

YouGov/ Bloomberg Survey Results

Household Economic Activity Tracker

Sample Size: 2433

Fieldwork:

Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9	Wave 10	Wave 11	Wave 12	Wave 13	Wave 14	Wave 15
Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10

Compared to one month ago how has your household's financial situation changed?

Unweighted Base	2433	2178	2079	2096	2075	2021	2028	2218	2044	2256	2221	2223	2184	2128	2235
Base	2433	2178	2079	2096	2075	2021	2028	2218	2044	2256	2221	2223	2184	2128	2235
Worse	36%	38%	36%	34%	32%	31%	30%	28%	28%	26%	28%	25%	25%	27%	29%
No change	56%	55%	56%	59%	63%	62%	64%	65%	64%	68%	66%	68%	69%	66%	64%
Better	9%	7%	8%	7%	6%	8%	6%	7%	8%	6%	6%	7%	6%	7%	8%
Better - Worse	-27%	-31%	-28%	-27%	-26%	-23%	-24%	-21%	-20%	-20%	-22%	-18%	-19%	-20%	-21%

And how do you think your household's financial situation will have changed 12 months from now?

Unweighted Base	2433	2178	2079	2096	2075	2021	2028	2218	2044	2256	2221	2223	2184	2128	2235
Base	2433	2178	2079	2096	2075	2021	2028	2218	2044	2256	2221	2223	2184	2128	2235
Worse	49%	49%	44%	41%	41%	41%	36%	34%	39%	34%	38%	33%	34%	35%	38%
No change	33%	33%	36%	35%	34%	34%	37%	40%	37%	40%	36%	39%	40%	36%	37%
Better	18%	18%	20%	24%	24%	25%	26%	27%	25%	26%	26%	29%	26%	28%	25%
Better - Worse	-31%	-31%	-24%	-17%	-17%	-16%	-10%	-7%	-14%	-8%	-12%	-4%	-8%	-7%	-13%

All figures, unless otherwise stated, are from YouGov Plc.

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Household Economic Activity Tracker

Sample Size: 2433

Fieldwork:

Wave 16	Wave 17	Wave 18	Wave 19	Wave 20	Wave 21
May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10

Compared to one month ago how has your household's financial situation changed?

Unweighted Base	2415	2232	2165	2154	2122	2077
Base	2415	2232	2165	2154	2122	2077
Worse	26%	27%	30%	30%	32%	29%
No change	67%	66%	65%	64%	61%	65%
Better	7%	7%	5%	6%	8%	6%
Better - Worse	-19%	-20%	-25%	-24%	-24%	-24%

And how do you think your household's financial situation will have changed 12 months from now?

Unweighted Base	2415	2232	2165	2154	2122	2077
Base	2415	2232	2165	2154	2122	2077
Worse	42%	44%	47%	47%	52%	49%
No change	34%	34%	32%	28%	29%	33%
Better	23%	22%	21%	25%	19%	17%
Better - Worse	-19%	-22%	-26%	-22%	-33%	-32%

All figures, unless otherwise stated, are from `