

YouGov / FD Consumer Dynamics Survey Results

Sample Size: 2179

Fieldwork: 9th - 12th April 2010

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2179	983	1196	217	311	401	391	859	1343	836	535	292	206	299	492	112	192	51
All UK Adults	2179	1048	1131	278	338	426	384	753	1198	981	521	349	203	270	484	107	185	61

What level are you in your company? (Please tick all that apply)

Head of company/ organisation (CEO)	4%	7%	2%	2%	4%	4%	5%	5%	5%	4%	4%	3%	4%	5%	6%	8%	3%	2%
Senior management	5%	7%	3%	1%	7%	6%	6%	4%	8%	2%	6%	5%	5%	7%	5%	7%	2%	-
Mid-level manager	10%	11%	8%	8%	12%	16%	11%	4%	14%	4%	10%	8%	8%	10%	8%	7%	11%	20%
Low-level manager	9%	10%	7%	4%	15%	14%	11%	3%	11%	6%	10%	8%	10%	11%	7%	8%	10%	7%
Executive without any managerial responsibilities	7%	6%	7%	11%	10%	8%	7%	2%	7%	6%	6%	4%	5%	10%	8%	6%	7%	6%
Other	33%	30%	35%	38%	40%	37%	43%	20%	27%	41%	33%	37%	34%	27%	33%	29%	34%	31%
Not applicable - I do not work	34%	30%	38%	37%	13%	14%	19%	61%	30%	39%	32%	35%	36%	31%	34%	38%	34%	37%

Which, if any, of the following would your place of work be likely to cut back on in the next two months to maintain company profitability? (Please tick all that apply)

Unweighted Base	1308	620	688	103	256	335	312	302	864	444	326	179	117	195	282	70	110	29
All UK Workers	1323	681	642	138	278	350	297	260	795	528	321	211	121	175	287	63	111	35
Staff numbers	39%	37%	40%	34%	41%	37%	43%	36%	42%	34%	35%	43%	35%	42%	39%	45%	34%	44%
Legal expenses insurance	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	3%	3%	1%	-	3%	-
Health insurance	3%	4%	2%	4%	3%	3%	2%	2%	3%	3%	3%	3%	5%	2%	3%	1%	1%	2%
IT support	6%	8%	5%	8%	6%	7%	7%	4%	8%	5%	7%	9%	8%	5%	6%	4%	4%	5%
Legal counsel	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	1%	3%	2%
Staff pension contributions	7%	7%	6%	9%	7%	6%	8%	5%	7%	6%	6%	6%	6%	8%	5%	13%	6%	10%
Staff parties	18%	19%	16%	24%	22%	17%	13%	15%	20%	15%	15%	15%	19%	21%	20%	17%	13%	33%
Part-time/ flexi working staff	18%	18%	18%	25%	17%	16%	17%	19%	19%	16%	19%	20%	13%	21%	18%	14%	13%	14%
Client entertainment	10%	12%	8%	9%	11%	11%	9%	10%	12%	7%	9%	5%	8%	11%	10%	18%	14%	20%
The biscuits my client likes	6%	6%	7%	11%	8%	5%	5%	7%	7%	6%	5%	4%	10%	9%	6%	6%	7%	11%
Staff birthday presents/ cake	11%	12%	10%	15%	14%	9%	7%	13%	11%	10%	9%	11%	15%	12%	10%	11%	8%	23%
None of these	26%	28%	24%	26%	21%	27%	23%	34%	26%	26%	27%	24%	27%	22%	29%	27%	27%	25%
Don't know	20%	18%	23%	24%	20%	22%	18%	18%	16%	26%	20%	25%	17%	21%	19%	14%	27%	4%

YouGov / FD Consumer Dynamics Survey Results

Sample Size: 2179

Fieldwork: 9th - 12th April 2010

	Total	Working Status						Marital Status				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2179	1084	282	98	458	72	185	1187	233	202	71	470
All UK Adults	2179	1115	265	113	402	78	206	1145	243	185	65	526

What level are you in your company? (Please tick all that apply)

Head of company/ organisation (CEO)	4%	6%	8%	-	0%	2%	1%	5%	4%	4%	2%	4%
Senior management	5%	8%	4%	2%	1%	1%	1%	6%	6%	5%	2%	2%
Mid-level manager	10%	16%	5%	5%	0%	1%	2%	10%	11%	8%	3%	9%
Low-level manager	9%	15%	7%	2%	1%	1%	0%	8%	12%	9%	5%	8%
Executive without any managerial responsibilities	7%	10%	6%	7%	1%	3%	2%	4%	12%	5%	3%	10%
Other	33%	44%	60%	19%	3%	18%	11%	32%	33%	30%	16%	37%
Not applicable - I do not work	34%	2%	11%	66%	94%	73%	84%	35%	24%	40%	68%	30%

Which, if any, of the following would your place of work be likely to cut back on in the next two months to maintain company profitability? (Please tick all that apply)

Unweighted Base	1308	1056	252	-	-	-	-	713	172	108	14	292
All UK Workers	1323	1087	236	-	-	-	-	703	176	99	14	321
Staff numbers	39%	40%	34%	-	-	-	-	38%	41%	48%	43%	35%
Legal expenses insurance	2%	1%	2%	-	-	-	-	2%	2%	1%	-	1%
Health insurance	3%	3%	3%	-	-	-	-	3%	4%	1%	-	3%
IT support	6%	7%	6%	-	-	-	-	5%	9%	6%	-	8%
Legal counsel	2%	2%	2%	-	-	-	-	2%	2%	-	-	1%
Staff pension contributions	7%	7%	6%	-	-	-	-	6%	11%	5%	-	6%
Staff parties	18%	19%	11%	-	-	-	-	16%	25%	16%	-	20%
Part-time/ flexi working staff	18%	19%	14%	-	-	-	-	16%	18%	21%	27%	20%
Client entertainment	10%	10%	8%	-	-	-	-	11%	8%	7%	17%	11%
The biscuits my client likes	6%	7%	4%	-	-	-	-	6%	7%	4%	-	8%
Staff birthday presents/ cake	11%	11%	11%	-	-	-	-	11%	11%	8%	6%	13%
None of these	26%	26%	28%	-	-	-	-	27%	22%	18%	22%	29%
Don't know	20%	19%	26%	-	-	-	-	20%	21%	21%	22%	21%

YouGov / FD Consumer Dynamics Survey Results

Sample Size: 2179

Fieldwork: 9th - 12th April 2010

	Total	Children in household				Level in company					
	Base	0	1	2	3+	Head of company/ organisation (CEO)	Senior management	Mid-level manager	Low-level manager	Executive without any managerial responsibilities	Other
Unweighted Base	2179	1504	313	223	83	103	116	209	193	143	680
All UK Adults	2179	1464	325	251	89	93	111	207	190	144	717

What level are you in your company? (Please tick all that apply)

Head of company/ organisation (CEO)	4%	4%	6%	4%	4%	100%	1%	-	-	1%	0%
Senior management	5%	4%	5%	11%	5%	1%	100%	1%	-	1%	0%
Mid-level manager	10%	8%	14%	11%	11%	-	2%	100%	2%	1%	-
Low-level manager	9%	8%	10%	13%	6%	-	-	2%	100%	2%	-
Executive without any managerial responsibilities	7%	7%	6%	7%	5%	1%	1%	1%	1%	100%	0%
Other	33%	31%	38%	35%	36%	2%	1%	-	-	2%	100%
Not applicable - I do not work	34%	39%	22%	19%	35%	-	-	-	-	-	-

Which, if any, of the following would your place of work be likely to cut back on in the next two months to maintain company profitability? (Please tick all that apply)

Unweighted Base	1308	831	224	175	48	96	104	197	187	127	616
All UK Workers	1323	823	225	194	51	88	100	195	183	127	647
Staff numbers	39%	40%	39%	36%	38%	14%	38%	51%	43%	46%	36%
Legal expenses insurance	2%	1%	1%	3%	3%	6%	2%	1%	2%	2%	1%
Health insurance	3%	2%	2%	6%	1%	7%	5%	5%	1%	2%	2%
IT support	6%	6%	6%	8%	3%	7%	7%	6%	9%	12%	5%
Legal counsel	2%	2%	2%	0%	3%	4%	3%	1%	1%	2%	1%
Staff pension contributions	7%	7%	5%	8%	7%	8%	5%	7%	9%	11%	6%
Staff parties	18%	20%	15%	15%	11%	18%	20%	23%	22%	29%	13%
Part-time/ flexi working staff	18%	20%	14%	15%	15%	8%	21%	22%	21%	22%	16%
Client entertainment	10%	11%	10%	6%	11%	11%	15%	14%	8%	16%	8%
The biscuits my client likes	6%	7%	5%	3%	6%	5%	7%	7%	10%	7%	6%
Staff birthday presents/ cake	11%	12%	7%	9%	14%	12%	15%	14%	13%	16%	8%
None of these	26%	26%	24%	25%	36%	63%	28%	23%	20%	24%	25%
Don't know	20%	20%	23%	22%	12%	6%	13%	11%	16%	13%	28%