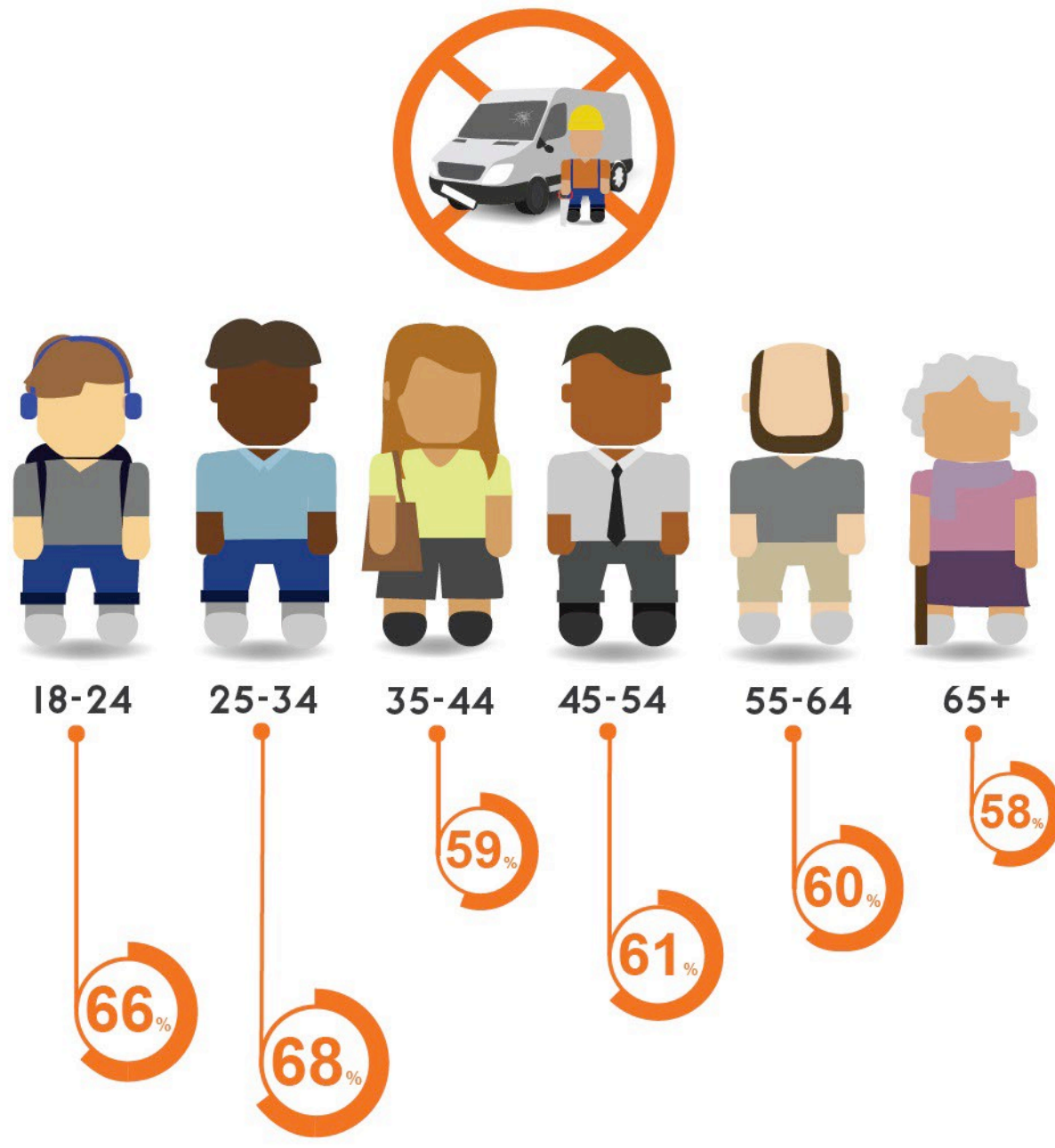
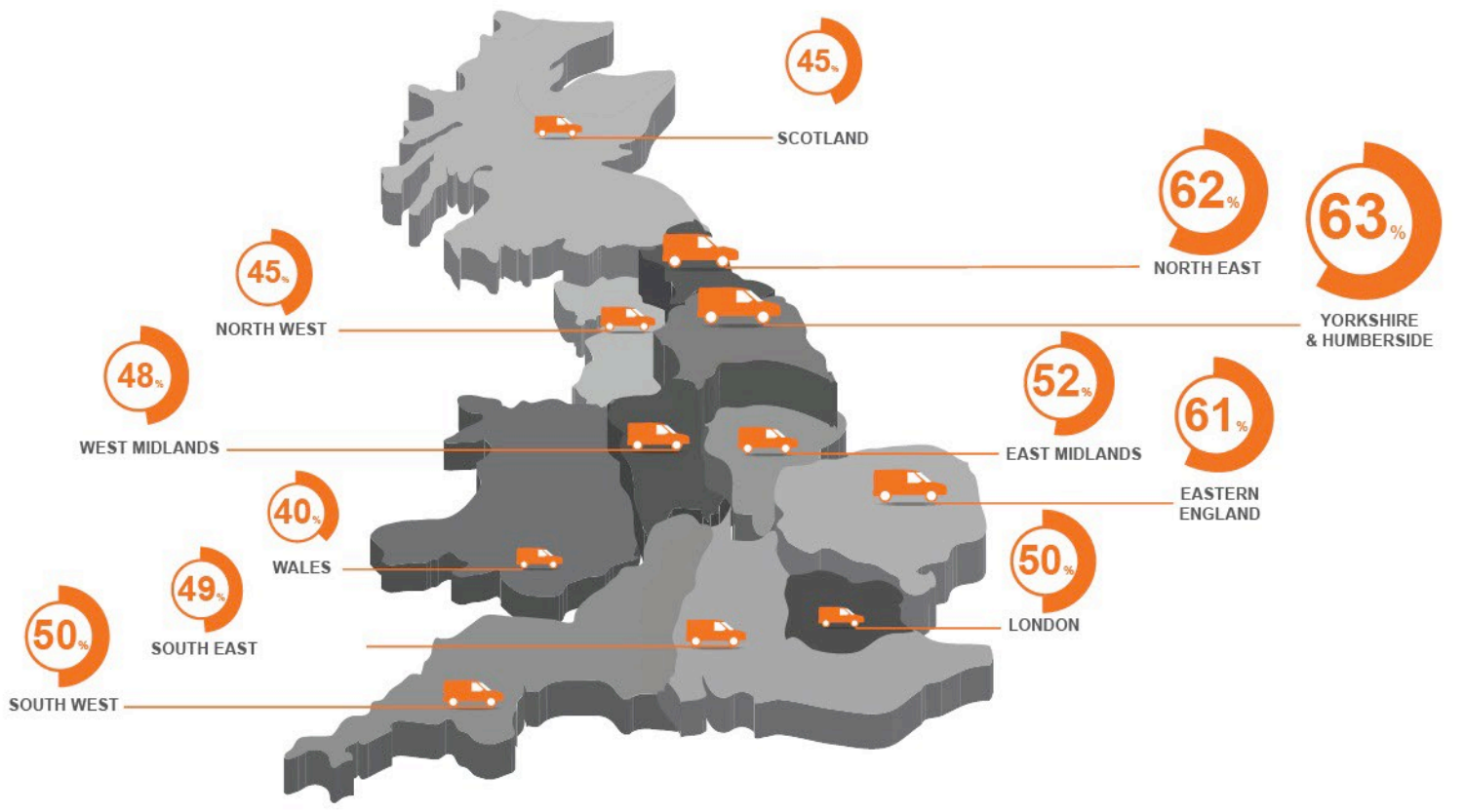


If a tradesman you were considering to do **work on your property** (painting, decorating, building, plumbing, electrics, etc) arrived in a vehicle that had **clearly seen better days**, would that influence your decision to use them?
[% who say yes]



Why would the **condition** of their vehicle **influence your decision** to use them?
[% who would worry about the quality of a tradesman's work if they turned up in a van that had clearly seen better days
[varying response rate across the country]]



How important, if at all, are each of the following on **your confidence** in the **tradesman doing work** on your property?
[% saying very important or fairly important]

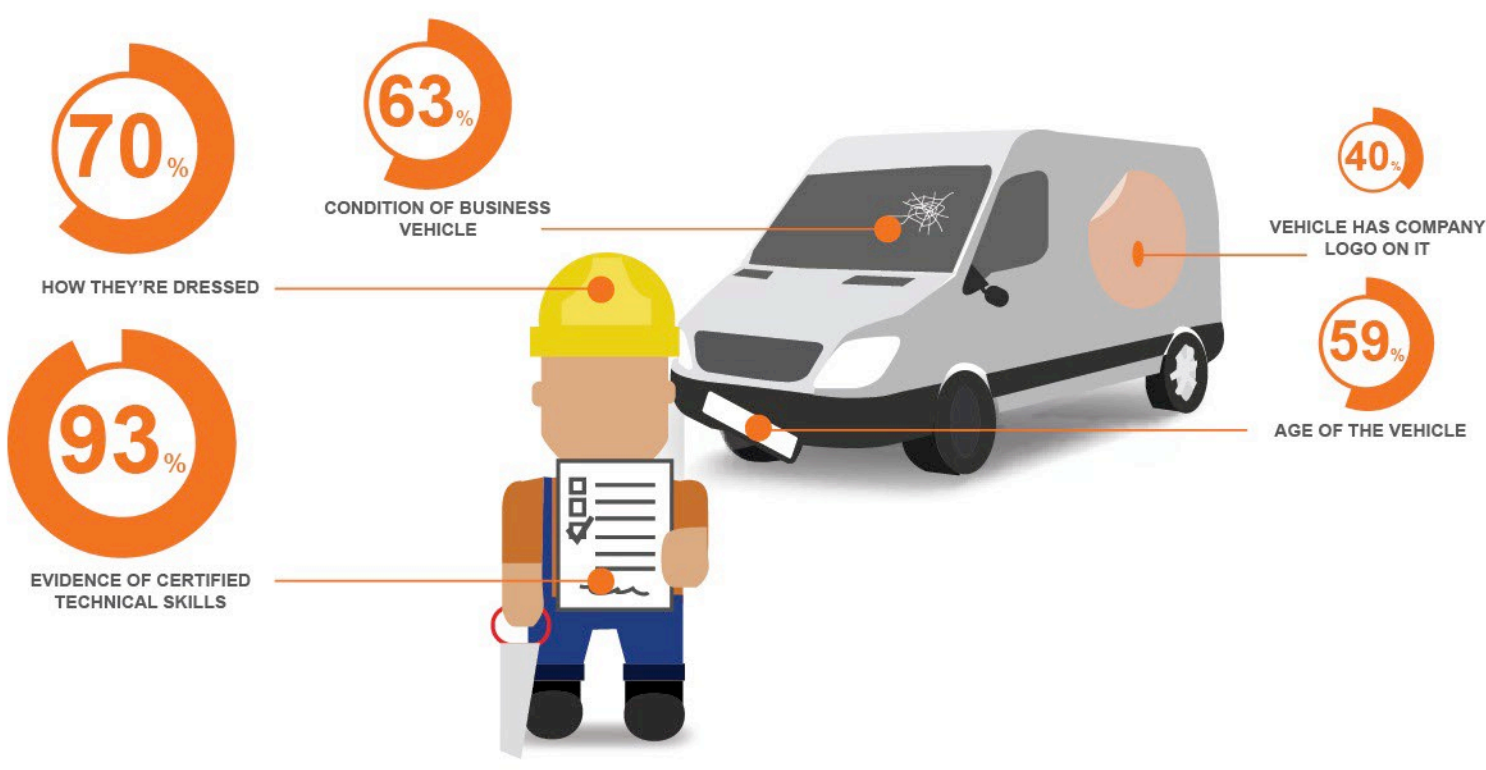


Table 1

Q.1 If a tradesperson you were considering to do work on your property (painting, decorating, building, plumbing, electrics, etc) arrived in a vehicle that had clearly seen better days, would that influence your decision to use them?

Base: All respondents

		Gender		Age						Social Grade				Region												Employment Sector	
																	York-shire & Humb-erside	West Mid-lands	East Mid-lands								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West				Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
NET: Yes	1242	604	639	158	232	199	220	179	254	359	339	256	288	106	46	132	111	109	86	65	114	177	186	111	180	539	
	62%	61%	62%	66%	68%	59%	61%	60%	58%	67%	61%	58%	60%	58%	57%	60%	61%	60%	61%	64%	57%	67%	66%	61%	65%	63%	
Yes, a great deal	333	171	163	53	73	53	57	42	57	107	85	66	75	32	21	32	21	28	17	15	42	49	49	28	58	148	
	17%	17%	16%	22%	21%	16%	16%	14%	13%	20%	15%	15%	16%	17%	26%	14%	11%	16%	12%	15%	21%	19%	17%	15%	21%	17%	
Yes, a little	909	433	476	106	159	147	163	137	197	252	253	191	213	74	25	100	90	81	69	50	72	128	137	84	122	390	
	45%	44%	46%	44%	47%	43%	45%	46%	45%	47%	45%	43%	45%	41%	31%	45%	50%	45%	49%	49%	36%	49%	49%	46%	44%	46%	
No, not at all	772	383	388	81	107	140	139	120	185	180	220	183	190	76	35	90	71	72	54	36	87	85	96	70	95	314	
	38%	39%	38%	34%	32%	41%	39%	40%	42%	33%	39%	42%	40%	42%	43%	40%	39%	40%	39%	36%	43%	33%	34%	39%	35%	37%	



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Absolutes/col percents

Table 2

Q.2 Why would the condition of their vehicle influence your decision to use them?**Base: All respondents who would be influenced by the condition of the vehicle**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate			
Unweighted base	1228	569	659	132	201	218	232	199	246	391	347	193	297	92	52	142	103	110	89	56	104	161	198	121	174	508			
Weighted base	1242	604	639	158	232	199	220	179	254	359	339	256	288	106	46	132	111	109	86	65	114	177	186	111	180	539			
It would make me worry about how good they were if they couldn't afford to drive a decent work vehicle	638 51%	317 52%	321 50%	64 41%	85 36%	97 49%	125 57%	100 56%	167 66%	185 52%	142 42%	152 59%	159 55%	56 53%	27 59%	64 48%	59 54%	49 45%	44 51%	29 44%	64 56%	80 45%	101 55%	65 59%	91 50%	254 47%			
I would worry about the quality of the work	631 51%	329 55%	302 47%	77 48%	105 45%	94 47%	124 56%	91 51%	140 55%	169 47%	168 50%	143 56%	151 52%	47 45%	28 62%	59 45%	70 63%	52 48%	45 52%	26 40%	70 61%	89 50%	91 49%	55 50%	81 45%	278 52%			
It would make me question their professionalism	564 45%	286 47%	277 43%	61 39%	91 39%	87 44%	102 47%	91 51%	131 51%	170 47%	148 44%	113 44%	133 46%	41 38%	23 52%	54 41%	51 46%	50 46%	47 54%	28 43%	58 50%	84 48%	77 41%	51 45%	74 41%	232 43%			
I would be concerned about their reliability	483 39%	262 43%	222 35%	51 32%	87 37%	81 40%	84 38%	73 41%	108 43%	158 44%	129 38%	72 28%	125 43%	45 43%	23 50%	48 36%	40 36%	45 41%	29 33%	31 49%	44 39%	69 39%	63 34%	45 41%	71 39%	197 37%			
I would question how much custom they get	432 35%	211 35%	222 35%	37 24%	65 28%	70 35%	84 38%	71 40%	104 41%	119 33%	107 32%	101 40%	104 36%	52 50%	16 35%	42 32%	32 29%	38 35%	28 33%	17 27%	50 44%	61 34%	53 29%	42 38%	58 32%	174 32%			
Other	24 2%	14 2%	10 2%	1 *	3 1%	3 2%	8 4%	5 3%	4 1%	5 1%	7 2%	2 1%	11 4%	3 3%	- -	1 1%	4 4%	2 2%	1 1%	3 4%	4 3%	2 1%	3 2%	2 2%	2 1%	13 2%			
Don't know	50 4%	25 4%	25 4%	18 11%	11 5%	6 3%	7 3%	2 1%	6 2%	10 3%	20 6%	7 3%	12 4%	2 2%	- -	7 6%	2 2%	5 4%	4 5%	3 4%	8 7%	9 5%	7 4%	2 2%	5 3%	29 5%			

Table 3

Q.3 How important, if at all, are each of the following on your confidence in the handy person doing work on your property?

Summary

Base: All respondents

		Aspects				
		Evidence of certified technical skills	How they're dressed when they visit your property	The condition of their business vehicle	The age of their business vehicle	If their vehicle has a proper company logo on it
Unweighted base		2014	2014	2014	2014	2014
Weighted base		2014	2014	2014	2014	2014
NET: Important		1877 93%	1410 70%	1272 63%	804 40%	1190 59%
Very important	(4)	1210 60%	405 20%	307 15%	174 9%	387 19%
Fairly important	(3)	667 33%	1005 50%	966 48%	631 31%	803 40%
Not very important	(2)	102 5%	512 25%	577 29%	945 47%	621 31%
Not at all important	(1)	35 2%	92 5%	164 8%	264 13%	203 10%
NET: Not important		137 7%	604 30%	742 37%	1210 60%	824 41%
Mean		3.52	2.86	2.70	2.35	2.68
Standard deviation		0.68	0.79	0.82	0.81	0.90
Standard error		0.02	0.02	0.02	0.02	0.02



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Absolutes/col percents

Table 4

Q.3 How important, if at all, are each of the following on your confidence in the handy person doing work on your property?

Evidence of certified technical skills

Base: All respondents

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base		2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
NET: Important		1877	916	961	219	320	322	335	278	404	505	514	404	453	170	73	208	168	169	128	97	188	242	262	172	266	791	
		93%	93%	94%	91%	94%	95%	93%	93%	92%	94%	92%	92%	95%	94%	91%	94%	93%	93%	91%	96%	93%	92%	93%	95%	97%	93%	
Very important	(4)	1210	558	652	137	224	209	213	173	254	298	323	270	319	104	55	138	104	112	78	66	123	150	166	114	173	493	
		60%	56%	63%	57%	66%	62%	59%	58%	58%	55%	58%	62%	67%	57%	68%	62%	58%	62%	55%	65%	61%	57%	59%	63%	63%	58%	
Fairly important	(3)	667	358	309	82	95	113	122	104	151	208	192	134	134	66	19	70	64	57	50	31	65	92	96	59	93	298	
		33%	36%	30%	34%	28%	33%	34%	35%	34%	39%	34%	30%	28%	36%	23%	32%	35%	31%	35%	31%	32%	35%	34%	32%	34%	35%	
Not very important	(2)	102	47	55	11	13	14	20	16	27	27	26	29	20	12	4	8	12	11	7	3	9	13	14	8	6	43	
		5%	5%	5%	5%	4%	4%	6%	5%	6%	5%	5%	7%	4%	6%	5%	4%	7%	6%	5%	3%	5%	5%	5%	4%	2%	5%	
Not at all important	(1)	35	24	11	9	7	3	4	5	7	6	18	6	5	-	3	5	1	1	6	1	4	7	6	1	3	18	
		2%	2%	1%	4%	2%	1%	1%	2%	2%	1%	3%	1%	1%	-	4%	2%	1%	1%	4%	1%	2%	3%	2%	1%	1%	2%	
NET: Not important		137	71	66	21	19	18	24	21	34	33	44	35	25	12	7	14	13	12	13	4	13	20	20	9	9	61	
		7%	7%	6%	9%	6%	5%	7%	7%	8%	6%	8%	8%	5%	6%	9%	6%	7%	7%	9%	4%	7%	8%	7%	5%	3%	7%	
Mean		3.52	3.47	3.56	3.45	3.59	3.55	3.51	3.49	3.48	3.47	3.52	3.60	3.51	3.55	3.54	3.50	3.55	3.42	3.61	3.52	3.47	3.50	3.57	3.59	3.48		
Standard deviation		0.68	0.70	0.65	0.76	0.66	0.62	0.65	0.68	0.69	0.65	0.73	0.68	0.63	0.62	0.77	0.69	0.65	0.64	0.77	0.59	0.68	0.71	0.69	0.61	0.59	0.69	
Standard error		0.02	0.02	0.02	0.05	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.02	



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Absolutes/col percents

Table 5

Q.3 How important, if at all, are each of the following on your confidence in the handy person doing work on your property?

How they're dressed when they visit your property

Base: All respondents

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base		2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
NET: Important		1410	709	702	178	240	224	233	215	320	394	372	325	318	121	59	133	124	138	107	69	150	185	197	127	194	598	
		70%	72%	68%	74%	71%	66%	65%	72%	73%	73%	67%	74%	67%	67%	73%	60%	68%	76%	76%	68%	75%	71%	70%	70%	70%	70%	
Very important	(4)	405	194	210	53	74	65	80	60	74	97	102	101	105	32	22	36	35	45	25	20	45	56	51	38	67	180	
		20%	20%	20%	22%	22%	19%	22%	20%	17%	18%	18%	23%	22%	18%	27%	16%	19%	25%	18%	20%	23%	21%	18%	21%	24%	21%	
Fairly important	(3)	1005	514	491	126	166	159	154	155	247	297	270	224	214	89	37	98	89	93	82	49	105	129	146	89	127	418	
		50%	52%	48%	52%	49%	47%	43%	52%	56%	55%	48%	51%	45%	49%	46%	44%	49%	51%	58%	49%	52%	49%	52%	49%	46%	49%	
Not very important	(2)	512	242	269	46	80	99	109	71	107	128	162	86	135	52	19	76	48	37	27	28	46	65	68	46	69	216	
		25%	25%	26%	19%	24%	29%	30%	24%	24%	24%	29%	20%	28%	28%	24%	34%	27%	20%	19%	28%	23%	25%	24%	25%	25%	25%	
Not at all important	(1)	92	36	56	15	19	17	16	14	11	16	24	28	25	9	2	13	9	6	7	4	5	12	17	9	13	39	
		5%	4%	5%	6%	6%	5%	5%	5%	3%	3%	4%	6%	5%	5%	3%	6%	5%	3%	5%	4%	2%	4%	6%	5%	5%	5%	
NET: Not important		604	278	325	61	99	115	126	84	118	144	186	114	160	60	22	88	57	43	34	32	51	77	85	54	82	254	
		30%	28%	32%	26%	29%	34%	35%	28%	27%	27%	33%	26%	33%	33%	27%	40%	32%	24%	24%	32%	25%	29%	30%	30%	30%	30%	
Mean		2.86	2.88	2.83	2.90	2.87	2.80	2.83	2.87	2.87	2.88	2.81	2.91	2.83	2.79	2.97	2.71	2.83	2.98	2.89	2.84	2.95	2.88	2.82	2.86	2.90	2.87	
Standard deviation		0.79	0.76	0.81	0.81	0.82	0.80	0.83	0.78	0.71	0.72	0.78	0.82	0.83	0.78	0.80	0.80	0.80	0.77	0.74	0.78	0.74	0.79	0.79	0.80	0.82	0.79	
Standard error		0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.06	0.06	0.08	0.06	0.05	0.05	0.06	0.05	0.03		



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Absolutes/col percents

Table 6

Q.3 How important, if at all, are each of the following on your confidence in the handy person doing work on your property?

The condition of their business vehicle

Base: All respondents

		Gender			Age						Social Grade				Region													Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate		
Unweighted base		2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819		
Weighted base		2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852		
NET: Important		1272	628	644	150	228	209	225	182	278	353	350	269	300	105	47	136	108	124	86	65	124	180	188	110	184	537		
		63%	64%	63%	63%	67%	62%	63%	61%	63%	66%	63%	61%	63%	58%	59%	61%	59%	68%	61%	65%	62%	69%	67%	61%	67%	63%		
Very important	(4)	307	151	156	36	59	50	62	43	58	72	72	69	95	19	20	25	26	38	16	20	37	40	38	27	50	129		
		15%	15%	15%	15%	17%	15%	17%	14%	13%	13%	13%	16%	20%	10%	25%	11%	14%	21%	12%	20%	19%	15%	14%	15%	18%	15%		
Fairly important	(3)	966	478	488	114	169	159	162	140	220	282	279	200	205	86	27	111	82	86	70	45	87	140	149	82	133	408		
		48%	48%	48%	48%	50%	47%	45%	47%	50%	52%	50%	46%	43%	48%	34%	50%	45%	48%	50%	45%	43%	53%	53%	45%	48%	48%		
Not very important	(2)	577	274	304	66	78	105	112	88	129	146	166	125	140	66	26	71	54	49	42	32	56	60	71	52	71	239		
		29%	28%	30%	28%	23%	31%	31%	29%	29%	27%	30%	28%	29%	36%	32%	32%	30%	27%	29%	32%	28%	23%	25%	29%	26%	28%		
Not at all important	(1)	164	85	79	24	33	24	23	29	31	39	42	45	38	11	8	15	20	9	13	3	21	22	24	19	20	76		
		8%	9%	8%	10%	10%	7%	6%	10%	7%	7%	8%	10%	8%	6%	10%	7%	11%	5%	9%	3%	10%	8%	8%	10%	7%	9%		
NET: Not important		742	359	383	89	111	130	134	117	160	185	208	170	179	76	33	86	74	57	55	36	77	82	94	71	92	315		
		37%	36%	37%	37%	33%	38%	37%	39%	37%	34%	37%	39%	37%	42%	41%	39%	41%	32%	39%	35%	38%	31%	33%	39%	33%	37%		
Mean		2.70	2.70	2.70	2.68	2.75	2.69	2.74	2.66	2.69	2.72	2.68	2.67	2.74	2.62	2.74	2.66	2.62	2.84	2.63	2.81	2.70	2.76	2.72	2.65	2.77	2.69		
Standard deviation		0.82	0.83	0.82	0.85	0.86	0.81	0.82	0.84	0.79	0.78	0.79	0.86	0.87	0.75	0.95	0.77	0.86	0.80	0.81	0.79	0.89	0.81	0.80	0.86	0.83	0.83		
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.06	0.10	0.05	0.07	0.06	0.07	0.08	0.07	0.05	0.05	0.06	0.05	0.03		

Table 7

Q.3 How important, if at all, are each of the following on your confidence in the handy person doing work on your property?

The age of their business vehicle

Base: All respondents

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base		2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
NET: Important		804 40%	402 41%	402 39%	101 42%	145 43%	143 42%	149 41%	113 38%	153 35%	208 39%	227 41%	164 37%	206 43%	61 34%	31 39%	80 36%	76 42%	74 41%	58 41%	47 46%	68 34%	131 50%	110 39%	68 38%	136 49%	354 41%	
Very important	(4)	174 9%	89 9%	85 8%	21 9%	40 12%	37 11%	33 9%	18 6%	25 6%	44 8%	39 7%	51 12%	40 8%	6 4%	12 15%	11 5%	16 9%	18 10%	8 6%	14 14%	21 11%	34 13%	18 6%	16 9%	34 12%	87 10%	
Fairly important	(3)	631 31%	313 32%	317 31%	79 33%	105 31%	107 31%	116 32%	94 32%	129 29%	164 30%	188 34%	113 26%	166 35%	55 30%	19 24%	69 31%	60 33%	56 31%	50 35%	33 32%	46 23%	98 37%	93 33%	52 29%	101 37%	266 31%	
Not very important	(2)	945 47%	456 46%	489 48%	106 44%	147 43%	152 45%	165 46%	141 47%	234 53%	269 50%	260 46%	205 47%	211 44%	104 57%	38 47%	115 52%	78 43%	83 46%	63 45%	52 51%	104 51%	97 37%	130 46%	81 45%	106 39%	383 45%	
Not at all important	(1)	264 13%	129 13%	136 13%	33 14%	47 14%	43 13%	45 12%	45 15%	51 12%	62 11%	72 13%	70 16%	61 13%	16 9%	11 14%	27 12%	28 15%	24 13%	20 14%	2 2%	30 15%	33 13%	41 15%	32 18%	34 12%	116 14%	
NET: Not important		1210 60%	585 59%	625 61%	139 58%	194 57%	196 58%	210 59%	186 62%	285 65%	331 61%	332 59%	275 63%	272 57%	120 66%	49 61%	141 64%	106 58%	107 59%	83 59%	54 54%	134 66%	130 50%	172 61%	113 62%	140 51%	499 59%	
Mean		2.35	2.37	2.34	2.37	2.41	2.40	2.38	2.29	2.29	2.35	2.35	2.33	2.39	2.29	2.40	2.29	2.35	2.38	2.32	2.58	2.29	2.50	2.31	2.29	2.50	2.38	
Standard deviation		0.81	0.82	0.81	0.83	0.87	0.85	0.82	0.79	0.74	0.79	0.79	0.88	0.81	0.67	0.91	0.74	0.84	0.84	0.79	0.76	0.85	0.87	0.80	0.86	0.86	0.84	
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.10	0.05	0.06	0.06	0.06	0.08	0.06	0.06	0.05	0.06	0.05	0.03	

Table 8

Q.3 How important, if at all, are each of the following on your confidence in the handy person doing work on your property?

If their vehicle has a proper company logo on it

Base: All respondents

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base		2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base		2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
NET: Important		1190	566	624	178	238	215	198	155	207	306	333	246	305	98	54	136	114	118	83	62	106	182	144	93	189	501	
		59%	57%	61%	74%	70%	63%	55%	52%	47%	57%	60%	56%	64%	54%	67%	62%	63%	65%	59%	61%	53%	69%	51%	51%	69%	59%	
Very important	(4)	387	174	213	58	76	76	75	48	54	80	105	100	101	33	22	39	33	43	22	21	33	64	50	26	76	159	
		19%	18%	21%	24%	23%	23%	21%	16%	12%	15%	19%	23%	21%	18%	28%	18%	18%	24%	16%	21%	16%	25%	18%	14%	28%	19%	
Fairly important	(3)	803	392	411	120	161	139	124	107	153	226	228	146	204	66	32	97	81	74	61	41	73	117	94	67	113	342	
		40%	40%	40%	50%	48%	41%	34%	36%	35%	42%	41%	33%	43%	36%	39%	44%	45%	41%	44%	40%	36%	45%	33%	37%	41%	40%	
Not very important	(2)	621	306	315	36	70	100	124	110	181	181	164	132	143	64	20	68	52	46	39	34	71	59	96	71	71	258	
		31%	31%	31%	15%	21%	29%	35%	37%	41%	34%	29%	30%	30%	35%	25%	31%	29%	26%	28%	33%	35%	23%	34%	39%	26%	30%	
Not at all important	(1)	203	115	87	26	31	24	37	34	51	51	61	60	30	19	6	18	15	17	19	5	25	21	41	17	16	93	
		10%	12%	9%	11%	9%	7%	10%	11%	12%	10%	11%	14%	6%	10%	8%	8%	8%	9%	13%	5%	12%	8%	15%	9%	6%	11%	
NET: Not important		824	421	403	61	102	124	161	144	232	233	225	192	173	83	27	85	67	64	58	39	96	80	138	88	87	351	
		41%	43%	39%	26%	30%	37%	45%	48%	53%	43%	40%	44%	36%	46%	33%	38%	37%	35%	41%	39%	47%	31%	49%	49%	31%	41%	
Mean		2.68	2.63	2.73	2.88	2.83	2.79	2.66	2.56	2.48	2.62	2.68	2.65	2.79	2.62	2.87	2.71	2.73	2.79	2.61	2.77	2.57	2.86	2.54	2.56	2.90	2.66	
Standard deviation		0.90	0.91	0.88	0.90	0.88	0.87	0.92	0.89	0.85	0.85	0.90	0.98	0.85	0.90	0.91	0.85	0.85	0.91	0.90	0.84	0.91	0.88	0.95	0.85	0.87	0.90	
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.10	0.06	0.06	0.07	0.07	0.09	0.07	0.06	0.05	0.06	0.05	0.03	



Vanarama Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 9
Gender
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
Male	987 49%	987 100%	- -	110 46%	146 43%	164 48%	162 45%	155 52%	250 57%	294 55%	282 51%	224 51%	187 39%	86 48%	44 55%	106 48%	88 48%	87 48%	70 50%	46 46%	106 53%	137 52%	129 46%	88 49%	121 44%	489 57%	
Female	1027 51%	- -	1027 100%	130 54%	193 57%	175 52%	197 55%	144 48%	188 43%	244 45%	276 49%	215 49%	292 61%	95 52%	36 45%	116 52%	93 52%	94 52%	71 50%	55 54%	95 47%	125 48%	153 54%	93 51%	155 56%	363 43%	



Vanarama Survey

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Absolutes/col percents

Table 10

Age**Base: All respondents**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
18-24	239 12%	110 11%	130 13%	239 100%	-	-	-	-	-	53 10%	88 16%	50 11%	49 10%	17 9%	8 10%	19 9%	13 7%	26 15%	24 17%	9 9%	28 14%	44 17%	34 12%	17 9%	25 9%	107 13%	
25-34	339 17%	146 15%	193 19%	-	339 100%	-	-	-	-	102 19%	103 18%	76 17%	58 12%	36 20%	12 15%	42 19%	21 12%	34 19%	14 10%	22 21%	32 16%	60 23%	39 14%	28 15%	76 28%	189 22%	
35-44	339 17%	164 17%	175 17%	-	-	339 100%	-	-	-	72 13%	93 17%	82 19%	91 19%	32 18%	9 11%	40 18%	46 26%	23 13%	22 15%	19 19%	26 13%	62 24%	31 11%	30 16%	60 22%	193 23%	
45-54	359 18%	162 16%	197 19%	-	-	-	359 100%	-	-	70 13%	98 18%	73 17%	117 24%	29 16%	16 20%	40 18%	35 19%	31 17%	30 21%	14 14%	44 22%	41 16%	45 16%	34 19%	71 26%	192 22%	
55-64	299 15%	155 16%	144 14%	-	-	-	-	299 100%	-	96 18%	63 11%	65 15%	75 16%	25 14%	12 15%	38 17%	32 18%	22 12%	17 12%	10 10%	27 13%	22 9%	62 22%	32 17%	37 13%	119 14%	
65+	439 22%	250 25%	188 18%	-	-	-	-	-	439 100%	145 27%	113 20%	92 21%	88 18%	44 24%	24 30%	41 19%	34 19%	45 25%	34 24%	28 27%	45 22%	31 12%	71 25%	42 23%	6 2%	52 6%	
Average age	46.96	48.44	45.54	21.43	29.85	39.61	49.79	59.22	69.14	48.98	44.85	46.49	47.59	47.12	49.99	46.86	48.02	46.21	46.93	47.29	46.97	41.21	49.75	49.10	41.16	41.81	



Vanarama Survey

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Absolutes/col percents

Table 11
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
AB	538 27%	294 30%	244 24%	53 22%	102 30%	72 21%	70 20%	96 32%	145 33%	538 100%	- -	- -	- -	45 25%	15 18%	61 27%	42 23%	54 30%	29 20%	21 21%	56 28%	87 33%	78 28%	52 29%	99 36%	226 27%	
C1	558 28%	282 29%	276 27%	88 37%	103 30%	93 28%	98 27%	63 21%	113 26%	- -	558 100%	- -	- -	55 31%	27 34%	63 28%	44 24%	47 26%	30 21%	33 32%	50 25%	97 37%	71 25%	41 23%	96 35%	260 30%	
C2	439 22%	224 23%	215 21%	50 21%	76 22%	82 24%	73 20%	65 22%	92 21%	- -	- -	439 100%	- -	41 23%	14 17%	41 18%	43 24%	40 22%	43 30%	25 25%	49 24%	31 12%	66 23%	46 26%	45 16%	237 28%	
DE	478 24%	187 19%	292 28%	49 20%	58 17%	91 27%	117 33%	75 25%	88 20%	- -	- -	- -	478 100%	40 22%	24 30%	58 26%	52 29%	41 22%	40 28%	22 22%	47 23%	47 18%	66 24%	42 23%	36 13%	129 15%	



Vanarama Survey

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Absolutes/col percents

Table 12
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private		
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819		
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852		
Scotland	181 9%	86 9%	95 9%	17 7%	36 10%	32 9%	29 8%	25 8%	44 10%	45 8%	55 10%	41 9%	40 8%	181 100%	-	-	-	-	-	-	-	-	-	-	26 9%	79 9%		
North East	81 4%	44 4%	36 4%	8 3%	12 4%	9 3%	16 4%	12 4%	24 5%	15 3%	27 5%	14 3%	24 5%	-	81 100%	-	-	-	-	-	-	-	-	-	10 4%	21 2%		
North West	222 11%	106 11%	116 11%	19 8%	42 13%	40 12%	40 11%	38 13%	41 9%	61 11%	63 11%	41 9%	58 12%	-	-	222 100%	-	-	-	-	-	-	-	-	33 12%	96 11%		
Yorkshire & Humberside	181 9%	88 9%	93 9%	13 5%	21 6%	46 14%	35 10%	32 11%	34 8%	42 8%	44 8%	43 10%	52 11%	-	-	-	181 100%	-	-	-	-	-	-	-	31 11%	72 8%		
West Midlands	181 9%	87 9%	94 9%	26 11%	34 10%	23 7%	31 9%	22 7%	45 10%	54 10%	47 8%	40 9%	41 8%	-	-	-	-	181 100%	-	-	-	-	-	-	20 7%	75 9%		
East Midlands	141 7%	70 7%	71 7%	24 10%	14 4%	22 6%	30 8%	17 6%	34 8%	29 5%	30 5%	43 10%	40 8%	-	-	-	-	-	141 100%	-	-	-	-	-	14 5%	62 7%		
Wales	101 5%	46 5%	55 5%	9 4%	22 6%	19 6%	14 4%	10 3%	28 6%	21 4%	33 6%	25 6%	22 5%	-	-	-	-	-	-	101 100%	-	-	-	-	24 9%	31 4%		
Eastern	201 10%	106 11%	95 9%	28 12%	32 9%	26 8%	44 12%	27 9%	45 10%	56 10%	50 9%	49 11%	47 10%	-	-	-	-	-	-	-	201 100%	-	-	-	28 10%	87 10%		
London	262 13%	137 14%	125 12%	44 19%	60 18%	62 18%	41 11%	22 7%	31 7%	87 16%	97 17%	31 7%	47 10%	-	-	-	-	-	-	-	-	262 100%	-	-	35 13%	141 17%		
South East	282 14%	129 13%	153 15%	34 14%	39 11%	31 9%	45 13%	62 21%	71 16%	78 15%	71 13%	66 15%	66 14%	-	-	-	-	-	-	-	-	-	282 100%	-	27 10%	116 14%		
South West	181 9%	88 9%	93 9%	17 7%	28 8%	30 9%	34 9%	32 11%	42 10%	52 10%	41 7%	46 11%	42 9%	-	-	-	-	-	-	-	-	-	-	181 100%	27 10%	74 9%		



Vanarama Survey

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Absolutes/col percents

Table 13

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819		
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852		
Yes	1229 61%	630 64%	599 58%	140 58%	229 67%	187 55%	173 48%	195 65%	305 69%	425 79%	357 64%	259 59%	187 39%	118 65%	47 58%	138 62%	104 57%	104 57%	77 55%	53 53%	118 59%	170 65%	198 70%	101 56%	174 63%	546 64%		
No	785 39%	357 36%	428 42%	100 42%	110 33%	152 45%	186 52%	104 35%	134 31%	113 21%	201 36%	180 41%	292 61%	63 35%	34 42%	83 38%	77 43%	77 43%	64 45%	48 47%	83 41%	92 35%	84 30%	80 44%	101 37%	307 36%		



Vanarama Survey

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Absolutes/col percents

Table 14
Tenure
Base: All respondents

		Gender		Age						Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate			
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819			
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852			
NET: Homeowners	1309	662	647	109	176	197	235	225	366	434	381	303	191	118	45	149	135	124	83	71	138	129	196	122	181	562			
	65%	67%	63%	46%	52%	58%	66%	75%	84%	81%	68%	69%	40%	65%	56%	67%	74%	68%	59%	71%	69%	49%	69%	67%	66%	66%			
Owned outright - without mortgage	664	374	290	46	53	38	77	141	310	225	181	157	102	58	22	77	63	56	42	34	69	64	108	71	43	210			
	33%	38%	28%	19%	16%	11%	21%	47%	71%	42%	32%	36%	21%	32%	28%	35%	35%	31%	30%	34%	34%	24%	38%	39%	15%	25%			
Owned with a mortgage or loan	645	288	357	63	123	159	158	85	56	209	200	147	89	60	23	72	71	67	40	37	69	66	88	51	138	352			
	32%	29%	35%	26%	36%	47%	44%	28%	13%	39%	36%	33%	19%	33%	28%	32%	39%	37%	29%	37%	34%	25%	31%	28%	50%	41%			
NET: Renters	683	315	368	120	158	141	123	72	70	98	170	130	286	63	36	73	45	55	55	30	61	130	81	57	93	281			
	34%	32%	36%	50%	47%	41%	34%	24%	16%	18%	30%	30%	60%	34%	44%	33%	25%	30%	39%	29%	30%	50%	29%	31%	34%	33%			
Rented from the council	282	128	154	40	42	66	67	35	33	23	49	54	156	28	22	21	23	26	33	11	26	55	26	11	40	90			
	14%	13%	15%	17%	12%	19%	19%	12%	8%	4%	9%	12%	33%	15%	27%	9%	13%	14%	23%	11%	13%	21%	9%	6%	15%	11%			
Rented from a housing association	134	62	72	24	27	24	23	19	16	15	43	21	56	14	7	17	5	11	5	6	14	25	18	12	10	57			
	7%	6%	7%	10%	8%	7%	6%	6%	4%	3%	8%	5%	12%	8%	9%	8%	3%	6%	3%	6%	7%	10%	6%	7%	4%	7%			
Rented from someone else	267	125	142	56	89	50	33	18	21	59	79	55	74	20	7	35	17	18	17	12	21	49	36	35	42	134			
	13%	13%	14%	23%	26%	15%	9%	6%	5%	11%	14%	12%	16%	11%	9%	16%	9%	10%	12%	10%	19%	13%	19%	15%	16%				
Rent free	22	9	12	10	5	2	1	2	2	7	7	5	2	1	-	*	1	3	3	-	2	3	5	2	2	10			
	1%	1%	1%	4%	1%	1%	*	1%	*	1%	1%	1%	*	1%	-	*	1%	2%	2%	-	1%	1%	2%	1%	1%	1%			



Vanarama Survey

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Absolutes/col percents

Table 15

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
No formal education	14 1%	5 1%	8 1%	1 *	2 1%	- -	4 1%	5 2%	2 1%	- -	1 *	3 1%	9 2%	3 2%	1 1%	1 *	1 1%	- -	1 1%	2 2%	* *	- -	3 1%	1 *	1 *	3 *	
Primary	12 1%	8 1%	4 *	3 1%	1 *	* *	- -	3 1%	5 1%	1 *	2 *	2 *	7 1%	- -	2 2%	3 1%	1 *	2 1%	2 1%	- -	* *	2 1%	- -	- -	- -	1 *	
Secondary school, high school, NVQ levels 1 to 3, etc.	1041 52%	477 48%	565 55%	83 35%	143 42%	196 58%	209 58%	158 53%	252 57%	155 29%	265 48%	292 67%	329 69%	86 47%	51 63%	91 41%	102 56%	96 53%	79 56%	53 53%	128 64%	98 38%	160 57%	96 53%	117 43%	434 51%	
University degree or equivalent professional qualification, NVQ level 4, etc.	645 32%	345 35%	300 29%	75 31%	116 34%	101 30%	107 30%	104 35%	141 32%	256 48%	202 36%	100 23%	87 18%	66 37%	17 21%	91 41%	53 29%	65 36%	43 30%	26 25%	53 26%	92 35%	86 31%	53 29%	107 39%	288 34%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	217 11%	108 11%	110 11%	22 9%	69 20%	36 11%	33 9%	25 8%	33 8%	111 21%	49 9%	31 7%	26 5%	18 10%	8 10%	24 11%	21 11%	10 6%	8 6%	15 15%	11 6%	52 20%	23 8%	26 15%	45 16%	102 12%	
Still in full time education	54 3%	29 3%	24 2%	48 20%	3 1%	1 *	2 1%	- -	- -	11 2%	28 5%	5 1%	9 2%	5 3%	1 2%	5 2%	3 1%	6 3%	6 4%	2 2%	6 3%	9 3%	7 2%	4 2%	3 1%	9 1%	
Don't know	11 1%	4 *	7 1%	5 2%	1 *	1 *	2 1%	1 *	2 *	1 *	5 1%	1 *	4 1%	- -	- -	3 1%	1 *	2 1%	- -	1 1%	- -	4 2%	1 *	- -	1 *	4 *	
Prefer not to answer	20 1%	11 1%	9 1%	2 1%	5 1%	4 1%	2 1%	4 1%	4 1%	4 1%	6 1%	4 1%	7 1%	2 1%	* *	4 2%	- -	1 1%	3 2%	2 2%	2 1%	4 2%	2 1%	- -	2 1%	10 1%	

Table 16

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819		
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852		
Yes - responsible for half or more of the items bought	1808 90%	836 85%	973 95%	160 67%	321 95%	310 91%	346 96%	280 94%	391 89%	478 89%	504 90%	379 86%	447 93%	159 88%	71 88%	200 90%	171 95%	161 89%	121 86%	92 91%	185 92%	242 93%	246 87%	161 89%	267 97%	763 89%		
No - not responsible for most of the items bought	206 10%	151 15%	54 5%	80 33%	18 5%	29 9%	13 4%	19 6%	47 11%	60 11%	54 10%	60 14%	31 7%	22 12%	10 12%	22 10%	10 5%	20 11%	20 14%	9 9%	17 8%	19 7%	36 13%	20 11%	8 3%	90 11%		



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Table 17
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819		
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852		
No cars in the household	423 21%	201 20%	222 22%	93 39%	89 26%	72 21%	82 23%	40 13%	47 11%	65 12%	124 22%	61 14%	174 36%	40 22%	19 24%	44 20%	38 21%	33 18%	21 15%	10 10%	28 14%	110 42%	47 17%	32 18%	49 18%	156 18%		
NET: Any	1591 79%	786 80%	805 78%	146 61%	250 74%	267 79%	277 77%	259 87%	392 89%	474 88%	435 78%	378 86%	305 64%	141 78%	62 76%	178 80%	143 79%	149 82%	120 85%	91 90%	173 86%	152 58%	235 83%	149 82%	226 82%	697 82%		
1	846 42%	418 42%	427 42%	49 20%	118 35%	166 49%	146 41%	134 45%	234 53%	211 39%	242 43%	189 43%	204 43%	83 46%	41 50%	107 48%	78 43%	70 39%	65 46%	48 48%	79 39%	100 38%	101 36%	72 40%	112 41%	347 41%		
2	564 28%	269 27%	295 29%	39 16%	107 32%	87 26%	102 28%	100 33%	128 29%	212 39%	142 25%	132 30%	79 16%	48 27%	14 17%	60 27%	57 32%	62 34%	34 24%	37 37%	60 30%	42 16%	86 31%	62 34%	102 37%	235 28%		
3+	181 9%	99 10%	83 8%	58 24%	25 7%	14 4%	30 8%	25 8%	29 7%	50 9%	51 9%	58 13%	22 5%	9 5%	7 9%	10 5%	8 4%	17 9%	21 15%	5 5%	34 17%	9 3%	47 17%	15 8%	12 4%	115 14%		



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Table 18

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
White	1806 90%	862 87%	944 92%	175 73%	272 80%	304 90%	337 94%	288 96%	429 98%	471 87%	478 86%	421 96%	436 91%	175 97%	77 95%	201 91%	171 94%	166 91%	134 95%	97 96%	188 93%	165 63%	262 93%	171 94%	242 88%	746 87%	
NET: Non-white	184 9%	109 11%	75 7%	54 23%	63 18%	32 10%	20 6%	7 2%	7 2%	57 11%	72 13%	17 4%	37 8%	6 3%	4 5%	17 7%	9 5%	16 9%	6 5%	4 4%	11 5%	89 34%	15 5%	7 4%	32 11%	97 11%	
Mixed	27 1%	17 2%	10 1%	9 4%	5 2%	5 1%	6 2%	1 *	- -	4 1%	10 2%	5 1%	8 2%	1 *	- -	2 1%	- -	2 1%	1 *	1 1%	1 *	17 7%	2 1%	1 *	3 1%	17 2%	
Asian	97 5%	62 6%	36 3%	31 13%	44 13%	12 3%	5 1%	4 1%	3 1%	42 8%	32 6%	10 2%	13 3%	2 1%	2 3%	10 4%	6 3%	7 4%	3 2%	- -	10 5%	47 18%	9 3%	2 1%	15 5%	51 6%	
Black	33 2%	17 2%	16 2%	9 4%	8 2%	9 3%	5 1%	1 *	- -	5 1%	14 2%	2 *	12 2%	1 *	2 2%	4 2%	2 1%	5 3%	2 2%	2 2%	- -	13 5%	1 *	2 1%	11 4%	12 1%	
Chinese	11 1%	4 *	7 1%	1 *	4 1%	2 1%	3 1%	1 *	- -	4 1%	5 1%	- -	2 *	2 1%	- -	1 *	1 *	1 1%	1 1%	1 1%	- -	3 1%	- -	2 1%	2 1%	6 1%	
Other ethnic group	15 1%	9 1%	7 1%	4 2%	1 *	5 1%	1 *	- -	5 1%	2 *	11 2%	- -	3 1%	- -	- -	- -	1 1%	1 *	- -	- -	- -	9 3%	3 1%	1 *	1 1%	10 1%	
Prefer not to answer	24 1%	16 2%	8 1%	10 4%	4 1%	2 1%	2 *	4 1%	2 *	10 2%	8 1%	1 *	5 1%	- -	- -	3 2%	1 *	- -	1 *	- -	3 2%	8 3%	5 2%	3 2%	2 1%	10 1%	



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Table 19

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate		
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819		
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852		
Christian	1101 55%	516 52%	585 57%	61 25%	143 42%	173 51%	204 57%	198 66%	323 74%	299 55%	296 53%	254 58%	253 53%	96 53%	53 65%	122 55%	102 57%	97 54%	74 52%	60 60%	112 56%	127 48%	158 56%	100 55%	141 51%	422 49%		
NET: Other	162 8%	99 10%	63 6%	42 18%	53 16%	23 7%	21 6%	11 4%	13 3%	57 11%	55 10%	14 3%	36 7%	9 5%	5 6%	17 8%	13 7%	6 3%	6 4%	1 1%	20 10%	56 21%	18 6%	12 6%	28 10%	76 9%		
Muslim	61 3%	48 5%	12 1%	31 13%	17 5%	7 2%	2 *	1 *	2 *	22 4%	28 5%	3 1%	7 1%	1 1%	- -	7 3%	6 4%	5 3%	3 2%	- -	10 5%	26 10%	3 1%	- -	10 4%	36 4%		
Hindu	35 2%	24 2%	11 1%	3 1%	22 7%	5 1%	1 *	2 1%	1 *	18 3%	9 2%	3 1%	4 1%	- -	2 3%	5 2%	1 1%	- -	- -	- -	1 1%	18 7%	5 2%	2 1%	6 2%	16 2%		
Jewish	8 *	3 *	6 1%	- -	2 *	1 *	2 1%	1 *	3 1%	2 *	3 *	- -	3 1%	1 *	1 1%	2 1%	- -	- -	- -	- -	2 1%	2 1%	1 *	1 1%	3 1%	3 *		
Sikh	4 *	2 *	2 *	1 *	3 1%	- -	- -	- -	- -	1 *	2 *	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	3 1%	- -	- -	- -	3 *		
Buddhist	16 1%	9 1%	7 1%	2 1%	2 1%	4 1%	4 1%	- -	4 1%	3 1%	6 1%	2 1%	4 1%	6 3%	- -	- -	2 1%	- -	2 1%	1 1%	3 1%	2 1%	1 *	1 *	4 1%	4 *		
Other	39 2%	14 1%	25 2%	5 2%	7 2%	5 2%	12 3%	7 2%	4 1%	10 2%	7 1%	5 1%	16 3%	1 1%	2 2%	3 1%	4 2%	1 1%	1 1%	1 1%	5 2%	6 2%	8 3%	7 4%	5 2%	15 2%		
None	711 35%	347 35%	363 35%	120 50%	132 39%	142 42%	134 37%	84 28%	99 22%	175 32%	191 34%	164 37%	181 38%	76 42%	23 28%	80 36%	65 36%	75 41%	59 42%	39 39%	62 31%	65 25%	101 36%	66 36%	104 38%	338 40%		
Prefer not to say	40 2%	24 2%	16 2%	17 7%	11 3%	2 *	1 *	5 2%	4 1%	8 1%	16 3%	6 1%	10 2%	1 *	1 1%	3 1%	1 *	3 2%	2 1%	- -	7 3%	14 5%	5 2%	4 2%	2 1%	16 2%		



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Table 20

Which of the following best describes where you live?

Base: All respondents

	Total	Gender		Age						Social Grade				Region												Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
NET: Urban	1576	776	801	204	289	288	276	215	304	403	467	317	390	141	67	201	140	142	91	63	128	259	220	124	230	670	
	78%	79%	78%	85%	85%	85%	77%	72%	69%	75%	84%	72%	81%	78%	84%	91%	77%	78%	65%	63%	63%	99%	78%	68%	84%	79%	
Urban - Population over 10,000	793	443	350	122	151	143	133	101	143	221	266	125	181	81	21	87	79	70	45	27	38	205	86	54	125	354	
	39%	45%	34%	51%	45%	42%	37%	34%	33%	41%	48%	28%	38%	45%	26%	39%	43%	39%	32%	26%	19%	78%	31%	30%	45%	41%	
Town and Fringe	783	332	451	81	138	145	143	114	161	183	200	192	208	60	46	115	61	72	46	37	90	54	134	70	105	316	
	39%	34%	44%	34%	41%	43%	40%	38%	37%	34%	36%	44%	44%	33%	57%	52%	34%	40%	32%	37%	45%	20%	47%	39%	38%	37%	
NET: Rural	438	211	226	36	50	51	83	84	134	135	92	122	89	40	13	20	42	39	50	37	74	3	62	57	45	183	
	22%	21%	22%	15%	15%	15%	23%	28%	31%	25%	16%	28%	19%	22%	16%	9%	23%	22%	35%	37%	37%	1%	22%	32%	16%	21%	
Village	379	187	193	33	43	48	74	70	112	114	73	113	79	28	13	19	40	35	47	27	60	3	59	48	44	156	
	19%	19%	19%	14%	13%	14%	21%	23%	25%	21%	13%	26%	17%	16%	16%	9%	22%	19%	33%	27%	30%	1%	21%	26%	16%	18%	
Hamlet & Isolated Dwelling	58	25	34	3	6	3	9	14	23	21	19	9	10	12	-	1	2	4	3	11	13	-	3	9	2	27	
	3%	3%	3%	1%	2%	1%	3%	5%	5%	4%	3%	2%	2%	7%	-	*	1%	2%	2%	10%	7%	-	1%	5%	1%	3%	



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Table 21

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
NET: Working	1128 56%	610 62%	518 50%	132 55%	265 78%	253 75%	263 73%	156 52%	58 13%	325 60%	356 64%	282 64%	165 34%	104 58%	31 38%	128 58%	102 57%	95 52%	76 54%	55 55%	116 57%	176 67%	143 51%	101 56%	275 100%	852 100%	
Working full time - working 30 hours per week or more	886 44%	537 54%	349 34%	102 43%	229 67%	212 63%	210 58%	114 38%	19 4%	273 51%	291 52%	212 48%	110 23%	83 46%	24 29%	102 46%	81 45%	69 38%	59 42%	39 39%	94 47%	144 55%	115 41%	77 42%	224 81%	662 78%	
Working part time - working between 8 and 29 hours per week	242 12%	72 7%	169 16%	30 13%	37 11%	41 12%	53 15%	42 14%	39 9%	52 10%	65 12%	71 16%	54 11%	22 12%	7 9%	26 12%	21 12%	26 14%	17 12%	17 17%	21 11%	33 12%	28 10%	24 13%	51 19%	191 22%	
NET: Not working	886 44%	377 38%	509 50%	107 45%	74 22%	86 25%	96 27%	143 48%	380 87%	213 40%	203 36%	157 36%	314 66%	77 42%	50 62%	93 42%	79 43%	86 48%	65 46%	45 45%	86 43%	86 33%	139 49%	81 44%	- -	- -	
Not working but seeking work or temporarily unemployed or sick	142 7%	58 6%	84 8%	34 14%	17 5%	31 9%	36 10%	23 8%	1 *	10 2%	25 5%	17 4%	89 19%	11 6%	10 12%	19 9%	14 8%	15 9%	5 4%	6 6%	8 4%	18 7%	26 9%	10 5%	- -	- -	
Not working and not seeking work	110 5%	52 5%	58 6%	60 25%	13 4%	9 3%	14 4%	13 4%	* *	12 2%	41 7%	10 2%	46 10%	11 6%	4 5%	11 5%	7 4%	10 6%	13 9%	8 8%	14 7%	16 6%	11 4%	5 3%	- -	- -	
Retired on a state pension only	117 6%	31 3%	86 8%	- -	- -	- -	3 1%	19 6%	95 22%	8 2%	10 2%	14 3%	85 18%	8 4%	6 7%	13 6%	8 4%	13 7%	8 6%	4 4%	10 5%	9 3%	22 8%	16 9%	- -	- -	
Retired with a private pension	351 17%	225 23%	126 12%	- -	- -	- -	5 1%	64 21%	282 64%	162 30%	100 18%	71 16%	17 4%	38 21%	22 27%	36 16%	29 16%	27 15%	25 18%	23 22%	37 19%	24 9%	55 19%	36 20%	- -	- -	
House person, housewife, househusband, etc.	166 8%	11 1%	156 15%	13 5%	44 13%	47 14%	38 10%	23 8%	2 *	20 4%	26 5%	44 10%	76 16%	10 5%	8 10%	15 7%	21 12%	20 11%	14 10%	5 5%	16 8%	19 7%	25 9%	14 8%	- -	- -	



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Table 22

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	1087	540	547	107	222	261	278	162	57	346	360	211	170	93	34	133	96	93	78	47	97	161	150	105	268	819	
Weighted base	1128	610	518	132	265	253	263	156	58	325	356	282	165	104	31	128	102	95	76	55	116	176	143	101	275	852	
NET: Public Sector	275 24%	121 20%	155 30%	25 19%	76 29%	60 24%	71 27%	37 23%	6 11%	99 30%	96 27%	45 16%	36 22%	26 25%	10 33%	33 26%	31 30%	20 21%	14 19%	24 43%	28 24%	35 20%	27 19%	27 27%	275 100%	-	
Central government including all administrative departments and central government agencies such as the Bank of England	30 3%	15 2%	14 3%	3 2%	9 3%	9 3%	6 2%	4 2%	-	15 4%	12 3%	3 1%	* *	-	-	1 1%	4 4%	3 3%	-	7 12%	4 4%	6 3%	2 1%	4 4%	30 11%	-	
HM Forces	6 1%	2 *	4 1%	1 1%	3 1%	-	2 1%	-	-	1 *	1 *	-	4 2%	-	-	1 1%	-	2 2%	-	-	1 1%	-	1 1%	1 1%	6 2%	-	
National Health Service	53 5%	21 4%	32 6%	7 5%	10 4%	13 5%	13 5%	7 4%	3 5%	19 6%	16 5%	17 6%	1 *	3 3%	3 8%	6 5%	7 7%	4 4%	3 4%	1 2%	3 3%	7 4%	9 7%	5 5%	53 19%	-	
Universities and Academies funded by government	21 2%	9 2%	11 2%	4 3%	7 3%	6 2%	4 1%	-	1 1%	10 3%	9 2%	2 1%	-	3 3%	2 7%	1 1%	-	-	1 1%	3 6%	2 2%	5 3%	1 1%	2 2%	21 8%	-	
Courts service	1 *	1 *	* *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 1%	* *	-	-	-	-	-	-	1 *	-	
Local government administration	40 4%	16 3%	24 5%	2 2%	9 4%	12 5%	13 5%	4 3%	-	10 3%	21 6%	2 1%	7 5%	6 6%	* 1%	3 2%	5 5%	5 6%	2 3%	2 4%	6 5%	4 2%	3 2%	3 3%	40 15%	-	
Police service	6 1%	5 1%	1 *	-	4 1%	1 1%	-	1 1%	-	1 *	5 1%	-	-	2 2%	-	2 1%	-	-	1 1%	-	-	1 1%	1 1%	-	6 2%	-	
Public sector housing	7 1%	4 1%	3 1%	-	6 2%	-	1 *	-	-	1 *	4 1%	2 1%	-	1 1%	-	-	-	-	-	-	-	5 3%	* *	-	7 3%	-	
Teaching employed by local education authority including voluntary aided schools and foundation schools	51 4%	11 2%	39 8%	2 2%	21 8%	5 2%	11 4%	9 6%	3 4%	31 10%	9 3%	7 3%	3 2%	2 2%	1 4%	11 9%	8 7%	2 2%	5 7%	2 4%	5 5%	3 2%	3 2%	7 7%	51 18%	-	

Table 22

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-berside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	1128	610	518	132	265	253	263	156	58	325	356	282	165	104	31	128	102	95	76	55	116	176	143	101	275	852	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13 1%	10 2%	3 1%	2 2%	- -	3 1%	5 2%	2 2%	- -	1 *	3 1%	2 1%	7 4%	1 1%	1 2%	2 2%	1 1%	- -	- -	3 6%	3 2%	- -	1 1%	- -	13 5%	- -	
Bradford and Bingley or Northern Rock Building societies	* *	- -	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	
Other public sector occupation (please specify as much detail as possible)	47 4%	25 4%	22 4%	4 3%	7 3%	10 4%	17 6%	9 6%	- -	10 3%	14 4%	10 3%	14 8%	7 7%	3 10%	5 4%	5 5%	3 4%	2 3%	5 9%	3 3%	4 2%	4 3%	5 5%	47 17%	- -	
None of the above (Private Sector)	852 76%	489 80%	363 70%	107 81%	189 71%	193 76%	192 73%	119 77%	52 89%	226 70%	260 73%	237 84%	129 78%	79 75%	21 67%	96 74%	72 70%	75 79%	62 81%	31 57%	87 76%	141 80%	116 81%	74 73%	- -	852 100%	



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Absolutes/col percents

Table 23

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
No children aged 18 or under	1435 71%	745 75%	690 67%	196 82%	186 55%	130 38%	222 62%	266 89%	435 99%	397 74%	390 70%	310 71%	337 70%	135 75%	63 78%	150 68%	112 62%	122 68%	99 70%	74 73%	151 75%	178 68%	224 79%	127 70%	164 60%	554 65%	
NET: Yes	563 28%	236 24%	328 32%	39 16%	151 45%	205 60%	134 37%	31 10%	3 1%	139 26%	165 30%	126 29%	133 28%	46 25%	18 22%	70 31%	67 37%	55 30%	42 30%	24 23%	48 24%	83 32%	58 21%	54 30%	107 39%	294 35%	
Yes - children aged under 5 years old	226 11%	84 9%	142 14%	29 12%	120 35%	68 20%	7 2%	3 1%	- -	57 11%	67 12%	47 11%	55 12%	22 12%	7 8%	26 12%	27 15%	23 13%	16 12%	10 10%	15 7%	38 15%	26 9%	16 9%	41 15%	108 13%	
Yes - children aged 5 to 10 years old	195 10%	81 8%	114 11%	4 2%	64 19%	99 29%	23 7%	5 2%	- -	52 10%	60 11%	39 9%	44 9%	22 12%	4 4%	23 11%	24 13%	23 13%	8 6%	10 10%	20 10%	24 9%	14 5%	23 13%	37 14%	99 12%	
Yes - children aged 11 to 15 years old	231 11%	98 10%	134 13%	2 1%	26 8%	104 31%	81 23%	16 5%	2 1%	47 9%	70 12%	62 14%	52 11%	20 11%	6 7%	32 15%	26 14%	17 10%	16 12%	4 4%	24 12%	37 14%	23 8%	26 14%	36 13%	134 16%	
Yes - children aged 16 to 18 years old	139 7%	61 6%	78 8%	7 3%	3 1%	44 13%	68 19%	16 6%	1 *	35 6%	39 7%	36 8%	29 6%	11 6%	7 9%	17 8%	13 7%	11 6%	10 7%	8 8%	14 7%	19 7%	15 5%	12 6%	22 8%	83 10%	
Refused	16 1%	6 1%	10 1%	5 2%	2 1%	5 1%	3 1%	2 1%	- -	2 *	3 1%	2 1%	8 2%	- -	- -	2 1%	2 1%	4 2%	1 *	3 3%	3 1%	1 *	- -	- -	4 1%	5 1%	



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Absolutes/col percents

Table 24

Which of the following ITV regions do you live in?

Base: All respondents

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
Anglia	203 10%	100 10%	103 10%	26 11%	36 11%	29 9%	47 13%	25 8%	41 9%	49 9%	49 9%	54 12%	52 11%	- -	1 1%	- -	- -	- -	18 13%	- -	172 85%	- -	13 5%	- -	23 9%	87 10%	
Border	17 1%	9 1%	7 1%	- -	4 1%	5 2%	1 *	2 1%	4 1%	5 1%	2 *	6 1%	4 1%	8 4%	- -	8 4%	- -	- -	- -	- -	- -	- -	1 *	- -	2 1%	8 1%	
Central	294 15%	146 15%	149 14%	45 19%	45 13%	39 11%	61 17%	34 11%	71 16%	75 14%	78 14%	73 17%	68 14%	3 2%	2 3%	1 1%	- -	169 93%	99 70%	* *	4 2%	1 1%	8 3%	6 3%	36 13%	127 15%	
Granada	211 10%	100 10%	111 11%	18 8%	42 12%	34 10%	37 10%	39 13%	40 9%	60 11%	61 11%	36 8%	53 11%	1 *	- -	207 94%	- -	2 1%	- -	- -	- -	- -	1 *	- -	30 11%	89 10%	
London	364 18%	176 18%	188 18%	63 26%	70 21%	74 22%	55 15%	40 14%	61 14%	121 23%	132 24%	47 11%	63 13%	- -	- -	- -	- -	- -	- -	19 10%	260 99%	78 28%	6 3%	52 19%	179 21%		
Meridian	202 10%	111 11%	92 9%	18 8%	25 7%	26 8%	33 9%	52 17%	49 11%	58 11%	40 7%	50 11%	54 11%	- -	- -	- -	- -	1 *	- -	- -	1 1%	- -	179 64%	21 12%	16 6%	91 11%	
STV	170 8%	82 8%	88 9%	17 7%	33 10%	30 9%	28 8%	21 7%	41 9%	40 7%	53 10%	38 9%	39 8%	170 94%	- -	- -	- -	- -	- -	- -	- -	- -	- -	25 9%	73 9%		
Tyne Tees	79 4%	42 4%	37 4%	8 3%	10 3%	8 2%	16 4%	12 4%	26 6%	15 3%	26 5%	14 3%	25 5%	- -	77 95%	1 *	2 1%	- -	- -	- -	- -	- -	- -	8 3%	20 2%		
Wales	98 5%	45 5%	53 5%	9 4%	20 6%	18 5%	14 4%	9 3%	28 6%	21 4%	31 6%	25 6%	21 4%	- -	- -	- -	- -	- -	- -	98 97%	- -	- -	- -	24 9%	30 4%		
West	67 3%	30 3%	36 4%	11 5%	17 5%	12 3%	8 2%	11 4%	8 2%	21 4%	14 3%	20 5%	11 2%	- -	- -	3 1%	- -	9 5%	- -	2 2%	5 3%	- -	* *	47 26%	11 4%	32 4%	
Westcountry	104 5%	47 5%	57 6%	9 4%	13 4%	15 5%	20 6%	19 6%	28 6%	27 5%	24 4%	24 5%	29 6%	- -	- -	1 *	- -	2 1%	- -	- -	- -	- -	1 *	101 56%	15 6%	36 4%	
Yorkshire	205 10%	99 10%	105 10%	16 7%	23 7%	49 15%	39 11%	36 12%	42 10%	46 8%	49 9%	52 12%	59 12%	- -	1 1%	- -	180 99%	- -	24 17%	- -	- -	- -	- -	- -	33 12%	82 10%	



Vanarama Survey

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Absolutes/col percents

Table 25
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819		
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852		
Single	518 26%	278 28%	240 23%	187 78%	124 37%	87 26%	72 20%	25 8%	24 5%	111 21%	179 32%	98 22%	130 27%	63 35%	15 19%	50 23%	33 18%	51 28%	34 24%	20 20%	52 26%	109 42%	61 22%	30 16%	71 26%	261 31%		
NET: Married/ Civil partnership/ co habiting	1252 62%	615 62%	637 62%	47 20%	211 62%	229 67%	237 66%	215 72%	313 71%	381 71%	312 56%	305 69%	255 53%	98 54%	54 67%	148 67%	121 67%	113 63%	93 66%	69 69%	124 62%	123 47%	181 64%	127 70%	181 66%	515 60%		
Married	974 48%	510 52%	464 45%	13 5%	123 36%	172 51%	184 51%	186 62%	297 68%	319 59%	244 44%	239 54%	172 36%	78 43%	49 60%	109 49%	93 51%	85 47%	68 48%	55 55%	98 49%	101 39%	142 50%	98 54%	136 50%	376 44%		
Civil Partnership	17 1%	9 1%	9 1%	6 3%	2 1%	5 2%	2 1%	1 *	1 *	1 *	7 1%	5 1%	4 1%	1 *	- -	2 1%	1 1%	2 1%	2 1%	- -	3 1%	1 *	5 2%	2 1%	1 *	7 1%		
Co Habiting	260 13%	96 10%	164 16%	28 12%	86 25%	52 15%	51 14%	28 9%	15 3%	60 11%	61 11%	60 14%	79 16%	20 11%	5 7%	37 17%	27 15%	27 15%	23 16%	14 14%	24 12%	21 8%	35 12%	27 15%	44 16%	132 16%		
NET: Widowed/ separated/ divorced	233 12%	89 9%	143 14%	2 1%	2 1%	20 6%	50 14%	57 19%	101 23%	46 8%	63 11%	34 8%	90 19%	20 11%	12 14%	21 9%	27 15%	16 9%	14 10%	10 10%	22 11%	27 10%	39 14%	24 13%	21 8%	69 8%		
Widowed	63 3%	19 2%	44 4%	1 *	- -	3 1%	4 1%	8 3%	47 11%	13 2%	23 4%	5 1%	22 4%	5 3%	5 6%	5 2%	7 4%	6 3%	4 3%	5 5%	4 2%	11 4%	7 2%	4 2%	6 2%	5 1%		
Separated	31 2%	18 2%	13 1%	- -	1 *	6 2%	6 2%	8 3%	9 2%	8 1%	5 1%	7 2%	11 2%	4 2%	1 1%	2 1%	3 1%	- -	* *	2 2%	3 1%	6 2%	9 3%	3 1%	* *	13 2%		
Divorced	139 7%	52 5%	87 8%	1 *	1 *	11 3%	40 11%	41 14%	45 10%	25 5%	35 6%	21 5%	58 12%	11 6%	6 8%	15 7%	18 10%	11 6%	9 6%	3 3%	15 7%	11 4%	24 8%	18 10%	15 6%	52 6%		
Prefer not to answer	11 1%	5 *	6 1%	3 1%	2 1%	3 1%	* *	2 1%	- -	2 *	5 1%	2 *	3 1%	- -	- -	3 1%	- -	1 *	1 *	1 1%	3 1%	3 1%	1 *	- -	1 *	7 1%		



Vanarama Survey

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Absolutes/col percents

Table 26

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
Glasgow	90 4%	44 4%	45 4%	10 4%	24 7%	17 5%	10 3%	10 3%	18 4%	20 4%	31 6%	20 5%	18 4%	90 49%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 5%	38 4%	
Edinburgh	64 3%	29 3%	36 3%	5 2%	9 3%	11 3%	12 3%	12 4%	16 4%	19 3%	17 3%	11 3%	17 3%	64 36%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 3%	28 3%	
Newcastle	79 4%	43 4%	37 4%	7 3%	12 4%	8 2%	15 4%	12 4%	25 6%	16 3%	24 4%	14 3%	25 5%	- -	75 93%	2 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	9 3%	20 2%	
Leeds	99 5%	52 5%	48 5%	11 5%	9 3%	27 8%	20 5%	16 5%	17 4%	28 5%	25 4%	21 5%	25 5%	- -	- -	1 *	99 54%	- -	- -	- -	- -	- -	- -	- -	17 6%	44 5%	
Hull	36 2%	14 1%	22 2%	2 1%	1 *	7 2%	6 2%	8 3%	13 3%	6 1%	9 2%	9 2%	11 2%	- -	1 1%	- -	31 17%	- -	4 3%	- -	- -	- -	- -	- -	2 1%	15 2%	
Sheffield	46 2%	21 2%	25 2%	- -	8 2%	13 4%	12 3%	8 3%	6 1%	11 2%	9 2%	9 2%	16 3%	- -	- -	- -	42 23%	- -	4 3%	- -	- -	- -	- -	- -	12 4%	16 2%	
Manchester	160 8%	72 7%	88 9%	16 7%	31 9%	24 7%	27 8%	30 10%	30 7%	46 8%	47 8%	30 7%	37 8%	- -	1 1%	148 67%	- -	10 6%	- -	1 1%	- -	- -	- -	- -	17 6%	73 9%	
Liverpool	64 3%	33 3%	30 3%	5 2%	9 3%	8 2%	19 5%	9 3%	14 3%	14 3%	19 3%	15 3%	16 3%	- -	- -	52 23%	- -	1 *	- -	11 11%	- -	- -	- -	- -	13 5%	28 3%	
Nottingham	94 5%	50 5%	43 4%	20 8%	10 3%	9 3%	23 6%	9 3%	23 5%	16 3%	21 4%	31 7%	26 5%	- -	- -	- -	- -	1 1%	87 61%	- -	5 3%	- -	- -	1 *	12 4%	42 5%	
Birmingham	170 8%	80 8%	90 9%	25 10%	27 8%	29 8%	24 7%	19 6%	46 11%	46 9%	42 8%	40 9%	42 9%	- -	- -	1 1%	- -	151 83%	14 10%	3 3%	- -	- -	- -	1 *	18 6%	70 8%	
Norwich	107 5%	56 6%	51 5%	15 6%	18 5%	14 4%	25 7%	15 5%	21 5%	21 4%	28 5%	37 8%	21 4%	- -	* *	- -	1 1%	- -	1 1%	- -	103 51%	- -	1 *	- -	11 4%	53 6%	
Milton Keynes	49 2%	23 2%	26 2%	8 3%	6 2%	4 1%	8 2%	10 3%	13 3%	18 3%	15 3%	4 1%	11 2%	- -	- -	- -	- -	- -	16 11%	- -	19 9%	- -	14 5%	- -	6 2%	21 3%	
Brighton	39 2%	19 2%	21 2%	3 1%	5 1%	6 2%	6 2%	12 4%	8 2%	12 2%	9 2%	7 2%	11 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	39 14%	- -	2 1%	19 2%	



Vanarama Survey

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Absolutes/col percents

Table 26

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate			
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852			
Oxford	29 1%	11 1%	18 2%	10 4%	1 *	3 1%	4 1%	5 2%	6 1%	8 2%	11 2%	6 1%	4 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	21 7%	7 4%	4 2%	10 1%			
London	444 22%	220 22%	223 22%	73 31%	90 27%	83 25%	69 19%	55 18%	73 17%	141 26%	147 26%	66 15%	90 19%	- -	- -	- -	- -	- -	- -	- -	49 24%	261 100%	131 46%	3 2%	59 22%	214 25%			
Southampton	78 4%	43 4%	35 3%	3 1%	10 3%	10 3%	15 4%	15 5%	25 6%	22 4%	15 3%	18 4%	23 5%	- -	- -	- -	- -	- -	- -	- -	- -	56 20%	22 12%	9 3%	28 3%				
Bristol	75 4%	38 4%	38 4%	7 3%	16 5%	14 4%	10 3%	14 5%	15 3%	24 5%	21 4%	20 5%	10 2%	- -	2 3%	- -	- -	- -	1 *	- -	- -	- -	1 *	71 39%	13 5%	30 4%			
Plymouth	64 3%	28 3%	36 3%	4 2%	9 3%	6 2%	20 6%	10 3%	15 3%	16 3%	11 2%	19 4%	18 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	64 35%	11 4%	26 3%			
Cardiff	76 4%	36 4%	40 4%	8 3%	22 6%	12 4%	10 3%	8 3%	16 4%	19 4%	23 4%	19 4%	14 3%	- -	- -	- -	- -	2 1%	- -	74 73%	- -	- -	- -	* *	20 7%	23 3%			
None of these	152 8%	76 8%	76 7%	7 3%	23 7%	33 10%	26 7%	22 7%	41 9%	33 6%	33 6%	41 9%	44 9%	27 15%	1 2%	18 8%	9 5%	12 7%	15 11%	11 11%	25 13%	1 *	18 6%	13 7%	20 7%	53 6%			



Vanarama Survey

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Absolutes/col percents

Table 27

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base		2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819	
Weighted base		2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852	
Under £10,000		(5) 10%	201 8%	77 12%	40 17%	34 10%	37 11%	38 11%	27 9%	25 6%	9 2%	33 6%	24 6%	135 28%	17 9%	12 15%	23 11%	21 12%	22 12%	10 7%	15 15%	23 11%	19 7%	19 7%	21 12%	12 4%	48 6%	
£10,000-£19,999		(15) 21%	433 18%	177 25%	52 22%	54 16%	66 20%	72 20%	62 21%	127 29%	50 9%	110 20%	99 23%	173 36%	46 25%	25 31%	44 20%	35 19%	40 22%	42 30%	25 25%	34 17%	50 19%	57 20%	34 19%	41 15%	124 15%	
£20,000-£29,999		(25) 22%	438 23%	224 21%	213 21%	36 15%	73 21%	77 23%	69 19%	60 20%	123 28%	107 20%	137 24%	115 26%	79 16%	41 22%	16 20%	49 22%	41 22%	40 22%	35 25%	25 25%	46 23%	46 18%	56 20%	44 24%	61 22%	190 22%
£30,000-£39,999		(35) 15%	303 17%	167 13%	136 13%	18 8%	57 17%	54 16%	62 17%	50 14%	62 17%	93 18%	103 17%	76 17%	32 7%	28 15%	13 16%	38 17%	36 20%	24 13%	12 8%	10 10%	31 15%	36 14%	39 14%	37 21%	53 19%	148 17%
£40,000-£49,999		(45) 10%	210 13%	127 8%	84 15%	45 13%	44 13%	34 9%	30 10%	22 5%	83 15%	66 12%	48 11%	13 3%	17 10%	9 11%	26 12%	11 6%	21 12%	7 5%	8 8%	29 14%	32 12%	36 13%	15 8%	38 14%	121 14%	
£50,000-£59,999		(55) 5%	100 5%	54 5%	47 5%	15 6%	20 6%	22 7%	20 6%	10 3%	14 3%	49 9%	31 6%	16 4%	4 1%	4 2%	- -	11 5%	12 7%	5 3%	6 4%	5 5%	15 7%	15 6%	21 7%	6 3%	23 9%	49 6%
£60,000-£79,999		(70) 4%	87 4%	49 5%	38 4%	4 2%	22 6%	15 4%	16 4%	17 6%	13 3%	48 9%	21 4%	14 3%	4 1%	4 2%	3 3%	6 3%	12 6%	7 4%	6 4%	11 11%	6 3%	13 5%	9 3%	11 6%	14 5%	55 6%
£80,000-£99,999		(90) 2%	31 2%	18 2%	13 1%	2 1%	9 3%	6 2%	5 2%	7 2%	1 *	22 4%	8 1%	* *	- -	1 1%	1 1%	2 1%	1 1%	- -	2 1%	- -	1 1%	6 2%	11 4%	5 3%	12 4%	16 2%
£100,000-£149,999		(125) 1%	13 1%	9 1%	5 *	4 2%	2 1%	1 *	3 1%	3 1%	1 *	12 2%	2 *	- -	2 1%	- -	1 1%	- -	- -	- -	- -	1 *	9 3%	- -	- -	- -	12 1%	
£150,000-£199,999		(175) *	2 *	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -	
£200,000 or over		(225) *	3 *	1 *	2 *	- 1%	3 -	- -	- -	- -	2 *	1 *	- -	- -	- -	1 1%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	2 1%	1 *	
I'd rather not say		193 10%	82 8%	110 11%	31 13%	20 6%	16 5%	40 11%	34 11%	51 12%	61 11%	46 8%	46 11%	39 8%	21 12%	* 1%	21 9%	13 7%	20 11%	21 15%	2 2%	17 8%	34 13%	34 12%	8 5%	17 6%	87 10%	
Average income (£000's)		30.46	33.01	27.94	28.83	35.55	30.69	30.43	31.54	26.22	43.34	31.58	28.49	16.91	27.67	27.42	29.31	29.62	28.48	26.87	28.49	30.26	37.09	32.69	30.33	37.92	35.60	



Vanarama Survey

ONLINE Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 28

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2014	929	1085	211	297	363	393	331	419	595	571	345	503	165	89	238	175	178	147	87	182	245	310	198	268	819
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	478	181	81	222	181	181	141	101	201	262	282	181	275	852
NET: Yes	433 22%	207 21%	226 22%	27 11%	33 10%	58 17%	87 24%	91 30%	137 31%	91 17%	85 15%	89 20%	169 35%	43 24%	28 34%	49 22%	40 22%	33 18%	39 28%	21 21%	43 21%	41 16%	54 19%	44 24%	36 13%	105 12%
Yes - physical condition	256 13%	124 13%	132 13%	7 3%	14 4%	34 10%	46 13%	58 19%	98 22%	58 11%	57 10%	48 11%	93 20%	24 13%	14 17%	25 11%	29 16%	21 12%	24 17%	16 16%	27 13%	22 8%	36 13%	20 11%	23 8%	58 7%
Yes - disability	150 7%	73 7%	77 7%	3 1%	9 3%	16 5%	30 8%	31 10%	62 14%	24 5%	19 3%	38 9%	69 14%	18 10%	13 16%	18 8%	12 7%	9 5%	10 7%	5 5%	21 10%	12 5%	14 5%	18 10%	4 2%	22 3%
Yes - mental condition	114 6%	45 5%	69 7%	16 7%	16 5%	22 7%	32 9%	17 6%	10 2%	16 3%	27 5%	20 5%	51 11%	14 8%	6 8%	13 6%	8 4%	11 6%	8 6%	6 6%	7 4%	11 4%	13 5%	16 9%	11 4%	34 4%
Yes - other	18 1%	10 1%	8 1%	2 1%	- -	2 1%	5 1%	3 1%	6 1%	6 1%	3 1%	4 1%	5 1%	2 1%	1 2%	3 1%	2 1%	1 1%	2 2%	- -	1 *	3 1%	1 *	2 1%	- -	5 1%
No	1523 76%	743 75%	779 76%	193 81%	298 88%	275 81%	257 72%	205 69%	294 67%	440 82%	445 80%	343 78%	295 62%	135 74%	49 61%	166 75%	139 77%	141 78%	101 72%	79 79%	152 76%	204 78%	222 79%	134 74%	235 85%	716 84%
Prefer not to say	58 3%	37 4%	22 2%	20 8%	7 2%	6 2%	15 4%	3 1%	8 2%	8 1%	29 5%	7 2%	15 3%	4 2%	4 5%	7 3%	3 2%	7 4%	1 *	1 1%	7 3%	17 6%	6 2%	3 2%	5 2%	31 4%