

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Q1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?

Base: All respondents

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
I watch online/mobile video once a week or more	241 24%	154 32%	87 17%	51 46%	66 38%	54 27%	30 18%	24 16%	15 8%	64 25%	56 19%	63 30%	57 23%	64 24%	75 28%	47 19%	34 24%	22 25%
I watch occasionally but less than once a week	304 30%	131 27%	173 33%	46 41%	48 28%	57 28%	57 34%	50 33%	46 23%	80 32%	100 34%	51 24%	72 29%	72 27%	69 26%	79 32%	56 40%	28 32%
I never watch but can envisage starting in the next 12 months	173 17%	64 13%	109 21%	11 10%	25 14%	48 24%	35 21%	27 18%	27 14%	40 16%	61 21%	32 15%	40 16%	45 17%	39 15%	50 20%	22 16%	17 19%
I never watch and cannot envisage myself doing so in the foreseeable future	245 24%	114 24%	131 25%	2 2%	30 17%	36 18%	40 23%	39 26%	99 49%	58 23%	68 23%	54 26%	65 26%	75 28%	66 25%	65 26%	24 17%	16 18%
Don't know	45 4%	21 4%	24 5%	1 1%	3 2%	6 3%	9 5%	12 8%	14 7%	10 4%	7 3%	11 5%	17 7%	13 5%	14 5%	8 3%	4 3%	5 6%

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Q2 Is the amount of online/mobile video you watch now ...?

Base: All watch videos via internet/ mobile device

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	521	264	257	51	80	122	116	89	63	219	158	75	69	131	126	140	78	46
Weighted Base	545	285	260	97	114	112	88	74	62	144	156	115	130	135	144	125	90	50
NET: More	410	226	184	86	92	83	61	52	37	117	121	95	77	97	116	89	72	35
	75%	79%	71%	88%	81%	74%	70%	70%	60%	82%	77%	83%	59%	72%	81%	71%	80%	70%
A lot more than a year ago	(5) 237	133	104	59	57	52	27	24	18	59	69	62	47	52	68	52	42	23
	43%	47%	40%	61%	50%	47%	30%	32%	29%	41%	44%	54%	36%	39%	47%	42%	46%	45%
A bit more than a year ago	(4) 173	92	81	27	34	31	35	28	19	59	52	33	30	45	48	37	30	13
	32%	32%	31%	28%	30%	28%	40%	38%	30%	41%	33%	29%	23%	33%	34%	30%	34%	25%
About the same as a year ago	(3) 97	50	47	11	8	24	21	18	15	24	27	14	31	25	23	20	15	13
	18%	18%	18%	12%	7%	21%	24%	24%	24%	17%	17%	13%	24%	18%	16%	16%	17%	26%
A bit less than a year ago	(2) 17	6	12	-	2	2	5	3	5	2	5	3	7	3	4	8	*	1
	3%	2%	4%	-	2%	2%	6%	4%	8%	2%	3%	3%	6%	3%	3%	6%	*	3%
A lot less than a year ago	(1) 11	3	9	-	4	1	*	1	5	-	2	2	7	5	*	3	2	1
	2%	1%	3%	-	4%	1%	*	1%	8%	-	1%	2%	5%	4%	*	2%	3%	2%
NET: Less	29	8	20	-	7	3	5	4	10	2	7	5	14	8	4	11	3	2
	5%	3%	8%	-	6%	2%	6%	5%	16%	2%	4%	5%	11%	6%	3%	8%	3%	5%
Don't know	10	1	9	-	7	2	-	-	-	-	2	-	8	5	-	5	-	-
	2%	*	3%	-	6%	2%	-	-	-	-	1%	-	6%	4%	-	4%	-	-
Mean	4.13	4.23	4.03	4.49	4.30	4.21	3.94	3.96	3.64	4.21	4.17	4.30	3.85	8.07	12.66	11.99	8.43	4.08
Standard deviation	0.96	0.87	1.05	0.70	0.99	0.90	0.90	0.92	1.22	0.77	0.91	0.94	1.17	2.01	2.54	3.04	1.94	1.00
Standard error	0.04	0.05	0.07	0.10	0.11	0.08	0.08	0.10	0.15	0.05	0.07	0.11	0.14	0.26	0.39	0.48	0.35	0.15

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Q3 Which of the following statements best applies to you?

Base: All watch videos via internet/ mobile device

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	521	264	257	51	80	122	116	89	63	219	158	75	69	131	126	140	78	46
Weighted Base	545	285	260	97	114	112	88	74	62	144	156	115	130	135	144	125	90	50
I watch a lot less normal TV as a result of my online/mobile video viewing	54 10%	36 13%	18 7%	18 19%	17 15%	7 7%	3 3%	6 8%	3 5%	9 6%	12 8%	18 16%	15 12%	13 10%	27 19%	7 6%	6 7%	1 2%
I watch a bit less normal TV as a result of my online/mobile video viewing	88 16%	58 20%	30 12%	15 15%	17 15%	15 13%	18 20%	13 18%	10 17%	23 16%	21 13%	26 23%	18 14%	28 21%	16 11%	19 15%	19 21%	6 12%
I watch about the same amount of TV - my online/mobile video viewing is extra	340 62%	175 61%	165 63%	48 49%	63 55%	83 74%	59 67%	49 67%	38 62%	104 72%	101 64%	57 50%	78 60%	78 57%	87 60%	85 68%	54 60%	37 73%
I watch more TV because online/mobile viewing has increased my interest in video as a whole	27 5%	8 3%	19 7%	9 9%	4 3%	1 1%	4 4%	4 5%	6 9%	2 1%	13 8%	4 4%	8 6%	6 4%	6 4%	7 5%	5 6%	3 7%
None of these	17 3%	4 2%	12 5%	7 8%	1 1%	3 3%	2 2%	1 2%	3 4%	4 3%	5 3%	8 7%	- -	3 2%	6 4%	2 2%	4 4%	2 4%
Don't know	19 3%	4 1%	15 6%	- -	11 10%	3 3%	3 3%	1 1%	2 2%	3 2%	4 3%	1 1%	11 8%	7 5%	3 2%	5 4%	3 3%	1 3%

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Q3 Which of the following statements best applies to you?**Base: All watch videos via internet/ mobile device**

	Q1 Which of the following best describes your viewing of video from the internet or on a mobile device		
	Total	I watch online/ mobile video once a week or more	I watch occasionally but less than once a week
Unweighted Base	521	210	311
Weighted Base	545	241	304
I watch a lot less normal TV as a result of my online/mobile video viewing	54 10%	47 20%	7 2%
I watch a bit less normal TV as a result of my online/mobile video viewing	88 16%	55 23%	34 11%
I watch about the same amount of TV - my online/mobile video viewing is extra	340 62%	129 54%	211 69%
I watch more TV because online/mobile viewing has increased my interest in video as a whole	27 5%	7 3%	20 7%
None of these	17 3%	3 1%	14 5%
Don't know	19 3%	1 *	18 6%

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Q3 Which of the following statements best applies to you?**Base: All watch videos via internet/ mobile device once a week or more**

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	210	135	75	26	43	52	41	32	16	90	59	34	27	57	53	53	26	21
Weighted Base	241	154	87	51	66	54	30	24	15	64	56	63	57	64	75	47	34	22
I watch a lot less normal TV as a result of my online/mobile video viewing	47 20%	32 21%	15 17%	15 30%	16 24%	6 11%	3 10%	4 17%	3 17%	6 10%	10 18%	17 26%	14 24%	11 17%	26 35%	5 11%	4 11%	1 5%
I watch a bit less normal TV as a result of my online/mobile video viewing	55 23%	38 25%	17 19%	10 19%	12 18%	10 19%	9 31%	8 35%	5 29%	14 22%	12 22%	18 29%	10 17%	20 32%	12 16%	10 22%	9 26%	3 15%
I watch about the same amount of TV - my online/mobile video viewing is extra	129 54%	81 52%	48 55%	23 44%	34 53%	38 69%	16 53%	10 43%	8 54%	42 65%	27 49%	29 45%	31 55%	31 49%	34 45%	28 60%	20 58%	16 73%
I watch more TV because online/mobile viewing has increased my interest in video as a whole	7 3%	2 1%	5 6%	2 4%	2 4%	- -	2 6%	1 3%	- -	* 1%	4 8%	- -	2 4%	1 1%	3 4%	2 4%	2 5%	- -
None of these	3 1%	1 1%	2 2%	1 2%	1 2%	* 1%	- -	- -	- -	* 1%	2 4%	- -	- -	- -	- -	1 2%	- -	2 7%

Prepared on behalf of The BBC by ICM Research

Online Video
Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Yes	625	329	296	76	120	117	100	92	120	192	200	124	110	177	152	155	86	56
	62%	68%	57%	69%	70%	58%	58%	61%	59%	76%	68%	58%	44%	66%	58%	62%	62%	63%
No	383	155	228	35	51	84	71	59	82	60	93	88	142	92	111	93	54	33
	38%	32%	43%	31%	30%	42%	42%	39%	41%	24%	32%	42%	56%	34%	42%	38%	38%	37%

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Is the house or flat in which you live ...?

Base: All respondents

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Owned outright (without mortgage)	323 32%	178 37%	144 28%	22 20%	14 8%	31 15%	50 29%	69 46%	137 68%	106 42%	86 29%	74 35%	56 22%	97 36%	77 29%	84 34%	47 33%	17 19%
Owned with a mortgage or loan	413 41%	186 38%	228 43%	43 39%	98 57%	115 57%	78 46%	55 36%	24 12%	116 46%	125 43%	80 38%	91 36%	95 35%	109 41%	104 42%	63 45%	43 49%
Rented from Council	131 13%	49 10%	82 16%	12 11%	23 13%	26 13%	26 15%	17 11%	27 14%	8 3%	26 9%	28 13%	69 27%	32 12%	41 16%	27 11%	8 6%	22 24%
Rented from housing association	42 4%	19 4%	23 4%	3 3%	4 2%	14 7%	10 6%	4 3%	6 3%	4 1%	8 3%	15 7%	16 6%	12 4%	10 4%	15 6%	2 2%	3 3%
Rented from someone else	90 9%	48 10%	43 8%	27 24%	30 17%	15 7%	6 4%	6 4%	7 3%	16 6%	41 14%	13 6%	20 8%	32 12%	25 10%	14 6%	15 11%	3 4%
Rent free	9 1%	4 1%	5 1%	3 3%	2 1%	1 1%	* *	1 1%	1 *	2 1%	6 2%	1 *	- -	1 *	1 *	4 1%	5 3%	- -

Prepared on behalf of The BBC by ICM Research

Online Video
Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Thinking of grocery shopping which, if any, of the following applies to you?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
I am the main grocery shopper in the household	638 63%	219 45%	420 80%	37 34%	125 73%	136 67%	124 72%	98 65%	119 59%	134 53%	189 65%	135 64%	181 72%	182 68%	160 61%	156 63%	92 65%	49 56%
I regularly do the main grocery shop	240 24%	143 30%	97 18%	36 32%	47 27%	41 21%	36 21%	39 26%	41 20%	72 29%	82 28%	46 22%	40 16%	55 20%	58 22%	61 24%	36 26%	30 34%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	192 19%	126 26%	67 13%	42 38%	27 16%	33 16%	24 14%	25 16%	42 21%	60 24%	56 19%	30 14%	46 18%	55 20%	43 16%	36 15%	32 23%	26 30%
I do not do grocery shopping	46 5%	31 6%	15 3%	12 11%	5 3%	10 5%	5 3%	5 3%	10 5%	14 6%	8 3%	17 8%	7 3%	9 3%	20 7%	13 5%	1 1%	4 5%
Refused	7 1%	4 1%	3 1%	3 3%	* *	- -	1 *	* *	3 2%	2 1%	- -	3 1%	2 1%	1 *	6 2%	* *	- -	- -

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

At what age did you finish your full time education?

Base: All respondents

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Up to 15	153 15%	77 16%	76 14%	5 5%	3 2%	4 2%	15 9%	49 32%	77 38%	13 5%	36 12%	63 30%	41 16%	29 11%	43 17%	48 19%	20 14%	12 14%
16	243 24%	103 21%	140 27%	3 2%	43 25%	65 32%	66 38%	34 23%	32 16%	45 18%	58 20%	40 19%	100 40%	57 21%	63 24%	59 24%	38 27%	26 30%
17	89 9%	38 8%	51 10%	10 9%	13 7%	25 13%	11 6%	14 9%	17 8%	13 5%	21 7%	22 10%	33 13%	21 8%	19 7%	27 11%	13 9%	10 11%
18	115 11%	47 10%	68 13%	11 10%	18 11%	39 19%	24 14%	10 7%	12 6%	30 12%	51 17%	15 7%	18 7%	33 12%	19 7%	37 15%	18 13%	8 9%
19+	378 37%	202 42%	176 34%	81 73%	86 50%	65 32%	52 30%	38 25%	55 27%	146 58%	119 41%	67 32%	45 18%	123 46%	110 42%	67 27%	47 34%	31 35%
Refused	31 3%	16 3%	14 3%	1 1%	9 5%	3 2%	4 2%	6 4%	8 4%	4 2%	8 3%	4 2%	14 6%	6 2%	9 3%	10 4%	4 3%	2 2%

Prepared on behalf of The BBC by ICM Research

Online Video
Fieldwork : 17th - 19th November 2006

Absolutes/col percents

How many cars are there in your household?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
None	204	94	109	34	30	38	28	29	46	31	53	40	79	67	58	41	22	17
	20%	20%	21%	31%	17%	19%	16%	19%	23%	12%	18%	19%	31%	25%	22%	16%	15%	19%
1	438	204	234	28	73	89	77	61	110	90	129	100	120	106	117	119	57	40
	43%	42%	45%	25%	43%	44%	45%	40%	55%	36%	44%	47%	48%	40%	44%	48%	40%	45%
2	284	149	135	24	60	68	49	47	35	99	84	54	47	70	66	74	48	27
	28%	31%	26%	22%	35%	34%	29%	31%	18%	39%	29%	26%	19%	26%	25%	30%	34%	30%
3+	82	36	45	25	8	6	18	15	10	33	27	17	5	26	22	14	15	5
	8%	8%	9%	23%	5%	3%	10%	10%	5%	13%	9%	8%	2%	10%	8%	6%	10%	6%

Prepared on behalf of The BBC by ICM Research

Online Video
Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Are you the chief income earner in your household?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Yes, solely	418 41%	247 51%	170 32%	23 21%	61 35%	97 48%	84 49%	63 42%	90 44%	96 38%	145 49%	62 29%	115 46%	114 42%	105 40%	108 44%	56 40%	35 39%
Yes, jointly	327 32%	189 39%	139 26%	19 17%	66 39%	65 32%	48 28%	43 28%	86 43%	100 40%	79 27%	66 31%	83 33%	94 35%	85 32%	81 33%	37 26%	29 33%
No	263 26%	48 10%	215 41%	68 61%	44 26%	40 20%	40 23%	46 30%	26 13%	57 22%	69 24%	83 39%	54 21%	60 22%	73 28%	58 23%	47 34%	25 28%

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Which of the following best describes your current working status?

Base: All respondents

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Working full time (30+ hrs a week)	448 44%	264 55%	183 35%	40 36%	123 72%	128 63%	98 57%	50 33%	9 5%	134 53%	148 51%	82 39%	84 33%	128 48%	118 45%	107 43%	57 40%	37 42%
Working part time (8-29 hrs a week)	113 11%	21 4%	92 17%	13 12%	27 16%	28 14%	20 11%	17 12%	8 4%	21 9%	41 14%	23 11%	27 11%	33 12%	21 8%	28 11%	16 12%	14 16%
Not working but seeking work or temporarily unemployed/sick	24 2%	12 2%	12 2%	2 2%	3 2%	5 2%	13 8%	1 *	- -	6 2%	7 2%	3 2%	7 3%	6 2%	9 3%	5 2%	2 2%	1 1%
Not working/Not seeking work	44 4%	17 3%	27 5%	5 4%	2 1%	14 7%	14 8%	10 6%	* *	4 2%	6 2%	9 4%	25 10%	11 4%	11 4%	8 3%	4 3%	10 11%
Retired	247 24%	142 29%	105 20%	- -	- -	1 *	4 2%	60 39%	182 90%	71 28%	58 20%	52 24%	66 26%	66 25%	59 23%	66 27%	40 28%	16 18%
Student	51 5%	26 5%	26 5%	44 39%	1 1%	3 1%	3 2%	1 *	- -	7 3%	18 6%	18 8%	9 4%	9 3%	26 10%	4 2%	9 6%	3 3%
Housewife/ person	82 8%	2 1%	79 15%	7 6%	16 9%	23 11%	20 12%	13 9%	2 1%	10 4%	14 5%	24 11%	34 13%	14 5%	18 7%	29 12%	12 9%	8 9%

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Which of the following best describes the current working status of the chief income earner?

Base: All respondents

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Working full time (30+ hrs a week)	579 57%	288 59%	292 56%	62 56%	149 87%	159 79%	119 69%	74 49%	17 8%	163 65%	180 61%	126 59%	111 44%	167 62%	144 55%	139 56%	81 58%	48 54%
Working part time (8-29 hrs a week)	68 7%	20 4%	48 9%	8 7%	13 8%	15 8%	12 7%	12 8%	7 4%	12 5%	27 9%	12 6%	18 7%	18 7%	15 6%	15 6%	9 7%	10 11%
Not working but seeking work or temporarily unemployed/sick	25 2%	14 3%	11 2%	6 5%	2 1%	5 3%	11 7%	* *	- -	2 1%	6 2%	3 2%	13 5%	5 2%	13 5%	6 2%	* *	* 1%
Not working/Not seeking work	40 4%	18 4%	22 4%	5 4%	2 1%	10 5%	12 7%	10 7%	* *	2 1%	6 2%	8 4%	24 10%	8 3%	10 4%	7 3%	5 4%	9 10%
Retired	249 25%	138 29%	111 21%	11 10%	- -	1 *	6 3%	53 35%	177 88%	70 28%	55 19%	62 29%	62 25%	60 22%	70 27%	63 25%	39 28%	17 19%
Student	18 2%	6 1%	12 2%	12 11%	1 *	2 1%	3 2%	- -	- -	1 *	14 5%	- -	3 1%	4 1%	6 2%	3 1%	4 3%	1 1%
Housewife/ person	30 3%	1 *	29 6%	7 6%	5 3%	9 4%	7 4%	2 1%	- -	2 1%	6 2%	2 1%	21 8%	6 2%	5 2%	14 6%	1 1%	3 3%

Prepared on behalf of The BBC by ICM Research

Online Video
Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Marital status**Base: All respondents**

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Single	230 23%	114 24%	115 22%	88 79%	45 27%	44 22%	25 15%	13 9%	14 7%	49 20%	83 29%	45 21%	53 21%	59 22%	74 28%	52 21%	30 21%	15 17%
Married/ co-habiting	647 64%	323 67%	324 62%	22 20%	125 73%	138 68%	113 66%	112 74%	137 68%	182 72%	156 53%	148 70%	161 64%	173 65%	158 60%	168 68%	86 61%	61 69%
Widowed/ separated/ divorced	128 13%	47 10%	81 15%	- -	* *	20 10%	32 19%	26 17%	50 25%	19 7%	52 18%	19 9%	38 15%	36 13%	30 11%	27 11%	24 17%	11 13%
Refused	4 *	- -	4 1%	1 1%	* *	1 *	1 1%	- -	1 *	2 1%	1 1%	- -	- -	1 *	1 *	1 *	- -	1 1%

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Do you have any children aged 18 or under?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Yes	299	131	168	25	75	121	57	17	4	68	80	64	88	79	83	73	32	32
	30%	27%	32%	23%	44%	60%	33%	11%	2%	27%	27%	30%	35%	29%	32%	30%	23%	36%
- Aged under 5	119	40	79	24	55	36	3	1	-	24	30	26	38	31	31	25	18	14
	12%	8%	15%	21%	32%	18%	2%	1%	-	10%	10%	12%	15%	12%	12%	10%	13%	16%
- Aged 5-10	115	49	66	-	29	69	15	2	-	29	30	24	32	32	34	24	9	16
	11%	10%	13%	-	17%	34%	9%	1%	-	11%	10%	11%	13%	12%	13%	10%	7%	18%
- Aged 11-15	112	53	59	2	17	57	29	7	-	22	29	28	33	24	33	36	11	8
	11%	11%	11%	1%	10%	28%	17%	5%	-	9%	10%	13%	13%	9%	13%	14%	8%	9%
- Aged 16-18	71	38	33	-	4	25	27	11	4	18	18	16	20	20	19	24	5	4
	7%	8%	6%	-	2%	13%	16%	7%	2%	7%	6%	7%	8%	7%	7%	10%	4%	4%
No	706	353	353	85	94	81	114	135	198	184	213	148	162	190	178	175	108	56
	70%	73%	67%	77%	55%	40%	67%	89%	98%	73%	73%	70%	64%	71%	68%	70%	77%	64%
Refused	3	-	3	1	2	-	-	-	-	1	-	-	2	-	2	-	-	1
	*	-	1%	1%	1%	-	-	-	-	*	-	-	1%	-	1%	-	-	1%

Prepared on behalf of The BBC by ICM Research

Online Video
Fieldwork : 17th - 19th November 2006

Absolutes/col percents

What was your age on your last birthday?

Base: All respondents

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
18-24	111	47	63	100%	-	-	-	-	-	22	39	33	17	17	43	24	15	12
	11%	10%	12%							9%	13%	16%	7%	6%	16%	10%	11%	14%
25-34	171	62	110	-	100%	-	-	-	-	42	51	31	47	51	41	41	26	12
	17%	13%	21%							17%	17%	14%	19%	19%	16%	17%	18%	13%
35-44	202	101	101	-	-	100%	-	-	-	44	59	34	65	47	56	54	24	21
	20%	21%	19%							17%	20%	16%	26%	17%	21%	22%	17%	24%
45-54	171	79	93	-	-	-	100%	-	-	43	59	38	31	57	38	39	18	19
	17%	16%	18%							17%	20%	18%	12%	21%	14%	16%	13%	22%
55-64	151	68	83	-	-	-	-	100%	-	40	36	27	47	41	43	30	25	13
	15%	14%	16%							16%	12%	13%	19%	15%	16%	12%	18%	14%
65+	202	127	74	-	-	-	-	-	100%	61	48	49	44	56	42	61	33	11
	20%	26%	14%							24%	16%	23%	18%	21%	16%	25%	23%	12%

Prepared on behalf of The BBC by ICM Research

Online Video
Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Gender**Base: All respondents**

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Male	484	484	-	47	62	101	79	68	127	158	114	108	104	145	129	114	64	32
	48%	100%	-	43%	36%	50%	46%	45%	63%	63%	39%	51%	41%	54%	49%	46%	46%	37%
Female	524	-	524	63	110	101	93	83	74	94	178	104	148	124	134	134	76	56
	52%	-	100%	57%	64%	50%	54%	55%	37%	37%	61%	49%	59%	46%	51%	54%	54%	63%

Prepared on behalf of The BBC by ICM Research

Online Video
Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Social class**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
AB	252	158	94	22	42	44	43	40	61	252	-	-	-	76	67	50	37	22
	25%	33%	18%	19%	25%	22%	25%	27%	30%	100%	-	-	-	28%	26%	20%	26%	24%
C1	292	114	178	39	51	59	59	36	48	-	292	-	-	81	69	71	45	27
	29%	24%	34%	35%	30%	29%	34%	24%	24%	-	100%	-	-	30%	26%	29%	32%	31%
C2	212	108	104	33	31	34	38	27	49	-	-	212	-	56	61	44	38	12
	21%	22%	20%	30%	18%	17%	22%	18%	24%	-	-	100%	-	21%	23%	18%	27%	14%
DE	252	104	148	17	47	65	31	47	44	-	-	-	252	56	65	82	21	27
	25%	21%	28%	16%	28%	32%	18%	31%	22%	-	-	-	100%	21%	25%	33%	15%	31%

Prepared on behalf of The BBC by ICM Research

Online Video

Fieldwork : 17th - 19th November 2006

Absolutes/col percents

Full regions

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted Base	1008	452	556	59	128	209	219	200	193	415	300	152	141	273	242	271	129	93
Weighted Base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
Scotland	89 9%	32 7%	56 11%	12 11%	12 7%	21 11%	19 11%	13 8%	11 5%	22 9%	27 9%	12 6%	27 11%	-	-	-	-	89 100%
North East	45 5%	25 5%	21 4%	8 7%	8 5%	10 5%	5 3%	3 2%	11 5%	8 3%	12 4%	4 2%	21 8%	-	-	45 18%	-	-
North West	116 12%	51 11%	65 12%	9 8%	15 9%	28 14%	17 10%	20 13%	28 14%	23 9%	39 13%	28 13%	26 10%	-	-	116 47%	-	-
Yorkshire & Humberside	86 9%	37 8%	49 9%	7 7%	18 10%	16 8%	17 10%	7 5%	22 11%	19 8%	20 7%	12 6%	34 14%	-	-	86 35%	-	-
West Midlands	92 9%	43 9%	49 9%	18 17%	17 10%	21 10%	14 8%	10 7%	13 6%	25 10%	30 10%	27 13%	10 4%	-	92 35%	-	-	-
Wales	51 5%	25 5%	27 5%	3 2%	9 5%	9 5%	9 5%	11 7%	11 5%	10 4%	18 6%	18 9%	5 2%	-	-	-	51 37%	-
Eastern	96 10%	51 11%	45 9%	17 15%	16 9%	17 8%	17 10%	12 8%	18 9%	26 10%	21 7%	13 6%	36 14%	-	96 37%	-	-	-
London	127 13%	78 16%	49 9%	12 11%	24 14%	21 11%	24 14%	22 15%	23 12%	36 14%	38 13%	27 13%	26 10%	127 47%	-	-	-	-
South East	142 14%	67 14%	75 14%	5 4%	27 16%	25 13%	33 19%	19 12%	32 16%	40 16%	42 14%	29 14%	30 12%	142 53%	-	-	-	-
South West	89 9%	40 8%	49 9%	12 11%	17 10%	14 7%	9 5%	14 9%	22 11%	26 10%	26 9%	20 9%	16 6%	-	-	-	89 63%	-
East Midlands	74 7%	34 7%	40 8%	8 7%	9 5%	18 9%	7 4%	21 14%	11 6%	16 6%	18 6%	21 10%	19 8%	-	74 28%	-	-	-

Prepared on behalf of The BBC by ICM Research