	20%u	20%	15%	18%	22%u	2%
Increased a little	699	359	340	111	225	177	185	183	330	112	244	209	102	144	307	112	40	30	64	123	21	435	238	197	232	50	55	128	31
	65%	67%	62%	59%	60%	65%	77%cdg	61%	61%	69%	64%	70%	62%	62%	60%	66%	62%	65%	68%	79%mq	59%	65%	71%vz	58%	62%	69%	64%	60%	91%
Stayed the same	137	69	68	33	60	26	19	48	70	13	55	37	16	30	73	21	9	5	8	13	7	86	35	52	49	9	12	28	2
	13%	13%	12%	18%ef	16%ef	9%	8%	16%ef	13%	8%	14%	12%	10%	13%	14%	12%	14%	12%	9%	8%	20%qr	13%	10%	15%	13%	12%	14%	13%	7%
Decreased a little	16	8	8	6	1	6	3	6	7	2	6	3	4	3	7	3	-	3	2	1	*	10	5	4	6	*	2	4	-
	1%	1%	2%	3%cd	*	2%	1%	2%	1%	1%	1%	1%	3%	1%	1%	2%	-	6%er	2%	1%	1%	1%	2%	1%	2%	2%	2%	2%	-
Decreased a lot	4	1	3	1	4	-	-	1	4	-	-	-	3	1	3	1	-	-	-	-	*	*	*	-	4	2	1	1	-
	*	*	1%	*	1%	-	-	*	1%	-	-	-	2%ij	*	1%	*	-	-	-	-	1%	*	*	-	1%t	3%uv	1%	*	-
NET: Decreased	20	9	11	6	5	6	3	6	11	2	6	3	8	4	10	4	-	3	2	1	1	10	6	4	10	3	3	5	-
	2%	2%	2%	3%	1%	2%	1%	2%	2%	1%	1%	1%	5%ej	2%	2%	2%	-	6%er	2%	1%	2%	1%	2%	1%	3%	4%	3%	2%	-
Don't know	36	14	21	14	16	5	-	20	15	1	21	4	5	6	17	7	3	5	-	2	1	27	11	17	8	1	1	7	-
	3%	3%	4%	8%efh	4%f	2%	-	7%efh	3%f	1%	5%j	1%	3%	3%	3%	4%	5%qr	10%mq	-	1%	3%q	4%	3%	5%	2%	1%	1%	3%	-

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



**Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	1078
Weighted base	1078	1078
NET: Increase	876 81% <sup>b</sup>	461 43%
Increase a lot	157 15%	131 12%
Increase a little	719 67% <sup>b</sup>	330 31%
Stay the same	137 13%	353 33% <sup>a</sup>
Decrease a little	13 1%	139 13% <sup>a</sup>
Decrease a lot	1 *	7 1%
NET: Decrease	14 1%	146 14% <sup>a</sup>
Don't know	51 5%	118 11% <sup>a</sup>

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
NET: Increase	876 81%	435 82%	441 81%	143 76%	295 78%	230 84%	209 87%	233 codgh	434 81%	135 84%	311 81%	247 82%	126 77%	193 83%	399 78%	142 83%	51 79%	38 80%	82 86%	138 89%	27 mos	561 84%	286 w	275 xyz	283 81%	53 76%	65 73%	165 77%	32 93%
Increase a lot	157 15%	80 15%	77 14%	28 15%	61 16%	49 18%	20 8%	41 14%	97 18%	25 15%	66 17%	35 12%	18 11%	39 17%	82 16%	31 18%	11 17%	6 13%	11 11%	12 8%	4 12%	98 15%	35 10%	63 19%	52 u	10 13%	11 13%	31 15%	7 21%
Increase a little	719 67%	355 67%	364 67%	114 61%	234 62%	182 67%	189 79%	192 codeg	338 64%	111 68%	245 64%	212 71%	107 65%	154 66%	317 62%	111 65%	40 62%	32 68%	71 74%	126 m	22 81%	463 mos	251 w	212 vxyz	231 63%	43 59%	54 63%	134 62%	25 73%
Stay the same	137 13%	78 15%	59 11%	22 12%	61 16%	30 11%	24 10%	32 11%	80 15%	19 12%	51 13%	36 12%	21 13%	28 12%	77 15%	18 11%	8 12%	6 12%	10 11%	12 8%	6 18%	80 12%	35 10%	45 13%	57 15%	8 11%	14 16%	36 17%	-
Decrease a little	13 1%	6 1%	7 1%	5 2%	2 1%	1 *	5 2%	6 2%	2 *	-	3 1%	2 1%	3 2%	5 2%	3 1%	2 3%	2 -	-	3 4%	2 1%	-	3 *	2 *	1 *	10 3%	4 6%	3 4%	2 u	-
Decrease a lot	1 *	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	1 1%	-
NET: Decrease	14 1%	7 1%	7 1%	5 2%	3 1%	1 *	5 2%	6 2%	3 1%	-	4 1%	2 1%	3 2%	5 2%	5 1%	2 1%	2 3%	-	3 4%	2 1%	-	3 *	2 *	1 *	11 3%	4 6%	3 4%	4 u	-
Don't know	51 5%	12 2%	40 7%	17 9%	19 5%	12 4%	2 1%	27 9%	21 4%	8 5%	16 4%	14 5%	14 9%	7 3%	29 6%	8 5%	4 6%	4 8%	-	4 2%	3 8%	27 cq	11 3%	16 5%	21 6%	8 10%	4 5%	10 5%	2 7%

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
NET: Increase	461	214	246	92	172	115	81	151	229	63	156	128	69	108	230	81	31	22	36	47	13	275	122	154	173	30	40	104	12
	43%	40%	45%	49% <i>f</i>	46% <i>f</i>	42%	34%	51% <i>f</i>	42% <i>f</i>	39%	41%	43%	42%	46%	45% <i>r</i>	47% <i>r</i>	48% <i>r</i>	48% <i>r</i>	38%	30%	37%	41%	36%	45% <i>u</i>	46%	41%	47%	48% <i>u</i>	36%
Increase a lot	131	52	79	23	58	32	17	40	73	23	48	35	16	32	70	25	9	4	8	9	5	73	28	46	51	6	18	27	7
	12%	10%	14% <i>a</i>	12%	15% <i>f</i>	12%	7%	14% <i>f</i>	14% <i>f</i>	14%	13%	12%	10%	14%	14% <i>r</i>	15% <i>r</i>	14% <i>r</i>	8%	8%	6%	14% <i>r</i>	11%	8%	14%	14%	8%	21% <i>lux</i>	13%	19%
Increase a little	330	162	168	69	114	83	64	111	155	40	107	93	53	76	160	56	22	19	28	38	8	202	94	108	122	24	22	76	6
	31%	31%	31%	37% <i>f</i>	30%	31%	26%	37% <i>fh</i>	29%	25%	28%	31%	32%	33%	31%	33%	34%	40%	29%	24%	23%	30%	28%	32%	33%	33%	26%	36%	17%
Stay the same	353	187	166	48	138	89	78	81	194	49	130	104	51	68	182	47	20	14	25	56	10	229	109	119	112	25	26	61	12
	33%	35%	30%	26%	36% <i>cg</i>	33%	32%	27%	36% <i>cg</i>	30%	34%	35%	31%	29%	36%	27%	31%	30%	26%	36%	27%	34%	33%	35%	30%	34%	31%	29%	34%
Decrease a little	139	88	52	15	34	37	53	20	66	27	59	33	22	25	47	21	9	1	17	38	7	88	55	33	44	7	11	26	7
	13%	16% <i>b</i>	9%	8%	9%	14% <i>g</i>	22% <i>cdegh</i>	7%	12% <i>g</i>	17%	15%	11%	14%	11%	9%	13%	14% <i>p</i>	2%	18% <i>mp</i>	24% <i>mnp</i>	19% <i>mp</i>	13%	16% <i>v</i>	10%	12%	10%	13%	12%	21%
Decrease a lot	7	4	3	4	2	-	2	4	2	-	2	2	2	3	1	-	2	1	*	-	3	3	-	4	-	2	2	-	
	1%	1%	1%	2%	*	-	1%	1%	*	-	1%	1%	1%	1%	*	-	3%	1%	*	-	1%	1%	-	1%	-	2% <i>v</i>	1%	-	
NET: Decrease	146	91	55	19	36	37	54	24	68	27	61	35	24	27	50	22	9	2	18	38	7	91	58	33	48	7	13	28	7
	14%	17% <i>b</i>	10%	10%	10%	14%	23% <i>cdegh</i>	8%	13%	17%	16%	12%	15%	12%	10%	13%	14%	5%	19% <i>m</i>	25% <i>mnp</i>	19% <i>mp</i>	14%	17% <i>v</i>	10%	13%	10%	15%	13%	21%
Don't know	118	39	79	28	32	31	28	42	48	22	36	33	20	29	49	21	5	8	16	15	6	76	44	32	39	11	7	21	3
	11%	7%	14% <i>a</i>	15%	8%	11%	12%	14%	9%	14%	9%	11%	12%	13%	10%	12%	7%	16%	17%	10%	17%	11%	13%	10%	10%	15%	8%	10%	9%

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) - South 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 out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Now is a good time	128 12%	69 13%	59 11%	28 15%	40 11%	24 9%	37 15%e	37 12%	55 10%	17 11%	53 14%	39 13%	13 8%	24 10%	58 11%	25 15% s	8 12%	2 3%	9 10%	25 16% ps	1 4%	87 13%	48 14%	39 12%	32 9%	5 7%	6 7%	20 9%	10 28%
It is neither a good time nor a bad time	663 61%	345 65%	318 58%	104 56%	221 59%	171 62%	166 69% cdgh	170 57%	326 60%	108 66%	216 57%	188 63%	103 63%	155 67% i	302 59%	107 63%	33 51%	28 59%	62 65%	105 68% o	26 73% o	437 65% w	215 64%	222 66% z	211 57%	38 52%	54 63%	119 56%	15 43%
Now is a bad time	123 11%	51 10%	72 13%	22 12% f	57 15% f	32 12% f	12 5%	40 13% f	71 13% f	14 9%	50 13%	30 10%	24 15%	19 8%	75 15% nr	11 6%	15 23% nqrs	7 14% r	8 9%	5 3%	3 9%	66 10%	26 8%	39 12%	51 14%	16 23% uy	6 7%	28 13%	7 20%
Don't know	164 15%	67 13%	97 18% a	33 18%	59 16%	46 17%	25 10%	52 17% f	87 16% f	23 14%	62 16%	44 15%	24 15%	34 15%	75 15%	27 16%	9 14%	11 23%	16 17%	20 13%	5 14%	81 12%	44 13%	37 11%	79 21% t	13 18%	19 22% uv	47 22% uv	3 9%

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) - South 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 (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
More money	154 14%	76 14%	78 14%	61 32% defh	57 15% f	26 10% f	10 4%	84 28% defh	60 11% f	15 9%	54 14%	43 14%	24 15%	33 14%	92 18% qr	23 13% qr	16 25% nqrs	10 21% qr	3 3%	6 4%	3 9%	87 13%	29 9%	58 17% u	59 16%	8 11%	8 9%	43 20% uy	8 23%
About the same	560 52%	297 56% b	262 48%	84 45%	182 48%	137 50%	156 65% cdeg h	134 45%	269 50%	81 50%	200 52%	170 57% k	71 43%	118 51%	241 47%	88 52%	28 44%	19 42%	50 52%	110 71% mnop q	22 63% mop	378 56% w	203 61% vyz	175 52% z	165 44%	38 52%	41 48%	85 40%	17 50%
Less money	293 27%	128 24%	164 30%	28 15%	107 28% c	94 35% cg	64 26% c	62 21%	167 31% cg	57 35%	101 27%	70 23%	54 33% j	68 29%	138 27%	48 28%	18 27%	12 26%	36 37% r	34 22%	8 22%	170 25%	83 25%	87 26%	114 31%	20 27%	29 34%	64 30%	9 27%
Don't know	72 7%	31 6%	41 8%	14 8%	32 8%	15 6%	11 5%	18 6%	43 8%	9 6%	26 7%	16 5%	15 9%	14 6%	39 8% r	12 7%	2 4%	5 11% r	7 7%	4 3%	2 7%	37 5%	19 6%	18 5%	35 10% t	7 9%	7 8%	22 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) - South 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	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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Male	532	532	-	65	197	147	123	112	297	79	207	145	76	104	289	57	31	18	32	100	4	346	183	163	172	29	41	102	14
	49%	100%b	-	35%	52%cg	54%cg	51%cg	38%	55%cg	49%	54%l	48%	47%	45%	57%npqs	33% <sup>s</sup>	49% <sup>ns</sup>	37% <sup>s</sup>	34% <sup>s</sup>	64% <sup>nopq</sup>	13% <sup>s</sup>	52%	55%	48%	46%	40%	48%	48%	39%
Female	546	-	546	122	181	126	118	186	242	83	175	155	88	129	221	113	33	29	63	55	31	324	150	175	201	43	45	112	21
	51%	-	100%a	65%defh	48%	46%	49%	62%defh	45%	51%	46%	52%	53%	55%i	43%	67% <sup>mor</sup>	51% <sup>r</sup>	63% <sup>mr</sup>	66% <sup>mr</sup>	36%	87% <sup>mnpop</sup>	48%	45%	52%	54%	60%	52%	52%	61%

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) - South 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 (A)	Rent free (B)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
18-24	108	31	77	108	-	-	-	108	-	-	52	29	14	14	44	17	34	12	-	-	-	47	19	28	42	4	10	28	19
	10%	6%	14%a	58%defgh	-	-	-	36%defh	-	-	14%l	10%	8%	6%	9%qrs	10%qrs	53%mnopqrs	26%mnqrs	-	-	-	7%	6%	8%	11%t	6%	12%u	13%u	55%
25-34	190	81	109	79	111	-	-	190	-	-	78	56	27	29	147	22	4	7	-	-	10	88	4	84	92	12	12	68	10
	18%	15%	20%	42%defh	29%efh	-	-	64%cddefh	-	-	21%l	19%	16%	12%	29%noqr	13%qr	6%qr	15%qr	-	-	28%noqr	13%	1%	25%uy	25%t	17%u	14%u	32%uy	29%
35-44	172	98	74	-	172	-	-	-	172	-	59	40	32	40	116	31	9	6	1	-	9	97	17	80	75	12	16	47	-
	16%	18%	14%	-	46%cefgh	-	-	-	32%cefgh	-	16%	13%	20%	17%	23%qr	18%qr	14%qr	13%qr	1%	-	25%qr	14%	5%	24%u	20%t	17%u	18%u	22%u	-
45-54	199	113	85	-	94	104	-	-	199	-	66	48	42	43	122	44	10	14	1	2	7	133	46	87	63	16	16	31	2
	18%	21%b	16%	-	25%cfg	38%cdfg	-	-	37%cdfg	-	17%	16%	26%j	18%	24%qr	26%qr	15%qr	30%qr	1%	1%	19%qr	20%	14%	26%uz	17%	22%	18%	15%	7%
55-64	169	86	83	-	-	169	-	-	169	131	52	52	27	38	71	37	7	8	3	35	8	127	84	43	42	8	18	15	-
	16%	16%	15%	-	-	62%cdfgh	-	-	31%cdfg	81%	14%	17%	16%	16%	14%q	22%mq	11%	16%q	3%	22%moq	22%q	19%w	25%vxz	13%	11%	11%	21%vz	7%	-
65+	241	123	118	-	-	-	241	-	-	32	75	74	23	69	9	20	-	-	91	118	2	179	163	16	59	20	14	25	3
	22%	23%	22%	-	-	-	100%cddegh	-	-	19%	20%	25%k	14%	30%ik	2%	12%mp	-	-	95%mnoprs	76%mnops	6%mo	27%w	49%vxyz	5%	16%	27%vz	16%v	12%v	10%
Average age	48.14	49.78b	46.55	24.00	39.18cg	56.66cdgh	71.27cd	26.86c	49.58cd	61.27	46.27	48.74	46.68	51.48ik	40.85o	47.18mop	32.67	39.03o	70.23mnops	69.45mnp	45.17mo	51.52wyz	60.87vx	42.28	43.82	49.33vz	46.87vz	40.73	29.14

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) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
AB	382	207	175	79	142	86	75	130	177	42	382	-	-	-	204	60	18	5	10	76	9	274	116	158	83	9	10	65	25
	35%	39% <sup>b</sup>	32%	42% <sup>f</sup>	38%	32%	31%	44% <sup>efh</sup>	33%	26%	100% <sup>ijkl</sup>	-	-	-	40% <sup>pq</sup>	35% <sup>pq</sup>	28% <sup>q</sup>	12%	10%	49% <sup>mnopqs</sup>	26% <sup>q</sup>	41% <sup>w</sup>	35% <sup>xy</sup>	47% <sup>xyz</sup>	22%	12%	11%	30% <sup>xy</sup>	72%
C1	300	145	155	59	95	72	74	85	140	53	-	300	-	-	141	54	20	4	18	55	8	192	106	86	101	5	25	71	6
	28%	27%	28%	31%	25%	26%	31%	29%	26%	33%	-	100% <sup>ikl</sup>	-	-	28% <sup>cp</sup>	32% <sup>ppq</sup>	31% <sup>p</sup>	8%	19%	36% <sup>ppq</sup>	22%	29%	32% <sup>cx</sup>	25% <sup>cx</sup>	27%	7%	29% <sup>cx</sup>	33% <sup>cx</sup>	18%
C2	164	76	88	22	66	53	23	40	101	28	-	-	164	94	30	6	6	6	18	4	101	47	54	63	19	13	31	-	
	15%	14%	16%	12%	17% <sup>f</sup>	20% <sup>f</sup>	9%	13%	19% <sup>f</sup>	17%	-	-	100% <sup>ijl</sup>	18% <sup>qr</sup>	18% <sup>q</sup>	10%	12%	6%	11%	12%	4	15%	14%	16%	17%	26% <sup>u</sup>	15%	15%	-
DE	232	104	129	27	75	62	69	43	121	39	-	-	232	71	27	20	32	62	6	14	104	65	39	125	40	38	47	3	
	22%	19%	24%	15%	20%	23% <sup>g</sup>	29% <sup>cdg</sup>	14%	22% <sup>g</sup>	24%	-	-	100% <sup>ijk</sup>	14% <sup>r</sup>	16% <sup>r</sup>	31% <sup>mnr</sup>	68% <sup>mnors</sup>	65% <sup>mnors</sup>	4%	40% <sup>mnr</sup>	15%	40% <sup>mnr</sup>	19% <sup>v</sup>	12%	34% <sup>t</sup>	55% <sup>uvz</sup>	45% <sup>uvz</sup>	22% <sup>v</sup>	10%

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) - South 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 out-right (v)	Owned with mortgage (w)	NET: Rent-ers (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North East	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South East	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South West	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64	47	95	155	36	671	333	338	373	73	86	214	34
	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%

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) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Yes	699 65%	361 68%	338 62%	159 85%defh	244 65%	151 55%	146 61%	247 83%defh	307 57%	89 55%	299 78%ijkl	197 66%kl	86 53%	117 50%	363 71%npqr	106 62%rs	44 68%ps	21 46%	54 57%	95 61%st	16 44%	457 68%w	214 64%xy	243 72%xy	210 56%	26 36%	42 49%	142 66%xy	32 93%
No	379 35%	171 32%	208 38%	28 15%	134 35%cg	122 45%cg	95 39%cg	51 17%	232 43%cg	73 45%	83 22%	103 34%i	78 47%ij	115 50%ij	147 29%	64 38%lm	21 32%	25 54%mo	41 43%mn	60 39%mn	20 56%mnop	214 32%	119 36%	95 28%	162 44%t	46 64%uvz	44 51%uvz	72 34%	2 7%

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
NET: Homeowners	671	346	324	79	223	190	179	135	357	121	274	192	101	104	304	117	24	20	52	135	18	671	333	338	-	-	-	-	-
	62%	65%	59%	42%	59%cg	70%cdg	74%cdgh	45%	66%cg	74%	72%kl	64%l	62%l	45%	60%o	69%opqs	38%	43%	54%o	87%mnopqs	51%	100%w	100%xyz	100%xyz	-	-	-	-	-
Owned outright - without mortgage	333	183	150	20	46	105	163	24	147	78	116	106	47	65	77	57	9	10	52	119	10	333	333	-	-	-	-	-	-
	31%	34%b	27%	11%	12%	39%cdgh	68%cddegh	8%	27%cdg	48%	30%	35%	28%	28%	15%	33%mo	14%	22%	54%mnopqs	77%mnopqs	27%ms	50%w	100%vxyz	-	-	-	-	-	-
Owned with a mortgage or loan	338	163	175	59	177	85	16	111	210	42	158	86	54	39	227	60	15	10	-	16	8	338	-	338	-	-	-	-	-
	31%	31%	32%	32%fh	47%cefh	31%fh	7%	37%fh	39%fh	26%	41%jl	29%l	33%l	17%	45%opqrs	35%qr	24%qr	21%q	-	11%q	24%qr	50%w	-	100%uxyz	-	-	-	-	-
NET: Renters	373	172	201	82	150	82	59	134	180	42	83	101	63	125	189	48	32	26	43	16	16	-	-	-	373	73	86	214	-
	35%	32%	37%	44%efh	40%ef	30%	24%	45%efh	33%fh	26%	22%	34%i	38%i	54%ijk	37%r	28%r	50%mnr	57%mnr	46%nr	11%	45%nr	-	-	-	100%t	100%uv	100%uv	100%uv	-
Rented from the council	73	29	43	8	26	18	20	16	36	7	9	5	19	40	28	7	4	9	16	4	4	-	-	-	73	73	-	-	-
	7%	6%	8%	4%	7%	7%	8%	6%	7%	5%	2%	11%ij	17%ij	17%ij	5%	4%	7%	18%mnr	17%mnr	3%	11%r	-	-	-	20%t	100%uvyz	-	-	-
Rented from a housing association	86	41	45	15	30	27	14	22	49	17	10	25	13	38	30	15	9	9	11	5	6	-	-	-	86	-	86	-	-
	8%	8%	8%	8%	8%	10%	6%	7%	9%	11%	3%	8%i	8%i	17%ijk	6%	9%r	14%mr	18%mr	12%r	3%	16%mr	-	-	-	23%t	-	100%uvxz	-	-
Rented from someone else	214	102	112	58	94	37	25	96	94	17	65	71	31	47	131	26	19	9	16	7	6	-	-	-	214	-	-	214	-
	20%	19%	21%	31%efh	25%efh	14%	10%	32%efh	17%fh	10%	17%	24%	19%	20%	26%nr	15%r	29%nr	20%r	17%r	5%	18%r	-	-	-	58%t	-	-	100%uvxy	-
Rent free	34	14	21	26	5	-	3	29	2	-	25	6	-	3	17	5	7	-	-	3	2	-	-	-	-	-	-	-	34
	3%	3%	4%	14%defh	1%	-	1%	10%defh	*	-	7%jkl	2%	-	1%	3%	3%	12%mpqr	-	-	2%	4%q	-	-	-	-	-	-	-	100%

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) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
No formal education	6 1%	4 1%	3 1%	* 1%	3 1%	1 *	2 1%	1 *	3 1%	-	-	2 1%	2 1%	2 1%	2 *	* 2%	1 -	-	2 2%	* -	-	1 *	1 -	-	5 1%t	1 2%v	2 3%uv	1 1%	-
Primary	5 *	3 *	3 *	1 1%	* 1%	2 1%	2 1%	1 *	2 *	1 1%	-	1 *	3 2%i	1 1%	1 *	1 1%	-	-	-	3 2%m	* 1%	* *	* *	-	5 1%t	-	4 4%uvz	1 1%	-
Secondary school, high school, NVQ levels 1 to 3, etc.	627 58%	302 57%	326 60%	73 39%	208 55%cg	177 65%cdg	170 71%cdgh	119 40%	338 63%cg	109 67%	156 41%	159 53%i	119 73%ij	193 83%ijk	259 51%	100 59%	33 51%	33 70%km	83 87%lmnop	92 50%	27 76%mnor	381 57%	214 64%v	167 50%	236 63%	57 79%vz	59 69%vz	120 56%	10 28%
University degree or equivalent professional qualification, NVQ level 4, etc.	298 28%	152 29%	147 27%	61 32%	108 29%	72 26%	57 24%	104 35%fh	138 26%	41 25%	151 39%kl	95 32%kl	32 20%l	21 9%	172 34%opqs	48 28%oq	8 13%	8 17%	9 10%	46 30%oqs	6 16%	200 30%w	88 26%y	112 33%xy	81 22%	10 13%	13 16%	58 27%y	18 52%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	110 10%	61 12%	49 9%	27 15%ef	55 14%ef	20 7%	9 4%	48 16%efh	53 10%f	10 6%	62 16%kl	32 11%kl	4 3%	12 5%	73 14%nqrs	11 7%	6 9%q	6 13%q	1 1%	12 8%q	1 3%	72 11%	25 8%	46 14%u	36 10%	5 6%	6 7%	26 12%	2 7%
Still in full time education	23 2%	8 2%	14 3%	21 11%defh	2 *	-	-	21 7%defh	2 *	-	10 3%	8 3%	2 1%	1 1%	2 *	5 3%mr	16 25%mpqr	-	-	-	-	13 2%	2 1%	11 3%u	7 2%	-	1 1%	6 3%	2 7%
Don't know	2 *	-	2 *	2 1%h	-	-	-	2 1%	-	-	2 *	* *	-	-	2 1%h	-	-	-	-	-	-	-	-	-	* *	-	-	* *	2 5%
Prefer not to answer	6 1%	3 1%	3 1%	1 1%	2 *	2 1%	1 *	1 *	3 1%	1 1%	1 *	1 *	1 1%	2 1%	1 *	2 1%	-	-	-	1 1%	1 4%mq	4 1%	2 1%	2 *	2 1%	-	-	2 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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Yes - responsible for half or more of the items bought	961 89%	443 83%	517 95%a	144 77%	344 91%cg	253 93%cg	220 91%cg	246 83%	495 92%cg	150 93%	329 86%	267 89%	151 92%	214 92%	455 89%o	155 91%o	47 73%	42 89%	90 95%o	136 88%o	36 100%mnop	584 87%	299 90%	285 84%	349 94%t	68 93%	84 98%uvz	197 92%v	28 81%
No - not responsible for most of the items bought	117 11%	89 17%b	29 5%	43 23%defh	33 9%	20 7%	21 9%	52 17%defh	44 8%	12 7%	53 14%	32 11%	13 8%	18 8%	56 11% s	15 9% s	17 27% mnqr	5 11% s	5 5%	19 12% s	-	87 13% w	34 10% y	53 16% yz	24 6%	5 7%	1 2%	17 8% y	7 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) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
No cars in the household	188	90	97	28	80	41	38	46	103	25	37	54	20	76	79	21	17	26	23	15	7	58	30	28	129	27	35	67	-
	17%	17%	18%	15%	21%	15%	16%	15%	19%	16%	10%	18% <i>i</i>	12%	33% <i>ijk</i>	15%	12%	27% <i>mnrs</i>	56% <i>mnoqrs</i>	24% <i>nr</i>	10%	20% <i>r</i>	9%	9%	8%	35% <i>t</i>	37% <i>uv</i>	41% <i>uv</i>	31% <i>uv</i>	-
NET: Any	890	442	449	159	298	232	203	252	436	137	345	245	144	156	431	150	47	21	73	140	29	613	303	310	243	46	50	147	34
	83%	83%	82%	85%	79%	85%	84%	85%	81%	84%	90% <i>jl</i>	82% <i>l</i>	88% <i>l</i>	67%	85% <i>op</i>	88% <i>opq</i>	73% <i>p</i>	44%	76% <i>p</i>	90% <i>opqs</i>	80% <i>p</i>	91% <i>w</i>	91% <i>xyz</i>	92% <i>xyz</i>	65%	63%	59%	69%	100%
1	408	214	194	48	142	97	121	94	194	67	126	114	69	100	187	59	13	12	53	70	15	256	150	106	143	28	33	82	10
	38%	40%	36%	25%	38% <i>c</i>	36%	50% <i>cd</i>	31% <i>h</i>	36% <i>c</i>	41%	33%	38%	42%	43% <i>i</i>	37% <i>o</i>	35% <i>o</i>	20%	25%	56% <i>mnp</i>	45% <i>no</i>	42% <i>o</i>	38%	45% <i>v</i>	31%	38%	38%	39%	38%	29%
2	337	167	170	62	122	91	62	98	178	53	139	103	56	40	173	65	16	7	20	47	9	253	109	145	76	14	13	48	8
	31%	31%	31%	33%	32%	33%	26%	33%	33%	32%	36% <i>l</i>	34% <i>l</i>	34% <i>l</i>	17%	34% <i>pq</i>	38% <i>pq</i>	26%	15%	21%	31%	26%	38% <i>w</i>	33% <i>yz</i>	43% <i>luxyz</i>	20%	20%	15%	23%	25%
3+	145	60	85	49	33	43	20	60	65	17	80	29	19	17	72	26	18	2	-	23	4	104	44	59	25	3	4	17	16
	13%	11%	16%	26% <i>defh</i>	9%	16% <i>cd</i>	8%	20% <i>d</i>	12%	11%	21% <i>kl</i>	10%	11%	7%	14% <i>q</i>	15% <i>q</i>	28% <i>mnpqr</i>	4%	-	15% <i>q</i>	12% <i>q</i>	15% <i>w</i>	13% <i>y</i>	18% <i>xyz</i>	7%	5%	5%	8%	47%

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) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
White	1034	508	526	171	362	262	239	276	518	155	356	292	158	228	482	164	61	46	94	153	34	654	324	330	353	71	80	202	27	
	96%	95%	96%	91%	96%	96%	99%	93%	96%	96%	93%	97%	96%	98%	94%	94%	99%	99%	99%	99%	95%	98%	97%	98%	95%	98%	93%	94%	78%	
NET: Non-white	32	16	16	15	10	7	1	18	13	5	19	6	4	3	21	4	4	1	1	-	2	13	6	6	12	-	3	9	8	
	3%	3%	3%	8%	3%	2%	*	6%	2%	3%	5%	2%	3%	1%	4%	2%	6%	1%	1%	-	5%	2%	2%	2%	3%	-	3%	4%	22%	
Mixed	10	2	9	9	-	1	-	9	1	1	9	1	1	-	9	-	1	-	-	-	1	2	2	-	1	-	-	1	8	
	1%	*	2%	5%	defh	-	*	3%	defh	*	2%	*	1%	-	2%	-	1%	-	-	-	3%	nqr	*	1%	-	-	-	*	22%	
Asian	12	9	3	4	6	3	-	7	5	1	7	3	*	2	8	*	2	1	-	-	1	4	*	3	8	-	1	7	-	
	1%	2%	1%	2%	2%	1%	-	2%	1%	1%	2%	1%	*	1%	2%	*	4%	nr	1%	-	2%	1%	*	1%	2%	t	-	2%	3%	u
Black	1	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	
	*	*	-	-	*	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	1%	-	-	
Chinese	2	-	2	1	2	-	-	1	2	-	2	1	-	-	2	1	1	-	-	-	-	2	-	2	1	-	1	-	-	
	*	-	*	*	*	-	-	*	*	-	*	*	-	-	1%	1%	m	-	-	-	-	*	-	*	-	-	1%	-	-	
Other ethnic group	6	4	2	1	1	3	1	1	4	2	1	2	2	1	3	2	-	-	1	-	-	5	4	1	1	-	-	1	-	
	1%	1%	*	1%	*	1%	*	*	1%	1%	*	1%	1%	*	1%	1%	-	-	1%	-	-	1%	1%	*	*	-	-	1%	-	
Prefer not to answer	12	8	4	1	6	5	1	4	8	2	7	2	2	1	8	2	-	-	-	2	-	4	3	1	8	1	3	4	-	
	1%	2%	1%	1%	2%	2%	*	1%	2%	1%	2%	1%	1%	1%	2%	1%	-	-	-	1%	-	1%	1%	*	2%	2%	4%	uv	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) - South 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 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Christian	496	250	246	47	125	159	165	81	250	102	162	146	80	109	201	83	20	20	64	96	12	343	192	151	139	28	32	79	14	
	46%	47%	45%	25%	33%	58%cdgh	69%cddeg	27%	46%cdg	63%	42%	49%	49%	47%	39%	49%o	31%	42%	67%mnop	62%mnop	34%	51%w	58%vxyz	45%	37%	38%	37%	40%		
NET: Other	31	15	16	7	12	6	5	11	15	3	13	8	3	7	13	3	4	4	10%	4%	1	10	8	2	21	7	3	12	-	
	3%	3%	3%	4%	3%	2%	2%	4%	3%	2%	3%	3%	2%	3%	2%	2%	7%r	10%mnr	4%	1%	4%	1%	2%	1%	6%t	9%uv	3%v	5%v	-	
Muslim	4	2	2	2	2	-	-	4	-	-	1	3	-	*	1	*	2	1	-	-	*	-	-	-	4	-	-	4	-	
	*	*	*	1%	1%	-	-	1%h	-	-	*	1%	-	*	*	3%mr	1%	-	-	-	1%	-	-	-	1%t	-	-	2%uv	-	
Hindu	2	2	-	1	1	-	-	2	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	
	*	*	-	1%	1%	-	-	1%	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	-	-	1%	-	
Jewish	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-	-	
	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	1%rn	-	-	*	*	-	-	-	-	-	-	
Sikh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buddhist	4	2	3	3	-	1	1	3	1	1	2	2	-	1	-	2	1	1	1	-	-	3	2	2	1	-	-	1	-	
	*	*	*	1%	-	*	*	1%	*	1%	1%	1%	-	*	-	2%mr	2%rn	1%rn	-	-	-	1%	1%	1%	1%	-	-	*	-	
Other	19	8	11	2	9	5	3	2	14	2	7	3	3	6	9	2	1	3	2	1	1	5	5	*	14	7	3	5	-	
	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%	2%	1%	2%	3%	2%	1%	6%r	2%	2%	1%	3%	1%	1%	1%	4%t	9%uvz	3%v	2%v	-	
None	533	259	274	130	233	103	66	204	263	55	202	140	80	111	287	82	40	23	24	56	22	307	126	181	206	36	49	121	21	
	49%	49%	50%	70%efh	62%efh	38%f	28%	68%efh	49%ef	34%	53%	47%	49%	48%	56%qr	48%qr	62%qr	49%q	25%	36%	60%qr	46%	38%	54%u	55%t	50%	57%u	56%u	60%	
Prefer not to say	18	8	10	2	7	4	4	3	11	3	6	6	1	5	9	2	*	-	3	2	1	12	7	5	6	2	1	2	-	
	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	-	3%	1%	2%	2%	2%	1%	2%	3%	2%	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) - South 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 Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employe d (n)	Part time employe d (o)	Unemploye d (p)	Not work- ing but seek- ing (q)	State pension (r)	Pri- vate pension (s)	House person (t)	NET: Home- owners (u)	Owned out- right (v)	Owned with mort- gage (w)	NET: Rent- ers (x)	Rent- ed from coun- cil (y)	Rent- ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
NET: Urban	797 74%	396 75%	401 73%	139 74%	316 84% cefh	187 68%	156 65%	238 80% ef	404 75% f	103 64%	287 75%	216 72%	120 73%	174 75%	404 79% nr	121 71%	48 80% r	38 82% r	66 69%	95 61%	25 70%	480 71%	201 60%	279 83% u	296 79% t	57 79% u	64 75% u	175 82% u	21 62%
Urban - Population over 10,000	345 32%	188 35%	157 29%	74 39% ef	158 42% efh	64 23%	49 20%	118 40% ef	178 33% ef	32 20%	134 35% k	101 34% k	37 23%	73 31%	191 37% qr	52 31% r	25 39% qr	17 36% r	21 22%	29 19%	9 26%	204 30%	74 22%	131 39% u	132 35%	22 30%	26 30%	84 39% u	9 26%
Town and Fringe	452 42%	209 39%	243 45%	65 35%	158 42%	123 45%	106 44%	120 40%	226 42%	71 44%	153 40%	115 38%	82 50% j	102 44%	213 42%	68 40%	23 36%	21 45%	45 47%	66 43%	16 45%	275 41%	127 38%	148 44%	165 44%	35 49%	39 45%	91 42%	12 36%
NET: Rural	281 26%	136 25%	145 27%	48 26% d	62 16%	86 32% dgh	85 35% dgh	60 20%	135 25% d	59 36%	95 25%	83 28%	45 27%	58 25%	107 21%	50 29% m	16 25% m	9 18%	29 31%	60 39% mop	11 30%	191 29% w	133 40% vxyz	59 17%	76 21%	16 21%	21 25%	40 18%	13 38%
Village	232 22%	110 21%	123 22%	38 20%	56 15%	67 25% d	71 30% dgh	49 17%	112 21%	45 28%	78 20%	68 23%	35 22%	51 22%	88 17%	42 25% m	14 22%	6 14%	26 27% m	48 31% mp	8 23%	152 23%	103 31% vz	49 14%	71 19%	16 21%	21 25% v	34 16%	10 28%
Hamlet & Isolated Dwelling	48 4%	26 5%	23 4%	10 5% d	5 1%	19 7% d	14 6% d	11 4%	24 4% d	14 9%	17 4%	16 5%	9 6%	7 3%	19 4%	8 4%	2 4%	2 5%	3 3%	12 8% m	2 6%	40 6% w	29 9% vxyz	10 3%	5 1%	-	-	5 3%	3 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) - South 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 coun-cil (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
NET: Working	681	346	334	128	330	194	29	231	420	137	264	195	124	98	510	170	-	-	-	-	-	421	133	287	238	35	46	157	22	
	63%	65%	61%	68% <sup>f</sup>	87% <sup>cefg</sup>	71% <sup>f</sup>	12%	77% <sup>f</sup>	78% <sup>cf</sup>	85%	69% <sup>l</sup>	65% <sup>l</sup>	76% <sup>ij</sup>	42%	100% <sup>opq</sup>	100% <sup>opqrs</sup>	-	-	-	-	-	63%	40%	85% <sup>luxy</sup>	64%	49%	53% <sup>u</sup>	73% <sup>luxy</sup>	64%	
Working full time - working 30 hours per week or more	510	289	221	102	266	133	9	192	309	80	204	141	94	71	510	-	-	-	-	-	-	304	77	227	189	28	30	131	17	
	47%	54% <sup>b</sup>	40%	55% <sup>f</sup>	70% <sup>cefh</sup>	49% <sup>f</sup>	4%	64% <sup>ef</sup>	57% <sup>f</sup>	50%	53% <sup>l</sup>	47% <sup>l</sup>	57% <sup>l</sup>	31%	100% <sup>nopqr</sup>	-	-	-	-	-	-	45%	23%	67% <sup>luxy</sup>	51%	39% <sup>u</sup>	35% <sup>u</sup>	61% <sup>luxy</sup>	50%	
Working part time - working between 8 and 29 hours per week	170	57	113	25	64	61	20	39	111	57	60	54	30	27	-	170	-	-	-	-	-	117	57	60	48	7	15	26	5	
	16%	11%	21% <sup>a</sup>	14%	17% <sup>f</sup>	22% <sup>fg</sup>	8%	13%	21% <sup>fg</sup>	35%	16%	18%	18%	12%	-	100% <sup>mopqr</sup>	-	-	-	-	-	17%	17%	18%	13%	10%	18%	12%	14%	
NET: Not working	397	186	212	59	48	79	211	67	119	25	118	105	40	134	-	-	64	47	95	155	36	250	200	50	135	37	40	58	12	
	37%	35%	39%	32% <sup>dh</sup>	13%	29% <sup>d</sup>	88% <sup>cdegh</sup>	23% <sup>d</sup>	22% <sup>d</sup>	15%	31%	35% <sup>kl</sup>	24%	58% <sup>ijkl</sup>	-	-	100% <sup>mn</sup>	100% <sup>mn</sup>	100% <sup>mn</sup>	100% <sup>mn</sup>	100% <sup>mn</sup>	37%	60% <sup>vyz</sup>	15%	36%	51% <sup>vz</sup>	47% <sup>vz</sup>	27% <sup>v</sup>	36%	
Not working but seeking work or temporarily unemployed or sick	47	18	29	18	12	17	-	19	28	8	5	4	6	32	-	-	-	47	-	-	-	20	10	10	26	9	9	9	-	
	4%	3%	5%	9% <sup>df</sup>	3% <sup>f</sup>	6% <sup>f</sup>	-	6% <sup>f</sup>	5% <sup>f</sup>	5%	1%	1%	4%	14% <sup>ijkl</sup>	-	-	-	100% <sup>mnopr</sup>	-	-	-	3%	3%	3%	7% <sup>t</sup>	12% <sup>uv</sup>	10% <sup>uv</sup>	4%	-	
Not working and not seeking work	64	31	33	38	16	11	-	38	26	7	18	20	6	20	-	-	64	-	-	-	-	24	9	15	32	4	9	19	7	
	6%	6%	6%	20% <sup>defh</sup>	4% <sup>f</sup>	4% <sup>f</sup>	-	13% <sup>defh</sup>	5% <sup>f</sup>	4%	5%	7%	4%	9%	-	-	100% <sup>mnpqr</sup>	-	-	-	-	4%	4%	3%	5%	9% <sup>t</sup>	6%	11% <sup>uv</sup>	9% <sup>u</sup>	22%
Retired on a state pension only	95	32	63	-	1	4	91	-	5	-	10	18	6	62	-	-	-	-	95	-	-	52	52	-	43	16	11	16	-	
	9%	6%	11% <sup>a</sup>	-	*	1%	38% <sup>cdegh</sup>	-	1%	-	3%	6%	4%	27% <sup>ijkl</sup>	-	-	-	-	100% <sup>mnpqr</sup>	-	-	8%	16% <sup>vz</sup>	-	12%	22% <sup>vz</sup>	13% <sup>v</sup>	7% <sup>v</sup>	-	
Retired with a private pension	155	100	55	-	-	37	118	-	37	-	76	55	18	6	-	-	-	-	-	155	-	135	119	16	16	4	5	7	3	
	14%	19% <sup>b</sup>	10%	-	-	13% <sup>cdgh</sup>	49% <sup>cdegh</sup>	-	7% <sup>cdg</sup>	-	20% <sup>kl</sup>	18% <sup>kl</sup>	11% <sup>l</sup>	3%	-	-	-	-	-	100% <sup>mnpqr</sup>	-	20% <sup>w</sup>	36% <sup>vxyz</sup>	5%	4%	6%	3%	10%		
House person, housewife, househusband, etc.	36	4	31	4	19	11	2	10	24	10	9	8	4	14	-	-	-	-	-	-	36	18	10	8	16	4	6	6	2	
	3%	1%	6% <sup>a</sup>	2%	5% <sup>f</sup>	4% <sup>f</sup>	1%	3%	4% <sup>f</sup>	6%	2%	3%	3%	6% <sup>ij</sup>	-	-	-	-	-	-	100% <sup>mnpqr</sup>	3%	3%	3%	4%	5%	7%	3%	5%	

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) - South 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)
Unweighted base	560	302	258	100	270	156	34	180	346	122	164	177	110	109	354	206	-	-	-	-	-	327	138	189	225	24	55	146	8
Weighted base	681	346	334	128*	330	194	29**	231	420	137*	264	195	124*	98*	510	170	**	**	**	**	**	421	133	287	238	35**	46*	157	22**
NET: Public Sector	170	77	94	34	77	57	3	65	103	35	73	62	19	17	134	36	-	-	-	-	-	106	31	75	51	11	10	31	13
	25%	22%	28%	26%	23%	29%	9%	28%	24%	25%	28%k	32%kl	15%	17%	26%	21%	-	-	-	-	-	25%	23%	26%	22%	31%	22%	19%	59%
A nationalised industry/state corporation	8	8	-	1	7	1	-	1	7	1	6	-	1	2	8	-	-	-	-	-	-	7	-	7	2	-	1	1	-
	1%	2%b	-	1%	2%	*	-	1%	2%	1%	2%	-	1%	2%	-	-	-	-	-	-	-	2%	-	2%	1%	-	2%	*	-
Central government or civil service (including Courts service and Bank of England)	9	5	4	-	7	1	1	3	5	2	5	4	-	6	3	-	-	-	-	-	-	5	2	3	4	-	-	4	-
	1%	1%	1%	-	2%	1%	3%	1%	1%	1%	2%	2%	-	1%	2%	-	-	-	-	-	-	1%	1%	1%	2%	-	-	2%	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	55	24	31	8	18	29	1	15	40	19	22	22	4	8	44	11	-	-	-	-	-	34	14	20	15	3	1	10	6
	8%	7%	9%	6%	6%	15%dg	3%	7%	9%	14%	8%	11%k	3%	8%	9%	7%	-	-	-	-	-	8%	11%	7%	6%	10%	3%	7%	29%
A university, or other grant funded establishment (include opted-out schools)	14	6	8	3	9	2	-	11	4	1	9	4	1	8	6	-	-	-	-	-	-	7	1	7	7	1	3	3	-
	2%	2%	2%	3%	3%	1%	-	5%h	1%	1%	3%	2%	1%	*	2%	4%	-	-	-	-	-	2%	1%	2%	3%	3%	5%u	2%	-
A health authority or NHS Trust	60	21	39	19	26	15	-	28	32	8	19	28	8	6	49	11	-	-	-	-	-	37	9	29	16	3	5	9	6
	9%	6%	12%a	15%h	8%	8%	-	12%	8%	6%	7%	14%il	6%	6%	10%	7%	-	-	-	-	-	9%	7%	10%	7%	8%	11%	6%	29%
The armed forces	7	3	4	2	5	-	-	7	-	-	6	1	-	7	-	-	-	-	-	-	-	6	-	6	1	-	-	1	-
	1%	1%	1%	2%	2%h	-	-	3%h	-	-	2%	1%	-	1%	-	-	-	-	-	-	-	1%	-	2%	1%	-	-	1%	-
Other public sector occupation (Please specify as much detail as possible)	16	9	7	-	5	10	1	-	15	5	6	3	5	11	5	-	-	-	-	-	-	10	5	5	6	3	*	2	-
	2%	3%	2%	-	2%	5%cg	4%	-	4%g	3%	2%	2%	4%	1%	2%	3%	-	-	-	-	-	2%	4%	2%	3%	10%	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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 Ret-ired (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Full time employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (q)	State pension (r)	Private pension (s)	House person (t)	NET: Home-owners (u)	Owned out-right (v)	Owned with mortgage (w)	NET: Rent-ers (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Weighted base	681	346	334	128*	330	194	29**	231	420	137*	264	195	124*	98*	510	170	-**	-**	-**	-**	-**	421	133	287	238	35**	46*	157	22**
NET: Private Sector	510	269	241	94	252	137	27	166	318	102	191	133	106	81	376	134	-	-	-	-	-	315	103	212	186	25	36	126	9
	75%	78%	72%	74%	77%	71%	91%	72%	76%	75%	72%	68%	85%ij	83%j	74%	79%	-	-	-	-	-	75%	77%	74%	78%	69%	78%	81%	41%
A charity, voluntary organisation or trust	25	5	20	5	7	11	2	5	18	7	9	2	8	5	15	10	-	-	-	-	-	19	5	15	5	2	2	1	-
	4%	1%	6%a	4%	2%	6%	6%	2%	4%	5%	3%	1%	7%j	5%	3%	6%	-	-	-	-	-	5%	3%	5%	2%	6%	4%	1%	-
Self-employed (Private sector)	111	62	50	14	50	36	12	25	75	27	44	34	20	12	74	37	-	-	-	-	-	70	26	44	41	5	4	31	-
	16%	18%	15%	11%	15%	18%	39%	11%	18%	20%	17%	18%	16%	13%	14%	22%km	-	-	-	-	-	17%	20%	15%	17%	14%	10%	20%	-
None of the above/ I work in the Private sector	374	203	171	76	195	91	13	136	225	68	138	96	77	64	288	87	-	-	-	-	-	225	72	153	140	17	29	93	9
	55%	59%	51%	59%	59%e	47%	46%	59%e	53%	50%	52%	49%	62%	65%j	56%	51%	-	-	-	-	-	53%	54%	53%	59%	49%	65%	60%	41%

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) - South 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 (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
No children aged 18 or under	780	382	398	160	184	209	228	220	332	142	269	226	103	182	324	228	57	41	89	147	17	506	299	207	245	50	54	141	30
	72%	72%	73%	86%degh	49%	76%dh	95%cd	74%dh	62%dh	88%	70%	75%k	63%	78%k	64%h	61%	89%hms	88%hms	94%hms	95%hms	48%	75%w	90%vxyz	61%	66%	68%	63%	66%	86%
NET: Yes	293	150	143	25	192	64	13	75	205	19	111	72	60	50	183	65	7	5	6	8	18	163	33	130	125	23	31	71	5
	27%	28%	26%	14%f	51%cefg	23%cf	5%	25%cf	38%cefg	12%	29%	24%	37%jl	22%	36%opqr	38%opqr	11%	12%	6%	5%	52%amopqr	24%	10%	39%u	34%t	32%u	37%u	33%u	14%
Yes - children aged under 5 years old	96	47	48	19	75	2	-	48	48	1	43	15	23	15	57	26	2	2	-	-	9	49	5	44	46	11	10	25	1
	9%	9%	9%	10%ef	20%cefh	1%	-	16%efh	9%ef	1%	11%j	5%	14%jl	7%	11%qr	15%oqr	3%r	4%r	-	-	26%amopqr	7%	1%	13%u	12%t	15%u	12%u	12%u	2%
Yes - children aged 5 to 10 years old	122	63	59	13	101	6	2	41	80	-	47	36	19	20	77	27	2	4	1	1	11	69	11	58	52	12	8	32	2
	11%	12%	11%	7%ef	27%cefg	2%	1%	14%ef	15%cef	-	12%	12%	12%	9%	15%oqr	16%oqr	3%	9%qr	1%	*	31%amnopqr	10%	3%	17%u	14%	16%u	9%u	15%u	5%
Yes - children aged 11 to 15 years old	113	61	52	1	78	29	6	13	94	8	48	18	28	19	74	24	3	1	2	3	5	58	9	49	52	15	12	25	3
	10%	11%	10%	*	21%cefg	11%cfg	2%	4%c	17%cefg	5%	13%j	6%	17%jl	8%	14%opqr	14%opqr	5%	2%	2%	3%	15%pqr	9%	3%	14%u	14%t	20%u	14%u	12%u	10%
Yes - children aged 16 to 18 years old	84	41	43	-	30	48	7	2	75	13	29	20	21	14	50	19	2	1	4	4	3	50	16	34	34	7	10	16	-
	8%	8%	8%	-	8%cfg	17%cdfg	3%c	1%	14%cdfg	8%	8%	7%	13%l	6%	10%r	11%or	3%	2%	5%	3%	8%	7%	5%	10%u	9%	10%	12%u	8%	-
Refused	4	-	4	2	2	1	-	3	2	1	2	2	1	-	3	2	-	-	-	-	-	2	2	-	3	-	-	3	-
	*	-	1%	1%	1%	*	-	1%	*	*	*	1%	1%	-	1%	1%	-	-	-	-	-	*	*	-	1%	-	-	1%	-

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





## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Anglia	4	3	1	2	2	-	-	2	2	-	-	1	1	2	3	1	-	-	-	-	-	-	-	-	3	1	1	1	1
Border	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central	28	13	15	2	11	9	6	7	15	5	11	7	2	8	13	4	2	1	5	3	-	21	11	10	7	-	3	4	-
Granada	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	11	4	7	4	7	-	-	6	5	-	7	*	1	3	10	1	-	-	-	-	-	4	2	2	7	1	1	5	-
Meridian	149	72	78	20	58	35	36	37	77	21	64	40	23	22	74	25	11	-	14	21	4	95	39	56	46	10	9	28	8
STV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tyne Tees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	2	-	2	2	-	-	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-	2	-	2	-	-	-	-	-
West	247	133	114	39	94	54	60	64	123	32	83	84	28	52	109	43	15	5	27	42	8	159	77	82	83	15	19	50	5
Westcountry	637	308	330	118	206	174	139	181	317	104	216	167	109	146	302	96	37	39	50	89	24	391	205	185	226	46	54	127	20
Yorkshire	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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) - South 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)	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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Single	279	141	138	119	111	35	14	150	116	16	98	83	34	64	150	41	44	27	5	9	2	126	55	72	127	26	26	75	25
	26%	26%	25%	64% <sub>h</sub>	29% <sub>defg</sub>	13% <sub>f</sub>	6%	50% <sub>defh</sub>	21% <sub>ef</sub>	10%	26%	28%	21%	27%	29% <sub>qrs</sub>	24% <sub>qrs</sub>	69% <sub>mnr</sub>	58% <sub>mnrqs</sub>	6%	6%	4%	19%	16%	21%	34% <sub>t</sub>	36% <sub>uv</sub>	31% <sub>u</sub>	35% <sub>uv</sub>	74%
NET: Married/ Civil partnership/ co habiting	663	347	316	66	258	182	157	146	360	107	258	171	114	120	321	109	14	14	57	114	34	476	227	249	178	31	42	105	9
	62%	65% <sub>b</sub>	58%	35%	68% <sub>cg</sub>	67% <sub>cg</sub>	65% <sub>cg</sub>	49% <sub>c</sub>	67% <sub>cg</sub>	66%	68% <sub>ijl</sub>	57%	70% <sub>jl</sub>	52%	63% <sub>op</sub>	64% <sub>op</sub>	22%	30%	60% <sub>op</sub>	74% <sub>mnpq</sub>	94% <sub>mnpq</sub>	71% <sub>w</sub>	68% <sub>xyz</sub>	74% <sub>xyz</sub>	48%	42%	49%	49%	26%
Married	500	275	226	17	183	161	139	66	296	95	196	134	87	83	220	83	10	7	49	105	26	387	192	195	109	21	24	64	4
	46%	52% <sub>b</sub>	41%	9%	49% <sub>cg</sub>	59% <sub>cdg</sub>	58% <sub>cdg</sub>	22% <sub>c</sub>	55% <sub>cg</sub>	59%	51% <sub>l</sub>	45% <sub>l</sub>	53% <sub>l</sub>	36%	43% <sub>op</sub>	49% <sub>op</sub>	16%	15%	52% <sub>op</sub>	68% <sub>mnpq</sub>	72% <sub>mnpq</sub>	58% <sub>w</sub>	58% <sub>xyz</sub>	58% <sub>xyz</sub>	29%	29%	28%	30%	12%
Civil Partnership	4	3	2	1	3	*	-	2	2	-	1	*	3	*	1	-	-	-	-	-	1	-	-	-	4	1	*	3	-
	*	*	*	1%	1%	*	-	1%	*	-	*	*	2%	*	*	1%	-	-	-	-	3% <sub>mr</sub>	-	-	-	1% <sub>t</sub>	1%	*	1% <sub>u</sub>	-
Co Habiting	159	70	89	48	72	21	18	78	62	11	61	36	25	36	100	24	4	7	7	9	7	89	35	54	64	8	18	38	5
	15%	13%	16%	25% <sub>efh</sub>	19% <sub>efh</sub>	8%	7%	26% <sub>efh</sub>	12%	7%	16%	12%	15%	16%	20% <sub>oqr</sub>	14% <sub>r</sub>	6%	15%	8%	6%	20% <sub>oqr</sub>	13%	11%	16%	17%	12%	21% <sub>u</sub>	18% <sub>u</sub>	14%
NET: Widowed/ separated/ divorced	134	43	91	2	6	55	70	2	61	40	24	46	15	49	37	20	6	5	33	32	*	67	50	17	66	16	17	33	-
	12%	8%	17% <sub>a</sub>	1%	2%	20% <sub>cdgh</sub>	29% <sub>cdgh</sub>	1%	11% <sub>cdg</sub>	25%	6%	15% <sub>i</sub>	9%	21% <sub>ik</sub>	7%	12% <sub>s</sub>	9%	11%	35% <sub>mnp</sub>	21% <sub>mns</sub>	1%	10%	15% <sub>v</sub>	5%	18% <sub>t</sub>	22% <sub>v</sub>	20% <sub>v</sub>	15% <sub>v</sub>	-
Widowed	42	12	30	-	-	10	31	-	10	10	7	12	3	19	2	6	-	2	14	17	-	25	24	1	17	5	5	7	-
	4%	2%	5% <sub>a</sub>	-	-	4% <sub>cdg</sub>	13% <sub>cdgh</sub>	-	2% <sub>d</sub>	6%	2%	4%	2%	8% <sub>ijk</sub>	*	4% <sub>m</sub>	-	5% <sub>m</sub>	15% <sub>mns</sub>	11% <sub>mns</sub>	-	4%	7% <sub>v</sub>	*	5%	7% <sub>v</sub>	6% <sub>v</sub>	3% <sub>v</sub>	-
Separated	11	7	4	1	3	6	2	2	8	2	2	4	3	2	5	2	1	-	1	1	*	5	1	4	7	1	2	4	-
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	-	1%	1%	1%	1%	*	1%	2%	1%	3% <sub>u</sub>	2%	-
Divorced	81	24	57	1	4	39	38	1	43	28	14	30	9	28	30	12	4	3	18	14	-	38	26	12	43	11	10	22	-
	8%	4%	11% <sub>a</sub>	*	1%	14% <sub>cdgh</sub>	16% <sub>cdgh</sub>	*	8% <sub>cdg</sub>	17%	4%	10% <sub>i</sub>	5%	12% <sub>ik</sub>	6%	7%	7%	7%	19% <sub>mns</sub>	9% <sub>s</sub>	-	6%	8% <sub>v</sub>	4%	12% <sub>t</sub>	15% <sub>v</sub>	11% <sub>v</sub>	10% <sub>v</sub>	-
Prefer not to answer	3	2	1	-	3	-	-	-	3	-	2	-	1	-	2	1	-	-	-	-	-	1	1	-	2	-	-	2	-
	*	*	*	-	1%	-	-	-	*	-	*	-	1%	-	*	-	-	-	-	-	-	*	*	-	*	-	-	1%	-

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



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Glasgow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newcastle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leeds	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hull	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sheffield	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manchester	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liverpool	*	*	-	*	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-	*	-	-	
Nottingham	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Birmingham	3	2	1	1	1	-	*	1	1	-	2	*	1	2	-	1	-	-	*	-	1	1	-	1	-	-	1	-	
Norwich	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Milton Keynes	1	1	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	

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

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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)
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
Brighton	2	1	1	1	1	-	1	1	1	-	-	1	1	1	1	-	-	-	1	-	1	1	-	1	-	1	-	1	-
Oxford	26	13	13	11	4	5	5	11	10	5	10	5	5	5	15	5	1	-	1	3	-	12	5	7	13	1	3	9	
London	10	4	6	5	5	-	-	5	5	-	6	2	1	2	10	-	-	1	-	-	-	4	1	2	7	1	2	3	
Southampton	145	71	73	19	56	34	35	37	73	18	67	34	18	26	70	19	10	1	17	22	5	90	42	48	45	9	9	27	
Bristol	450	224	225	91	161	99	99	135	216	54	177	126	55	92	213	77	26	15	47	61	11	284	143	141	148	28	30	89	
Plymouth	378	187	192	51	134	111	82	96	200	68	108	106	77	87	178	61	20	27	21	56	17	241	115	126	132	30	30	72	
Cardiff	5	-	5	1	3	-	1	3	*	-	4	1	-	*	3	-	-	-	-	1	*	5	1	3	*	-	*	-	
None of these	59	28	30	6	12	24	17	8	34	17	9	22	8	20	19	8	6	3	10	11	3	34	24	10	23	3	10	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) - South 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 (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 (A)	Rent free (A)	
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16	
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**	
Up to £7,000	(3.5)	33 3%	13 2%	21 4%	8 4%	13 3%	4 2%	8 3%	9 3%	16 3%	3 2%	1 *	9 3% <sub>ai</sub>	3 2% <sub>ai</sub>	21 9% <sub>ijk</sub>	8 5% <sub>mr</sub>	6 9% <sub>mr</sub>	8 18% <sub>mnrs</sub>	8 9% <sub>mr</sub>	-	1 3% <sub>mr</sub>	12 2%	11 3% <sub>v</sub>	1 *	22 6% <sub>t</sub>	5 7% <sub>v</sub>	10 12% <sub>uvz</sub>	6 3% <sub>v</sub>	-	
£7,001 to £14,000	(10.5)	117 11%	57 11%	60 11%	6 3%	30 8%	37 14% <sub>cg</sub>	43 18% <sub>cdgh</sub>	13 4%	61 11% <sub>cg</sub>	23 14%	12 3%	28 9% <sub>ai</sub>	9 5%	68 29% <sub>ijk</sub>	20 4%	20 12% <sub>m</sub>	10 16% <sub>m</sub>	15 31% <sub>mnr</sub>	32 34% <sub>mnors</sub>	13 9% <sub>m</sub>	6 17% <sub>m</sub>	44 7%	35 10% <sub>v</sub>	9 3%	73 19% <sub>t</sub>	15 20% <sub>v</sub>	27 31% <sub>uvz</sub>	31 15% <sub>v</sub>	1 2%
£14,001 to £21,000	(17.5)	162 15%	68 13%	95 17%	17 9%	49 13%	46 17% <sub>eg</sub>	50 21% <sub>cdg</sub>	26 9%	86 16% <sub>g</sub>	31 19%	31 8%	49 16% <sub>ai</sub>	31 19% <sub>ai</sub>	51 22% <sub>ai</sub>	28 17%	10 15%	4 9%	21 22% <sub>m</sub>	30 19% <sub>m</sub>	7 20%	80 12%	57 17% <sub>v</sub>	23 7%	80 21% <sub>t</sub>	24 34% <sub>uvyz</sub>	14 17% <sub>v</sub>	41 19% <sub>v</sub>	3 8%	
£21,001 to £28,000	(24.5)	179 17%	100 19%	79 14%	24 13%	69 18%	48 18%	39 16%	47 16%	93 17%	21 13%	42 11%	71 24% <sub>ai</sub>	27 16%	40 17%	26 18%	5 8%	4 9%	12 12%	36 23% <sub>oq</sub>	6 17%	106 16%	67 20% <sub>v</sub>	39 12%	71 19%	13 17%	18 22% <sub>v</sub>	40 19%	3 8%	
£28,001 to £34,000	(31)	133 12%	65 12%	68 12%	13 7%	46 12%	41 15% <sub>cg</sub>	32 13%	24 8%	77 14% <sub>cg</sub>	25 16%	35 9%	51 17% <sub>il</sub>	27 17% <sub>il</sub>	65 13%	25 15% <sub>q</sub>	7 11%	3 7%	6 6%	23 16% <sub>q</sub>	3 8%	101 15% <sub>w</sub>	42 12%	59 18% <sub>yz</sub>	31 8%	7 9%	6 7%	18 9%	2 5%	
£34,001 to £41,000	(37.5)	103 10%	57 11%	46 8%	13 7%	41 11%	24 9%	25 10%	54 10%	15 9%	48 13% <sub>l</sub>	27 9% <sub>l</sub>	19 11% <sub>l</sub>	10 4%	50 10% <sub>p</sub>	15 9%	4 6%	-	6 6%	23 15% <sub>p</sub>	5 15% <sub>p</sub>	78 12% <sub>w</sub>	48 14% <sub>yz</sub>	30 9%	25 7%	3 5%	4 4%	17 8%	-	
£41,001 to £48,000	(44.5)	96 9%	55 10%	41 8%	32 17% <sub>defh</sub>	35 9% <sub>f</sub>	21 8%	9 4%	44 15% <sub>efh</sub>	43 10% <sub>f</sub>	15 10%	59 16% <sub>ajl</sub>	20 7% <sub>l</sub>	14 3%	70 14% <sub>npqr</sub>	9 6% <sub>q</sub>	4 5% <sub>q</sub>	1 2%	-	9 6% <sub>q</sub>	3 8% <sub>q</sub>	64 10%	18 5%	46 14% <sub>uy</sub>	22 6%	2 3%	1 2%	18 9% <sub>y</sub>	10 28%	
£48,001 to £55,000	(51.5)	64 6%	27 5%	37 7%	16 8%	24 6%	13 5%	11 9%	26 5%	5 3%	45 12% <sub>jl</sub>	5 2%	11 6% <sub>jl</sub>	3 1%	42 8% <sub>q</sub>	8 5% <sub>q</sub>	4 6% <sub>q</sub>	-	-	8 5% <sub>q</sub>	2 4% <sub>q</sub>	49 7% <sub>w</sub>	15 4%	34 10% <sub>uxy</sub>	12 3%	-	1 2%	11 5%	3 8%	
£55,001 to £62,000	(58.5)	26 2%	10 2%	16 3%	9 5% <sub>f</sub>	11 3%	5 2%	2 1%	12 4% <sub>f</sub>	4 2%	11 3%	10 3% <sub>l</sub>	3 2%	2 1%	16 3%	5 3%	1 1%	2 5%	-	2 1%	1 2%	25 4% <sub>w</sub>	7 2%	18 5% <sub>yz</sub>	2 *	-	-	2 1%	-	
£62,001 to £69,000	(65.5)	22 2%	15 3%	7 1%	3 2%	8 2%	11 4% <sub>f</sub>	1 *	5 2%	16 3% <sub>f</sub>	3 2%	14 4%	5 2%	2 1%	15 3% <sub>r</sub>	4 2% <sub>r</sub>	2 4% <sub>r</sub>	-	-	1 1%	-	15 2%	3 4%	12 4%	7 2%	-	-	7 3%	-	
£69,001 to £76,000	(72.5)	15 1%	5 1%	9 2%	2 1%	10 3%	2 1%	1 *	7 2%	6 1%	-	9 2% <sub>l</sub>	2 1%	4 2% <sub>l</sub>	-	-	-	-	-	1 1%	-	13 2%	1 *	12 4% <sub>uz</sub>	2 *	-	2 2% <sub>z</sub>	-	-	
£76,001 to £83,000	(79.5)	6 1%	4 1%	2 *	2 1%	4 1%	-	-	4 1%	2 *	-	4 1%	2 1%	-	4 1%	-	2 3% <sub>nr</sub>	-	-	-	-	4 1%	-	4 1%	-	-	-	-	2 5%	

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) - South 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 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)
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
£83,001 or more	(86)	38	18	20	15	5	3	17	18	1	31	4	2	-	26	5	4	2	-	3	-	25	3	22	5	-	-	5	8
		4%	3%	4%	8%efh	2%	1%	6%ef	3%	1%	8%jkl	1%	1%	-	5%	3%	5%q	4%	-	2%	-	4%	1%	7%uy	1%	-	-	2%	24%
Prefer not to answer	83	38	45	28	22	16	17	38	28	16	38	16	14	14	34	17	7	8	9	7	2	56	28	28	23	3	2	17	4
		8%	7%	8%	15%defh	6%	7%	13%deh	5%	10%	10%	5%	9%	6%	7%	10%r	11%	16%mr	9%	4%	6%	8%	8%	8%	6%	4%	3%	8%	12%
Average income (£000's)	32.09	32.63	31.56	40.05de	34.23ef	30.03f	25.41	39.05de	31.47f	27.99	43.21jk	29.14l	31.44l	18.89	38.15no	29.23pq	30.79pq	19.42	17.30	29.43pq	26.27q	35.39w	28.21xy	42.46ux	24.47	19.39	19.05	28.56xy	53.03
				fh				fh			l				pqrs								yz						

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) - South 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 (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	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
NET: Yes	240 22%	126 24%	115 21%	22 12%	75 20%cg	78 28%cdg	66 27%cg	35 12%	139 26%cg	49 30%	66 17%	62 21%	28 17%	84 36%ijk	63 12%	40 23%lm	28 44%lmnr	21 46%lmnr	31 33%lm	44 28%lm	13 37%lmn	127 19%	70 21%	57 17%	112 30%t	32 44%uvwz	27 31%uvw	53 25%	1 4%
Yes - physical condition	150 14%	72 14%	78 14%	8 4%	39 10%g	53 19%cdg	51 21%cdg	15 5%	85 16%cdg	34 21%	48 13%	36 12%	11 7%	55 24%ijk	28 6%	25 15%lm	20 31%lmn	14 30%lmn	23 24%lm	32 20%lm	8 23%lm	77 12%	45 13%	32 10%	72 19%t	24 33%uvwz	16 19%vw	32 15%	1 2%
Yes - disability	83 8%	48 9%	35 6%	6 3%	26 7%	29 10%cg	22 9%cg	10 3%	51 9%cg	18 11%	16 4%	25 8%	8 5%	35 15%ijk	21 4%	11 7%	12 19%lmnr	8 16%lm	14 15%lmn	13 9%lm	4 12%lm	43 6%	25 8%	17 5%	40 11%t	15 21%uvwz	12 14%uvw	12 6%	1 2%
Yes - mental condition	82 8%	44 8%	39 7%	14 8%f	42 11%fg	21 8%fg	5 2%	22 8%fg	55 10%fg	9 6%	16 4%	20 7%	13 8%	34 14%ij	22 4%	13 8%	17 27%lmnqr	13 27%lmnqr	2 2%	6 4%	8 23%lmnqr	36 5%	13 4%	23 7%	45 12%t	11 15%u	15 18%uvwz	19 9%u	1 2%
Yes - other	9 1%	5 1%	4 1%	-	2 *	7 3%dfg	-	*	9 2%	3 2%	1 *	1 *	2 1%	5 2%i	1 *	1 *	1 2%lm	3 7%lmnqr	-	1 1%	2 4%lmnqr	3 *	2 1%	1 *	6 2%	2 3%	2 2%	2 1%	-
No	818 76%	396 75%	421 77%	159 85%efh	296 78%f	192 70%	170 71%	255 85%efh	393 73%	111 69%	310 81%l	232 77%l	133 81%l	143 62%	441 86%nopqrs	124 73%op	35 55%	23 49%	62 65%	109 71%op	22 62%	536 80%w	255 77%xy	281 83%xyz	250 67%	41 56%	54 64%	155 72%x	31 90%
Prefer not to say	20 2%	10 2%	10 2%	6 3%	6 2%	3 1%	5 2%	8 3%	7 1%	2 1%	6 1%	5 2%	4 2%	6 2%	7 1%	6 4%	1 1%	2 5%	2 2%	2 1%	*	8 1%	8 2%v	-	11 3%	-	4 5%v	6 3%v	2 5%

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) - South 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 out-right (v)	Owned with mortgage (w)	NET: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1078	569	509	176	346	256	300	273	505	157	296	324	168	290	354	206	92	44	87	226	69	658	419	239	404	57	121	226	16
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
(England/Wales) Urban major conurbation	6	1	5	2	4	-	-	2	4	-	4	-	1	1	6	-	-	-	-	-	-	2	-	2	4	1	1	2	-
(England/Wales) Urban minor conurbation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(England/Wales) Urban city and town	713	359	355	121	277	177	138	206	369	99	256	194	106	158	369	110	40	28	54	88	25	449	188	261	248	51	50	146	17
	66%	67%	65%	65%	73%ef	65%	57%	69%ef	68%ef	61%	67%	65%	64%	68%	72%qr	64%	62%	60%	56%	57%	70%	67%	56%	77%uyz	66%	71%	58%	68%u	48%
(England/Wales) Urban city and town in a sparse setting	2	1	1	-	-	1	1	-	1	-	1	-	1	-	-	-	1	-	1	1	2	2	-	-	-	-	-	-	-
(England/Wales) Rural town and fringe	144	74	70	17	41	38	48	26	70	24	41	44	24	35	55	20	9	7	19	31	2	91	56	35	46	10	16	20	7
	13%	14%	13%	9%	11%	14%	20%cdgh	9%	13%	15%	11%	15%	14%	15%	11%	12%	14%	16%	20%ms	20%mns	7%	14%	17%vz	10%	12%	13%	19%vz	9%	21%
(England/Wales) Rural town and fringe in a sparse setting	8	6	2	-	5	2	1	2	4	1	2	-	-	5	5	-	1	-	1	1	1	2	1	1	5	-	1	4	-
	1%	1%	*	-	1%	1%	*	1%	1%	1%	1%	-	-	2%j	1%	-	1%	-	1%	*	2%n	*	*	*	1%	-	1%	2%	-
(England/Wales) Rural village	92	34	57	19	23	25	25	25	42	14	43	22	11	16	32	19	5	4	13	15	3	55	37	18	34	5	9	20	3
	9%	6%	10%a	10%	6%	9%	10%	8%	8%	9%	11%	7%	7%	7%	6%	11%am	8%	9%	14%am	10%	7%	8%	11%v	5%	9%	6%	11%	9%	9%
(England/Wales) Rural village in a sparse setting	7	1	6	1	2	2	2	1	4	1	-	2	2	2	2	2	*	1	1	-	*	2	1	1	5	1	1	2	-
	1%	*	1%	1%	*	1%	1%	*	1%	1%	-	1%	1%l	1%	*	1%	1%	1%	1%	-	1%	*	*	*	1%	2%	2%	1%	-
(England/Wales) Rural hamlet and isolated dwellings	56	28	28	14	11	12	19	20	18	10	20	19	10	7	20	10	5	3	5	12	1	33	23	10	18	2	6	10	5
	5%	5%	5%	8%dh	3%	5%	8%dh	7%	3%	6%	5%	6%	6%	3%	4%	6%	8%	6%	5%	8%	3%	5%	7%v	3%	5%	3%	7%	5%	15%
(England/Wales) Rural hamlet and isolated dwellings in a sparse setting	19	11	8	2	2	9	5	2	11	8	4	6	6	3	9	4	-	-	1	3	1	16	12	4	3	-	-	3	-
	2%	2%	1%	1%	1%	3%d	2%	1%	2%	5%	1%	2%	4%	1%	2%	2%	-	-	1%	2%	3%	2%	3%	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

Prepared by Populus on behalf of Which?





## Consumer Wellbeing Tracker 2018 (Including Boosters) - South 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 out-right (v)	Owned with mortgage (w)	NET: Rent-ers (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Weighted base	1078	532	546	187	378	273	241	298	539	162	382	300	164	232	510	170	64*	47*	95*	155	36*	671	333	338	373	73*	86*	214	34**
(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	3	-	-	2	1	-	1	2	1	-	2	-	1	2	1	-	-	-	-	-	2	1	1	1	-	-	1	-
	*	1%	-	-	*	*	-	*	*	1%	-	1%	-	*	*	1%	-	-	-	-	-	*	*	*	*	-	-	*	-
Not stated	28	15	13	9	11	6	2	12	15	4	11	9	5	3	10	5	4	4	-	4	2	16	12	4	10	2	1	6	2
	3%	3%	2%	5%f	3%	2%	1%	4%f	3%	2%	3%	3%	3%	1%	2%	3%	6%q	8%mq	-	2%	5%q	2%	4%	1%	3%	3%	1%	3%	7%

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

