

## ICM Poll for the BBC Countryfile

**Fieldwork dates:** 14-18<sup>th</sup> May 2008

**Interview Method:** Telephone, unless otherwise stated.

**Population effectively sampled:** All adults aged 18+ in Great Britain

**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:** 2,012 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.

**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 .

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## Countryside Survey

### CATI Fieldwork : May 14th-18th 2008

Absolutes/col percents

Table 1

**Q1. Which of these do you think is the biggest issue facing the British countryside in the next 20 years....**

**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	Urban	Rural
Unweighted base	2012	943	1069	165	241	344	409	351	502	664	459	343	546	522	526	500	285	179	1625	387
Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
Lack of Affordable Housing	525 26%	230 24%	295 28%	70 29%	105 33%	108 27%	86 25%	73 24%	83 20%	116 22%	151 26%	124 29%	134 28%	127 24%	132 25%	135 27%	78 28%	53 30%	432 26%	93 25%
The Effects of Climate Change	394 20%	177 18%	217 21%	45 19%	58 18%	76 19%	66 20%	58 20%	90 22%	107 21%	117 20%	77 18%	93 19%	113 21%	99 19%	105 21%	45 16%	33 18%	333 20%	61 16%
The Need for Renewable Energy	284 14%	170 18%	115 11%	54 23%	44 14%	51 13%	52 15%	36 12%	48 11%	69 13%	93 16%	64 15%	59 12%	72 14%	72 14%	76 15%	33 12%	32 18%	231 14%	53 14%
The Cost of Producing Food	268 13%	128 13%	140 13%	11 4%	39 12%	61 15%	44 13%	46 15%	68 16%	83 16%	74 13%	54 13%	57 12%	69 13%	75 14%	61 12%	46 16%	17 10%	209 13%	59 16%
Over-development in the Countryside	196 10%	96 10%	100 10%	9 4%	22 7%	45 11%	44 13%	35 12%	42 10%	55 11%	53 9%	43 10%	45 9%	60 11%	67 13%	38 8%	22 8%	10 6%	150 9%	46 12%
The Loss of Rural Services	114 6%	52 5%	62 6%	15 6%	19 6%	25 6%	15 4%	16 5%	25 6%	38 7%	36 6%	14 3%	27 5%	28 5%	29 6%	29 6%	13 5%	15 8%	87 5%	27 7%
The Threat to Wildlife and Habitats	73 4%	41 4%	31 3%	11 5%	13 4%	11 3%	12 4%	11 4%	15 4%	23 4%	15 2%	19 5%	16 3%	18 3%	19 4%	20 4%	10 4%	6 3%	55 3%	17 5%
Animal Welfare	38 2%	12 1%	26 3%	7 3%	5 2%	6 1%	3 1%	4 1%	13 3%	8 2%	7 1%	9 2%	14 3%	11 2%	7 1%	12 2%	8 3%	1 1%	36 2%	2 1%
The State of the Sea	31 2%	19 2%	12 1%	6 2%	4 1%	6 2%	4 1%	4 1%	6 2%	3 1%	11 2%	7 2%	10 2%	6 1%	8 2%	6 1%	6 2%	4 2%	28 2%	3 1%
Animal Disease	29 1%	11 1%	17 2%	7 3%	4 1%	3 1%	5 1%	5 2%	6 1%	6 1%	8 1%	3 1%	12 2%	11 2%	5 1%	7 1%	6 2%	1 1%	24 1%	5 1%
None of these	32 2%	19 2%	13 1%	5 2%	2 1%	5 1%	4 1%	5 2%	11 3%	10 2%	10 2%	3 1%	9 2%	12 2%	7 1%	4 1%	10 3%	* *	26 2%	6 2%
Don't know	27 1%	10 1%	17 2%	- -	3 1%	3 1%	4 1%	7 2%	11 3%	4 1%	9 2%	6 1%	8 2%	3 1%	7 1%	4 1%	7 2%	6 3%	21 1%	7 2%

## Countryside Survey

### CATI Fieldwork : May 14th-18th 2008

Absolutes/col percents

Table 2  
**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	Urban	Rural
Unweighted base	2012	943	1069	165	241	344	409	351	502	664	459	343	546	522	526	500	285	179	1625	387
Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b>Gender</b>																				
Male	966 48%	966 100%	- -	103 43%	150 47%	178 45%	188 55%	147 49%	200 48%	278 53%	251 43%	229 54%	207 43%	266 50%	235 45%	223 45%	156 55%	85 48%	782 48%	184 48%
Female	1046 52%	- -	1046 100%	136 57%	169 53%	220 55%	151 45%	152 51%	218 52%	245 47%	332 57%	194 46%	275 57%	261 50%	292 55%	274 55%	127 45%	92 52%	850 52%	196 52%
<b>Age</b>																				
18-24	(21) 12%	239 11%	136 13%	239 100%	- -	- -	- -	- -	- -	62 12%	89 15%	50 12%	38 8%	71 13%	77 15%	47 10%	27 10%	17 10%	208 13%	31 8%
25-34	(29.5) 16%	319 16%	169 16%	- -	319 100%	- -	- -	- -	- -	94 18%	103 18%	73 17%	48 10%	94 18%	86 16%	71 14%	41 14%	28 16%	259 16%	60 16%
35-44	(39.5) 20%	399 18%	220 21%	- -	- -	399 100%	- -	- -	- -	122 23%	130 22%	90 21%	57 12%	113 21%	93 18%	102 21%	59 21%	31 18%	319 20%	79 21%
45-54	(49.5) 17%	339 18%	151 14%	- -	- -	- -	339 100%	- -	- -	95 18%	104 18%	89 21%	51 11%	76 14%	94 18%	81 16%	47 16%	42 24%	277 17%	62 16%
55-64	(59.5) 15%	299 15%	152 15%	- -	- -	- -	- -	299 100%	- -	69 13%	71 12%	72 17%	88 18%	77 15%	85 16%	73 15%	41 14%	22 13%	235 14%	64 17%
65+	(70) 21%	418 21%	218 21%	- -	- -	- -	- -	- -	418 100%	81 16%	86 15%	49 12%	201 42%	97 18%	93 18%	122 25%	69 24%	37 21%	335 21%	83 22%
Average age	46.70	47.26	46.18	21.00	29.50	39.50	49.50	59.50	70.00	44.69	43.63	44.60	54.44	45.21	45.55	48.38	48.22	47.40	46.38	48.07

## Countryside Survey

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Absolutes/col percents

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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	Urban	Rural
Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b><u>Social Class</u></b>																				
AB	523 26%	278 29%	245 23%	62 26%	94 30%	122 31%	95 28%	69 23%	81 19%	523 100%	-	-	-	158 30%	120 23%	128 26%	76 27%	41 23%	417 26%	106 28%
C1	584 29%	251 26%	332 32%	89 37%	103 32%	130 33%	104 31%	71 24%	86 21%	-	584 100%	-	-	184 35%	167 32%	115 23%	71 25%	46 26%	480 29%	103 27%
C2	423 21%	229 24%	194 19%	50 21%	73 23%	90 23%	89 26%	72 24%	49 12%	-	-	423 100%	-	93 18%	122 23%	105 21%	58 21%	44 25%	327 20%	95 25%
DE	483 24%	207 21%	275 26%	38 16%	48 15%	57 14%	51 15%	88 29%	201 48%	-	-	-	483 100%	92 17%	118 22%	149 30%	78 28%	46 26%	408 25%	74 20%
<b><u>Region</u></b>																				
North	674 33%	308 32%	366 35%	64 27%	99 31%	134 34%	123 36%	95 32%	159 38%	169 32%	161 28%	149 35%	195 40%	-	-	497 100%	-	177 100%	561 34%	113 30%
Midlands	632 31%	296 31%	335 32%	91 38%	101 32%	118 30%	118 35%	96 32%	108 26%	144 28%	188 32%	149 35%	150 31%	-	527 100%	-	105 37%	-	476 29%	156 41%
South	706 35%	361 37%	345 33%	84 35%	119 37%	147 37%	99 29%	107 36%	150 36%	209 40%	234 40%	125 30%	138 29%	527 100%	-	-	179 63%	-	596 37%	110 29%

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Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b><u>Working status</u></b>																				
Full-time	905 45%	565 58%	341 33%	94 39%	230 72%	242 61%	214 63%	113 38%	13 3%	287 55%	302 52%	217 51%	100 21%	252 48%	244 46%	208 42%	123 43%	79 44%	718 44%	187 49%
Part-time	241 12%	50 5%	191 18%	18 8%	36 11%	76 19%	57 17%	37 12%	17 4%	52 10%	90 15%	56 13%	43 9%	67 13%	58 11%	54 11%	39 14%	23 13%	211 13%	31 8%
Not working but seeking work or temporarily unemployed/sick	106 5%	58 6%	49 5%	24 10%	18 6%	25 6%	28 8%	10 3%	1 *	22 4%	21 4%	23 5%	41 9%	24 5%	34 6%	23 5%	16 6%	10 6%	96 6%	10 3%
Not working/not seeking work	146 7%	20 2%	127 12%	24 10%	28 9%	43 11%	19 6%	27 9%	6 1%	29 5%	20 3%	47 11%	51 10%	33 6%	37 7%	47 10%	14 5%	15 9%	120 7%	26 7%
Retired	502 25%	236 24%	266 25%	3 1%	- -	1 *	15 5%	106 35%	376 90%	105 20%	107 18%	59 14%	231 48%	114 22%	123 23%	139 28%	81 28%	45 26%	399 24%	103 27%
Student	82 4%	19 2%	63 6%	70 29%	7 2%	3 1%	3 1%	- -	- -	21 4%	37 6%	13 3%	12 2%	29 5%	25 5%	18 4%	7 2%	4 2%	64 4%	18 5%
Refused	28 1%	19 2%	9 1%	6 3%	1 *	8 2%	3 1%	6 2%	5 1%	8 2%	7 1%	9 2%	4 1%	9 2%	7 1%	7 1%	4 1%	1 1%	24 1%	4 1%

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Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b>Tenure</b>																				
Own outright	657	339	318	42	40	58	74	162	283	170	181	115	191	151	167	176	109	53	516	142
	33%	35%	30%	17%	12%	14%	22%	54%	68%	32%	31%	27%	40%	29%	32%	35%	39%	30%	32%	37%
Own with a mortgage	777	371	406	72	169	237	202	72	24	258	244	179	96	207	208	195	102	66	621	157
	39%	38%	39%	30%	53%	59%	60%	24%	6%	49%	42%	42%	20%	39%	39%	39%	36%	37%	38%	41%
Council	259	102	157	50	26	48	33	38	65	31	47	63	119	53	85	62	25	34	228	30
	13%	11%	15%	21%	8%	12%	10%	13%	15%	6%	8%	15%	25%	10%	16%	13%	9%	19%	14%	8%
Housing Assoc.	56	22	35	5	9	14	7	6	17	4	16	9	27	21	10	14	5	6	47	9
	3%	2%	3%	2%	3%	3%	2%	2%	4%	1%	3%	2%	6%	4%	2%	3%	2%	4%	3%	2%
Rented from someone else	183	90	93	53	67	29	16	9	9	40	80	37	26	71	34	31	34	13	155	28
	9%	9%	9%	22%	21%	7%	5%	3%	2%	8%	14%	9%	5%	13%	6%	6%	12%	8%	9%	7%
Rent free	9	5	4	4	1	1	2	1	2	3	-	1	5	3	4	1	-	1	8	1
	*	1%	*	1%	*	*	1%	*	*	1%	-	*	1%	1%	1%	*	-	1%	*	*
Refused	70	36	34	14	8	13	6	12	18	18	16	18	18	21	19	19	9	3	59	11
	3%	4%	3%	6%	2%	3%	2%	4%	4%	3%	3%	4%	4%	4%	4%	4%	3%	2%	4%	3%

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Absolutes/col percents

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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	Urban	Rural
Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b>Foreign Holiday in last 3 years</b>																				
Yes	1207	594	613	159	211	257	217	169	194	368	392	252	195	368	325	286	136	93	986	221
	60%	61%	59%	67%	66%	65%	64%	57%	46%	70%	67%	60%	40%	70%	62%	57%	48%	53%	60%	58%
No	805	372	433	80	108	141	122	130	224	156	192	170	287	159	202	211	148	84	647	158
	40%	39%	41%	33%	34%	35%	36%	43%	54%	30%	33%	40%	60%	30%	38%	43%	52%	47%	40%	42%
<b>Number of cars</b>																				
None	418	164	255	64	50	66	53	43	142	62	107	62	188	113	95	120	54	37	377	42
	21%	17%	24%	27%	16%	17%	16%	14%	34%	12%	18%	15%	39%	21%	18%	24%	19%	21%	23%	11%
1	837	417	419	71	129	166	107	142	221	200	247	190	199	227	218	199	112	81	693	144
	42%	43%	40%	30%	41%	42%	32%	47%	53%	38%	42%	45%	41%	43%	41%	40%	39%	46%	42%	38%
2	578	283	295	61	109	148	129	84	47	207	172	130	69	149	159	140	86	43	435	142
	29%	29%	28%	26%	34%	37%	38%	28%	11%	40%	29%	31%	14%	28%	30%	28%	30%	25%	27%	37%
3+	179	101	78	43	31	19	49	30	8	54	58	41	26	39	56	38	32	16	128	52
	9%	11%	7%	18%	10%	5%	15%	10%	2%	10%	10%	10%	5%	7%	11%	8%	11%	9%	8%	14%

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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	Urban	Rural
Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b>Internet Access</b>																				
At all	1530	741	789	219	299	358	288	201	166	460	503	335	232	436	404	363	197	131	1234	296
	76%	77%	75%	91%	94%	90%	85%	67%	40%	88%	86%	79%	48%	83%	77%	73%	69%	74%	76%	78%
At home (net)	1407	679	728	208	273	327	260	180	160	430	461	307	209	412	371	330	177	117	1130	277
	70%	70%	70%	87%	86%	82%	77%	60%	38%	82%	79%	73%	43%	78%	70%	66%	62%	66%	69%	73%
At work (net)	720	362	357	92	186	199	164	66	12	282	268	124	46	219	195	155	79	72	581	139
	36%	37%	34%	39%	58%	50%	48%	22%	3%	54%	46%	29%	9%	42%	37%	31%	28%	40%	36%	37%
At home	774	362	412	120	107	153	117	130	148	175	223	203	173	213	197	196	112	56	620	154
	38%	38%	39%	50%	34%	38%	34%	44%	35%	33%	38%	48%	36%	40%	37%	39%	39%	31%	38%	40%
At work	86	46	41	4	20	25	21	16	-	27	30	20	9	20	22	21	14	10	71	16
	4%	5%	4%	2%	6%	6%	6%	5%	-	5%	5%	5%	2%	4%	4%	4%	5%	6%	4%	4%
Both at home and at work	633	317	316	88	166	174	143	50	12	256	238	103	36	199	174	134	65	61	510	123
	31%	33%	30%	37%	52%	44%	42%	17%	3%	49%	41%	24%	8%	38%	33%	27%	23%	35%	31%	32%
Somewhere else	36	16	20	7	6	6	7	5	6	3	13	8	13	4	12	12	6	4	33	3
	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%	2%	2%	1%
Not at all	482	225	257	21	20	41	51	98	251	63	80	88	251	92	123	134	87	46	399	83
	24%	23%	25%	9%	6%	10%	15%	33%	60%	12%	14%	21%	52%	17%	23%	27%	31%	26%	24%	22%

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Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b>What is the highest educational level that you have achieved to date?</b>																				
Secondary/ high school/ NVQ 1-3	982 49%	475 49%	507 48%	133 56%	136 43%	195 49%	167 49%	154 52%	196 47%	182 35%	270 46%	253 60%	278 58%	238 45%	264 50%	244 49%	128 45%	107 61%	807 49%	175 46%
University degree or equivalent professional qualification/ NVQ4	593 29%	283 29%	310 30%	76 32%	142 44%	131 33%	98 29%	70 24%	75 18%	229 44%	210 36%	94 22%	60 12%	180 34%	147 28%	135 27%	90 32%	40 23%	470 29%	123 32%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	142 7%	79 8%	63 6%	13 5%	28 9%	33 8%	39 12%	13 4%	16 4%	78 15%	40 7%	11 3%	13 3%	41 8%	45 8%	31 6%	15 5%	11 6%	122 7%	21 5%
No formal education	229 11%	92 10%	137 13%	9 4%	6 2%	28 7%	27 8%	45 15%	114 27%	18 3%	46 8%	49 12%	116 24%	49 9%	58 11%	69 14%	41 14%	11 6%	176 11%	53 14%
None of these	13 1%	6 1%	7 1%	2 1%	3 1%	1 *	1 *	2 1%	3 1%	3 *	6 1%	4 1%	1 *	3 1%	* *	4 1%	4 1%	2 1%	11 1%	2 1%
Refused	53 3%	31 3%	23 2%	6 3%	4 1%	10 2%	6 2%	14 5%	13 3%	14 3%	12 2%	12 3%	14 3%	16 3%	12 2%	13 3%	6 2%	6 3%	47 3%	6 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	Urban	Rural
Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b><u>Marital Status</u></b>																				
Single	454 23%	251 26%	204 19%	152 64%	117 37%	75 19%	51 15%	26 9%	33 8%	110 21%	154 26%	91 22%	100 21%	135 26%	112 21%	100 20%	78 27%	30 17%	382 23%	73 19%
Married/ co-habiting	1144 57%	563 58%	581 56%	75 31%	190 60%	268 67%	237 70%	186 62%	189 45%	342 65%	324 56%	269 64%	209 43%	294 56%	317 60%	281 57%	146 51%	107 61%	900 55%	245 65%
Widowed/ separated/ divorced	356 18%	120 12%	236 23%	4 2%	8 2%	42 11%	47 14%	73 25%	183 44%	56 11%	95 16%	48 11%	157 33%	77 15%	87 17%	102 20%	54 19%	36 20%	300 18%	56 15%
Refused	57 3%	32 3%	25 2%	9 4%	4 1%	13 3%	5 1%	13 4%	13 3%	15 3%	11 2%	14 3%	17 3%	22 4%	11 2%	15 3%	6 2%	4 2%	51 3%	6 2%
<b><u>Children</u></b>																				
None aged 18 or under	1384 69%	686 71%	698 67%	195 81%	179 56%	138 35%	201 59%	268 90%	403 97%	347 66%	389 67%	261 62%	388 80%	360 68%	359 68%	325 65%	212 75%	129 73%	1126 69%	258 68%
NET: Yes	564 28%	247 26%	317 30%	33 14%	132 41%	249 62%	131 39%	19 6%	1 *	156 30%	182 31%	145 34%	82 17%	149 28%	152 29%	156 31%	64 22%	44 25%	453 28%	111 29%
NET: Yes any aged 15 or under	486 24%	211 22%	275 26%	29 12%	127 40%	228 57%	95 28%	8 3%	1 *	135 26%	155 27%	127 30%	69 14%	134 26%	131 25%	127 25%	56 20%	38 22%	388 24%	99 26%
- Aged under 5	212 11%	91 9%	121 12%	24 10%	85 27%	91 23%	10 3%	2 1%	1 *	69 13%	59 10%	50 12%	33 7%	62 12%	62 12%	52 10%	24 8%	12 7%	171 10%	41 11%
- Aged 5-10	240 12%	108 11%	132 13%	8 3%	55 17%	135 34%	39 11%	2 1%	-	64 12%	70 12%	71 17%	35 7%	66 13%	58 11%	65 13%	30 11%	20 12%	190 12%	50 13%
- Aged 11-15	222 11%	91 9%	131 12%	3 1%	32 10%	107 27%	74 22%	5 2%	-	48 9%	77 13%	58 14%	39 8%	51 10%	62 12%	62 12%	27 9%	21 12%	176 11%	45 12%
- Aged 16-18	147 7%	65 7%	82 8%	6 3%	11 3%	58 15%	60 18%	12 4%	-	36 7%	51 9%	36 8%	24 5%	32 6%	47 9%	42 8%	15 5%	12 7%	122 7%	26 7%
Refused	64 3%	33 3%	31 3%	11 5%	8 2%	12 3%	7 2%	12 4%	14 3%	21 4%	13 2%	17 4%	13 3%	18 3%	17 3%	17 3%	8 3%	4 2%	53 3%	11 3%

## Countryside Survey

### CATI Fieldwork : May 14th-18th 2008

Absolutes/col percents

Table 2  
**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	Urban	Rural
Weighted base	2012	966	1046	239	319	399	339	299	418	523	584	423	483	527	527	497	284	177	1633	379
<b>Grocery shopping status</b>																				
Yes - do half or more	1525	592	934	139	241	327	253	226	340	382	446	313	384	391	397	390	218	130	1251	275
	76%	61%	89%	58%	75%	82%	75%	76%	81%	73%	76%	74%	80%	74%	75%	79%	77%	73%	77%	72%
No - do less than half	461	361	99	96	76	65	83	67	73	135	132	102	92	128	125	98	64	46	358	102
	23%	37%	9%	40%	24%	16%	25%	22%	17%	26%	23%	24%	19%	24%	24%	20%	22%	26%	22%	27%
Refused	26	13	13	4	2	7	2	6	5	7	5	7	7	8	5	9	2	1	23	3
	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%