

News Release

FOR IMMEDIATE RELEASE

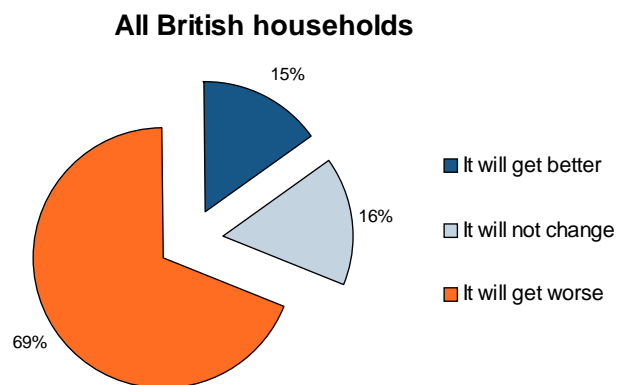
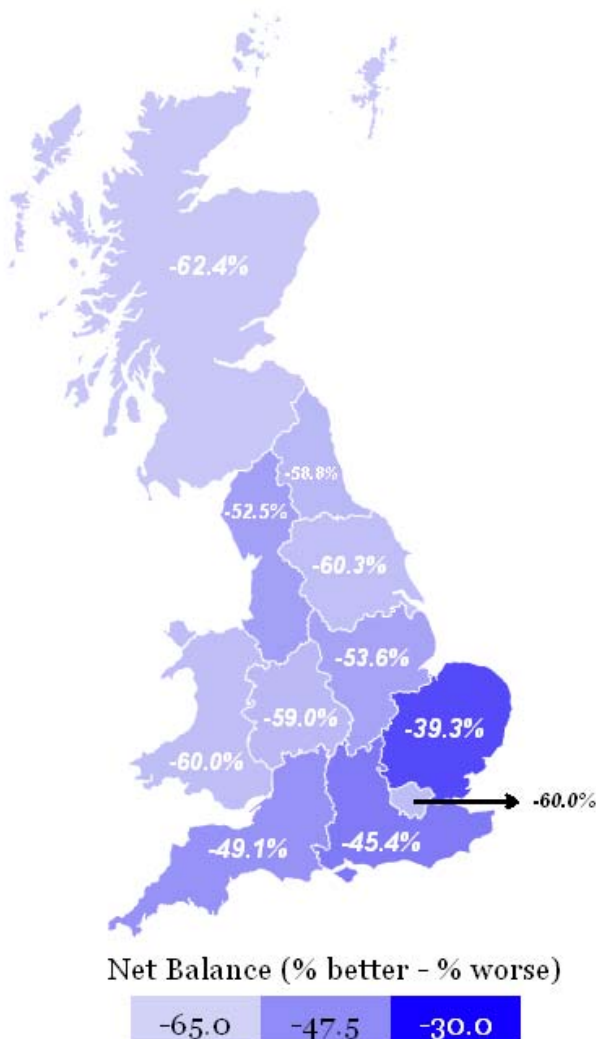
Almost 70% of British households are downbeat about the UK economic outlook

- Households are more downbeat about the UK economic outlook in August than was reported last month
- Exactly 69% of British households anticipate worse economic conditions in one year's time, up from 61.6% in July
- Just 15.2% of respondents expect conditions to improve, down from 19.3% in July
- Scotland is the most pessimistic region, while the East of England is the least downbeat
- London saw the sharpest deterioration in sentiment (net balance down from -33.4% to -60.0% in August)

Charts

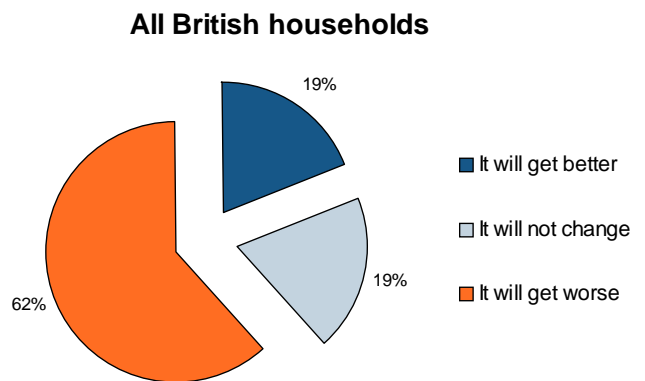
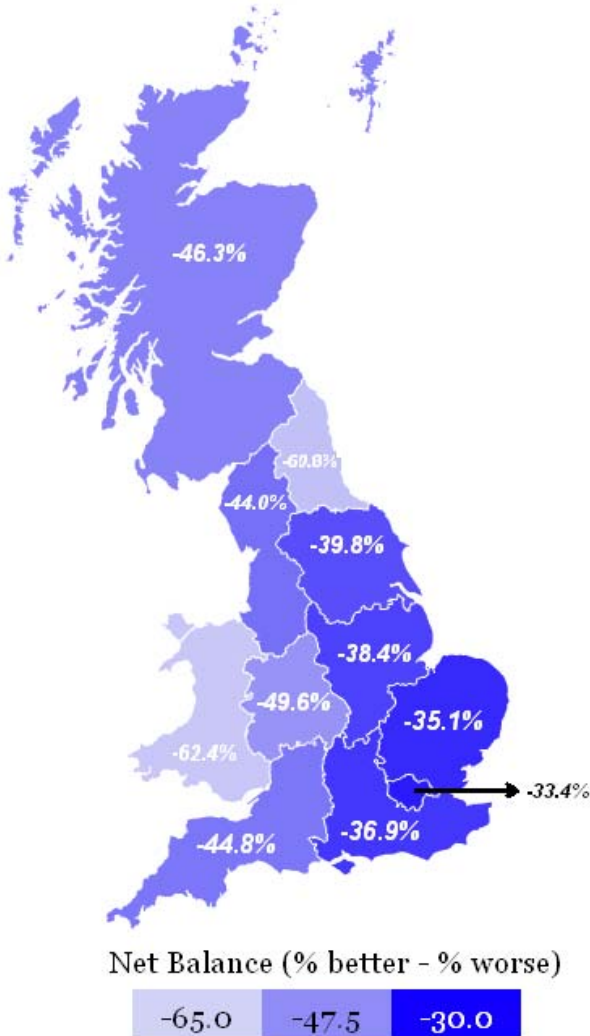
August 2011 (Data collected for Markit by Ipsos MORI between 10-14 August 2011).

How do you think your household's financial situation will have changed 12 months from now? (Better / no change / worse).



July 2011 (Data collected for Markit by Ipsos MORI between 14-18 July 2011).

How do you think your household's financial situation will have changed 12 months from now? (Better / no change / worse).



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Ipsos MORI technical details (August survey)

Ipsos MORI interviewed 1500 adults aged 18-64 across Great Britain from its online panel of respondents. Interviews were conducted online between 10th-14th August 2011. A representative sample of adults was interviewed with quota controls set by gender, age and region and the resultant survey data weighted to the known GB profile of this audience by gender, age, region and household income. Ipsos MORI was responsible for the fieldwork and data collection only and not responsible for the analysis, reporting or interpretation of the survey results.

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