

Background and Objectives

This report summarises the findings of OmniPLUS™ online research conducted to assess respondents' perceptions of the current economic climate, identify their main concerns and detail the likely impact this will have on their daily lives.

Methodology and Sample

- Online methodology
- Survey length: 6 minutes
- Topic coverage:
 - Demographic and screening questions
 - Background and understanding of the situation
 - Who's to blame, likely impacts and main concerns

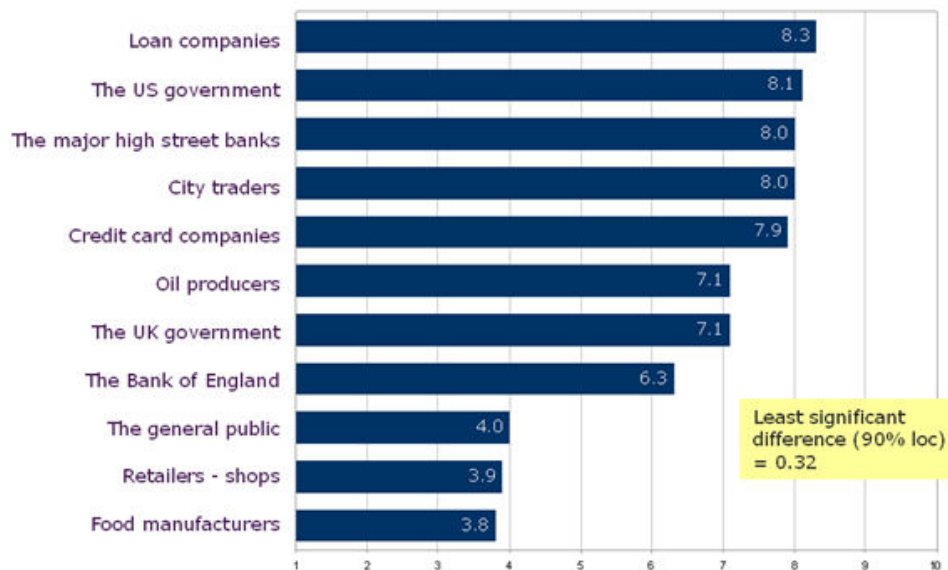
Respondent Profiling

- Sample:
 - n = 300
 - 50% female / 50% male
 - 40% 18 to 34, 24% 35 to 44, 36% 45 to 65
 - 58% ABC1, 42% C2DE
 - Spread of UK regions

Key Results Summary

- Overall 52% of those surveyed believe they are financially worse off than they were 12 months ago (22% feel better off)
 - The youngest age band (18-34) are less likely to believe they are financially worse off (44%). No major gender, social class, or regional differences
- On the whole, claimed understanding of the causes and implications of the credit crunch is quite high, with 84% of people claiming to reasonably or completely understand the situation (albeit only 14% think they understand it completely). This varies considerably by demographic group;
 - 93% of males claim to understand the situation, compared to 77% of females
 - Claimed understanding increases with age, with 100% of 55-64's saying they have a reasonable or complete understanding
 - Higher social class also has a bearing on understanding, with 90% of ABC1s claiming reasonable or complete understanding, compared with 77% of C2DEs
- On a scale of extremely badly (1) to extremely well (10), the mean rating on how well the government has handled the situation is low at 4.5 / 10, within only 11% giving them a mark of 8 or above
- When asked who was to blame for the economic situation, there was general consensus that the banks, loan companies and city traders were most to blame
 - The US government was felt to be significantly more to blame than the UK government
 - The general public, retailers and food manufacturers are all blamed the least (4.0, 3.9, 3.8 respectively)

To what extent do you blame the following group for the current problems in the world economy? n=300
Not at all to blame (0) – Completely to blame (10)



- Only 11% of respondents believe that they won't be affected by the credit crunch
- When looking at likely implications of the credit crunch, it's clear that buying luxury items and nights out are likely to suffer the most
 - 68% of people also claim they will cut back on non-essential food and drink items, with 61% likely to shop more at cheaper supermarkets

How much do you agree with the following statement? n=300 (5 point scale)

<i>In the next 3 months...</i>	Agree (slightly or strongly)	Disagree (slightly or strongly)
...I'll be more careful how much I spend on a night out	70%	12%
...when shopping I'll cut back on the non essential food and drink	68%	13%
...I'm likely to shop more at cheaper supermarkets	61%	19%
...I will eat out less often	60%	17%
...I'll try to reduce the balance on my credit cards	53%	8%
...I'm less likely to consider moving house	49%	18%
...I'm less likely to buy things like fair trade / organic foods	45%	21%
...I'll use my car less often	42%	21%
...I'm less likely to consider changing jobs	37%	25%
...I'll have as many nights out as I always have	28%	52%
...I'll buy as many luxury items as I have done before	18%	64%
...I'm more likely to consider improving / extending my house	15%	51%
...the credit crunch won't have any impact on me	11%	72%

- When looking at how concerned people are with various factors in the economy; rising energy bills, food and drink prices and taxes were of concern to the vast majority
 - Falling house prices and fuel supplements on flights are of less general concern
- When asked to choose only one factor that concerned respondents the most, energy bills (37%) and rising food and drink prices (22%) become even more prominent

How much of a concern are each of the following to you personally? n=300
% Concerns me a lot + concerns me a little (5 point scale)

