

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the UK (excl North East)

Methodology: Online panel

Sample size: 1000

Fieldwork dates: 5th to 9th September 2013

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, helen@otherlinesnorth.com

Following the recession of the last few years, and thinking about the current economic climate, do you feel your household is better off, worse off or no different?
UK (weighted to Nat Rep)

		Total		Gender					
				Female			Male		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Following the recession...	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%	
	A lot better off	30	3.0%	10	2.0%	33.4%	20	4.0%	66.6%
	Better off	128	12.8%	52	10.4%	40.9%	75	15.1%	59.1%
	No difference	292	29.2%	144	28.8%	49.3%	148	29.6%	50.7%
	Worse off	378	37.8%	209	41.9%	55.4%	169	33.7%	44.6%
	A lot worse off	148	14.8%	70	14.0%	47.4%	78	15.6%	52.6%
	I don't know	25	2.5%	15	2.9%	58.5%	10	2.1%	41.5%
%age better off (top two combined)			15.8%		12.4%			19.1%	
%age worse off (bottom two combined)			52.6%		55.9%			49.3%	

Following the recession of the last few years, and thinking about household is better or worse off financially now, compared to a year ago?

UK (weighted to Nat Rep)

		Total			Age																
					18-24			25-34			35-44			45-54			55-64			65+	
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		1000	100.0%	150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%
Following the recession...		Base: All respondents		1000	100.0%	150	15.0%	160	16.0%	180	18.0%	160	16.0%	150	15.0%	200	20.0%				
	A lot better off	30	3.0%	6	4.2%	20.9%	11	7.1%	38.2%	2	1.1%	6.5%	2	1.4%	7.6%	0	0.0%	0%	8	4.0%	26.7%
	Better off	128	12.8%	28	18.9%	22.2%	29	18.1%	22.7%	21	11.8%	16.6%	17	10.5%	13.2%	10	6.4%	7.6%	23	11.3%	17.7%
	No difference	292	29.2%	47	31.2%	16.1%	41	25.6%	14.1%	55	30.8%	19.0%	39	24.6%	13.5%	38	25.2%	12.9%	71	35.7%	24.5%
	Worse off	378	37.8%	52	34.5%	13.7%	52	32.8%	13.9%	68	37.9%	18.1%	68	42.4%	18.0%	60	40.3%	16.0%	77	38.6%	20.4%
	A lot worse off	148	14.8%	9	6.3%	6.4%	19	11.9%	12.8%	29	16.0%	19.4%	32	19.7%	21.3%	40	26.7%	27.1%	19	9.5%	12.9%
	I don't know	25	2.5%	7	4.9%	29.5%	7	4.5%	29.1%	4	2.4%	17.7%	2	1.3%	8.2%	2	1.4%	8.4%	2	0.9%	7.1%
%age better off (top two combined)			15.8%		23.1%			25.2%			12.9%			11.9%			6.4%			15.3%	
%age worse off (bottom two combined)			52.6%		40.8%			44.7%			53.9%			62.1%			67.0%			48.1%	

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Do you feel confident that this time next year your household will be better off financially than it currently is?
 UK (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Do you feel confident that this time next year...		Base: All respondents		1000	100.0%	500	50.0%	500	50.0%
	Very confident	96	9.6%	41	8.1%	42.5%	55	11.0%	57.5%
	Confident	268	26.8%	125	25.0%	46.7%	142	28.5%	53.3%
	Not confident	309	30.9%	164	32.7%	52.9%	145	29.1%	47.1%
	Not at all confident	235	23.5%	121	24.2%	51.6%	113	22.7%	48.4%
	Not sure	93	9.3%	50	9.9%	53.2%	44	8.7%	46.8%
			36.4%		33.1%			39.5%	
%age not confident (bottom two combined)			54.4%		56.9%			51.8%	

Do you feel confident that this time next year your household will be better off than it is now?
UK (Weighted to Nat Rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		1000	100.0%	150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%
Do you feel confident that this time next year...		Base: All respondents		1000	100.0%	150	15.0%	160	16.0%	180	18.0%	160	16.0%	150	15.0%	200	20.0%				
Very confident		96	9.6%	19	12.7%	20.0%	29	18.2%	30.5%	18	10.0%	18.9%	10	6.5%	10.9%	8	5.2%	8%	11	5.6%	11.6%
Confident		268	26.8%	53	35.2%	19.7%	53	33.2%	19.9%	54	29.8%	20.1%	36	22.4%	13.4%	24	16.1%	9.0%	48	23.9%	17.9%
Not confident		309	30.9%	44	29.4%	14.3%	36	22.8%	11.8%	49	27.0%	15.7%	50	31.1%	16.1%	57	37.9%	18.4%	73	36.6%	23.7%
Not at all confident		235	23.5%	18	11.9%	7.6%	25	15.5%	10.6%	44	24.3%	18.7%	50	31.2%	21.3%	48	32.0%	20.5%	50	25.1%	21.4%
Not sure		93	9.3%	16	10.8%	17.3%	16	10.3%	17.7%	16	8.8%	17.0%	14	8.8%	15.1%	13	8.8%	14.2%	18	8.8%	18.8%
			36.4%		47.9%			51.4%			39.8%			28.9%			21.3%			29.5%	
%age not confident (bottom two combined)			54.4%		41.3%			38.3%			51.3%			62.3%			69.9%			61.7%	

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Methodology: Online panel

Sample size: 1000

Fieldwork dates: 5th to 9th September 2013

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, helen@otherlinesnorth.com

Do you think the current Government has done enough to turn the corner on the economic downturn?

UK (weighted to Nat Rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Do you think the current government...	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%	
	Yes	196	19.6%	69	13.8%	35.2%	127	25.4%	64.8%
	No	542	54.2%	279	55.9%	51.5%	263	52.5%	48.5%
	Not sure	262	26.2%	152	30.4%	57.9%	110	22.1%	42.1%

Do you think the current Government has done enough to turn the corner

UK (weighted to Nat Rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		1000	100.0%	150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%
Do you think the current government...	Base: All respondents	1000	100.0%	150	15.0%		160	16.0%		180	18.0%		160	16.0%		150	15.0%		200	20.0%	
	Yes	196	19.6%	23	15.5%	11.9%	34	21.1%	17.2%	32	17.6%	16.2%	25	15.8%	12.9%	22	14.8%	11%	60	29.8%	30.4%
	No	542	54.2%	78	52.3%	14.5%	88	55.3%	16.3%	105	58.5%	19.4%	89	55.6%	16.4%	94	63.0%	17.4%	86	43.2%	15.9%
	Not sure	262	26.2%	48	32.2%	18.4%	38	23.6%	14.4%	43	23.9%	16.4%	46	28.6%	17.4%	33	22.2%	12.7%	54	27.0%	20.6%

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Agency: panelbase.com

Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 250

Fieldwork dates: 5th to 9th September 2013

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, helen@otherlinesnorth.com

Following the recession of the last few years, and thinking about the current economic climate, do you feel your household is better off, worse off, or no different?
 North East (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%
Following the recession...		Base: All respondents		250	100.0%	125	50.0%	125	50.0%
	A lot better off	9	3.6%	7	5.4%	74.7%	2	1.8%	25.3%
	Better off	31	12.5%	16	13.1%	52.7%	15	11.8%	47.3%
	No difference	79	31.7%	41	33.1%	52.3%	38	30.3%	47.7%
	Worse off	83	33.2%	35	28.3%	42.6%	48	38.0%	57.4%
	A lot worse off	46	18.6%	25	20.0%	53.8%	21	17.2%	46.2%
	I don't know	1	0.5%	0	0.0%	0%	1	0.9%	100.0%
%age better off (top two combined)			16.1%		18.5%			13.6%	
%age worse off (bottom two combined)			51.8%		48.3%			55.2%	

Following the recession of the last few years, and thinking about the cold is better or worse off financially now, compared to a year ago?

North East (Weighted to Nat Rep)

	Total	Age																			
		18-24			25-34			35-44			45-54			55-64			65+				
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total	250	100.0%	38	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	38	100.0%	15.0%	50	100.0%	20.0%	
Following the recession...	Base: All respondents	250	100.0%	38	15.0%	40	16.0%	45	18.0%	40	16.0%	38	15.0%	50	20.0%						
	A lot better off	9	3.6%	0	0.0%	0%	5	11.3%	49.6%	1	2.6%	12.9%	1	1.9%	8.2%	3	7.1%	29.3%	0	0.0%	0%
	Better off	31	12.5%	6	15.1%	18.2%	9	23.5%	30.2%	6	13.4%	19.3%	4	9.6%	12.3%	1	3.5%	4.3%	5	9.8%	15.7%
	No difference	79	31.7%	15	41.0%	19.4%	11	27.0%	13.6%	9	19.9%	11.3%	15	37.5%	18.9%	14	36.4%	17.2%	16	31.0%	19.6%
	Worse off	83	33.2%	15	38.8%	17.6%	8	20.7%	10.0%	17	37.0%	20.1%	11	28.2%	13.6%	12	32.8%	14.8%	20	39.6%	23.9%
	A lot worse off	46	18.6%	2	5.0%	4.1%	6	14.7%	12.6%	12	27.1%	26.3%	9	22.9%	19.7%	8	20.2%	16.3%	10	19.6%	21.1%
	I don't know	1	0.5%	0	0.0%	0%	1	2.9%	100.0%	0	0.0%	0%	0	0.0%	0%	0	0.0%	0%	0	0.0%	0%
	%age better off (top two combined)		16.1%		15.1%			34.8%			16.0%			11.5%			10.6%			9.8%	
	%age worse off (bottom two combined)		51.8%		43.8%			35.4%			64.1%			51.1%			53.0%			59.2%	

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Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 250

Fieldwork dates: 5th to 9th September 2013

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, helen@otherlinesnorth.com

Do you feel confident that this time next year your household will be better off financially than it currently is?

North East (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%
Do you feel confident that this time next year...		Base: All respondents		125	50.0%		125	50.0%	
	Very confident	7	2.9%	6	5.0%	86.7%	1	0.8%	13.3%
	Confident	52	20.8%	23	18.8%	45.0%	29	22.9%	55.0%
	Not confident	99	39.5%	47	37.9%	48.0%	51	41.0%	52.0%
	Not at all confident	73	29.0%	33	26.3%	45.4%	40	31.7%	54.6%
	Not sure	20	7.8%	15	12.0%	77.0%	4	3.6%	23.0%
%age confident (top two combined)			23.7%		23.8%			23.7%	
%age not confident (bottom two combined)			68.5%		64.2%			72.7%	

Do you feel confident that this time next year your household will be b
 North East (Weighted to Nat Rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	37	100.0%	15.0%	50	100.0%	20.0%
Do you feel confident that this time next year...		Base: All respondents		250	100.0%	37	15.0%	40	16.0%	45	18.0%	40	16.0%	37	15.0%	50	20.0%				
	Very confident	7	2.9%	2	5.3%	27.5%	2	4.2%	23.2%	2	4.8%	29.9%	0	0.0%	0%	1	3.7%	19.4%	0	0.0%	0%
	Confident	52	20.8%	12	32.6%	23.5%	14	34.4%	26.4%	6	12.5%	10.8%	9	22.5%	17.3%	4	9.6%	6.9%	8	15.8%	15.1%
	Not confident	99	39.5%	12	32.6%	12.4%	11	27.4%	11.1%	19	41.4%	18.9%	18	46.1%	18.7%	16	42.2%	16.1%	23	45.1%	22.9%
	Not at all confident	73	29.0%	7	18.9%	9.8%	9	22.4%	12.4%	15	32.6%	20.2%	11	27.7%	15.3%	13	34.8%	18.0%	18	35.3%	24.4%
	Not sure	20	7.8%	4	10.5%	20.3%	5	11.6%	23.8%	4	8.8%	20.2%	1	3.7%	7.6%	4	9.6%	18.5%	2	3.8%	9.7%
%age confident (top two combined)			23.7%		37.9%			38.6%			17.3%			22.5%			13.3%			15.8%	
%age not confident (bottom two combined)			68.5%		51.5%			49.8%			74.0%			73.8%			77.0%			80.4%	

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Do you think the current Government has done enough to turn the corner on the economic downturn?

North East (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%
Do you think the current Government...	Base: All respondents	250	100.0%	125	50.0%		125	50.0%	
	Yes	49	19.6%	21	16.7%	42.6%	28	22.5%	57.4%
	No	140	56.1%	70	55.8%	49.8%	70	56.3%	50.2%
	Not sure	61	24.3%	34	27.5%	56.5%	26	21.2%	43.5%

Do you think the current Government has done enough to turn the cor
North East (Weighted to Nat Rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	37	100.0%	15.0%	50	100.0%	20.0%
Do you think the current Government...		Base: All respondents		250	100.0%	37	15.0%	40	16.0%	45	18.0%	40	16.0%	37	15.0%	50	20.0%				
Yes		49	19.6%	6	16.0%	12.2%	10	24.1%	19.6%	6	13.3%	12.2%	6	14.6%	11.9%	6	15.5%	11.9%	16	31.5%	32.1%
No		140	56.1%	28	73.4%	19.6%	24	59.8%	17.1%	26	58.0%	18.6%	24	60.2%	17.2%	21	55.6%	14.9%	18	35.3%	12.6%
Not sure		61	24.3%	4	10.6%	6.6%	6	16.2%	10.6%	13	28.6%	21.2%	10	25.2%	16.6%	11	28.9%	17.8%	17	33.2%	27.3%