



Clear thinking in a complex world....

ICM Poll for the Information Commissioner's Office

Fieldwork dates: 23rd-24th January 2008

Interview Method: Telephone, unless otherwise stated.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each government office region a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1014 adults aged 18+

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2005 general election. The weighting scheme is designed as follows:

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Voting figures: The vote intention cross break in this poll was included for analysis purposes only. ICM's usual vote intention questions were not asked.

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CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 1

Q.1 Are you aware or not aware that Close Circuit Television (CCTV) is covered in the Data Protection Act?

This means that, organisations using CCTV for anything other than the most basic of surveillance will have to comply with the Data Protection Act?

Base: All respondents

	Gender			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	1014	468	546	81	154	184	194	166	235	348	214	168	284	262	264	252	146	90
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
Aware	417 41%	215 44%	203 38%	55 46%	61 38%	92 46%	73 43%	65 43%	72 34%	120 46%	121 41%	93 44%	83 34%	97 36%	108 41%	113 45%	50 35%	50 56%
Not aware	586 58%	267 55%	318 60%	65 54%	100 62%	108 54%	95 55%	86 57%	132 63%	143 54%	170 58%	115 54%	157 65%	167 63%	153 58%	138 55%	88 62%	39 44%
Don't know	11 1%	5 1%	6 1%	- -	- -	2 1%	3 2%	- -	6 3%	1 *	3 1%	5 2%	3 1%	2 1%	4 2%	- -	4 3%	- -

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 1

Q.1 Are you aware or not aware that Close Circuit Television (CCTV) is covered in the Data Protection Act?

This means that, organisations using CCTV for anything other than the most basic of surveillance will have to comply with the Data Protection Act?

Base: All respondents

	Working status			Internet Access								
	Total	Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Unweighted base	1014	406	152	439	733	679	303	416	40	263	14	277
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
Aware	417 41%	217 47%	51 42%	143 34%	324 44%	303 44%	145 48%	170 41%	12 31%	133 50%	8 53%	94 35%
Not aware	586 58%	237 52%	69 57%	274 65%	414 56%	379 55%	161 52%	246 59%	27 69%	133 50%	7 47%	168 62%
Don't know	11 1%	3 1%	1 1%	7 2%	3 *	3 *	- -	3 1%	- -	- -	- -	8 3%

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 2

Q.2 Do you support or oppose the use of Close Circuit Television cameras that can record your conversations?

Base: All respondents

	Gender			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	1014	468	546	81	154	184	194	166	235	348	214	168	284	262	264	252	146	90
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
Support	303 30%	151 31%	153 29%	46 39%	64 40%	64 32%	43 25%	41 27%	44 21%	86 33%	83 28%	72 34%	62 25%	81 30%	77 29%	82 33%	41 28%	23 26%
Oppose	683 67%	326 67%	357 68%	73 60%	90 56%	131 65%	119 70%	107 71%	164 78%	170 64%	202 69%	137 64%	175 72%	176 66%	182 68%	163 65%	99 69%	64 72%
Don't know	27 3%	10 2%	17 3%	1 1%	6 4%	6 3%	9 5%	3 2%	2 1%	8 3%	10 3%	4 2%	6 3%	9 3%	7 3%	5 2%	4 3%	2 3%

CCTV Survey
CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 2

Q.2 Do you support or oppose the use of Close Circuit Television cameras that can record your conversations?**Base: All respondents**

	Working status			Internet Access								
	Total	Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Unweighted base	1014	406	152	439	733	679	303	416	40	263	14	277
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
Support	303 30%	154 34%	37 30%	112 27%	232 31%	217 32%	110 36%	120 29%	13 32%	97 36%	3 19%	71 26%
Oppose	683 67%	287 63%	81 66%	305 72%	489 66%	451 66%	188 61%	289 69%	26 66%	162 61%	11 76%	193 71%
Don't know	27 3%	16 3%	4 4%	6 1%	19 3%	18 3%	8 3%	10 2%	1 2%	8 3%	1 5%	7 3%

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Gender			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	1014	468	546	81	154	184	194	166	235	348	214	168	284	262	264	252	146	90
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
Gender																		
Male	487 48%	487 100%	- -	65 54%	60 37%	103 51%	92 54%	71 47%	96 46%	138 52%	134 45%	122 57%	94 39%	133 50%	132 50%	127 51%	60 42%	35 39%
Female	527 52%	- -	527 100%	55 46%	101 63%	98 49%	79 46%	80 53%	114 54%	126 48%	160 55%	91 43%	149 61%	132 50%	134 50%	123 49%	83 58%	54 61%
Age																		
18-24	(21) 12%	120 13%	65 11%	55 100%	120 -	- -	- -	- -	- -	35 13%	37 12%	24 11%	25 10%	38 14%	43 16%	25 10%	5 4%	10 12%
25-34	(29.5) 16%	161 12%	60 19%	101 -	- 100%	161 -	- -	- -	- -	40 15%	60 20%	38 18%	23 10%	45 17%	33 12%	38 15%	25 18%	20 22%
35-44	(39.5) 20%	201 21%	103 19%	98 -	- -	201 100%	- -	- -	- -	61 23%	65 22%	50 24%	25 10%	55 21%	57 21%	45 18%	26 18%	18 20%
45-54	(49.5) 17%	171 19%	92 15%	79 -	- -	- -	171 100%	- -	- -	47 18%	57 19%	39 18%	28 12%	45 17%	38 14%	47 19%	27 19%	13 15%
55-64	(59.5) 15%	151 15%	71 15%	80 15%	- -	- -	- -	- 100%	151 -	34 13%	42 14%	34 16%	41 17%	37 14%	32 12%	48 19%	23 16%	11 12%
65+	(70) 21%	210 20%	96 22%	114 -	- -	- -	- -	- -	210 100%	47 18%	34 12%	28 13%	101 41%	47 18%	63 24%	48 19%	36 25%	17 19%
Average age	46.70	46.62	46.78	21.00	29.50	39.50	49.50	59.50	70.00	45.34	43.49	44.67	53.85	45.02	46.39	47.75	49.79	44.77

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Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
<u>Social Class</u>																		
AB	264 26%	138 28%	126 24%	35 29%	40 25%	61 30%	47 28%	34 23%	47 22%	264 100%	-	-	-	82 31%	54 20%	63 25%	43 30%	22 25%
C1	294 29%	134 27%	160 30%	37 30%	60 37%	65 32%	57 33%	42 28%	34 16%	-	294 100%	-	-	82 31%	79 30%	65 26%	39 27%	30 33%
C2	213 21%	122 25%	91 17%	24 20%	38 23%	50 25%	39 23%	34 23%	28 13%	-	-	213 100%	-	43 16%	60 23%	59 24%	31 22%	19 22%
DE	243 24%	94 19%	149 28%	25 21%	23 14%	25 12%	28 17%	41 27%	101 48%	-	-	-	243 100%	59 22%	72 27%	63 25%	30 21%	18 21%
<u>Region</u>																		
North	340 33%	162 33%	177 34%	35 29%	57 36%	64 32%	60 35%	58 39%	65 31%	85 32%	95 32%	78 37%	82 34%	-	-	250 100%	-	89 100%
Midlands	318 31%	157 32%	161 31%	44 36%	42 26%	67 33%	45 27%	44 29%	77 36%	69 26%	94 32%	69 32%	87 36%	-	266 100%	-	53 37%	-
South	356 35%	167 34%	189 36%	42 35%	61 38%	71 35%	65 38%	48 32%	69 33%	110 42%	106 36%	66 31%	74 31%	266 100%	-	-	90 63%	-

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	Gender		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
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
<u>Working status</u>																		
Full-time	456 45%	291 60%	165 31%	60 50%	97 60%	128 64%	111 65%	54 36%	6 3%	145 55%	151 51%	114 54%	47 19%	120 45%	110 41%	118 47%	66 46%	43 48%
Part-time	122 12%	26 5%	96 18%	12 10%	25 16%	34 17%	24 14%	21 14%	5 2%	30 11%	41 14%	36 17%	15 6%	30 11%	35 13%	21 8%	22 15%	14 16%
Not working but seeking work or temporarily unemployed/sick	42 4%	20 4%	22 4%	9 7%	15 9%	10 5%	6 3%	3 2%	- -	7 3%	11 4%	6 3%	18 7%	14 5%	16 6%	6 3%	3 2%	2 2%
Not working/not seeking work	81 8%	12 3%	69 13%	9 8%	17 11%	24 12%	16 9%	14 9%	- -	11 4%	21 7%	18 9%	30 12%	19 7%	29 11%	21 8%	4 3%	7 8%
Retired	267 26%	116 24%	151 29%	- -	1 *	- -	11 6%	56 37%	199 95%	56 21%	53 18%	33 15%	125 51%	63 24%	69 26%	71 29%	43 30%	20 23%
Student	34 3%	15 3%	19 4%	28 23%	3 2%	2 1%	1 1%	- -	- -	8 3%	16 5%	3 1%	7 3%	16 6%	4 1%	10 4%	3 2%	2 2%
Refused	12 1%	6 1%	6 1%	2 2%	3 2%	2 1%	2 1%	2 1%	1 *	6 2%	2 1%	3 2%	1 1%	5 2%	2 1%	3 1%	2 1%	- -

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	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
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
Tenure																		
Own outright	331 33%	156 32%	175 33%	14 12%	16 10%	27 13%	45 26%	75 50%	154 73%	87 33%	82 28%	58 27%	104 43%	81 30%	83 31%	91 37%	52 36%	24 27%
Own with a mortgage	392 39%	197 40%	196 37%	43 36%	84 52%	120 60%	86 50%	45 30%	14 7%	126 48%	138 47%	99 47%	28 12%	90 34%	101 38%	98 39%	60 42%	42 47%
Council	130 13%	58 12%	72 14%	21 18%	17 10%	26 13%	24 14%	15 10%	28 13%	11 4%	28 10%	17 8%	74 30%	32 12%	44 17%	23 9%	15 10%	16 17%
Housing Assoc.	40 4%	19 4%	21 4%	3 2%	12 7%	9 5%	3 2%	6 4%	7 3%	4 2%	10 3%	12 5%	14 6%	16 6%	5 2%	9 4%	7 5%	2 3%
Rented from someone else	85 8%	42 9%	43 8%	29 24%	26 16%	12 6%	10 6%	6 4%	4 2%	23 9%	25 9%	23 11%	13 5%	33 13%	22 8%	20 8%	6 4%	4 4%
Rent free	11 1%	5 1%	6 1%	3 3%	1 1%	4 2%	* *	1 1%	2 1%	2 1%	5 2%	- -	4 2%	6 2%	2 1%	3 1%	- -	* 1%
Refused	24 2%	10 2%	14 3%	7 6%	6 4%	3 2%	4 2%	2 2%	2 1%	9 3%	7 2%	4 2%	5 2%	7 3%	8 3%	5 2%	3 2%	1 1%

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	Gender		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
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
<u>Foreign Holiday in last 3 years</u>																		
Yes	608 60%	305 63%	304 58%	76 63%	107 67%	129 64%	111 65%	83 55%	102 49%	190 72%	199 68%	130 61%	89 37%	176 66%	152 57%	142 57%	85 59%	54 61%
No	406 40%	182 37%	224 42%	45 37%	53 33%	72 36%	60 35%	68 45%	108 51%	74 28%	95 32%	83 39%	153 63%	90 34%	114 43%	109 43%	58 41%	35 39%
<u>Number of cars</u>																		
None	211 21%	77 16%	134 25%	29 24%	31 19%	29 15%	26 15%	27 18%	69 33%	35 13%	50 17%	22 10%	103 43%	70 26%	45 17%	52 21%	21 15%	22 25%
1	422 42%	198 41%	224 43%	35 29%	70 43%	76 38%	75 44%	63 42%	103 49%	100 38%	128 43%	98 46%	96 39%	96 36%	116 44%	109 44%	62 44%	39 43%
2	291 29%	159 33%	132 25%	33 27%	51 31%	82 41%	42 25%	47 31%	37 18%	94 36%	88 30%	71 33%	37 15%	76 29%	79 30%	71 28%	42 29%	24 27%
3+	90 9%	53 11%	37 7%	23 19%	10 6%	13 6%	28 17%	14 9%	2 1%	35 13%	28 10%	21 10%	6 3%	23 9%	26 10%	19 7%	18 13%	4 4%

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	Gender		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
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
<u>Internet Access</u>																		
At all	740 73%	370 76%	370 70%	107 89%	134 83%	180 90%	142 83%	98 65%	79 38%	224 85%	234 79%	166 78%	116 48%	202 76%	189 71%	179 71%	107 75%	63 71%
At home (net)	686 68%	339 70%	346 66%	97 81%	123 76%	169 84%	130 76%	94 62%	73 35%	208 79%	211 72%	158 74%	109 45%	190 72%	174 65%	162 65%	97 68%	63 71%
At work (net)	306 30%	156 32%	150 28%	39 33%	68 42%	92 46%	68 40%	30 20%	9 4%	124 47%	118 40%	46 21%	18 8%	88 33%	80 30%	70 28%	46 32%	23 26%
At home	419 41%	207 43%	212 40%	63 52%	66 41%	85 42%	71 41%	67 45%	68 32%	100 38%	109 37%	116 55%	94 39%	111 42%	105 40%	104 42%	59 41%	40 45%
At work	40 4%	25 5%	15 3%	5 4%	11 7%	7 4%	9 5%	3 2%	4 2%	15 6%	17 6%	4 2%	3 1%	8 3%	12 4%	12 5%	8 5%	- -
Both at home and at work	266 26%	132 27%	135 26%	34 28%	57 35%	85 42%	59 34%	27 18%	5 3%	108 41%	102 35%	41 19%	15 6%	80 30%	68 26%	58 23%	38 26%	23 26%
Somewhere else	15 1%	7 1%	8 2%	5 4%	- -	4 2%	3 2%	1 1%	2 1%	1 *	6 2%	4 2%	4 2%	4 1%	3 1%	5 2%	3 2%	- -
Not at all	270 27%	115 24%	155 29%	13 11%	26 16%	21 10%	29 17%	52 34%	129 61%	39 15%	59 20%	47 22%	125 51%	62 23%	75 28%	71 28%	36 25%	26 29%
Refused	4 *	1 *	2 *	- -	1 1%	- -	- -	1 *	2 1%	1 *	1 *	- -	2 1%	1 1%	1 *	1 *	- -	- -

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	Gender		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
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
What is the highest educational level that you have achieved to date?																		
Secondary/ high school/ NVQ 1-3	560 55%	250 51%	310 59%	67 56%	91 56%	101 50%	86 50%	87 58%	128 61%	96 36%	146 50%	153 72%	166 68%	130 49%	159 60%	150 60%	71 50%	50 56%
University degree or equivalent professional qualification/ NVQ4	289 29%	142 29%	147 28%	40 33%	48 30%	73 36%	54 32%	35 23%	39 19%	110 42%	118 40%	36 17%	26 11%	73 28%	68 26%	65 26%	50 35%	33 37%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	62 6%	35 7%	27 5%	4 3%	18 11%	11 5%	13 7%	8 5%	9 4%	38 15%	16 5%	3 2%	4 2%	30 11%	9 3%	14 5%	10 7%	- -
None of these	86 9%	48 10%	38 7%	7 5%	3 2%	12 6%	16 9%	18 12%	32 15%	14 5%	15 5%	17 8%	41 17%	28 10%	24 9%	19 8%	9 6%	6 7%
Refused	16 2%	12 2%	4 1%	2 2%	2 1%	4 2%	2 1%	3 2%	3 1%	7 3%	- -	4 2%	5 2%	5 2%	5 2%	4 1%	2 2%	- -

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	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
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
<u>Marital Status</u>																		
Single	226 22%	111 23%	115 22%	97 81%	50 31%	31 15%	28 16%	12 8%	9 4%	55 21%	76 26%	35 16%	60 25%	78 29%	62 23%	47 19%	21 15%	18 21%
Married/ co-habiting	595 59%	304 62%	291 55%	20 16%	106 66%	151 75%	105 62%	104 69%	108 51%	173 66%	174 59%	148 70%	100 41%	143 54%	150 56%	148 59%	99 69%	55 62%
Widowed/ separated/ divorced	178 18%	62 13%	116 22%	2 1%	3 2%	16 8%	34 20%	32 21%	92 44%	29 11%	42 14%	27 12%	80 33%	40 15%	50 19%	52 21%	21 15%	15 17%
Refused	15 1%	9 2%	6 1%	2 2%	2 1%	3 1%	4 2%	2 2%	2 1%	7 3%	2 1%	3 2%	3 1%	5 2%	4 2%	4 2%	2 2%	- -
<u>Children</u>																		
None aged 18 or under	655 65%	311 64%	344 65%	74 61%	82 51%	59 29%	98 57%	137 91%	206 98%	175 66%	181 62%	106 50%	192 79%	180 68%	171 64%	158 63%	89 62%	58 65%
NET: Yes	347 34%	166 34%	181 34%	44 36%	77 48%	141 70%	68 40%	13 9%	3 2%	86 33%	110 37%	103 48%	48 20%	86 32%	89 33%	91 36%	50 35%	31 35%
NET: Yes any aged 15 or under	292 29%	140 29%	151 29%	30 25%	75 47%	124 62%	49 29%	10 7%	3 2%	70 27%	97 33%	86 40%	39 16%	72 27%	74 28%	80 32%	39 28%	27 30%
- Aged under 5	121 12%	53 11%	68 13%	21 17%	55 34%	41 20%	2 1%	1 1%	1 *	26 10%	40 14%	38 18%	17 7%	33 12%	30 11%	37 15%	10 7%	11 12%
- Aged 5-10	146 14%	74 15%	72 14%	9 8%	40 25%	75 37%	18 11%	4 2%	- -	36 14%	47 16%	47 22%	15 6%	38 14%	41 15%	30 12%	22 16%	15 17%
- Aged 11-15	123 12%	59 12%	64 12%	8 7%	14 8%	54 27%	38 22%	7 4%	3 1%	32 12%	32 11%	37 17%	22 9%	22 8%	33 13%	33 13%	23 16%	12 13%
- Aged 16-18	93 9%	45 9%	49 9%	22 18%	5 3%	28 14%	32 19%	6 4%	1 *	29 11%	23 8%	27 13%	14 6%	24 9%	21 8%	23 9%	18 12%	8 8%
Refused	14 1%	11 2%	3 *	4 3%	2 1%	1 1%	5 3%	1 *	1 *	3 1%	3 1%	5 2%	3 1%	1 1%	6 2%	2 1%	4 3%	- -

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Gender		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
Weighted base	1014	487	527	120	161	201	171	151	210	264	294	213	243	266	266	250	143	89
<u>Grocery shopping status</u>																		
Yes - do half or more	771 76%	299 61%	471 89%	64 53%	142 88%	156 78%	131 77%	117 78%	161 76%	197 74%	223 76%	156 73%	195 80%	204 77%	193 73%	190 76%	107 75%	76 85%
No - do less than half	239 24%	185 38%	55 10%	57 47%	18 11%	44 22%	39 23%	33 22%	49 23%	65 24%	71 24%	56 26%	47 20%	60 23%	71 27%	59 24%	35 24%	13 15%
Refused	4 *	3 1%	1 *	- -	1 1%	1 *	1 *	* *	1 1%	3 1%	- -	1 *	* *	1 1%	1 *	1 *	1 1%	- -

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Total	Working status			Internet Access								
		Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all	
Unweighted base	1014	406	152	439	733	679	303	416	40	263	14	277	
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270	
Gender													
Male	487 48%	291 64%	26 21%	164 39%	370 50%	339 49%	156 51%	207 49%	25 62%	132 49%	7 44%	115 43%	
Female	527 52%	165 36%	96 79%	260 61%	370 50%	346 51%	150 49%	212 51%	15 38%	135 51%	8 56%	155 57%	
Age													
18-24	(21) 12%	120 13%	60 10%	12 11%	46 15%	107 14%	97 13%	39 15%	63 13%	5 13%	34 13%	5 35%	13 5%
25-34	(29.5) 16%	161 21%	97 21%	25 21%	35 8%	134 18%	123 18%	68 22%	66 16%	11 27%	57 21%	- -	26 10%
35-44	(39.5) 20%	201 28%	128 28%	34 28%	36 9%	180 24%	169 25%	92 30%	85 20%	7 18%	85 32%	4 24%	21 8%
45-54	(49.5) 17%	171 24%	111 24%	24 20%	34 8%	142 19%	130 19%	68 22%	71 17%	9 23%	59 22%	3 20%	29 11%
55-64	(59.5) 15%	151 15%	54 12%	21 17%	74 17%	98 13%	94 14%	30 10%	67 16%	3 9%	27 10%	1 5%	52 19%
65+	(70) 21%	210 1%	6 4%	5 4%	199 47%	79 11%	73 11%	9 3%	68 16%	4 10%	5 2%	2 15%	129 48%
Average age	46.70	40.17	42.13	55.27	42.85	42.97	40.03	44.98	41.46	39.81	40.75	57.09	

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Working status			Internet Access								
	Total	Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
<u>Social Class</u>												
AB	264 26%	145 32%	30 25%	83 20%	224 30%	208 30%	124 40%	100 24%	15 38%	108 41%	1 4%	39 14%
C1	294 29%	151 33%	41 33%	101 24%	234 32%	211 31%	118 39%	109 26%	17 43%	102 38%	6 42%	59 22%
C2	213 21%	114 25%	36 29%	60 14%	166 22%	158 23%	46 15%	116 28%	4 11%	41 15%	4 25%	47 18%
DE	243 24%	47 10%	15 13%	180 42%	116 16%	109 16%	18 6%	94 22%	3 8%	15 6%	4 28%	125 46%
<u>Region</u>												
North	340 33%	161 35%	36 29%	140 33%	242 33%	225 33%	93 30%	144 34%	12 30%	81 30%	5 31%	97 36%
Midlands	318 31%	135 30%	40 33%	141 33%	229 31%	209 30%	97 32%	127 30%	16 39%	81 30%	5 33%	88 33%
South	356 35%	161 35%	46 38%	143 34%	269 36%	252 37%	117 38%	147 35%	12 31%	105 39%	5 36%	85 31%

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Total	Working status			Internet Access							
		Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
<u>Working status</u>												
Full-time	456 45%	456 100%	-	-	406 55%	375 55%	237 78%	167 40%	30 75%	207 78%	1 8%	51 19%
Part-time	122 12%	-	122 100%	-	98 13%	88 13%	47 15%	48 11%	8 19%	40 15%	3 19%	24 9%
Not working but seeking work or temporarily unemployed/sick	42 4%	-	-	42 10%	30 4%	28 4%	5 2%	23 5%	-	5 2%	2 15%	12 4%
Not working/not seeking work	81 8%	-	-	81 19%	56 8%	54 8%	2 1%	52 12%	-	2 1%	2 14%	25 9%
Retired	267 26%	-	-	267 63%	107 14%	102 15%	7 2%	97 23%	2 6%	5 2%	3 19%	158 58%
Student	34 3%	-	-	34 8%	33 4%	31 5%	4 1%	27 6%	-	4 1%	2 15%	1 *
Refused	12 1%	-	-	-	10 1%	9 1%	4 1%	5 1%	-	4 2%	1 10%	* *

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Working status			Internet Access								
	Total	Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
<u>Tenure</u>												
Own outright	331 33%	85 19%	28 23%	218 51%	196 26%	180 26%	58 19%	133 32%	11 27%	47 18%	5 36%	133 49%
Own with a mortgage	392 39%	262 57%	61 50%	68 16%	341 46%	324 47%	188 61%	154 37%	18 45%	170 64%	- -	51 19%
Council	130 13%	35 8%	12 10%	83 20%	74 10%	67 10%	10 3%	58 14%	2 5%	8 3%	5 34%	57 21%
Housing Assoc.	40 4%	16 3%	5 5%	19 4%	26 4%	23 3%	7 2%	19 4%	2 5%	5 2%	1 5%	14 5%
Rented from someone else	85 8%	47 10%	14 11%	24 6%	74 10%	67 10%	31 10%	41 10%	5 13%	26 10%	2 15%	11 4%
Rent free	11 1%	3 1%	* *	8 2%	8 1%	7 1%	3 1%	5 1%	1 3%	2 1%	- -	3 1%
Refused	24 2%	8 2%	1 1%	5 1%	21 3%	18 3%	10 3%	10 2%	1 2%	9 3%	1 10%	2 1%

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Total	Working status			Internet Access							
		Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
<u>Foreign Holiday in last 3 years</u>												
Yes	608 60%	313 68%	76 63%	215 51%	499 67%	470 69%	220 72%	271 65%	21 52%	200 75%	7 50%	109 40%
No	406 40%	144 32%	45 37%	209 49%	242 33%	215 31%	86 28%	148 35%	19 48%	67 25%	7 50%	161 60%
<u>Number of cars</u>												
None	211 21%	52 11%	23 19%	133 31%	97 13%	90 13%	23 8%	72 17%	5 13%	18 7%	2 15%	111 41%
1	422 42%	181 40%	50 41%	184 44%	296 40%	267 39%	112 37%	176 42%	21 53%	91 34%	8 52%	125 46%
2	291 29%	165 36%	37 30%	88 21%	262 35%	246 36%	129 42%	129 31%	12 30%	117 44%	4 25%	29 11%
3+	90 9%	59 13%	12 10%	18 4%	85 12%	83 12%	41 14%	43 10%	1 4%	40 15%	1 8%	5 2%

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Working status			Internet Access								
	Total	Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Somewhere else	Not at all
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
Internet Access												
At all	740 73%	406 89%	98 81%	226 53%	740 100%	686 100%	306 100%	419 100%	40 100%	266 100%	15 100%	-
At home (net)	686 68%	375 82%	88 72%	214 51%	686 93%	686 100%	266 87%	419 100%	-	266 100%	-	-
At work (net)	306 30%	237 52%	47 39%	18 4%	306 41%	266 39%	306 100%	-	40 100%	266 100%	-	-
At home	419 41%	167 37%	48 39%	199 47%	419 57%	419 61%	-	419 100%	-	-	-	-
At work	40 4%	30 7%	8 6%	2 1%	40 5%	-	40 13%	-	40 100%	-	-	-
Both at home and at work	266 26%	207 45%	40 33%	15 4%	266 36%	266 39%	266 87%	-	-	266 100%	-	-
Somewhere else	15 1%	1 *	3 2%	9 2%	15 2%	-	-	-	-	-	15 100%	-
Not at all	270 27%	51 11%	24 19%	196 46%	-	-	-	-	-	-	-	270 100%
Refused	4 *	-	-	2 1%	-	-	-	-	-	-	-	-

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Working status			Internet Access								
	Total	Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
<u>What is the highest educational level that you have achieved to date?</u>												
Secondary/ high school/ NVQ 1-3	560 55%	227 50%	70 58%	261 62%	376 51%	349 51%	114 37%	255 61%	19 48%	95 35%	8 51%	183 68%
University degree or equivalent professional qualification/ NVQ4	289 29%	163 36%	40 33%	86 20%	255 34%	236 34%	145 47%	105 25%	15 37%	130 49%	4 29%	33 12%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	62 6%	38 8%	6 5%	18 4%	52 7%	48 7%	32 10%	21 5%	4 10%	28 10%	- -	10 4%
None of these	86 9%	24 5%	5 4%	58 14%	43 6%	40 6%	11 4%	31 7%	2 6%	9 3%	1 10%	43 16%
Refused	16 2%	5 1%	-	2 *	14 2%	12 2%	5 2%	8 2%	-	5 2%	1 10%	1 1%

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Total	Working status			Internet Access							
		Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
<u>Marital Status</u>												
Single	226 22%	115 25%	24 20%	88 21%	180 24%	155 23%	72 23%	103 25%	20 49%	52 20%	5 33%	46 17%
Married/ co-habiting	595 59%	301 66%	80 66%	212 50%	471 64%	448 65%	205 67%	261 62%	18 46%	187 70%	5 35%	124 46%
Widowed/ separated/ divorced	178 18%	38 8%	17 14%	123 29%	77 10%	72 10%	23 7%	51 12%	2 5%	21 8%	3 22%	99 37%
Refused	15 1%	2 *	1 1%	2 *	12 2%	11 2%	7 2%	4 1%	- -	7 3%	1 10%	1 1%
<u>Children</u>												
None aged 18 or under	655 65%	264 58%	51 42%	335 79%	430 58%	394 58%	162 53%	260 62%	27 68%	135 51%	9 59%	222 82%
NET: Yes	347 34%	181 40%	71 59%	88 21%	300 40%	281 41%	138 45%	155 37%	13 32%	126 47%	6 41%	47 17%
NET: Yes any aged 15 or under	292 29%	147 32%	61 50%	79 19%	251 34%	235 34%	121 39%	124 30%	11 27%	110 41%	6 41%	41 15%
- Aged under 5	121 12%	55 12%	24 20%	41 10%	97 13%	89 13%	47 15%	48 11%	6 14%	41 15%	3 21%	24 9%
- Aged 5-10	146 14%	70 15%	31 25%	41 10%	125 17%	115 17%	58 19%	64 15%	7 18%	51 19%	3 20%	21 8%
- Aged 11-15	123 12%	67 15%	23 19%	31 7%	107 14%	104 15%	46 15%	59 14%	2 4%	45 17%	1 5%	17 6%
- Aged 16-18	93 9%	56 12%	18 14%	18 4%	85 11%	82 12%	34 11%	50 12%	2 5%	32 12%	1 5%	8 3%
Refused	14 1%	11 2%	* *	1 *	11 2%	11 2%	6 2%	5 1%	- -	6 2%	- -	1 *

CCTV Survey

CATI Fieldwork : January 23rd-24th 2008

Absolutes/col percents

Table 3
Classification
Base: All respondents

	Working status			Internet Access								
	Total	Work Full-time	Work Part-time	Not working	At all	At home (net)	At work (net)	At home	At work	Both at home and at work	Some-where else	Not at all
Weighted base	1014	456	122	424	740	686	306	419	40	266	15	270
<u>Grocery shopping status</u>												
Yes - do half or more	771 76%	320 70%	109 90%	334 79%	541 73%	499 73%	217 71%	313 75%	30 76%	186 70%	12 77%	227 84%
No - do less than half	239 24%	136 30%	12 10%	89 21%	195 26%	183 27%	88 29%	104 25%	9 24%	78 29%	3 23%	44 16%
Refused	4 *	1 *	-	-	4 1%	4 1%	2 1%	2 1%	-	2 1%	-	-