

## Fairpak

### Fieldwork : 17th - 19th November 2006

Absolutes/col percents

**Q1 You may have seen or heard recently that a company called Farepak which ran a savings scheme for vouchers and Christmas hampers, collapsed in October this year. Who, if anybody, do you think should take responsibility for providing financial assistance for Farepak customers who lost their savings when the company collapsed?**

**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
The company's directors should be held financially liable	778 77%	377 78%	400 76%	72 65%	126 74%	148 74%	144 84%	117 77%	170 84%	201 80%	221 76%	166 78%	190 76%	211 79%	201 76%	191 77%	104 74%	70 79%
The company's bankers	107 11%	47 10%	60 11%	7 6%	20 12%	28 14%	18 10%	18 12%	16 8%	17 7%	35 12%	19 9%	36 14%	25 9%	35 13%	28 11%	11 8%	8 9%
The Government	17 2%	9 2%	7 1%	4 4%	5 3%	3 1%	2 1%	1 1%	1 1%	7 3%	7 2%	2 1%	1 *	6 2%	2 1%	3 1%	3 2%	2 3%
The retail industry as a whole	14 1%	6 1%	8 1%	5 4%	3 2%	2 1%	- -	2 1%	2 1%	6 2%	4 1%	1 1%	3 1%	3 1%	4 2%	3 1%	3 2%	- -
Other	8 1%	6 1%	2 *	- -	- -	1 *	2 1%	2 2%	3 1%	3 1%	3 1%	2 1%	- -	4 1%	1 *	1 *	2 1%	1 1%
None of these	19 2%	15 3%	5 1%	1 1%	4 2%	9 4%	1 *	1 1%	4 2%	7 3%	1 *	9 4%	3 1%	5 2%	2 1%	7 3%	5 4%	- -
Don't know	66 7%	24 5%	42 8%	21 19%	13 8%	11 6%	4 3%	10 7%	6 3%	11 4%	22 7%	14 6%	19 8%	13 5%	18 7%	15 6%	13 9%	8 8%

Prepared on behalf of Retail Week by ICM Research

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**Q2 Do you think that savings or Christmas hamper clubs should be more strictly regulated by law so that customers' funds are protected?**

**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	908	427	482	103	140	181	156	135	193	225	263	193	226	235	239	231	119	84
	90%	88%	92%	93%	82%	90%	91%	89%	96%	89%	90%	91%	90%	87%	91%	93%	85%	95%
No	39	33	6	3	4	11	8	5	7	15	9	9	6	17	6	5	9	1
	4%	7%	1%	3%	3%	5%	5%	4%	3%	6%	3%	4%	2%	6%	2%	2%	6%	2%
Don't know	61	24	37	4	27	10	7	11	2	12	21	9	20	16	18	12	12	3
	6%	5%	7%	4%	16%	5%	4%	7%	1%	5%	7%	4%	8%	6%	7%	5%	9%	3%

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Absolutes/col percents

**Q3 In response to the collapse of Farepak a number of unconnected retailers have made donations in support of the families who have been affected by the collapse.  
 Which of the following describes how this reflects your view of the retail industry generally?**

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
It was a generous gesture and has made me think more highly of retailers	531 53%	216 45%	315 60%	68 61%	87 51%	96 48%	77 45%	95 63%	108 54%	119 47%	153 52%	113 53%	146 58%	128 48%	142 54%	123 50%	80 57%	58 65%
It was a PR stunt by those who made donations	268 27%	170 35%	97 19%	18 16%	40 23%	64 32%	66 38%	28 19%	53 26%	84 34%	71 24%	53 25%	59 23%	71 27%	70 27%	71 29%	36 26%	20 22%
It has not affected my view of the retail industry	144 14%	74 15%	70 13%	11 10%	27 16%	27 14%	18 11%	22 14%	39 19%	39 16%	48 16%	31 15%	26 10%	46 17%	36 14%	38 15%	19 14%	6 7%
Don't know	65 6%	24 5%	41 8%	14 12%	17 10%	15 7%	10 6%	7 4%	2 1%	9 4%	20 7%	16 7%	20 8%	23 9%	15 6%	17 7%	5 4%	4 5%

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Absolutes/col percents

**Q4 When a retail chain goes bust to what extent do you agree or disagree that other unconnected retailers have a moral responsibility to fulfil that chain's customer obligations (i.e., outstanding orders etc)**

**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: Agree	300 30%	136 28%	164 31%	49 44%	46 27%	63 31%	34 20%	46 31%	62 31%	73 29%	85 29%	54 26%	88 35%	70 26%	88 34%	84 34%	35 25%	23 26%
Agree strongly	(4) 11%	58 12%	57 11%	31 28%	19 11%	20 10%	13 8%	15 10%	17 8%	22 9%	35 12%	22 10%	36 14%	20 7%	45 17%	30 12%	9 7%	11 13%
Agree slightly	(3) 18%	78 16%	106 20%	18 16%	27 16%	43 21%	21 12%	31 21%	45 22%	51 20%	50 17%	32 15%	52 21%	50 19%	43 16%	54 22%	25 18%	12 13%
Disagree slightly	(2) 30%	132 27%	174 33%	38 34%	56 32%	54 27%	55 32%	49 32%	54 27%	71 28%	97 33%	75 35%	62 25%	71 26%	73 28%	76 30%	59 42%	27 31%
Disagree strongly	(1) 30%	187 39%	120 23%	12 11%	49 28%	66 33%	64 37%	47 31%	69 34%	93 37%	76 26%	65 31%	73 29%	97 36%	75 29%	67 27%	39 28%	29 33%
NET: Disagree	612 61%	319 66%	293 56%	50 45%	104 61%	120 60%	119 70%	96 64%	123 61%	164 65%	173 59%	139 66%	136 54%	168 62%	149 57%	142 57%	98 69%	56 64%
Don't know	96 10%	29 6%	67 13%	12 11%	21 12%	19 9%	18 10%	9 6%	17 8%	15 6%	34 12%	18 9%	29 11%	31 11%	26 10%	22 9%	8 6%	9 10%
Mean	2.12	2.01	2.22	2.69	2.11	2.09	1.89	2.10	2.05	2.01	2.17	2.06	2.23	3.94	6.72	6.79	4.06	2.07
Standard deviation	1.02	1.05	0.97	1.05	1.00	1.01	0.95	0.99	0.99	0.99	1.00	0.98	1.08	1.96	3.26	3.05	1.72	1.05
Standard error	0.03	0.05	0.04	0.14	0.09	0.07	0.07	0.07	0.07	0.05	0.06	0.08	0.10	0.18	0.38	0.36	0.23	0.11

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**Fairpak**  
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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%

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**Fairpak**  
**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%	- -

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**Fairpak**  
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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%	* *	- -	- -

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**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%

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**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 20%	94 20%	109 21%	34 31%	30 17%	38 19%	28 16%	29 19%	46 23%	31 12%	53 18%	40 19%	79 31%	67 25%	58 22%	41 16%	22 15%	17 19%
1	438 43%	204 42%	234 45%	28 25%	73 43%	89 44%	77 45%	61 40%	110 55%	90 36%	129 44%	100 47%	120 48%	106 40%	117 44%	119 48%	57 40%	40 45%
2	284 28%	149 31%	135 26%	24 22%	60 35%	68 34%	49 29%	47 31%	35 18%	99 39%	84 29%	54 26%	47 19%	70 26%	66 25%	74 30%	48 34%	27 30%
3+	82 8%	36 8%	45 9%	25 23%	8 5%	6 3%	18 10%	15 10%	10 5%	33 13%	27 9%	17 8%	5 2%	26 10%	22 8%	14 6%	15 10%	5 6%

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**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%

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## Fairpak

### 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%

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### 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%

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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 Retail Week by ICM Research

**Fairpak**  
**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 30%	131 27%	168 32%	25 23%	75 44%	121 60%	57 33%	17 11%	4 2%	68 27%	80 27%	64 30%	88 35%	79 29%	83 32%	73 30%	32 23%	32 36%
- Aged under 5	119 12%	40 8%	79 15%	24 21%	55 32%	36 18%	3 2%	1 1%	-	24 10%	30 10%	26 12%	38 15%	31 12%	31 12%	25 10%	18 13%	14 16%
- Aged 5-10	115 11%	49 10%	66 13%	- -	29 17%	69 34%	15 9%	2 1%	-	29 11%	30 10%	24 11%	32 13%	32 12%	34 13%	24 10%	9 7%	16 18%
- Aged 11-15	112 11%	53 11%	59 11%	2 1%	17 10%	57 28%	29 17%	7 5%	-	22 9%	29 10%	28 13%	33 13%	24 9%	33 13%	36 14%	11 8%	8 9%
- Aged 16-18	71 7%	38 8%	33 6%	- -	4 2%	25 13%	27 16%	11 7%	4 2%	18 7%	18 6%	16 7%	20 8%	20 7%	19 7%	24 10%	5 4%	4 4%
No	706 70%	353 73%	353 67%	85 77%	94 55%	81 40%	114 67%	135 89%	198 98%	184 73%	213 73%	148 70%	162 64%	190 71%	178 68%	175 70%	108 77%	56 64%
Refused	3 *	-	3 1%	1 1%	2 1%	-	-	-	-	1 *	-	-	2 1%	-	2 1%	-	-	1 1%

Prepared on behalf of Retail Week by ICM Research

**Fairpak**  
**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 Retail Week by ICM Research

**Fairpak**  
**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 Retail Week by ICM Research

**Fairpak**  
**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 Retail Week by ICM Research

## Fairpak

### 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%	-	-	-

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