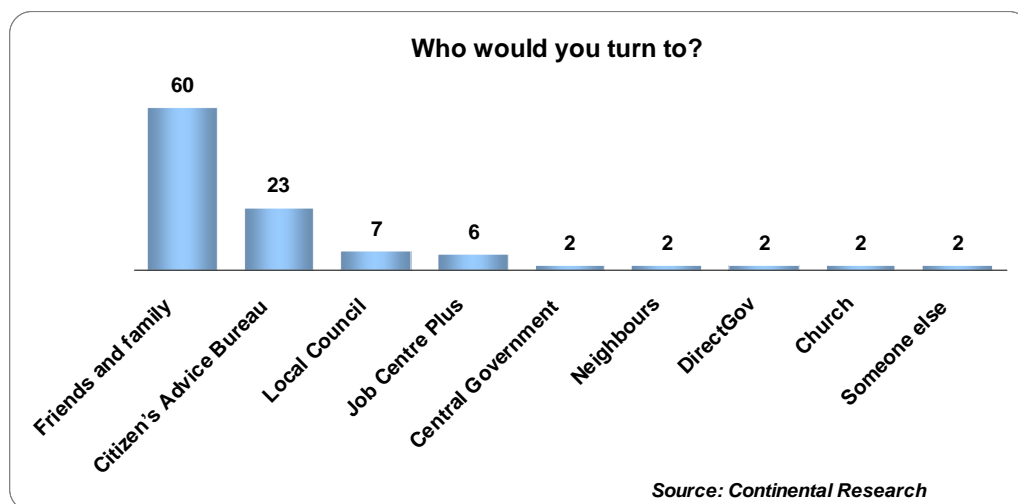




Who do we turn to when times are tough?

London 11th August 2009: Official government figures show that Britain is suffering its worst recession since World War II, with over 2 million people unemployed. Continental Research wanted to know how concerned we are about the effect of hard times and where we are going for help. And do we think of our local authorities as a source of information and support?

The survey results showed that two thirds of adults (aged 16+) in the UK are 'very' or 'quite' concerned about the economic downturn, particularly white-collar workers. More people with children were, not surprisingly, 'very' concerned, in contrast to those without. The younger generation are feeling least concerned. From a regional perspective, most worried are people living in the East Midlands, with three out of four expressing concern.



How we are coping

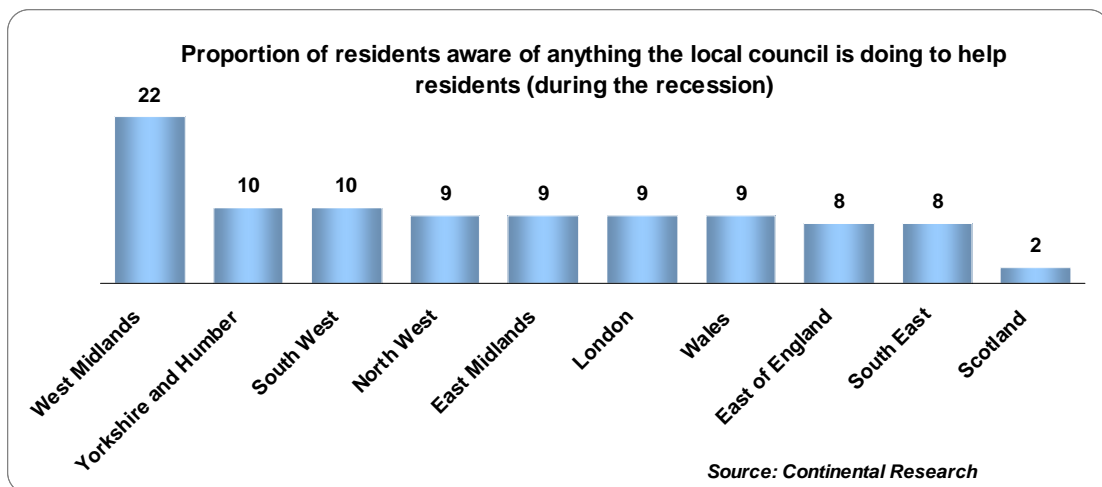
One of the first steps to take in a recession is cutting back and over a quarter of respondents had reduced their consumption of 'essential' items. Understandably, those who are unemployed and looking for work are feeling a greater need to make cutbacks than those currently working. Half of those surveyed in the East Midlands have reduced their use of these essentials, compared to a tenth in Scotland.

When it comes to looking for help in times of trouble 60% would go to family and friends first. Of the organisations that offer support, at 23% The Citizen's Advice Bureau is most popular. 7% would seek out their local council, ranked third.

Helping hand

Local councils may be helping during the downturn but there is a widespread lack of awareness about their initiatives: only one in 10 respondents claim to know anything about local authority help, with older people (45+) most in the dark.

By Government region, awareness levels are highest in the West Midlands where almost a quarter of residents know what local councils are doing to help. In contrast, only 2% in Scotland have any notion of what support is available from their local authority.



Richard Sands, Associate Director at Continental Research says “Our research suggests that some local councils’ need to do more to raise awareness of the support and advice that is available to residents struggling to cope in the recession. At 22%, people in the West Midlands had the highest awareness of the help that was available and it looks like the other local councils could learn some useful lessons from their good example.”

Ends

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Note to editors

Research is based on 995 face-to-face interviews with a representative sample of GB adults aged 16 or older. Interviews were conducted between 12th and 16th June 2009. The data was weighted to be representative of the GB adult population.

About Continental Research

Founded in 1989, Continental Research is a leading market research agency based in London specialising in public sector, business-to-business, finance, media and advertising and internet and telecoms research. The company prides itself on its in-house IQCS approved fieldwork teams who can provide consumer and business research of the highest quality using a number of proven methodologies. In 2008, Continental Research became part of the BDRC Group. For more information please see www.continentalresearch.com