

## YouGov / Grayling

Sample Size: 1399

Fieldwork: 29th October - 2nd November 2012

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

Please can you provide an estimate of the total value of your wealth and assets? This includes, for example, your savings, investments, shares, stock and option holdings in the company you work for, properties you own OTHER THAN YOUR MAIN RESIDENCE, works of art and other collectable items, and your pension fund IF YOU ARE RETIRED. Please exclude the value of your main home that you live in, any businesses that you own, your pension fund if you are not retired and please subtract the value of any debts secured against your assets e.g. a mortgage you might have on a second home.

| Base                       | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Up to £9 999               | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| £10 000 to £24 999         | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| £25 000 to £49 999         | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| £50 000 to £99 999         | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| £100 000 to £249 999       | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| £250 000 to £499 999       | 49%  | 63% | 67% | 59% | 54% | 44% | 44% | 41% | 43% | 49% | 63% | 49% | 33% |
| £500 000 to £749 999       | 23%  | 17% | 16% | 21% | 24% | 24% | 25% | 20% | 26% | 26% | 19% | 29% | 44% |
| £750 000 to £999 999       | 12%  | 7%  | 8%  | 10% | 14% | 13% | 16% | 16% | 12% | 12% | 8%  | 13% | 11% |
| £1 Million to £1 999 999   | 10%  | 11% | 5%  | 5%  | 7%  | 13% | 10% | 15% | 13% | 10% | 3%  | 8%  | 11% |
| £2 Million to £4 999 999   | 3%   | -   | 2%  | 2%  | 1%  | 1%  | 4%  | 6%  | 4%  | 2%  | 5%  | 2%  | -   |
| £5 Million to £9 999 999   | 1%   | 2%  | 1%  | 1%  | -   | 1%  | 1%  | 2%  | 1%  | -   | 2%  | -   | -   |
| £10 Million to £19 999 999 | 0%   | -   | -   | -   | -   | 2%  | -   | -   | -   | -   | -   | -   | -   |
| More than £20 Million      | 0%   | -   | 2%  | 1%  | -   | -   | -   | 1%  | 0%  | 1%  | -   | -   | -   |
| Don't know                 | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| Prefer not to answer       | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

Thinking about the future, would you like to live abroad at some point in your life?

|             |      |     |     |     |     |     |     |     |     |     |     |     |     |
|-------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b> | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Yes         | 32%  | 28% | 32% | 32% | 26% | 23% | 36% | 36% | 32% | 26% | 36% | 40% | -   |
| No          | 58%  | 57% | 60% | 60% | 63% | 64% | 55% | 50% | 59% | 63% | 47% | 55% | 89% |
| Don't know  | 10%  | 15% | 8%  | 8%  | 11% | 12% | 9%  | 14% | 9%  | 11% | 17% | 5%  | 11% |

You said you would like to live abroad at some point in your life. Would you consider moving abroad at some point in the next two years?

|             |     |     |     |     |     |     |     |     |     |     |     |     |   |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| <b>Base</b> | 445 | 13  | 37  | 29  | 24  | 21  | 55  | 67  | 100 | 37  | 21  | 41  | - |
| Yes         | 55% | 92% | 59% | 59% | 58% | 29% | 55% | 52% | 53% | 68% | 71% | 41% | - |
| No          | 35% | 8%  | 30% | 31% | 38% | 48% | 38% | 40% | 38% | 22% | 19% | 44% | - |
| Don't know  | 10% | -   | 11% | 10% | 4%  | 24% | 7%  | 7%  | 9%  | 11% | 10% | 15% | - |

You said that you would like to live abroad at some point in your life. Where do you think you would be most likely to go? (Please select one option)

|  |     |     |     |     |     |     |     |     |     |     |     |     |   |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| <b>Base</b>  | 445 | 13  | 37  | 29  | 24  | 21  | 55  | 67  | 100 | 37  | 21  | 41  | - |
| Spain  | 15% | 8%  | 27% | 17% | 13% | 24% | 16% | 13% | 10% | 19% | 19% | 10% | - |
| France   | 20% | 8%  | 8%  | 28% | 29% | 14% | 13% | 13% | 30% | 22% | 29% | 15% | - |
| Italy  | 5%  | -   | 5%  | 3%  | -   | -   | 9%  | 7%  | 4%  | 8%  | 10% | 5%  | - |
| Germany  | 1%  | -   | -   | -   | -   | 5%  | 2%  | -   | -   | -   | -   | 5%  | - |
| Switzerland  | 1%  | -   | -   | -   | -   | 5%  | 2%  | 1%  | 1%  | 5%  | -   | -   | - |
| An emerging market e.g. China, Brazil, India or Mexico | 3%  | -   | -   | -   | 8%  | -   | 2%  | 3%  | 2%  | -   | 10% | 7%  | - |
| Asia   | 3%  | 8%  | 3%  | -   | -   | -   | 2%  | 6%  | 2%  | 5%  | 5%  | -   | - |
| USA  | 11% | 8%  | 8%  | -   | 25% | 14% | 13% | 12% | 15% | 5%  | -   | 10% | - |
| Canada   | 3%  | -   | 5%  | 3%  | -   | -   | 5%  | 1%  | 5%  | 5%  | -   | 2%  | - |
| Australia  | 7%  | 15% | 14% | 3%  | 13% | 5%  | 9%  | 6%  | 7%  | 5%  | -   | 5%  | - |
| New Zealand  | 6%  | 23% | 3%  | 21% | 4%  | 5%  | 7%  | 7%  | 5%  | 5%  | -   | -   | - |
| South Africa   | 2%  | -   | 3%  | -   | -   | -   | 2%  | 3%  | 3%  | -   | -   | 2%  | - |
| The Middle East  | 2%  | -   | 3%  | -   | -   | -   | -   | 6%  | 1%  | -   | -   | 2%  | - |
| South America  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | - |
| Other Africa   | 1%  | -   | -   | -   | -   | -   | -   | 4%  | -   | -   | -   | -   | - |
| Other European (in the Eurozone)                       | 11% | 23% | 16% | 10% | 4%  | 24% | 5%  | 6%  | 11% | 8%  | 14% | 17% | - |
| Other European (not in the Eurozone)                   | 2%  | -   | -   | 3%  | -   | -   | 4%  | 4%  | -   | 5%  | -   | 2%  | - |
| Other  | 5%  | 8%  | 3%  | 10% | 4%  | 5%  | 7%  | 3%  | 4%  | 3%  | 5%  | 7%  | - |
| Don't know   | 2%  | -   | 3%  | -   | -   | -   | 2%  | 1%  | -   | 3%  | 10% | 10% | - |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

You indicated you would not like to live abroad at some point in your life. What are the main things that keep you from leaving? Please select all that apply.

| Base  | 811 | 26  | 69  | 55  | 57  | 58  | 84  | 94  | 187 | 88  | 28  | 57  | 8   |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Family upheaval   | 47% | 46% | 51% | 49% | 39% | 57% | 48% | 51% | 49% | 42% | 50% | 35% | 50% |
| Friends in the UK   | 51% | 54% | 58% | 56% | 47% | 53% | 51% | 63% | 48% | 40% | 46% | 56% | 25% |
| I like the UK way of life   | 67% | 58% | 65% | 67% | 65% | 59% | 70% | 73% | 66% | 72% | 82% | 60% | 50% |
| Language barriers   | 24% | 12% | 19% | 27% | 23% | 19% | 20% | 23% | 26% | 36% | 25% | 16% | 25% |
| It would be difficult to get the right job                                | 2%  | 4%  | -   | -   | -   | 2%  | 2%  | 2%  | 2%  | 6%  | -   | 2%  | -   |
| The standard of public services like healthcare, education and the police | 35% | 35% | 41% | 38% | 39% | 29% | 25% | 36% | 34% | 35% | 39% | 46% | 25% |
| Other   | 22% | 31% | 29% | 20% | 18% | 28% | 26% | 16% | 20% | 19% | 21% | 19% | 13% |
| Not sure  | 0%  | -   | -   | -   | -   | -   | 1%  | -   | -   | -   | -   | -   | 13% |

What do you think the UK should do to make itself a more attractive place to live? Please select all that apply.

| Base   | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Improve public services like healthcare, education and the police    | 46%  | 37% | 53% | 52% | 51% | 36% | 44% | 49% | 46% | 44% | 54% | 43% | 44% |
| Lower taxes  | 42%  | 37% | 37% | 44% | 40% | 47% | 46% | 37% | 44% | 41% | 42% | 45% | 33% |
| Ease regulatory 'red tape' for businesses                            | 46%  | 33% | 45% | 38% | 47% | 58% | 48% | 35% | 47% | 53% | 47% | 46% | 44% |
| Invest more in businesses using subsidies                            | 18%  | 17% | 18% | 25% | 22% | 21% | 15% | 12% | 14% | 20% | 19% | 25% | 11% |
| Invest in better infrastructure                                      | 62%  | 63% | 65% | 69% | 63% | 52% | 59% | 51% | 64% | 63% | 69% | 70% | 22% |
| Address social problems like exclusion and a lack of social mobility | 38%  | 35% | 37% | 41% | 35% | 38% | 35% | 42% | 35% | 39% | 44% | 49% | 44% |
| Other  | 19%  | 13% | 20% | 22% | 19% | 17% | 22% | 13% | 21% | 21% | 17% | 21% | 22% |
| Not sure   | 4%   | 4%  | 3%  | 3%  | 4%  | 7%  | 5%  | 5%  | 4%  | 4%  | 3%  | 2%  | 22% |

'In the past two years the state of the UK Economy has made the prospect of moving abroad more attractive to me': Please indicate the extent which you agree or disagree with the following statement:

| Base                  | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
|-----------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1 - Strongly disagree | 24%  | 24% | 23% | 26% | 19% | 28% | 27% | 22% | 21% | 30% | 15% | 23% | 22% |
| 2                     | 15%  | 17% | 19% | 5%  | 20% | 14% | 18% | 13% | 15% | 16% | 8%  | 13% | 11% |
| 3                     | 32%  | 26% | 35% | 33% | 33% | 27% | 25% | 37% | 33% | 26% | 47% | 25% | 56% |
| 4                     | 16%  | 13% | 10% | 21% | 13% | 11% | 16% | 15% | 18% | 16% | 12% | 20% | -   |
| 5 - Strongly agree    | 11%  | 15% | 12% | 11% | 11% | 12% | 10% | 9%  | 9%  | 8%  | 12% | 17% | -   |
| Don't know            | 4%   | 4%  | 1%  | 2%  | 4%  | 8%  | 5%  | 4%  | 3%  | 4%  | 5%  | 2%  | 11% |
| Net: Disagree         | 38%  | 41% | 43% | 32% | 38% | 42% | 44% | 35% | 37% | 46% | 24% | 36% | 33% |
| Net: Agree            | 26%  | 28% | 22% | 33% | 24% | 23% | 25% | 24% | 27% | 24% | 24% | 37% | -   |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

Which aspects of life in the UK would encourage you to leave the UK in the next two years? (Please select all that apply)

|   |     |     |     |     |     |     |     |     |     |     |     |     |   |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| <b>Base</b>                               | 246 | 12  | 22  | 17  | 14  | 6   | 30  | 35  | 53  | 25  | 15  | 17  | - |
| Limited career opportunities              | 8%  | -   | 14% | -   | 21% | -   | 10% | 9%  | 6%  | -   | 13% | 12% | - |
| The economic situation in the UK          | 39% | 42% | 45% | 29% | 57% | 33% | 33% | 34% | 32% | 40% | 40% | 71% | - |
| I could be paid more elsewhere            | 9%  | -   | 14% | -   | 21% | 17% | 13% | 11% | 9%  | 4%  | -   | 12% | - |
| High living expenses                      | 45% | 42% | 36% | 29% | 71% | 50% | 43% | 40% | 43% | 44% | 53% | 59% | - |
| High levels of taxation                   | 41% | 25% | 41% | 41% | 50% | 33% | 43% | 40% | 36% | 44% | 27% | 71% | - |
| The stressful way of life                 | 36% | 25% | 45% | 35% | 43% | 67% | 30% | 34% | 34% | 44% | 27% | 35% | - |
| The weather                               | 63% | 67% | 77% | 47% | 50% | 67% | 57% | 66% | 70% | 52% | 80% | 47% | - |
| A low quality of life for my family       | 37% | 42% | 41% | 47% | 43% | 50% | 33% | 31% | 34% | 40% | 33% | 41% | - |
| The standard of education for my children | 14% | 17% | 27% | 12% | 21% | -   | 23% | 9%  | 6%  | 20% | 13% | 12% | - |
| Levels of crime and anti-social behaviour | 49% | 58% | 59% | 47% | 64% | 83% | 67% | 40% | 43% | 36% | 53% | 29% | - |
| Other                                     | 20% | 8%  | 23% | 12% | 14% | 17% | 27% | 9%  | 25% | 36% | 13% | 24% | - |
| Don't know                                | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | - |
| I'm happy with life in the UK             | 2%  | 8%  | -   | 6%  | -   | -   | -   | 6%  | 2%  | 4%  | -   | -   | - |

How have your concerns about crime and anti-social behaviour changed in the past 6 months?

|                         |      |     |     |     |     |     |     |     |     |     |     |     |     |
|-------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>             | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Significantly increased | 7%   | 4%  | 6%  | 8%  | 7%  | 3%  | 9%  | 6%  | 7%  | 7%  | 5%  | 9%  | 11% |
| Slightly increased      | 24%  | 11% | 25% | 31% | 30% | 23% | 24% | 21% | 26% | 20% | 34% | 18% | 22% |
| Stayed about the same   | 64%  | 74% | 61% | 58% | 58% | 62% | 65% | 69% | 62% | 66% | 54% | 69% | 56% |
| Slightly decreased      | 4%   | 7%  | 4%  | 3%  | 5%  | 6%  | 2%  | 3%  | 4%  | 4%  | 7%  | 4%  | -   |
| Significantly decreased | 1%   | 4%  | 3%  | -   | -   | 3%  | -   | -   | 0%  | 2%  | -   | -   | -   |
| Don't know              | 1%   | -   | 1%  | -   | -   | 2%  | -   | 1%  | 0%  | 1%  | -   | -   | 11% |
| Net: Increased          | 31%  | 15% | 31% | 38% | 36% | 27% | 33% | 27% | 33% | 27% | 39% | 27% | 33% |
| Net: Decreased          | 5%   | 11% | 7%  | 3%  | 5%  | 9%  | 2%  | 3%  | 5%  | 6%  | 7%  | 4%  | -   |

What is your perception of the \_quality of life\_ in the UK, compared to other developed countries?

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>   | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| People in the UK have a better quality of life  | 16%  | 13% | 20% | 22% | 13% | 11% | 15% | 16% | 15% | 15% | 8%  | 16% | 33% |
| People in the UK have a lower quality of life   | 38%  | 33% | 34% | 42% | 40% | 29% | 42% | 38% | 40% | 39% | 34% | 35% | 11% |
| People in the UK have about the same quality of life as people in other developed countries | 43%  | 52% | 39% | 34% | 43% | 57% | 41% | 42% | 42% | 42% | 54% | 47% | 44% |
| Don't know  | 4%   | 2%  | 7%  | 2%  | 4%  | 3%  | 2%  | 4%  | 3%  | 4%  | 3%  | 3%  | 11% |

...the last five years : Do you think quality of life in the UK has, in general, got better worse, or remained unchanged over...

|             | Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------------|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| <b>Base</b> | 1399  | 46         | 115        | 91                       | 91            | 90            | 153             | 187    | 315        | 140        | 59    | 103      | 9                |
| Better      | 8%    | 9%         | 8%         | 7%                       | 10%           | 8%            | 5%              | 10%    | 6%         | 10%        | 12%   | 6%       | -                |
| Worse       | 66%   | 65%        | 62%        | 74%                      | 60%           | 67%           | 65%             | 67%    | 66%        | 62%        | 64%   | 71%      | 33%              |
| Unchanged   | 25%   | 26%        | 27%        | 19%                      | 27%           | 23%           | 26%             | 20%    | 26%        | 25%        | 22%   | 22%      | 67%              |
| Not sure    | 2%    | -          | 3%         | 1%                       | 2%            | 2%            | 3%              | 4%     | 1%         | 3%         | 2%    | 1%       | -                |

...the last ten years : Do you think quality of life in the UK has, in general, got better worse, or remained unchanged over...

|             | Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------------|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| <b>Base</b> | 1399  | 46         | 115        | 91                       | 91            | 90            | 153             | 187    | 315        | 140        | 59    | 103      | 9                |
| Better      | 21%   | 20%        | 25%        | 16%                      | 25%           | 21%           | 16%             | 23%    | 20%        | 21%        | 22%   | 18%      | 11%              |
| Worse       | 59%   | 50%        | 53%        | 63%                      | 54%           | 66%           | 63%             | 52%    | 62%        | 58%        | 54%   | 59%      | 78%              |
| Unchanged   | 18%   | 28%        | 19%        | 20%                      | 20%           | 11%           | 18%             | 20%    | 15%        | 18%        | 22%   | 19%      | 11%              |
| Not sure    | 3%    | 2%         | 3%         | 1%                       | 1%            | 2%            | 3%              | 4%     | 3%         | 4%         | 2%    | 3%       | -                |

You said that you think the quality of life has generally got worse in the last five years. Why do you think this is? Please select all that apply.

|   | Base | 917 | 30  | 71  | 67  | 55  | 60  | 100 | 125 | 208 | 87  | 38  | 73  | 3    |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Levels of real income                           |      | 73% | 77% | 68% | 85% | 69% | 68% | 71% | 66% | 71% | 79% | 87% | 74% | 100% |
| Crime   |      | 42% | 27% | 48% | 39% | 45% | 45% | 49% | 43% | 43% | 38% | 29% | 38% | 67%  |
| Education standards                             |      | 52% | 53% | 48% | 51% | 58% | 53% | 57% | 49% | 54% | 55% | 45% | 45% | 33%  |
| Healthcare standards                            |      | 48% | 43% | 49% | 55% | 69% | 43% | 46% | 43% | 44% | 45% | 66% | 41% | 33%  |
| Changes to the built and/or natural environment |      | 35% | 13% | 38% | 31% | 45% | 35% | 39% | 27% | 34% | 37% | 47% | 38% | -    |
| Changes to our transport system                 |      | 26% | 23% | 21% | 33% | 31% | 23% | 27% | 15% | 31% | 23% | 26% | 29% | 33%  |
| Other   |      | 31% | 33% | 23% | 28% | 29% | 32% | 38% | 34% | 30% | 39% | 26% | 27% | 33%  |
| Don't know                                      |      | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    |

You said that you think the quality of life has generally got better in the last five years. Why do you think this is?

|  |   | Rank this is: |     |     |     |     |     |     |     |     |     |     |     |   |
|--|---|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
|  | Base  | 108           | 4   | 9   | 6   | 9   | 7   | 8   | 18  | 20  | 14  | 7   | 6   | - |
|  | Levels of real income                           | 55%           | 25% | 56% | 33% | 44% | 71% | 25% | 44% | 75% | 57% | 86% | 50% | - |
|  | Crime   | 38%           | -   | 44% | 17% | 44% | 57% | 63% | 33% | 50% | 29% | 29% | 17% | - |
|  | Education standards                             | 22%           | 25% | 22% | 33% | 11% | 43% | 25% | 17% | 10% | 36% | 14% | 33% | - |
|  | Healthcare standards                            | 49%           | 50% | 33% | 33% | 33% | 71% | 38% | 22% | 60% | 71% | 71% | 67% | - |
|  | Changes to the built and/or natural environment | 28%           | 25% | 11% | 33% | 22% | 43% | 50% | 33% | 25% | 21% | 14% | 33% | - |
|  | Changes to our transport system                 | 29%           | 25% | 44% | 33% | 44% | 14% | 38% | 33% | 40% | 7%  | -   | 17% | - |
|  | Other   | 8%            | 25% | 22% | -   | -   | 14% | -   | 17% | -   | 14% | -   | -   | - |
|  | Not sure  | 6%            | -   | 11% | 17% | 22% | -   | 13% | 6%  | -   | 7%  | -   | -   | - |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

How happy are you with your local area as a place to live?

|                           |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>               | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Very happy                | 29%  | 30% | 27% | 25% | 21% | 34% | 24% | 26% | 29% | 45% | 27% | 32% | 22% |
| Quite happy               | 51%  | 46% | 52% | 55% | 57% | 47% | 52% | 52% | 52% | 42% | 53% | 47% | 67% |
| Neither happy nor unhappy | 13%  | 13% | 13% | 15% | 16% | 12% | 17% | 13% | 12% | 9%  | 14% | 16% | 11% |
| Quite unhappy             | 5%   | 9%  | 7%  | 4%  | 4%  | 3%  | 5%  | 7%  | 6%  | 1%  | 7%  | 4%  | -   |
| Very unhappy              | 1%   | 2%  | 1%  | -   | 1%  | 1%  | 2%  | 2%  | 1%  | 2%  | -   | 2%  | -   |
| Don't know                | 0%   | -   | -   | -   | -   | 2%  | -   | 1%  | 0%  | -   | -   | -   | -   |
| Net: Happy                | 80%  | 76% | 79% | 80% | 78% | 81% | 76% | 78% | 80% | 87% | 80% | 79% | 89% |
| Net: Unhappy              | 7%   | 11% | 8%  | 4%  | 5%  | 4%  | 7%  | 9%  | 7%  | 4%  | 7%  | 6%  | -   |

"My local area has become safer over the past five years" : Please indicate the extent which you agree or disagree with the following statements:

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>                                 | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Strongly agree                              | 2%   | 7%  | 1%  | 1%  | 3%  | 1%  | 1%  | 2%  | -   | 3%  | 5%  | -   | -   |
| Somewhat agree                              | 15%  | 13% | 19% | 19% | 14% | 17% | 9%  | 13% | 18% | 20% | 12% | 10% | 11% |
| Neither agree nor disagree                  | 49%  | 54% | 50% | 46% | 45% | 47% | 52% | 46% | 46% | 52% | 61% | 49% | 67% |
| Somewhat disagree                           | 22%  | 17% | 21% | 25% | 24% | 26% | 22% | 25% | 25% | 14% | 10% | 28% | 11% |
| Strongly disagree                           | 8%   | 4%  | 9%  | 7%  | 10% | 7%  | 11% | 10% | 6%  | 6%  | 8%  | 10% | -   |
| Not sure                                    | 2%   | 2%  | -   | 1%  | 3%  | 3%  | 1%  | 1%  | 3%  | 4%  | 3%  | 1%  | 11% |
| I have not lived in the area for five years | 2%   | 2%  | -   | 1%  | -   | -   | 5%  | 4%  | 2%  | 1%  | -   | 3%  | -   |
| Net: Agree                                  | 17%  | 20% | 20% | 20% | 18% | 18% | 10% | 15% | 18% | 23% | 17% | 10% | 11% |
| Net: Disagree                               | 30%  | 22% | 30% | 32% | 34% | 32% | 33% | 35% | 31% | 19% | 19% | 38% | 11% |
| Net: Agree                                  | 17%  | 20% | 20% | 20% | 18% | 18% | 10% | 15% | 18% | 23% | 17% | 10% | 11% |
| Net: Disagree                               | 30%  | 22% | 30% | 32% | 34% | 32% | 33% | 35% | 31% | 19% | 19% | 38% | 11% |

"My local area has become cleaner over the past five years" : Please indicate the extent which you agree or disagree with the following statements:

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>                                 | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Strongly agree                              | 1%   | -   | 1%  | 2%  | -   | -   | -   | 2%  | 1%  | 1%  | 3%  | 1%  | -   |
| Somewhat agree                              | 16%  | 24% | 21% | 15% | 16% | 18% | 16% | 20% | 14% | 15% | 12% | 10% | 33% |
| Neither agree nor disagree                  | 39%  | 33% | 33% | 37% | 40% | 39% | 41% | 35% | 37% | 44% | 47% | 44% | 33% |
| Somewhat disagree                           | 27%  | 33% | 25% | 29% | 22% | 24% | 23% | 28% | 31% | 29% | 25% | 25% | 22% |
| Strongly disagree                           | 13%  | 9%  | 19% | 13% | 19% | 14% | 14% | 10% | 11% | 9%  | 12% | 17% | -   |
| Not sure                                    | 1%   | -   | -   | 1%  | 2%  | 4%  | 1%  | 2%  | 2%  | -   | -   | -   | 11% |
| I have not lived in the area for five years | 3%   | 2%  | 1%  | 2%  | 1%  | -   | 6%  | 4%  | 3%  | 2%  | -   | 3%  | -   |
| Net: Agree                                  | 17%  | 24% | 22% | 18% | 16% | 18% | 16% | 22% | 15% | 16% | 15% | 11% | 33% |
| Net: Disagree                               | 40%  | 41% | 44% | 42% | 41% | 39% | 37% | 38% | 42% | 39% | 37% | 43% | 22% |
| Net: Agree                                  | 17%  | 24% | 22% | 18% | 16% | 18% | 16% | 22% | 15% | 16% | 15% | 11% | 33% |
| Net: Disagree                               | 40%  | 41% | 44% | 42% | 41% | 39% | 37% | 38% | 42% | 39% | 37% | 43% | 22% |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

"My local area has become a less pleasant place to live over the past five years" : Please indicate the extent which you agree or disagree with the following statements:

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>                                 | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Strongly agree                              | 5%   | 7%  | 8%  | 3%  | 3%  | 3%  | 10% | 6%  | 5%  | 2%  | 2%  | 3%  | -   |
| Somewhat agree                              | 24%  | 22% | 23% | 32% | 32% | 27% | 23% | 22% | 27% | 19% | 17% | 18% | 11% |
| Neither agree nor disagree                  | 25%  | 33% | 31% | 25% | 20% | 21% | 26% | 28% | 24% | 24% | 29% | 22% | 22% |
| Somewhat disagree                           | 25%  | 17% | 21% | 23% | 26% | 21% | 24% | 26% | 24% | 26% | 36% | 37% | 44% |
| Strongly disagree                           | 17%  | 20% | 17% | 14% | 16% | 27% | 12% | 13% | 17% | 26% | 15% | 16% | 22% |
| Not sure                                    | 1%   | -   | -   | 1%  | 1%  | 1%  | -   | 2%  | 1%  | 1%  | 2%  | 1%  | -   |
| I have not lived in the area for five years | 2%   | 2%  | -   | 1%  | 1%  | -   | 5%  | 4%  | 3%  | 2%  | -   | 3%  | -   |
| Net: Agree                                  | 29%  | 28% | 31% | 35% | 35% | 30% | 33% | 28% | 31% | 21% | 19% | 21% | 11% |
| Net: Disagree                               | 42%  | 37% | 37% | 37% | 43% | 48% | 36% | 39% | 41% | 51% | 51% | 52% | 67% |
| Net: Agree                                  | 29%  | 28% | 31% | 35% | 35% | 30% | 33% | 28% | 31% | 21% | 19% | 21% | 11% |
| Net: Disagree                               | 42%  | 37% | 37% | 37% | 43% | 48% | 36% | 39% | 41% | 51% | 51% | 52% | 67% |

"The facilities in my local area have worsened over the past five years" : Please indicate the extent which you agree or disagree with the following statements:

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>                                 | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Strongly agree                              | 8%   | 9%  | 11% | 7%  | 11% | 6%  | 5%  | 5%  | 7%  | 11% | 10% | 11% | -   |
| Somewhat agree                              | 34%  | 33% | 31% | 46% | 34% | 32% | 31% | 33% | 34% | 37% | 37% | 32% | 11% |
| Neither agree nor disagree                  | 26%  | 28% | 28% | 25% | 26% | 24% | 31% | 29% | 25% | 20% | 22% | 23% | 44% |
| Somewhat disagree                           | 21%  | 17% | 21% | 16% | 19% | 27% | 21% | 20% | 23% | 21% | 19% | 20% | 33% |
| Strongly disagree                           | 8%   | 9%  | 7%  | 4%  | 8%  | 9%  | 5%  | 8%  | 8%  | 6%  | 10% | 11% | 11% |
| Not sure                                    | 1%   | 2%  | 1%  | 1%  | 1%  | 2%  | 1%  | 2%  | 1%  | 1%  | 2%  | 1%  | -   |
| I have not lived in the area for five years | 2%   | 2%  | 1%  | -   | 1%  | -   | 5%  | 4%  | 3%  | 3%  | -   | 2%  | -   |
| Net: Agree                                  | 42%  | 41% | 43% | 53% | 45% | 38% | 37% | 37% | 40% | 49% | 47% | 43% | 11% |
| Net: Disagree                               | 29%  | 26% | 28% | 21% | 26% | 36% | 26% | 28% | 30% | 27% | 29% | 31% | 44% |
| Net: Agree                                  | 42%  | 41% | 43% | 53% | 45% | 38% | 37% | 37% | 40% | 49% | 47% | 43% | 11% |
| Net: Disagree                               | 29%  | 26% | 28% | 21% | 26% | 36% | 26% | 28% | 30% | 27% | 29% | 31% | 44% |

"The community in my local area has become more cohesive over the past five years" : Please indicate the extent which you agree or disagree with the following statements:

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>                                 | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Strongly agree                              | 1%   | 4%  | 2%  | 1%  | -   | 1%  | -   | -   | 2%  | 2%  | -   | -   | -   |
| Somewhat agree                              | 15%  | 11% | 14% | 10% | 13% | 16% | 10% | 17% | 16% | 19% | 14% | 16% | 22% |
| Neither agree nor disagree                  | 41%  | 46% | 48% | 44% | 42% | 44% | 41% | 37% | 38% | 44% | 44% | 37% | 56% |
| Somewhat disagree                           | 24%  | 24% | 22% | 25% | 31% | 21% | 22% | 27% | 27% | 19% | 22% | 23% | 11% |
| Strongly disagree                           | 12%  | 11% | 14% | 14% | 10% | 12% | 16% | 10% | 9%  | 11% | 12% | 15% | -   |
| Not sure                                    | 5%   | 4%  | 1%  | 4%  | 3%  | 6%  | 5%  | 4%  | 5%  | 4%  | 8%  | 7%  | 11% |
| I have not lived in the area for five years | 2%   | -   | -   | 1%  | 1%  | -   | 6%  | 4%  | 3%  | 2%  | -   | 3%  | -   |
| Net: Agree                                  | 16%  | 15% | 16% | 11% | 13% | 17% | 10% | 17% | 18% | 21% | 14% | 16% | 22% |
| Net: Disagree                               | 36%  | 35% | 36% | 40% | 41% | 33% | 39% | 37% | 36% | 30% | 34% | 38% | 11% |
| Net: Agree                                  | 16%  | 15% | 16% | 11% | 13% | 17% | 10% | 17% | 18% | 21% | 14% | 16% | 22% |
| Net: Disagree                               | 36%  | 35% | 36% | 40% | 41% | 33% | 39% | 37% | 36% | 30% | 34% | 38% | 11% |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

How happy are you currently with the UK as a place to live?

|                           |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>               | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Very happy                | 15%  | 26% | 16% | 11% | 7%  | 18% | 12% | 13% | 19% | 17% | 17% | 9%  | 11% |
| Quite happy               | 49%  | 33% | 49% | 48% | 52% | 40% | 50% | 56% | 48% | 52% | 51% | 48% | 78% |
| Neither happy nor unhappy | 20%  | 26% | 18% | 24% | 31% | 22% | 20% | 20% | 15% | 13% | 22% | 26% | 11% |
| Quite unhappy             | 13%  | 9%  | 13% | 12% | 10% | 14% | 14% | 9%  | 17% | 16% | 10% | 14% | -   |
| Very unhappy              | 3%   | 7%  | 4%  | 4%  | 1%  | 4%  | 3%  | 3%  | 2%  | 1%  | -   | 4%  | -   |
| Don't know                | 0%   | -   | -   | -   | -   | 1%  | 1%  | -   | -   | -   | -   | -   | -   |
| Net: Happy                | 64%  | 59% | 64% | 59% | 58% | 62% | 68% | 67% | 69% | 68% | 68% | 56% | 89% |
| Net: Unhappy              | 16%  | 15% | 17% | 16% | 11% | 19% | 17% | 12% | 18% | 18% | 10% | 17% | -   |

What is your perception of \_general happiness\_ in the UK, compared to other developed countries?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>  | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| People in the UK are happier than people in other developed countries      | 6%   | 4%  | 4%  | 10% | 4%  | 6%  | 6%  | 3%  | 8%  | 9%  | 7%  | 6%  | 11% |
| People in the UK are not as happy as people in other developed countries   | 39%  | 46% | 37% | 38% | 37% | 39% | 42% | 38% | 40% | 34% | 36% | 41% | 44% |
| People in the UK are about as happy as people in other developed countries | 46%  | 43% | 49% | 44% | 42% | 47% | 48% | 47% | 46% | 48% | 42% | 45% | 33% |
| Don't know   | 9%   | 7%  | 10% | 8%  | 16% | 9%  | 3%  | 12% | 6%  | 9%  | 15% | 9%  | 11% |

What is your perception of how \_stressful\_ people's lives are in the UK, compared to other developed countries?

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>   | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| People in the UK are more stressed  | 50%  | 63% | 52% | 52% | 49% | 46% | 54% | 48% | 47% | 45% | 53% | 53% | 33% |
| People in the UK are less stressed  | 6%   | 2%  | 8%  | 11% | 4%  | 6%  | 2%  | 7%  | 4%  | 9%  | 5%  | 9%  | -   |
| People in the UK are about as stressed as people in other developed countries | 38%  | 30% | 34% | 30% | 37% | 44% | 39% | 37% | 42% | 42% | 34% | 34% | 44% |
| Don't know  | 6%   | 4%  | 6%  | 8%  | 9%  | 4%  | 5%  | 8%  | 7%  | 4%  | 8%  | 4%  | 22% |

What is your perception of people's \_financial well-being\_ in the UK, compared to people in other developed countries?

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>   | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| People in the UK are better-off financially   | 12%  | 13% | 12% | 10% | 14% | 9%  | 10% | 13% | 11% | 9%  | 7%  | 17% | -   |
| People in the UK are worse-off financially  | 34%  | 39% | 29% | 36% | 30% | 38% | 33% | 36% | 32% | 31% | 39% | 45% | 33% |
| People in the UK are about as well-off financially as people in other developed countries | 49%  | 48% | 55% | 47% | 51% | 50% | 53% | 47% | 52% | 50% | 49% | 35% | 56% |
| Don't know  | 5%   | -   | 4%  | 7%  | 5%  | 3%  | 4%  | 4%  | 5%  | 9%  | 5%  | 4%  | 11% |



| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

What is your perception about levels of \_crime and anti-social behaviour\_ in the UK, compared to other developed countries?

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>   | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| I think crime and anti-social behaviour is a bigger problem in the UK than in most other developed countries  | 36%  | 24% | 37% | 40% | 37% | 31% | 38% | 36% | 40% | 34% | 32% | 34% | 33% |
| I think crime and anti-social behaviour is a smaller problem in the UK than in most other developed countries | 12%  | 15% | 12% | 15% | 7%  | 13% | 10% | 11% | 12% | 12% | 15% | 18% | -   |
| I think crime and anti-social behaviour is about the same in the UK and other developed countries             | 47%  | 61% | 44% | 40% | 49% | 51% | 50% | 47% | 43% | 51% | 51% | 43% | 44% |
| Don't know  | 4%   | -   | 7%  | 5%  | 7%  | 4%  | 1%  | 6%  | 4%  | 2%  | 2%  | 5%  | 22% |

What is your perception of levels of taxation in the UK, compared to other developed countries?

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>   | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| I think tax levels are generally higher in the UK than in other developed countries       | 45%  | 39% | 41% | 54% | 42% | 40% | 45% | 48% | 45% | 43% | 39% | 48% | 56% |
| I think tax levels are generally lower in the UK than in other developed countries        | 16%  | 22% | 15% | 16% | 18% | 10% | 13% | 17% | 17% | 16% | 14% | 22% | 11% |
| I think tax levels are generally about the same in the UK as in other developed countries | 35%  | 37% | 37% | 23% | 38% | 44% | 40% | 32% | 34% | 37% | 42% | 28% | 22% |
| Don't know  | 4%   | 2%  | 8%  | 7%  | 2%  | 6%  | 2%  | 4%  | 4%  | 4%  | 5%  | 2%  | 11% |

Which, if any, of the following asset classes are you currently invested in?

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>   | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Cash, including cash in current accounts, savings accounts and cash ISAs          | 83%  | 87% | 88% | 89% | 85% | 80% | 80% | 74% | 84% | 85% | 83% | 85% | 78% |
| Equities, including stocks and shares, funds/trusts that are invested in equities | 71%  | 63% | 69% | 75% | 70% | 67% | 73% | 72% | 74% | 66% | 66% | 69% | 78% |
| Collectables (e.g. Wine, vintage cars, stamps, antiques, art)                     | 15%  | 11% | 15% | 11% | 21% | 12% | 12% | 14% | 17% | 16% | 19% | 18% | 11% |
| Government bonds  | 16%  | 15% | 19% | 18% | 15% | 17% | 14% | 18% | 16% | 9%  | 12% | 19% | 11% |
| Corporate bonds   | 19%  | 22% | 18% | 15% | 23% | 18% | 18% | 21% | 21% | 11% | 22% | 24% | 11% |
| Property  | 48%  | 50% | 37% | 43% | 43% | 50% | 54% | 51% | 47% | 60% | 46% | 44% | 56% |
| Foreign currency  | 6%   | -   | 5%  | 4%  | 8%  | 2%  | 6%  | 8%  | 5%  | 3%  | 8%  | 10% | -   |
| Natural resources (e.g. oil, coal, cotton, wheat)                                 | 6%   | 2%  | 3%  | 7%  | 4%  | 6%  | 3%  | 9%  | 8%  | 2%  | 3%  | 7%  | -   |
| Precious metals (e.g. gold, silver, platinum)                                     | 7%   | 4%  | 9%  | 9%  | 8%  | 6%  | 7%  | 8%  | 7%  | 6%  | 12% | 3%  | -   |
| Other   | 4%   | 4%  | 3%  | 3%  | 3%  | 4%  | 3%  | 3%  | 3%  | 5%  | 5%  | 5%  | -   |
| None of these   | 2%   | 7%  | 3%  | -   | 3%  | 1%  | 2%  | 2%  | 2%  | -   | 3%  | 2%  | 11% |
| Don't know  | 1%   | 2%  | 2%  | 1%  | -   | 1%  | 3%  | 2%  | 1%  | 1%  | -   | 4%  | -   |

Corporate bonds (bonds issued by companies, usually for a fixed period and offering a variable rate of interest)

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
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|       |            |            |                          |               |               |                 |        |            |            |       |          |                  |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

Government bonds (bonds issued by government)

|                                 | Base      | 107      | 2         | 12       | 11        | 5        | 5         | 12       | 17       | 23       | 5        | 3        | 12 | - |
|---------------------------------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|----------|----------|----------|----------|----|---|
| £0 [0]                          | 2%        | -        | -         | -        | -         | -        | -         | 8%       | 6%       | -        | -        | -        | -  | - |
| £1 to £1,000 [500]              | 2%        | -        | -         | -        | -         | -        | 20%       | -        | -        | 4%       | -        | -        | -  | - |
| £1,001 - £2,000 [1500]          | 6%        | -        | 8%        | -        | 40%       | -        | -         | 6%       | 9%       | -        | -        | -        | -  | - |
| £2,001 - £3,000 [2500]          | 2%        | -        | -         | 9%       | -         | -        | -         | -        | -        | -        | -        | 8%       | -  | - |
| £3,001 - £4,000 [3500]          | -         | -        | -         | -        | -         | -        | -         | -        | -        | -        | -        | -        | -  | - |
| £4,001 - £5,000 [4500]          | 3%        | -        | 8%        | -        | -         | -        | -         | -        | 4%       | -        | -        | 8%       | -  | - |
| £5,001 - £6,000 [5500]          | -         | -        | -         | -        | -         | -        | -         | -        | -        | -        | -        | -        | -  | - |
| £6,001 - £8,000 [6500]          | 2%        | -        | -         | 9%       | -         | -        | -         | -        | 4%       | -        | -        | -        | -  | - |
| £8,001 - £10,000 [8500]         | 5%        | -        | 8%        | -        | -         | -        | -         | 6%       | 9%       | -        | 33%      | -        | -  | - |
| £10,001 - £15,000 [12500]       | 13%       | 50%      | -         | 18%      | -         | 20%      | 17%       | 12%      | 13%      | -        | 33%      | 17%      | -  | - |
| £15,001 - £20,000 [17500]       | 2%        | -        | 8%        | -        | -         | -        | -         | -        | 4%       | -        | -        | -        | -  | - |
| £20,001 - £25,000 [22500]       | 2%        | -        | -         | -        | -         | -        | 8%        | -        | -        | -        | -        | 8%       | -  | - |
| £25,001 - £30,000 [27500]       | 8%        | -        | -         | 18%      | -         | 20%      | 8%        | 12%      | 4%       | 20%      | -        | 8%       | -  | - |
| £30,001 - £40,000 [35000]       | 10%       | -        | -         | -        | -         | 20%      | 17%       | -        | 22%      | 20%      | -        | 17%      | -  | - |
| £40,001 - £50,000 [45000]       | 14%       | 50%      | 25%       | 18%      | -         | -        | 8%        | 12%      | 4%       | 40%      | -        | 25%      | -  | - |
| £50,001 - £100,000 [75000]      | 12%       | -        | 8%        | 9%       | 20%       | -        | 8%        | 18%      | 17%      | -        | 33%      | 8%       | -  | - |
| £100,001 - £150,000 [125000]    | 3%        | -        | 8%        | -        | -         | 20%      | -         | -        | -        | 20%      | -        | -        | -  | - |
| £150,001 - £200,000 [175000]    | 1%        | -        | -         | -        | -         | -        | 8%        | -        | -        | -        | -        | -        | -  | - |
| £200,001 - £250,000 [225000]    | 1%        | -        | -         | -        | -         | -        | -         | 6%       | -        | -        | -        | -        | -  | - |
| £250,001 - £500,000 [375000]    | 1%        | -        | -         | -        | -         | -        | 8%        | -        | -        | -        | -        | -        | -  | - |
| £500,001 - £1,000,000 [750000]  | 2%        | -        | 8%        | -        | 20%       | -        | -         | -        | -        | -        | -        | -        | -  | - |
| More than £1,000,000 [1000001]  | 1%        | -        | -         | -        | -         | -        | 8%        | -        | -        | -        | -        | -        | -  | - |
| Don't know/prefer not to answer | 9%        | -        | 17%       | 18%      | 20%       | -        | -         | 24%      | 4%       | -        | -        | -        | -  | - |
| Mean                            | 64654.65  | 28750.00 | 111700.00 | 28222.22 | 207000.00 | 40100.00 | 151250.08 | 48461.54 | 28818.18 | 55500.00 | 32000.00 | 30166.67 | -  | - |
| Standard deviation              | 148478.29 | 22980.97 | 227414.72 | 23398.87 | 363654.37 | 49301.88 | 287371.78 | 59804.36 | 25932.40 | 39544.28 | 37292.76 | 20957.03 | -  | - |
| Standard error                  | 15075.69  | 16250.00 | 71914.85  | 7799.62  | 181827.18 | 22048.47 | 82957.09  | 16586.74 | 5528.81  | 17684.74 | 21530.99 | 6049.77  | -  | - |

Commodities (e.g. gold, oil, copper, wheat)

|                                 | Total     | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London   | South East | South West | Wales   | Scotland | Northern Ireland |
|---------------------------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------------|----------|------------|------------|---------|----------|------------------|
| old, oil, copper, wheat)        |           |            |            |                          |               |               |                 |          |            |            |         |          |                  |
| Base                            | 75        | 1          | 7          | 4                        | 3             | 4             | 6               | 15       | 21         | 5          | 2       | 7        | -                |
| £0 [0]                          | 8%        | -          | 29%        | -                        | -             | -             | 33%             | -        | 5%         | -          | -       | 14%      | -                |
| £1 to £1,000 [500]              | 4%        | -          | -          | 25%                      | -             | -             | -               | -        | 5%         | 20%        | -       | -        | -                |
| £1,001 - £2,000 [1500]          | 5%        | -          | 14%        | -                        | -             | -             | -               | -        | 10%        | -          | -       | 14%      | -                |
| £2,001 - £3,000 [2500]          | 5%        | -          | 14%        | 25%                      | -             | -             | -               | -        | 5%         | -          | -       | 14%      | -                |
| £3,001 - £4,000 [3500]          | 1%        | -          | -          | -                        | -             | -             | -               | -        | 5%         | -          | -       | -        | -                |
| £4,001 - £5,000 [4500]          | 11%       | -          | -          | -                        | 33%           | -             | -               | 7%       | 10%        | 20%        | 100%    | 14%      | -                |
| £5,001 - £6,000 [5500]          | 8%        | 100%       | 14%        | -                        | -             | 50%           | -               | 7%       | -          | 20%        | -       | -        | -                |
| £6,001 - £8,000 [6500]          | 3%        | -          | -          | -                        | -             | -             | -               | -        | 10%        | -          | -       | -        | -                |
| £8,001 - £10,000 [8500]         | 5%        | -          | -          | -                        | -             | -             | 17%             | 7%       | 5%         | 20%        | -       | -        | -                |
| £10,001 - £15,000 [12500]       | 9%        | -          | -          | 50%                      | -             | -             | -               | 20%      | 5%         | -          | -       | 14%      | -                |
| £15,001 - £20,000 [17500]       | 8%        | -          | -          | -                        | -             | 50%           | 17%             | 13%      | 5%         | -          | -       | -        | -                |
| £20,001 - £25,000 [22500]       | 4%        | -          | -          | -                        | -             | -             | 17%             | 7%       | -          | -          | -       | 14%      | -                |
| £25,001 - £30,000 [27500]       | 1%        | -          | -          | -                        | 33%           | -             | -               | -        | -          | -          | -       | -        | -                |
| £30,001 - £40,000 [35000]       | 1%        | -          | -          | -                        | -             | -             | -               | -        | 5%         | -          | -       | -        | -                |
| £40,001 - £50,000 [45000]       | -         | -          | -          | -                        | -             | -             | -               | -        | -          | -          | -       | -        | -                |
| £50,001 - £100,000 [75000]      | 9%        | -          | 14%        | -                        | -             | -             | 17%             | 13%      | 10%        | 20%        | -       | -        | -                |
| £100,001 - £150,000 [125000]    | 1%        | -          | -          | -                        | -             | -             | -               | 7%       | -          | -          | -       | -        | -                |
| £150,001 - £200,000 [175000]    | 1%        | -          | -          | -                        | -             | -             | -               | -        | -          | -          | -       | 14%      | -                |
| £200,001 - £250,000 [225000]    | 3%        | -          | -          | -                        | -             | -             | -               | 7%       | 5%         | -          | -       | -        | -                |
| £250,001 - £500,000 [375000]    | -         | -          | -          | -                        | -             | -             | -               | -        | -          | -          | -       | -        | -                |
| £500,001 - £1,000,000 [750000]  | -         | -          | -          | -                        | -             | -             | -               | -        | -          | -          | -       | -        | -                |
| More than £1,000,000 [1000001]  | 1%        | -          | 14%        | -                        | -             | -             | -               | -        | -          | -          | -       | -        | -                |
| Don't know/prefer not to answer | 9%        | -          | -          | -                        | 33%           | -             | -               | 13%      | 19%        | -          | -       | -        | -                |
| Mean                            | 40213.25  | 5500.00    | 154928.71  | 7000.00                  | 16000.00      | 11500.00      | 20583.33        | 47192.31 | 28235.29   | 18800.00   | 4500.00 | 31214.29 | -                |
| Standard deviation              | 127203.51 | -          | 373640.96  | 6403.12                  | 16263.46      | 6928.20       | 28169.87        | 64715.90 | 56030.16   | 31546.79   | -       | 63895.66 | -                |
| Standard error                  | 15425.69  | -          | 141223.01  | 3201.56                  | 11500.00      | 3464.10       | 11500.30        | 17948.96 | 13589.31   | 14108.15   | -       | 24150.29 | -                |

| Property (e.g. buy-to-let and/or buy-to-own) | Total     | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London    | South East | South West | Wales     | Scotland  | Northern Ireland |
|--|-----------|------------|------------|--------------------------|---------------|---------------|-----------------|-----------|------------|------------|-----------|-----------|------------------|
| <b>Base</b>                                  | 330       | 14         | 25         | 18                       | 17            | 24            | 41              | 44        | 75         | 35         | 12        | 25        | -                |
| £0 [0]                                       | 3%        | 7%         | -          | -                        | -             | 13%           | 2%              | 5%        | 1%         | 3%         | 8%        | -         | -                |
| £1 to £1,000 [500]                           | -         | -          | -          | -                        | -             | -             | -               | -         | -          | -          | -         | -         | -                |
| £1,001 - £2,000 [1500]                       | 0%        | -          | -          | -                        | -             | -             | -               | -         | -          | 3%         | -         | -         | -                |
| £2,001 - £3,000 [2500]                       | 0%        | -          | -          | -                        | -             | -             | -               | -         | -          | 3%         | -         | -         | -                |
| £3,001 - £4,000 [3500]                       | -         | -          | -          | -                        | -             | -             | -               | -         | -          | -          | -         | -         | -                |
| £4,001 - £5,000 [4500]                       | -         | -          | -          | -                        | -             | -             | -               | -         | -          | -          | -         | -         | -                |
| £5,001 - £6,000 [5500]                       | 0%        | -          | -          | -                        | -             | -             | -               | -         | -          | 3%         | -         | -         | -                |
| £6,001 - £8,000 [6500]                       | -         | -          | -          | -                        | -             | -             | -               | -         | -          | -          | -         | -         | -                |
| £8,001 - £10,000 [8500]                      | -         | -          | -          | -                        | -             | -             | -               | -         | -          | -          | -         | -         | -                |
| £10,001 - £15,000 [12500]                    | 0%        | -          | -          | -                        | -             | -             | -               | 2%        | -          | -          | -         | -         | -                |
| £15,001 - £20,000 [17500]                    | 0%        | -          | -          | -                        | -             | -             | -               | -         | 1%         | -          | -         | -         | -                |
| £20,001 - £25,000 [22500]                    | 1%        | -          | -          | -                        | -             | -             | 2%              | 2%        | -          | -          | -         | -         | -                |
| £25,001 - £30,000 [27500]                    | 1%        | -          | 4%         | -                        | -             | -             | 2%              | 2%        | -          | -          | -         | -         | -                |
| £30,001 - £40,000 [35000]                    | 1%        | -          | -          | -                        | -             | -             | -               | -         | 4%         | -          | -         | -         | -                |
| £40,001 - £50,000 [45000]                    | 1%        | -          | 4%         | -                        | -             | -             | -               | 5%        | -          | 3%         | -         | -         | -                |
| £50,001 - £100,000 [75000]                   | 5%        | 7%         | 8%         | 6%                       | 12%           | 4%            | 2%              | 2%        | 5%         | -          | 17%       | 8%        | -                |
| £100,001 - £150,000 [125000]                 | 9%        | -          | 12%        | 11%                      | 12%           | 13%           | 5%              | 7%        | 9%         | 11%        | 8%        | 8%        | -                |
| £150,001 - £200,000 [175000]                 | 10%       | 14%        | 16%        | 17%                      | 29%           | -             | 17%             | 2%        | 5%         | 6%         | 8%        | 12%       | -                |
| £200,001 - £250,000 [225000]                 | 15%       | 14%        | 16%        | 17%                      | 12%           | 8%            | 20%             | 14%       | 9%         | 23%        | 33%       | 12%       | -                |
| £250,001 - £500,000 [375000]                 | 29%       | 29%        | 20%        | 28%                      | 24%           | 33%           | 27%             | 16%       | 45%        | 20%        | 17%       | 40%       | -                |
| £500,001 - £1,000,000 [750000]               | 17%       | 14%        | 16%        | 17%                      | -             | 29%           | 20%             | 25%       | 13%        | 23%        | -         | 8%        | -                |
| More than £1,000,000 [1000001]               | 3%        | 14%        | -          | 6%                       | -             | -             | 2%              | 9%        | 1%         | -          | 8%        | -         | -                |
| Don't know/prefer not to answer              | 4%        | -          | 4%         | -                        | 12%           | -             | -               | 9%        | 4%         | 3%         | -         | 12%       | -                |
| <b>Mean</b>                                  | 346841.80 | 419643.00  | 294687.50  | 369444.50                | 215000.00     | 381250.00     | 354268.32       | 425062.60 | 344756.96  | 333220.59  | 258333.42 | 311363.64 | -                |
| <b>Standard deviation</b>                    | 255656.76 | 327017.47  | 233578.39  | 267278.85                | 108890.51     | 274084.44     | 252915.10       | 333478.10 | 220794.13  | 260533.61  | 259443.14 | 180562.49 | -                |
| <b>Standard error</b>                        | 14381.82  | 87399.10   | 47678.99   | 62998.23                 | 28115.41      | 55947.25      | 39498.70        | 52727.52  | 26020.84   | 44681.15   | 74894.78  | 38496.05  | -                |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

Equities (e.g. stocks and shares, equity funds)

|                                 |           |           |           |           |           |           |           |           |           |           |           |           |         |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|
| <b>Base</b>                     | 488       | 18        | 44        | 35        | 32        | 34        | 59        | 59        | 105       | 40        | 13        | 48        | 1       |
| £0 [0]                          | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -       |
| £1 to £1,000 [500]              | 1%        | -         | -         | 6%        | -         | -         | 2%        | -         | 1%        | -         | -         | -         | -       |
| £1,001 - £2,000 [1500]          | 2%        | -         | -         | 3%        | -         | -         | -         | 7%        | 3%        | -         | -         | -         | -       |
| £2,001 - £3,000 [2500]          | 1%        | -         | -         | 6%        | -         | -         | -         | -         | 1%        | -         | -         | 2%        | -       |
| £3,001 - £4,000 [3500]          | 1%        | 6%        | -         | -         | 3%        | 3%        | 5%        | 2%        | -         | -         | -         | -         | -       |
| £4,001 - £5,000 [4500]          | 1%        | 6%        | -         | 3%        | -         | 3%        | -         | -         | -         | 3%        | -         | -         | -       |
| £5,001 - £6,000 [5500]          | 2%        | -         | 2%        | -         | 3%        | -         | 2%        | 3%        | 4%        | -         | -         | 2%        | -       |
| £6,001 - £8,000 [6500]          | 1%        | -         | 2%        | -         | -         | 3%        | -         | 2%        | -         | -         | 8%        | 2%        | -       |
| £8,001 - £10,000 [8500]         | 3%        | 6%        | -         | 6%        | 6%        | 6%        | 2%        | -         | 2%        | 3%        | 8%        | 2%        | 100%    |
| £10,001 - £15,000 [12500]       | 5%        | 11%       | 5%        | 9%        | -         | 3%        | 8%        | 3%        | 1%        | 10%       | 8%        | 6%        | -       |
| £15,001 - £20,000 [17500]       | 2%        | -         | -         | 3%        | 3%        | 3%        | -         | 2%        | 3%        | 3%        | -         | 4%        | -       |
| £20,001 - £25,000 [22500]       | 2%        | 6%        | 5%        | 3%        | 3%        | 3%        | 5%        | -         | 1%        | 3%        | -         | 2%        | -       |
| £25,001 - £30,000 [27500]       | 3%        | -         | 2%        | 6%        | 3%        | -         | 5%        | 5%        | 1%        | 5%        | -         | 2%        | -       |
| £30,001 - £40,000 [35000]       | 3%        | 6%        | 2%        | 3%        | 3%        | -         | 5%        | 2%        | 1%        | 5%        | -         | 4%        | -       |
| £40,001 - £50,000 [45000]       | 6%        | -         | 5%        | 6%        | 13%       | 3%        | 5%        | 3%        | 7%        | 3%        | -         | 10%       | -       |
| £50,001 - £100,000 [75000]      | 18%       | 11%       | 23%       | 11%       | 16%       | 24%       | 12%       | 22%       | 20%       | 23%       | 15%       | 13%       | -       |
| £100,001 - £150,000 [125000]    | 11%       | 17%       | 11%       | 14%       | 6%        | 12%       | 2%        | 8%        | 14%       | 8%        | 23%       | 15%       | -       |
| £150,001 - £200,000 [175000]    | 7%        | 6%        | 9%        | 9%        | 13%       | 3%        | 7%        | 2%        | 8%        | 5%        | 15%       | 6%        | -       |
| £200,001 - £250,000 [225000]    | 7%        | -         | 5%        | 6%        | 6%        | 12%       | 14%       | 10%       | 5%        | 3%        | -         | 4%        | -       |
| £250,001 - £500,000 [375000]    | 15%       | 17%       | 9%        | 6%        | 13%       | 15%       | 19%       | 12%       | 16%       | 13%       | 23%       | 21%       | -       |
| £500,001 - £1,000,000 [750000]  | 4%        | 11%       | 5%        | -         | -         | 6%        | 3%        | 10%       | 3%        | 5%        | -         | 2%        | -       |
| More than £1,000,000 [1000001]  | 2%        | -         | 2%        | 3%        | 3%        | -         | 3%        | -         | 1%        | 5%        | -         | -         | -       |
| Don't know/prefer not to answer | 6%        | -         | 14%       | -         | 6%        | 3%        | 2%        | 7%        | 10%       | 8%        | -         | 2%        | -       |
| <b>Mean</b>                     | 171354.37 | 190222.22 | 177881.61 | 112471.46 | 152783.37 | 172090.91 | 194008.66 | 191400.00 | 169594.75 | 196567.62 | 155961.54 | 154053.19 | 8500.00 |
| <b>Standard deviation</b>       | 207546.41 | 240887.16 | 223646.97 | 183151.07 | 199691.58 | 193217.71 | 232671.54 | 229266.90 | 184919.26 | 269535.86 | 137024.55 | 161827.04 | -       |
| <b>Standard error</b>           | 9676.90   | 56777.65  | 36280.33  | 30958.18  | 36458.53  | 33634.89  | 30551.27  | 30914.34  | 18972.32  | 44311.42  | 38003.77  | 23604.90  | -       |

Cash (e.g. in savings accounts, current accounts, cash ISAs)

|                                 | Total     | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London    | South East | South West | Wales    | Scotland  | Northern Ireland |
|---------------------------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------------|-----------|------------|------------|----------|-----------|------------------|
| <b>Base</b>                     | 572       | 22         | 55         | 40                       | 40            | 39            | 63              | 68        | 117        | 53         | 20       | 54        | 1                |
| £0 [0]                          | -         | -          | -          | -                        | -             | -             | -               | -         | -          | -          | -        | -         | -                |
| £1 to £1,000 [500]              | 1%        | 5%         | 2%         | -                        | -             | -             | 3%              | 1%        | -          | 2%         | -        | -         | -                |
| £1,001 - £2,000 [1500]          | 1%        | -          | -          | 3%                       | 3%            | -             | -               | 3%        | -          | 2%         | -        | 2%        | -                |
| £2,001 - £3,000 [2500]          | 1%        | -          | 2%         | -                        | 3%            | -             | -               | 1%        | -          | -          | -        | 2%        | -                |
| £3,001 - £4,000 [3500]          | 0%        | -          | -          | -                        | -             | -             | 2%              | -         | -          | -          | -        | 2%        | -                |
| £4,001 - £5,000 [4500]          | 1%        | -          | 2%         | -                        | -             | -             | -               | 1%        | 3%         | 2%         | -        | 2%        | -                |
| £5,001 - £6,000 [5500]          | 2%        | -          | 2%         | -                        | -             | -             | -               | 3%        | 1%         | 11%        | -        | -         | -                |
| £6,001 - £8,000 [6500]          | 1%        | -          | -          | -                        | -             | -             | -               | -         | 2%         | -          | -        | 4%        | -                |
| £8,001 - £10,000 [8500]         | 2%        | 5%         | -          | 3%                       | -             | 3%            | 3%              | -         | 2%         | 2%         | -        | 2%        | -                |
| £10,001 - £15,000 [12500]       | 4%        | 5%         | 5%         | 13%                      | 8%            | -             | 5%              | 3%        | 3%         | -          | 5%       | 4%        | -                |
| £15,001 - £20,000 [17500]       | 5%        | 5%         | 2%         | 3%                       | 8%            | 5%            | 2%              | 4%        | 8%         | 8%         | -        | 6%        | -                |
| £20,001 - £25,000 [22500]       | 4%        | -          | 2%         | 3%                       | 5%            | 3%            | 5%              | 6%        | 5%         | 2%         | 10%      | 7%        | -                |
| £25,001 - £30,000 [27500]       | 5%        | 5%         | 2%         | 3%                       | 3%            | 8%            | 13%             | 3%        | 4%         | 8%         | 10%      | 2%        | 100%             |
| £30,001 - £40,000 [35000]       | 5%        | 5%         | 2%         | 5%                       | 5%            | 5%            | 5%              | 3%        | 5%         | 6%         | 5%       | 6%        | -                |
| £40,001 - £50,000 [45000]       | 6%        | -          | 11%        | -                        | -             | 8%            | 6%              | 9%        | 8%         | 6%         | 5%       | 6%        | -                |
| £50,001 - £100,000 [75000]      | 22%       | 32%        | 13%        | 25%                      | 23%           | 28%           | 22%             | 18%       | 19%        | 19%        | 30%      | 30%       | -                |
| £100,001 - £150,000 [125000]    | 10%       | 14%        | 13%        | 18%                      | 15%           | 10%           | 8%              | 1%        | 13%        | 13%        | 15%      | 4%        | -                |
| £150,001 - £200,000 [175000]    | 6%        | 14%        | 9%         | 5%                       | 3%            | 5%            | 13%             | 7%        | 3%         | 6%         | 10%      | 2%        | -                |
| £200,001 - £250,000 [225000]    | 7%        | 5%         | 11%        | 10%                      | 3%            | 3%            | 3%              | 10%       | 6%         | 4%         | 5%       | 11%       | -                |
| £250,001 - £500,000 [375000]    | 9%        | 9%         | 7%         | 8%                       | 10%           | 13%           | 6%              | 15%       | 9%         | 6%         | 5%       | 7%        | -                |
| £500,001 - £1,000,000 [750000]  | 2%        | -          | 2%         | -                        | 13%           | 5%            | 3%              | 1%        | 2%         | 2%         | -        | -         | -                |
| More than £1,000,000 [1000001]  | 0%        | -          | 2%         | 3%                       | -             | -             | -               | -         | -          | -          | -        | -         | -                |
| Don't know/prefer not to answer | 5%        | -          | 13%        | 3%                       | 3%            | 5%            | 2%              | 9%        | 8%         | 4%         | -        | 4%        | -                |
| <b>Mean</b>                     | 125965.81 | 113704.55  | 152041.69  | 133589.77                | 187474.36     | 152121.62     | 115709.68       | 138048.39 | 116305.56  | 97362.75   | 98375.00 | 95067.31  | 27500.00         |
| <b>Standard deviation</b>       | 156793.45 | 104216.88  | 186598.68  | 174727.13                | 242547.93     | 184100.15     | 150452.86       | 151348.01 | 139489.05  | 132246.21  | 87510.43 | 104985.53 | -                |
| <b>Standard error</b>           | 6741.08   | 22219.11   | 26933.20   | 27978.73                 | 38838.75      | 30265.88      | 19107.53        | 19221.22  | 13422.34   | 18518.17   | 19567.93 | 14558.87  | -                |

Collectables (e.g. art, wine, classic cars)

|                                 | Total     | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London    | South East | South West | Wales    | Scotland | Northern Ireland |
|---------------------------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------------|-----------|------------|------------|----------|----------|------------------|
| Base                            | 104       | 3          | 13         | 3                        | 7             | 8             | 11              | 12        | 24         | 7          | 4        | 12       | -                |
| £0 [0]                          | 1%        | -          | -          | -                        | -             | -             | -               | -         | -          | -          | -        | 8%       | -                |
| £1 to £1,000 [500]              | 2%        | -          | -          | 33%                      | -             | -             | -               | -         | 4%         | -          | -        | -        | -                |
| £1,001 - £2,000 [1500]          | 4%        | -          | 8%         | -                        | -             | -             | -               | -         | 13%        | -          | -        | -        | -                |
| £2,001 - £3,000 [2500]          | 3%        | -          | -          | -                        | -             | -             | -               | -         | 8%         | 14%        | -        | -        | -                |
| £3,001 - £4,000 [3500]          | 6%        | -          | 8%         | -                        | -             | 13%           | -               | 8%        | 4%         | 14%        | -        | 8%       | -                |
| £4,001 - £5,000 [4500]          | 9%        | -          | -          | 67%                      | -             | 25%           | 9%              | -         | 13%        | -          | -        | 8%       | -                |
| £5,001 - £6,000 [5500]          | 7%        | 33%        | 8%         | -                        | -             | -             | 9%              | 8%        | 4%         | 14%        | 25%      | -        | -                |
| £6,001 - £8,000 [6500]          | 4%        | -          | 8%         | -                        | -             | -             | 18%             | -         | -          | -          | -        | 8%       | -                |
| £8,001 - £10,000 [8500]         | 11%       | -          | 15%        | -                        | 14%           | -             | 9%              | 8%        | 8%         | 29%        | 25%      | 8%       | -                |
| £10,001 - £15,000 [12500]       | 5%        | -          | -          | -                        | -             | 13%           | 9%              | -         | 13%        | -          | -        | -        | -                |
| £15,001 - £20,000 [17500]       | 6%        | 33%        | 8%         | -                        | 14%           | -             | 9%              | 8%        | -          | -          | -        | 8%       | -                |
| £20,001 - £25,000 [22500]       | 5%        | 33%        | 15%        | -                        | 14%           | -             | -               | 8%        | -          | -          | -        | -        | -                |
| £25,001 - £30,000 [27500]       | 2%        | -          | -          | -                        | 14%           | -             | -               | -         | 4%         | -          | -        | -        | -                |
| £30,001 - £40,000 [35000]       | 6%        | -          | -          | -                        | -             | -             | 9%              | 25%       | 8%         | -          | -        | -        | -                |
| £40,001 - £50,000 [45000]       | 1%        | -          | -          | -                        | -             | -             | -               | -         | -          | -          | -        | 8%       | -                |
| £50,001 - £100,000 [75000]      | 13%       | -          | -          | -                        | 43%           | 13%           | 9%              | 17%       | 4%         | -          | 50%      | 25%      | -                |
| £100,001 - £150,000 [125000]    | 6%        | -          | -          | -                        | -             | 13%           | 9%              | 8%        | 4%         | 14%        | -        | 8%       | -                |
| £150,001 - £200,000 [175000]    | 2%        | -          | -          | -                        | -             | 25%           | -               | -         | -          | -          | -        | -        | -                |
| £200,001 - £250,000 [225000]    | 2%        | -          | -          | -                        | -             | -             | -               | -         | 8%         | -          | -        | -        | -                |
| £250,001 - £500,000 [375000]    | 1%        | -          | -          | -                        | -             | -             | 9%              | -         | -          | -          | -        | -        | -                |
| £500,001 - £1,000,000 [750000]  | 1%        | -          | 8%         | -                        | -             | -             | -               | -         | -          | -          | -        | -        | -                |
| More than £1,000,000 [1000001]  | 1%        | -          | -          | -                        | -             | -             | -               | 8%        | -          | -          | -        | -        | -                |
| Don't know/prefer not to answer | 6%        | -          | 23%        | -                        | -             | -             | -               | -         | 4%         | 14%        | -        | 8%       | -                |
| Mean                            | 55857.15  | 15166.67   | 84650.00   | 3166.67                  | 43000.00      | 71875.00      | 61045.45        | 119791.75 | 36282.61   | 25583.33   | 41000.00 | 39590.91 | -                |
| Standard deviation              | 134096.32 | 8736.89    | 233902.64  | 2309.40                  | 30476.77      | 76886.63      | 110805.11       | 279492.80 | 66114.37   | 48767.22   | 39278.92 | 42114.62 | -                |
| Standard error                  | 13545.77  | 5044.25    | 73966.51   | 1333.33                  | 11519.14      | 27183.53      | 33409.00        | 80682.62  | 13785.80   | 19909.13   | 19639.46 | 12698.03 | -                |



| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

**Do you have offshore investments of any kind?**

|             |     |     |     |     |     |     |     |     |     |     |     |     |      |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| <b>Base</b> | 689 | 24  | 63  | 44  | 44  | 48  | 78  | 89  | 146 | 65  | 23  | 63  | 2    |
| Yes         | 8%  | 13% | 6%  | 5%  | 2%  | 4%  | 13% | 11% | 8%  | 12% | 9%  | 8%  | -    |
| No          | 89% | 83% | 89% | 95% | 98% | 96% | 85% | 85% | 91% | 85% | 87% | 90% | 100% |
| Don't know  | 2%  | 4%  | 5%  | -   | -   | -   | 3%  | 3%  | 1%  | 3%  | 4%  | 2%  | -    |

**You indicated that you do not have any offshore investments. Please tell us why this is.**

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>  | 616 | 20  | 56  | 42  | 43  | 46  | 66  | 76  | 133 | 55  | 20  | 57  | 2   |
| I don't know enough about them                                   | 42% | 45% | 46% | 38% | 42% | 39% | 44% | 38% | 42% | 42% | 65% | 35% | -   |
| I think they might be unsafe                                     | 22% | 25% | 21% | 31% | 19% | 24% | 30% | 25% | 19% | 11% | 15% | 19% | -   |
| The range of onshore investments gives me everything I need      | 29% | 10% | 32% | 36% | 30% | 33% | 38% | 22% | 27% | 35% | 25% | 26% | -   |
| I didn't know that I was eligible                                | 4%  | -   | 9%  | 2%  | 2%  | 7%  | 2%  | 8%  | 3%  | 2%  | 5%  | 5%  | -   |
| I don't understand the tax implications                          | 20% | 20% | 27% | 19% | 19% | 22% | 20% | 21% | 20% | 16% | 20% | 16% | -   |
| I think they might carry high fees                               | 10% | 10% | 11% | 10% | 14% | 11% | 12% | 4%  | 11% | 4%  | 10% | 14% | -   |
| I don't know who to talk to about off-shore investments          | 9%  | 15% | 7%  | 17% | 7%  | 7%  | 14% | 7%  | 8%  | 5%  | 15% | 5%  | -   |
| I feel like I would have less control over off-shore investments | 19% | 40% | 20% | 26% | 12% | 26% | 11% | 14% | 20% | 7%  | 30% | 23% | -   |
| Other  | 12% | -   | 11% | 5%  | 14% | 13% | 12% | 9%  | 17% | 18% | 5%  | 11% | 50% |
| Don't know   | 6%  | 10% | 7%  | 5%  | 12% | 4%  | 3%  | 9%  | 3%  | 5%  | -   | 14% | 50% |

**You indicated that you have some offshore investments. Please tell us why this is.**

|   |     |     |     |     |      |     |     |     |     |     |     |     |   |
|---|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|---|
| <b>Base</b>   | 58  | 3   | 4   | 2   | 1    | 2   | 10  | 10  | 11  | 8   | 2   | 5   | - |
| It gives me access to overseas markets that I think are attractive from an investment perspective | 26% | -   | -   | -   | -    | 50% | 40% | 40% | 27% | 38% | -   | -   | - |
| I lose less of my money to tax this way   | 17% | -   | 25% | 50% | -    | -   | 20% | 20% | 18% | 25% | -   | -   | - |
| I plan to live abroad in the future   | 12% | 33% | -   | -   | -    | -   | -   | 20% | 9%  | -   | 50% | 40% | - |
| I am UK non-domiciled   | -   | -   | -   | -   | -    | -   | -   | -   | -   | -   | -   | -   | - |
| The investment returns are good   | 26% | -   | 25% | 50% | -    | -   | 40% | 40% | 9%  | 38% | -   | 20% | - |
| It is quite straightforward investing offshore  | 19% | 33% | -   | -   | -    | -   | 30% | 10% | 36% | 25% | -   | -   | - |
| I have previous experience with off-shore investments   | 16% | 33% | -   | -   | -    | -   | 30% | 10% | 18% | 13% | 50% | -   | - |
| Investing off-shore allows me to diversify my portfolio   | 33% | 33% | 50% | -   | -    | -   | 30% | 60% | 18% | 50% | -   | 20% | - |
| Other   | 31% | 33% | 25% | -   | 100% | 50% | 40% | 30% | 27% | 25% | -   | 40% | - |
| Don't know  | 2%  | -   | -   | -   | -    | -   | -   | -   | -   | 13% | -   | -   | - |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

How often would you say you select an investment on the basis of its tax-efficiency?

| Base       | 665 | 22  | 61  | 43  | 43  | 47  | 74  | 85  | 142 | 64  | 23  | 60  | 1    |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Always     | 17% | 23% | 20% | 23% | 14% | 19% | 23% | 20% | 12% | 9%  | 17% | 18% | -    |
| Frequently | 33% | 23% | 43% | 28% | 28% | 28% | 34% | 29% | 37% | 34% | 22% | 35% | -    |
| Sometimes  | 30% | 32% | 21% | 28% | 37% | 38% | 23% | 34% | 33% | 33% | 26% | 27% | -    |
| Rarely     | 11% | 14% | 7%  | 14% | 12% | 13% | 18% | 9%  | 11% | 9%  | 13% | 8%  | 100% |
| Never      | 5%  | -   | 7%  | 5%  | 5%  | 2%  | 1%  | 2%  | 6%  | 9%  | 13% | 8%  | -    |
| Don't know | 3%  | 9%  | 3%  | 2%  | 5%  | -   | 1%  | 5%  | 1%  | 5%  | 9%  | 3%  | -    |

My investment portfolio is well-diversified : To what extent do you agree or disagree with the following statement?

| Base                       | 665 | 22  | 61  | 43  | 43  | 47  | 74  | 85  | 142 | 64  | 23  | 60  | 1    |
|----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Strongly disagree          | 4%  | -   | -   | 2%  | 5%  | 2%  | 3%  | 2%  | 8%  | 6%  | -   | 2%  | -    |
| Somewhat disagree          | 13% | 18% | 5%  | 12% | 14% | 15% | 14% | 18% | 13% | 19% | 4%  | 13% | -    |
| Neither agree nor disagree | 21% | 14% | 31% | 28% | 28% | 19% | 18% | 20% | 18% | 19% | 22% | 20% | 100% |
| Somewhat agree             | 42% | 41% | 46% | 40% | 42% | 45% | 38% | 39% | 42% | 44% | 52% | 40% | -    |
| Strongly agree             | 18% | 27% | 15% | 19% | 9%  | 17% | 27% | 20% | 17% | 8%  | 13% | 22% | -    |
| Don't know                 | 2%  | -   | 3%  | -   | 2%  | 2%  | 1%  | 1%  | 2%  | 5%  | 9%  | 3%  | -    |
| Net: Disagree              | 17% | 18% | 5%  | 14% | 19% | 17% | 16% | 20% | 20% | 25% | 4%  | 15% | -    |
| Net: Agree                 | 59% | 68% | 61% | 58% | 51% | 62% | 65% | 59% | 59% | 52% | 65% | 62% | -    |

You said that your investments are not well-diversified. Why do you think this? Please select all that apply.

| Base  | 113 | 4   | 3   | 6   | 8   | 8   | 12  | 17  | 29  | 16  | 1    | 9   | - |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|---|
| I think that one or two particular asset classes are going to significantly outperform others | 21% | 25% | 33% | -   | -   | 38% | 33% | 29% | 17% | 31% | -    | -   | - |
| I think diversification is too time-consuming   | 16% | -   | -   | 17% | -   | 25% | 25% | 24% | 17% | 19% | -    | -   | - |
| I'm unsure about where else to invest   | 37% | 75% | 33% | 33% | 75% | 25% | 33% | 47% | 38% | 6%  | 100% | 33% | - |
| I think diversification will make investing more expensive for me                             | 18% | -   | -   | 17% | -   | 13% | 25% | 35% | 14% | 6%  | -    | 44% | - |
| Other   | 24% | -   | 33% | 33% | 13% | -   | 50% | -   | 28% | 31% | -    | 44% | - |
| Don't know  | 4%  | -   | -   | -   | 13% | -   | -   | 6%  | 3%  | 13% | -    | -   | - |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

Approximately what proportion of your investments are in each of the following markets? Please ensure that your answers add up to 100 per cent. None of these.

|   |      |   |      |   |   |      |      |      |      |   |   |   |   |
|---|------|---|------|---|---|------|------|------|------|---|---|---|---|
| <b>Base</b>                                     | 5    | - | 1    | - | - | 1    | 1    | 1    | 1    | - | - | - | - |
| I don't have any invested assets/not applicable | 100% | - | 100% | - | - | 100% | 100% | 100% | 100% | - | - | - | - |

#### \_1. Percentage

|                           |              |              |              |              |              |              |              |              |              |              |              |              |          |
|---------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------|
| <b>Base</b>               | 53           | 3            | 3            | 2            | 1            | 1            | 9            | 9            | 10           | 8            | 2            | 5            | -        |
| 0-10                      | 6%           | -            | -            | 50%          | -            | -            | -            | -            | 10%          | 13%          | -            | -            | -        |
| 11-20                     | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -        |
| 21-30                     | 8%           | -            | -            | -            | -            | -            | 44%          | -            | -            | -            | -            | -            | -        |
| 31-40                     | 8%           | -            | -            | 50%          | -            | -            | -            | 11%          | 10%          | -            | -            | 20%          | -        |
| 41-50                     | 11%          | 33%          | -            | -            | -            | -            | 11%          | 11%          | 10%          | 13%          | -            | 20%          | -        |
| 51-60                     | 9%           | -            | -            | -            | -            | -            | -            | 11%          | 30%          | 13%          | -            | -            | -        |
| 61-70                     | 25%          | 33%          | 67%          | -            | -            | 100%         | 11%          | 33%          | 30%          | 25%          | -            | -            | -        |
| 71-80                     | 15%          | -            | 33%          | -            | -            | -            | 22%          | -            | 10%          | 13%          | 50%          | 40%          | -        |
| 81-90                     | 11%          | 33%          | -            | -            | 100%         | -            | 11%          | 11%          | -            | 13%          | 50%          | -            | -        |
| 91-100                    | 8%           | -            | -            | -            | -            | -            | -            | 22%          | -            | 13%          | -            | 20%          | -        |
| <b>Mean</b>               | <b>62.36</b> | <b>68.33</b> | <b>71.33</b> | <b>20.00</b> | <b>85.00</b> | <b>65.00</b> | <b>51.78</b> | <b>69.11</b> | <b>55.80</b> | <b>66.25</b> | <b>85.00</b> | <b>70.00</b> | <b>-</b> |
| <b>Standard deviation</b> | <b>23.57</b> | <b>17.56</b> | <b>3.21</b>  | <b>28.28</b> | <b>-</b>     | <b>-</b>     | <b>25.17</b> | <b>20.02</b> | <b>19.99</b> | <b>27.74</b> | <b>7.07</b>  | <b>24.49</b> | <b>-</b> |
| <b>Standard error</b>     | <b>3.24</b>  | <b>10.14</b> | <b>1.86</b>  | <b>20.00</b> | <b>-</b>     | <b>-</b>     | <b>8.39</b>  | <b>6.67</b>  | <b>6.32</b>  | <b>9.81</b>  | <b>5.00</b>  | <b>10.95</b> | <b>-</b> |

#### \_2. Percentage

|                           |              |          |             |              |          |             |              |             |              |              |          |             |          |
|---------------------------|--------------|----------|-------------|--------------|----------|-------------|--------------|-------------|--------------|--------------|----------|-------------|----------|
| <b>Base</b>               | 53           | 3        | 3           | 2            | 1        | 1           | 9            | 9           | 10           | 8            | 2        | 5           | -        |
| 0-10                      | 77%          | 100%     | 100%        | 50%          | 100%     | 100%        | 44%          | 89%         | 70%          | 88%          | 100%     | 80%         | -        |
| 11-20                     | 13%          | -        | -           | 50%          | -        | -           | 22%          | 11%         | 20%          | -            | -        | 20%         | -        |
| 21-30                     | 4%           | -        | -           | -            | -        | -           | 22%          | -           | -            | -            | -        | -           | -        |
| 31-40                     | 2%           | -        | -           | -            | -        | -           | -            | -           | 10%          | -            | -        | -           | -        |
| 41-50                     | 4%           | -        | -           | -            | -        | -           | 11%          | -           | -            | 13%          | -        | -           | -        |
| 51-60                     | -            | -        | -           | -            | -        | -           | -            | -           | -            | -            | -        | -           | -        |
| 61-70                     | -            | -        | -           | -            | -        | -           | -            | -           | -            | -            | -        | -           | -        |
| 71-80                     | -            | -        | -           | -            | -        | -           | -            | -           | -            | -            | -        | -           | -        |
| 81-90                     | -            | -        | -           | -            | -        | -           | -            | -           | -            | -            | -        | -           | -        |
| 91-100                    | -            | -        | -           | -            | -        | -           | -            | -           | -            | -            | -        | -           | -        |
| <b>Mean</b>               | <b>8.51</b>  | <b>-</b> | <b>5.67</b> | <b>10.00</b> | <b>-</b> | <b>5.00</b> | <b>17.22</b> | <b>5.78</b> | <b>11.50</b> | <b>6.88</b>  | <b>-</b> | <b>6.40</b> | <b>-</b> |
| <b>Standard deviation</b> | <b>11.78</b> | <b>-</b> | <b>5.13</b> | <b>14.14</b> | <b>-</b> | <b>-</b>    | <b>15.43</b> | <b>6.65</b> | <b>12.03</b> | <b>15.80</b> | <b>-</b> | <b>8.65</b> | <b>-</b> |
| <b>Standard error</b>     | <b>1.62</b>  | <b>-</b> | <b>2.96</b> | <b>10.00</b> | <b>-</b> | <b>-</b>    | <b>5.14</b>  | <b>2.22</b> | <b>3.80</b>  | <b>5.59</b>  | <b>-</b> | <b>3.87</b> | <b>-</b> |

\_3. Percentage

|                    | Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|--------------------|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| <b>Base</b>        | 53    | 3          | 3          | 2                        | 1             | 1             | 9               | 9      | 10         | 8          | 2     | 5        | -                |
| 0-10               | 68%   | 67%        | 100%       | 50%                      | -             | -             | 67%             | 89%    | 40%        | 100%       | 50%   | 60%      | -                |
| 11-20              | 19%   | -          | -          | -                        | 100%          | -             | 11%             | 11%    | 50%        | -          | 50%   | 20%      | -                |
| 21-30              | 9%    | 33%        | -          | 50%                      | -             | 100%          | -               | -      | 10%        | -          | -     | 20%      | -                |
| 31-40              | 2%    | -          | -          | -                        | -             | -             | 11%             | -      | -          | -          | -     | -        | -                |
| 41-50              | 2%    | -          | -          | -                        | -             | -             | 11%             | -      | -          | -          | -     | -        | -                |
| 51-60              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 61-70              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 71-80              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 81-90              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 91-100             | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| Mean               | 10.53 | 10.00      | 6.67       | 12.50                    | 15.00         | 25.00         | 13.67           | 6.44   | 13.50      | 4.88       | 12.50 | 12.60    | -                |
| Standard deviation | 11.15 | 17.32      | 5.77       | 17.68                    | -             | -             | 18.57           | 5.25   | 9.73       | 4.64       | 3.54  | 12.20    | -                |
| Standard error     | 1.53  | 10.00      | 3.33       | 12.50                    | -             | -             | 6.19            | 1.75   | 3.08       | 1.64       | 2.50  | 5.46     | -                |

\_4. Percentage

|                    | Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|--------------------|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| <b>Base</b>        | 53    | 3          | 3          | 2                        | 1             | 1             | 9               | 9      | 10         | 8          | 2     | 5        | -                |
| 0-10               | 100%  | 100%       | 100%       | 100%                     | 100%          | 100%          | 100%            | 100%   | 100%       | 100%       | 100%  | 100%     | -                |
| 11-20              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 21-30              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 31-40              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 41-50              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 51-60              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 61-70              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 71-80              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 81-90              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 91-100             | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| Mean               | 1.40  | -          | -          | -                        | -             | -             | 1.89            | 1.89   | 1.00       | 0.62       | 2.50  | 4.00     | -                |
| Standard deviation | 3.02  | -          | -          | -                        | -             | -             | 2.89            | 3.48   | 3.16       | 1.77       | 3.54  | 5.48     | -                |
| Standard error     | 0.42  | -          | -          | -                        | -             | -             | 0.96            | 1.16   | 1.00       | 0.62       | 2.50  | 2.45     | -                |

\_5. Percentage

|                    | Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|--------------------|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| <b>Base</b>        | 53    | 3          | 3          | 2                        | 1             | 1             | 9               | 9      | 10         | 8          | 2     | 5        | -                |
| 0-10               | 85%   | 33%        | 100%       | 100%                     | 100%          | 100%          | 78%             | 78%    | 100%       | 88%        | 100%  | 80%      | -                |
| 11-20              | 9%    | 33%        | -          | -                        | -             | -             | 22%             | 11%    | -          | -          | -     | 20%      | -                |
| 21-30              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 31-40              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 41-50              | 4%    | 33%        | -          | -                        | -             | -             | -               | 11%    | -          | -          | -     | -        | -                |
| 51-60              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 61-70              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 71-80              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 81-90              | 2%    | -          | -          | -                        | -             | -             | -               | -      | -          | 13%        | -     | -        | -                |
| 91-100             | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| Mean               | 6.34  | 21.67      | -          | -                        | -             | -             | 7.33            | 9.11   | 2.00       | 11.38      | -     | 2.40     | -                |
| Standard deviation | 15.79 | 25.66      | -          | -                        | -             | -             | 8.17            | 16.46  | 4.22       | 31.77      | -     | 5.37     | -                |
| Standard error     | 2.17  | 14.81      | -          | -                        | -             | -             | 2.72            | 5.49   | 1.33       | 11.23      | -     | 2.40     | -                |

\_6. Percentage

|                    | Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|--------------------|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| <b>Base</b>        | 53    | 3          | 3          | 2                        | 1             | 1             | 9               | 9      | 10         | 8          | 2     | 5        | -                |
| 0-10               | 85%   | 100%       | 100%       | 100%                     | 100%          | 100%          | 78%             | 78%    | 80%        | 75%        | 100%  | 100%     | -                |
| 11-20              | 8%    | -          | -          | -                        | -             | -             | -               | 11%    | 20%        | 13%        | -     | -        | -                |
| 21-30              | 6%    | -          | -          | -                        | -             | -             | 22%             | 11%    | -          | -          | -     | -        | -                |
| 31-40              | 2%    | -          | -          | -                        | -             | -             | -               | -      | -          | 13%        | -     | -        | -                |
| 41-50              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 51-60              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 61-70              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 71-80              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 81-90              | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| 91-100             | -     | -          | -          | -                        | -             | -             | -               | -      | -          | -          | -     | -        | -                |
| Mean               | 6.08  | -          | 4.00       | 5.00                     | -             | -             | 7.89            | 6.00   | 7.20       | 10.00      | -     | 4.60     | -                |
| Standard deviation | 8.68  | -          | 3.61       | 7.07                     | -             | -             | 10.39           | 8.82   | 6.71       | 14.14      | -     | 4.98     | -                |
| Standard error     | 1.19  | -          | 2.08       | 5.00                     | -             | -             | 3.46            | 2.94   | 2.12       | 5.00       | -     | 2.23     | -                |

**\_ 7. Percentage**

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

|                    |       |      |       |       |      |      |      |      |       |      |      |      |   |
|--------------------|-------|------|-------|-------|------|------|------|------|-------|------|------|------|---|
| <b>Base</b>        | 53    | 3    | 3     | 2     | 1    | 1    | 9    | 9    | 10    | 8    | 2    | 5    | - |
| 0-10               | 94%   | 100% | 67%   | 50%   | 100% | 100% | 100% | 100% | 90%   | 100% | 100% | 100% | - |
| 11-20              | -     | -    | -     | -     | -    | -    | -    | -    | -     | -    | -    | -    | - |
| 21-30              | 2%    | -    | 33%   | -     | -    | -    | -    | -    | -     | -    | -    | -    | - |
| 31-40              | -     | -    | -     | -     | -    | -    | -    | -    | -     | -    | -    | -    | - |
| 41-50              | -     | -    | -     | -     | -    | -    | -    | -    | -     | -    | -    | -    | - |
| 51-60              | -     | -    | -     | -     | -    | -    | -    | -    | -     | -    | -    | -    | - |
| 61-70              | -     | -    | -     | -     | -    | -    | -    | -    | -     | -    | -    | -    | - |
| 71-80              | -     | -    | -     | -     | -    | -    | -    | -    | -     | -    | -    | -    | - |
| 81-90              | 2%    | -    | -     | -     | -    | -    | -    | 10%  | -     | -    | -    | -    | - |
| 91-100             | 2%    | -    | -     | 50%   | -    | -    | -    | -    | -     | -    | -    | -    | - |
| Mean               | 4.79  | -    | 12.33 | 52.50 | -    | 5.00 | 0.22 | 1.67 | 9.00  | -    | -    | -    | - |
| Standard deviation | 18.61 | -    | 15.70 | 67.18 | -    | -    | 0.67 | 3.54 | 28.46 | -    | -    | -    | - |
| Standard error     | 2.56  | -    | 9.06  | 47.50 | -    | -    | 0.22 | 1.18 | 9.00  | -    | -    | -    | - |

**UK : For each of the following markets, how has your investment changed, if at all, since 6 months ago?**

|                                   |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>                       | 689 | 24  | 63  | 44  | 44  | 48  | 78  | 89  | 146 | 65  | 23  | 63  | 2   |
| Increased my investment           | 20% | 17% | 13% | 27% | 25% | 29% | 14% | 26% | 23% | 14% | 17% | 17% | -   |
| Decreased my investment           | 6%  | 8%  | 10% | 5%  | 5%  | 2%  | 3%  | 4%  | 8%  | 6%  | -   | 10% | -   |
| My investment has stayed the same | 63% | 58% | 68% | 66% | 55% | 56% | 76% | 54% | 60% | 68% | 74% | 63% | 50% |
| Have not invested in this market  | 11% | 17% | 10% | 2%  | 16% | 13% | 8%  | 16% | 10% | 12% | 9%  | 10% | 50% |

**US : For each of the following markets, how has your investment changed, if at all, since 6 months ago?**

|                                   |     |     |     |     |     |     |     |     |     |     |     |     |      |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| <b>Base</b>                       | 689 | 24  | 63  | 44  | 44  | 48  | 78  | 89  | 146 | 65  | 23  | 63  | 2    |
| Increased my investment           | 7%  | 4%  | 6%  | 5%  | 7%  | 13% | 12% | 6%  | 8%  | 6%  | 4%  | 8%  | -    |
| Decreased my investment           | 5%  | 17% | 3%  | 5%  | 2%  | 13% | 5%  | 6%  | 3%  | 2%  | 9%  | 3%  | -    |
| My investment has stayed the same | 34% | 17% | 33% | 39% | 32% | 23% | 45% | 34% | 35% | 25% | 26% | 41% | -    |
| Have not invested in this market  | 54% | 63% | 57% | 52% | 59% | 52% | 38% | 55% | 55% | 68% | 61% | 48% | 100% |

**Eurozone : For each of the following markets, how has your investment changed, if at all, since 6 months ago?**

|                                   |     |     |     |     |     |     |     |     |     |     |     |     |      |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| <b>Base</b>                       | 689 | 24  | 63  | 44  | 44  | 48  | 78  | 89  | 146 | 65  | 23  | 63  | 2    |
| Increased my investment           | 3%  | -   | 3%  | -   | -   | 4%  | 6%  | 6%  | 5%  | -   | 4%  | 2%  | -    |
| Decreased my investment           | 10% | 21% | 6%  | 16% | 14% | 17% | 10% | 7%  | 10% | 6%  | 4%  | 8%  | -    |
| My investment has stayed the same | 38% | 29% | 41% | 50% | 32% | 29% | 40% | 34% | 40% | 32% | 43% | 41% | -    |
| Have not invested in this market  | 49% | 50% | 49% | 34% | 55% | 50% | 44% | 54% | 46% | 62% | 48% | 49% | 100% |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

Japan : For each of the following markets, how has your investment changed, if at all, since 6 months ago?

|                                   |     |     |     |     |     |     |     |     |     |     |     |     |      |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| <b>Base</b>                       | 689 | 24  | 63  | 44  | 44  | 48  | 78  | 89  | 146 | 65  | 23  | 63  | 2    |
| Increased my investment           | 3%  | -   | 3%  | -   | 7%  | 6%  | 5%  | 4%  | 2%  | 2%  | 4%  | -   | -    |
| Decreased my investment           | 5%  | 4%  | 5%  | 7%  | 2%  | 13% | 1%  | 6%  | 3%  | 5%  | 4%  | 8%  | -    |
| My investment has stayed the same | 28% | 17% | 30% | 32% | 30% | 21% | 37% | 22% | 26% | 23% | 26% | 35% | -    |
| Have not invested in this market  | 65% | 79% | 62% | 61% | 61% | 60% | 56% | 67% | 69% | 71% | 65% | 57% | 100% |

Emerging markets : For each of the following markets, how has your investment changed, if at all, since 6 months ago?

|                                   |     |     |     |     |     |     |     |     |     |     |     |     |      |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| <b>Base</b>                       | 689 | 24  | 63  | 44  | 44  | 48  | 78  | 89  | 146 | 65  | 23  | 63  | 2    |
| Increased my investment           | 12% | 17% | 13% | 11% | 16% | 17% | 15% | 15% | 8%  | 8%  | 4%  | 13% | -    |
| Decreased my investment           | 4%  | -   | 6%  | 2%  | -   | 8%  | 1%  | 1%  | 5%  | 6%  | -   | 5%  | -    |
| My investment has stayed the same | 31% | 25% | 30% | 36% | 30% | 25% | 41% | 31% | 31% | 26% | 26% | 37% | -    |
| Have not invested in this market  | 53% | 58% | 51% | 50% | 55% | 50% | 42% | 53% | 56% | 60% | 70% | 46% | 100% |

Do you think the prospects for your investments are better or worse than they were six months ago?

|                      |     |     |     |     |     |     |     |     |     |     |     |     |     |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>          | 689 | 24  | 63  | 44  | 44  | 48  | 78  | 89  | 146 | 65  | 23  | 63  | 2   |
| Significantly better | 4%  | 8%  | 5%  | 5%  | 5%  | 2%  | 5%  | 3%  | 5%  | 8%  | 4%  | -   | -   |
| Slightly better      | 31% | 13% | 25% | 36% | 34% | 40% | 31% | 29% | 37% | 23% | 43% | 27% | 50% |
| About the same       | 36% | 33% | 40% | 41% | 32% | 40% | 42% | 36% | 30% | 31% | 30% | 43% | -   |
| Slightly worse       | 20% | 33% | 24% | 11% | 16% | 10% | 14% | 21% | 20% | 29% | 9%  | 24% | -   |
| Significantly worse  | 6%  | 8%  | 2%  | 5%  | 5%  | 8%  | 3%  | 8%  | 7%  | 6%  | 13% | 5%  | -   |
| Don't know           | 3%  | 4%  | 5%  | 2%  | 9%  | -   | 5%  | 2%  | 1%  | 3%  | -   | 2%  | 50% |
| Net: Better          | 36% | 21% | 30% | 41% | 39% | 42% | 36% | 33% | 42% | 31% | 48% | 27% | 50% |
| Net: Worse           | 25% | 42% | 25% | 16% | 20% | 19% | 17% | 29% | 27% | 35% | 22% | 29% | -   |

| Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|

Which of the following things that typically associated with wealth, do you find most the appealing? Please select one only.

|                                  |      |     |     |     |     |     |     |     |     |     |     |     |     |
|----------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>                      | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Luxurious and/or exotic holidays | 21%  | 17% | 23% | 14% | 22% | 28% | 22% | 21% | 21% | 17% | 19% | 27% | 44% |
| Expensive property               | 15%  | 13% | 10% | 21% | 16% | 16% | 19% | 21% | 15% | 11% | 17% | 8%  | 22% |
| Fine dining                      | 6%   | 2%  | 4%  | 4%  | 11% | 2%  | 7%  | 3%  | 7%  | 4%  | 10% | 6%  | 11% |
| Luxury cars                      | 4%   | -   | 6%  | 3%  | 1%  | 3%  | 6%  | 2%  | 4%  | 4%  | 7%  | 2%  | -   |
| Philanthropy                     | 13%  | 22% | 18% | 13% | 11% | 14% | 8%  | 12% | 12% | 16% | 10% | 17% | -   |
| Art                              | 3%   | 2%  | 3%  | 3%  | 3%  | 1%  | 3%  | 4%  | 3%  | 5%  | 5%  | 1%  | -   |
| Jewelry                          | 1%   | 4%  | 2%  | -   | 1%  | 1%  | 2%  | 1%  | 1%  | 1%  | -   | -   | -   |
| Antiques                         | 4%   | 4%  | 5%  | 4%  | 5%  | 3%  | 5%  | 4%  | 4%  | 4%  | 3%  | 3%  | -   |
| Fine wine                        | 3%   | 2%  | 1%  | 2%  | 1%  | 2%  | 1%  | 3%  | 3%  | 4%  | 3%  | 5%  | -   |
| None of the above                | 27%  | 30% | 20% | 30% | 26% | 24% | 28% | 26% | 28% | 31% | 24% | 31% | 22% |
| Don't know                       | 3%   | 2%  | 7%  | 4%  | 1%  | 4%  | 1%  | 2%  | 2%  | 4%  | 2%  | 1%  | -   |

Approximately how much money do you estimate you have given to charity/good causes in the last year?

|                              |                |               |                |                |                |                |                |                |                |                |               |                |               |
|------------------------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|---------------|
| <b>Base</b>                  | 1399           | 46            | 115            | 91             | 91             | 90             | 153            | 187            | 315            | 140            | 59            | 103            | 9             |
| £0 [0]                       | 3%             | 2%            | 3%             | 3%             | 2%             | 9%             | 4%             | 2%             | 2%             | 5%             | 3%            | 3%             | -             |
| £1 - £100 [50.5]             | 21%            | 30%           | 23%            | 19%            | 21%            | 16%            | 20%            | 24%            | 16%            | 24%            | 27%           | 18%            | 22%           |
| £101 - £500 [200.5]          | 33%            | 35%           | 27%            | 36%            | 27%            | 35%            | 44%            | 28%            | 35%            | 31%            | 37%           | 35%            | 33%           |
| £501 - £1,000 [750.5]        | 18%            | 15%           | 14%            | 15%            | 23%            | 19%            | 16%            | 15%            | 23%            | 17%            | 19%           | 16%            | 22%           |
| £1,001 - £5,000 [3000.5]     | 14%            | 13%           | 16%            | 13%            | 15%            | 20%            | 9%             | 15%            | 14%            | 14%            | 10%           | 15%            | 22%           |
| £5,001 - £10,000 [7500.5]    | 3%             | -             | 5%             | -              | 4%             | 3%             | 2%             | 6%             | 3%             | -              | -             | 3%             | -             |
| £10,001 - £20,000 [15000.5]  | 1%             | 2%            | -              | -              | -              | -              | -              | 1%             | 1%             | 1%             | -             | 1%             | -             |
| £20,001 - £30,000 [25000.5]  | 0%             | -             | 1%             | -              | -              | 1%             | -              | -              | 0%             | 1%             | -             | -              | -             |
| £30001 - £40,000 [35000.5]   | 0%             | -             | -              | 1%             | -              | -              | -              | 1%             | -              | -              | -             | -              | -             |
| £40,001 - £50,000 [50000.5]  | 0%             | -             | -              | -              | -              | -              | -              | 1%             | 0%             | -              | -             | -              | -             |
| £50,001 - £60,000 [55000.5]  | 0%             | -             | -              | 1%             | -              | -              | -              | -              | 0%             | 1%             | -             | -              | -             |
| £60,001 - £70,000 [65000.5]  | -              | -             | -              | -              | -              | -              | -              | -              | -              | -              | -             | -              | -             |
| £70,001 - £80,000 [75000.5]  | -              | -             | -              | -              | -              | -              | -              | -              | -              | -              | -             | -              | -             |
| £80,001 - £90,000 [85000.5]  | -              | -             | -              | -              | -              | -              | -              | -              | -              | -              | -             | -              | -             |
| £90,001 - £100,000 [95000.5] | 0%             | -             | -              | -              | -              | -              | 1%             | -              | 0%             | -              | -             | -              | -             |
| £100,001 or more [110000.5]  | 0%             | -             | -              | 1%             | -              | -              | -              | 1%             | -              | -              | -             | 2%             | -             |
| Prefer not to say            | 3%             | 2%            | 4%             | 7%             | 4%             | 1%             | 2%             | 5%             | 2%             | 3%             | 2%            | 4%             | -             |
| Don't know                   | 3%             | -             | 6%             | 3%             | 2%             | 3%             | 2%             | 3%             | 3%             | 4%             | 2%            | 4%             | -             |
| <b>Mean</b>                  | <b>1798.57</b> | <b>937.16</b> | <b>1394.17</b> | <b>3097.43</b> | <b>1102.84</b> | <b>1395.22</b> | <b>1314.77</b> | <b>2472.00</b> | <b>1760.59</b> | <b>1502.40</b> | <b>552.24</b> | <b>3396.80</b> | <b>911.61</b> |

In the last five years, how do you think your spending on charity has changed?

|                         |      |     |     |     |     |     |     |     |     |     |     |     |     |
|-------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>             | 1399 | 46  | 115 | 91  | 91  | 90  | 153 | 187 | 315 | 140 | 59  | 103 | 9   |
| Significantly increased | 4%   | 4%  | 2%  | 5%  | 4%  | -   | 3%  | 4%  | 3%  | 4%  | 7%  | 3%  | -   |
| Slightly increased      | 27%  | 24% | 26% | 18% | 22% | 27% | 29% | 28% | 28% | 28% | 22% | 33% | 56% |
| About the same          | 52%  | 48% | 57% | 52% | 55% | 47% | 52% | 53% | 55% | 54% | 46% | 48% | 33% |
| Slightly decreased      | 12%  | 17% | 11% | 18% | 14% | 18% | 9%  | 10% | 10% | 11% | 24% | 11% | 11% |
| Significantly decreased | 5%   | 7%  | 4%  | 4%  | 3%  | 9%  | 7%  | 4%  | 3%  | 4%  | 2%  | 6%  | -   |
| Don't know              | 1%   | -   | -   | 3%  | 1%  | -   | -   | 1%  | 1%  | -   | -   | -   | -   |
| Net: Increased          | 30%  | 28% | 28% | 23% | 26% | 27% | 33% | 33% | 31% | 31% | 29% | 36% | 56% |
| Net: Decreased          | 17%  | 24% | 16% | 22% | 18% | 27% | 15% | 13% | 13% | 14% | 25% | 17% | 11% |



|   |     | Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|---|-----|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| Which professional sector do you work in?           |     |       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
| Base  |     | 1399  | 46         | 115        | 91                       | 91            | 90            | 153             | 187    | 315        | 140        | 59    | 103      | 9                |
| Financial services                                  | 4%  | 2%    | 2%         | 2%         | 1%                       | 3%            | 5%            | 6%              | 5%     | 1%         | 2%         | 7%    | -        |                  |
| Technology  | 6%  | 2%    | 3%         | 7%         | 4%                       | 6%            | 7%            | 6%              | 8%     | 6%         | 8%         | 5%    | -        |                  |
| Energy  | 1%  | -     | 1%         | -          | -                        | 1%            | -             | -               | -      | 1%         | 2%         | 4%    | -        |                  |
| Manufacturing                                       | 2%  | 2%    | 7%         | 1%         | 2%                       | 2%            | 3%            | 2%              | 1%     | 1%         | 3%         | 1%    | 11%      |                  |
| Tourism   | 1%  | 2%    | 2%         | -          | 1%                       | 1%            | -             | 2%              | 0%     | -          | 2%         | 2%    | -        |                  |
| Transport   | 2%  | 2%    | 3%         | 2%         | 3%                       | 1%            | 1%            | 2%              | 2%     | 1%         | 2%         | 1%    | -        |                  |
| Teaching  | 4%  | 7%    | 3%         | 5%         | 4%                       | 8%            | 6%            | 4%              | 2%     | 4%         | 7%         | 3%    | -        |                  |
| Diplomacy   | 0%  | -     | 1%         | -          | -                        | -             | -             | 1%              | 0%     | -          | -          | -     | -        |                  |
| Retail  | 2%  | 4%    | -          | -          | 1%                       | 1%            | 1%            | 2%              | 3%     | 4%         | -          | 2%    | -        |                  |
| Medical   | 3%  | 2%    | 3%         | 5%         | 1%                       | 3%            | 1%            | 3%              | 2%     | 4%         | 3%         | 2%    | -        |                  |
| Construction/real estate                            | 2%  | 2%    | 2%         | -          | 2%                       | 3%            | 4%            | 3%              | 3%     | -          | 3%         | 2%    | -        |                  |
| Retired   | 59% | 59%   | 58%        | 62%        | 66%                      | 59%           | 58%           | 48%             | 62%    | 61%        | 58%        | 61%   | 78%      |                  |
| Unemployed  | 1%  | 2%    | -          | 1%         | 1%                       | -             | 1%            | 1%              | 1%     | -          | 2%         | -     | -        |                  |
| Other   | 12% | 11%   | 17%        | 13%        | 9%                       | 7%            | 11%           | 17%             | 10%    | 13%        | 8%         | 10%   | 11%      |                  |
| None of these                                       | 3%  | 2%    | 1%         | 1%         | 3%                       | 4%            | 3%            | 4%              | 3%     | 4%         | -          | 1%    | -        |                  |
| What is your annual household income, before taxes? |     |       |            |            |                          |               |               |                 |        |            |            |       |          |                  |
| Base  |     | 1399  | 46         | 115        | 91                       | 91            | 90            | 153             | 187    | 315        | 140        | 59    | 103      | 9                |
| Up to £10,000                                       | 0%  | -     | -          | -          | -                        | -             | 1%            | -               | 0%     | 1%         | -          | -     | -        |                  |
| £10,000 to £26,000                                  | 11% | 22%   | 16%        | 10%        | 5%                       | 11%           | 9%            | 7%              | 10%    | 18%        | 17%        | 12%   | -        |                  |
| £26,001 to £50,000                                  | 36% | 41%   | 38%        | 37%        | 46%                      | 30%           | 39%           | 34%             | 32%    | 40%        | 32%        | 37%   | 33%      |                  |
| £50,001 to £75,000                                  | 25% | 20%   | 26%        | 29%        | 29%                      | 31%           | 18%           | 19%             | 29%    | 21%        | 25%        | 21%   | 33%      |                  |
| £75,001 to £100,000                                 | 12% | 4%    | 8%         | 13%        | 11%                      | 16%           | 12%           | 14%             | 12%    | 7%         | 7%         | 16%   | 22%      |                  |
| £100,001 to £125,000                                | 5%  | 2%    | 1%         | 1%         | 3%                       | 6%            | 6%            | 10%             | 7%     | 1%         | 3%         | 8%    | 11%      |                  |
| £125,001 to £150,000                                | 2%  | -     | 3%         | 2%         | 1%                       | 1%            | 6%            | 3%              | 1%     | 1%         | 10%        | 2%    | -        |                  |
| £150,001 to £200,000                                | 2%  | 2%    | -          | 2%         | 2%                       | -             | 3%            | 3%              | 3%     | 2%         | 2%         | 1%    | -        |                  |
| £200,001 to £250,000                                | 1%  | 2%    | 1%         | -          | -                        | -             | 1%            | 2%              | 2%     | 1%         | -          | 1%    | -        |                  |
| £250,001 to £500,000                                | 1%  | 2%    | 2%         | 1%         | -                        | -             | 2%            | 2%              | 1%     | -          | -          | -     | -        |                  |
| £500,001 to £1,000,000                              | 0%  | -     | -          | -          | -                        | 1%            | -             | 1%              | -      | -          | -          | -     | -        |                  |
| £1,000,001 to £2,000,000                            | 0%  | -     | -          | -          | -                        | 1%            | 1%            | -               | 0%     | -          | -          | -     | -        |                  |
| £2m +   | 0%  | -     | -          | 1%         | -                        | 1%            | -             | -               | -      | 1%         | -          | -     | -        |                  |
| I do not wish to answer                             | 4%  | 4%    | 6%         | 3%         | 2%                       | 2%            | 3%            | 5%              | 3%     | 6%         | 3%         | 3%    | -        |                  |

What are your total household savings and investments, excluding property?

|                          | Total | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West | Wales | Scotland | Northern Ireland |
|--------------------------|-------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| <b>Base</b>              | 1399  | 46         | 115        | 91                       | 91            | 90            | 153             | 187    | 315        | 140        | 59    | 103      | 9                |
| Up to £10,000            | 3%    | 4%         | 2%         | 2%                       | 2%            | 3%            | 3%              | 5%     | 2%         | 3%         | -     | 1%       | 11%              |
| £10,000 to £25,000       | 3%    | 4%         | 3%         | 4%                       | 3%            | 6%            | 1%              | 2%     | 2%         | 5%         | 2%    | 4%       | -                |
| £25,001 to £50,000       | 5%    | 7%         | 5%         | 1%                       | 1%            | 3%            | 6%              | 6%     | 7%         | 7%         | 5%    | 6%       | 11%              |
| £50,001 to £75,000       | 4%    | 2%         | 4%         | 2%                       | 9%            | 1%            | 5%              | 3%     | 3%         | 5%         | 12%   | 4%       | -                |
| £75,001 to £100,000      | 6%    | 9%         | 8%         | 4%                       | 4%            | 8%            | 5%              | 4%     | 6%         | 4%         | 7%    | 7%       | 22%              |
| £100,001 to £125,000     | 5%    | -          | 4%         | 8%                       | 4%            | 6%            | 6%              | 5%     | 3%         | 6%         | 2%    | 3%       | -                |
| £125,001 to £150,000     | 5%    | 9%         | 6%         | 5%                       | 4%            | 2%            | 3%              | 4%     | 4%         | 6%         | 7%    | 5%       | -                |
| £150,001 to £200,000     | 6%    | 2%         | 4%         | 7%                       | 4%            | 4%            | 5%              | 4%     | 7%         | 7%         | 10%   | 7%       | 11%              |
| £200,001 to £250,000     | 8%    | 7%         | 4%         | 13%                      | 13%           | 9%            | 9%              | 11%    | 8%         | 8%         | 5%    | 6%       | -                |
| £250,001 to £500,000     | 29%   | 43%        | 36%        | 34%                      | 33%           | 30%           | 23%             | 23%    | 30%        | 26%        | 29%   | 28%      | -                |
| £500,001 to £1,000,000   | 14%   | 2%         | 10%        | 9%                       | 14%           | 16%           | 20%             | 18%    | 16%        | 11%        | 7%    | 17%      | 33%              |
| £1,000,001 to £2,000,000 | 4%    | 4%         | 3%         | 4%                       | 3%            | 7%            | 3%              | 4%     | 4%         | 2%         | 3%    | 5%       | -                |
| £2m +                    | 2%    | 2%         | 2%         | 1%                       | -             | 1%            | 3%              | 5%     | 2%         | 1%         | 2%    | 1%       | -                |
| I do not wish to answer  | 6%    | 4%         | 8%         | 4%                       | 3%            | 4%            | 9%              | 6%     | 5%         | 8%         | 10%   | 7%       | 11%              |