



## ICM Poll for Retail Week – The Co-op

**Fieldwork dates:** 18-20<sup>th</sup> July 2008

**Interview Method:** Online.

**Population effectively sampled:** All adults aged 18+

**Sampling Method:** Sample selected at random from the NewVista<sup>tm</sup> panel of 105,000 adults representative of the population within each government office region. Panel members are recruited via ICM's telephone and face to face surveys and via online recruitment and give detailed demographic and consumption data.

**Sample size:** 1,041

**Data weighting:** Data were weighted to the profile of all adults aged 18+. 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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## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 1

**Q.1 To what extent do you think you will miss Somerfield as a supermarket retailer in its own right?**

**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
NET: Miss at all	199 19%	82 16%	117 22%	22 18%	32 19%	40 19%	28 16%	34 22%	43 20%	51 19%	67 22%	37 17%	45 18%	52 19%	59 22%	37 15%	26 17%	25 27%
Miss a lot (3)	48 5%	13 3%	35 6%	5 4%	8 5%	6 3%	9 5%	8 5%	12 5%	11 4%	20 7%	5 2%	11 5%	10 4%	12 5%	14 5%	6 4%	6 6%
Miss a little (2)	151 15%	69 14%	82 15%	17 14%	24 15%	34 16%	19 11%	26 17%	31 14%	40 15%	47 15%	32 15%	33 13%	42 15%	47 17%	24 9%	20 13%	19 21%
Not miss at all (1)	797 77%	399 80%	398 74%	94 76%	125 76%	157 76%	136 78%	117 75%	168 78%	213 79%	220 73%	174 80%	190 76%	210 77%	208 76%	207 80%	108 74%	65 71%
Don't know	45 4%	19 4%	26 5%	7 6%	8 5%	9 5%	11 6%	4 3%	6 3%	7 3%	15 5%	8 4%	15 6%	11 4%	6 2%	13 5%	13 9%	2 2%
Mean	1.25	1.20	1.29	1.23	1.25	1.24	1.23	1.28	1.26	1.24	1.30	1.20	1.24	1.24	1.27	1.21	1.24	1.34
Standard deviation	0.53	0.46	0.59	0.52	0.54	0.50	0.53	0.55	0.55	0.52	0.60	0.45	0.53	0.51	0.54	0.53	0.52	0.60
Standard error	0.02	0.02	0.03	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.03	0.03	0.03	0.03	0.05	0.06

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 2

**Q.2 Thinking now about the Co-op supermarket to what extent do you feel that this retailer is better or worse than other food retailers?**

**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
NET: Better	202 19%	112 22%	90 17%	27 22%	34 21%	34 17%	42 24%	31 20%	33 15%	63 23%	60 20%	41 19%	37 15%	47 17%	54 20%	49 19%	32 22%	20 22%
A lot better (5)	53 5%	25 5%	28 5%	5 4%	4 2%	10 5%	10 6%	10 6%	14 6%	13 5%	17 5%	12 5%	12 5%	13 5%	16 6%	13 5%	5 3%	6 7%
A little better (4)	149 14%	87 17%	62 11%	22 17%	30 18%	24 12%	32 18%	22 14%	19 9%	50 18%	44 14%	29 13%	25 10%	34 12%	39 14%	36 14%	27 18%	13 15%
Neither better nor worse (3)	486 47%	226 45%	260 48%	47 38%	76 46%	103 50%	76 44%	78 51%	106 49%	127 47%	125 42%	101 46%	133 53%	127 46%	123 45%	118 46%	72 49%	46 50%
A little worse (2)	188 18%	87 17%	101 19%	26 21%	33 20%	40 19%	28 16%	23 15%	37 17%	55 20%	55 18%	42 19%	36 14%	52 19%	52 19%	40 16%	25 17%	19 21%
A lot worse (1)	75 7%	36 7%	38 7%	10 8%	7 4%	11 5%	19 11%	8 5%	20 9%	12 4%	26 9%	16 8%	20 8%	19 7%	28 10%	14 6%	10 7%	4 4%
NET: Worse	262 25%	123 25%	139 26%	36 29%	41 25%	51 25%	47 27%	31 20%	57 26%	67 25%	81 27%	58 27%	55 22%	70 26%	79 29%	54 21%	35 24%	23 25%
Don't know	91 9%	38 8%	53 10%	13 11%	15 9%	19 9%	10 6%	13 9%	21 10%	14 5%	35 12%	18 8%	24 10%	29 11%	16 6%	35 14%	8 5%	3 4%
Mean	2.91	2.95	2.88	2.88	2.93	2.91	2.92	3.01	2.84	2.99	2.88	2.89	2.88	2.88	2.86	2.97	2.94	2.99
Standard deviation	0.94	0.95	0.93	0.99	0.85	0.88	1.03	0.91	0.98	0.89	1.00	0.96	0.91	0.93	1.00	0.92	0.90	0.92
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.08	0.07	0.07	0.05	0.07	0.08	0.06	0.06	0.06	0.06	0.08	0.10

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 3

**Q.3 In the past Co-op has been well-known for its ethical trading policy. To what extent does this make you want to shop there more, less, or does it make no difference either way.**

**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
NET: More likely	329 32%	158 32%	171 32%	48 39%	50 31%	56 27%	55 31%	51 33%	69 32%	116 43%	102 34%	55 25%	56 22%	90 33%	85 31%	74 29%	44 30%	36 39%
A lot more likely to shop there	(5) 74 7%	31 6%	43 8%	12 10%	9 5%	9 4%	15 9%	13 8%	16 8%	19 7%	28 9%	9 4%	17 7%	17 6%	16 6%	24 9%	8 6%	9 10%
A little more likely to shop there	(4) 254 24%	127 25%	128 24%	36 29%	42 25%	47 23%	39 22%	38 25%	52 24%	96 36%	74 24%	46 21%	39 15%	73 27%	69 25%	50 20%	36 25%	26 29%
Makes no difference either way	(3) 635 61%	307 61%	328 61%	58 47%	99 60%	135 65%	110 63%	97 63%	136 63%	140 52%	174 58%	148 68%	173 69%	166 61%	175 64%	157 61%	86 59%	50 54%
A little less likely to shop there	(2) 14 1%	7 1%	7 1%	4 3%	2 1%	2 1%	2 1%	1 1%	3 1%	3 1%	6 2%	2 1%	3 1%	2 1%	2 1%	2 1%	6 4%	2 2%
A lot less likely to shop there	(1) 21 2%	14 3%	8 1%	2 1%	4 2%	5 3%	5 3%	2 1%	4 2%	8 3%	2 1%	5 2%	6 3%	4 1%	6 2%	7 3%	3 2%	2 2%
NET: Less likely	35 3%	21 4%	14 3%	6 5%	6 4%	7 3%	8 4%	3 2%	6 3%	11 4%	8 3%	7 3%	10 4%	6 2%	7 3%	8 3%	9 6%	4 5%
Don't know	42 4%	14 3%	28 5%	11 9%	9 5%	9 4%	3 2%	4 2%	6 3%	5 2%	18 6%	8 4%	12 5%	11 4%	5 2%	18 7%	7 5%	2 2%
Mean	3.35	3.32	3.37	3.48	3.32	3.27	3.33	3.39	3.36	3.44	3.43	3.25	3.24	3.37	3.33	3.34	3.29	3.43
Standard deviation	0.73	0.74	0.72	0.80	0.71	0.68	0.78	0.70	0.72	0.77	0.72	0.67	0.72	0.69	0.69	0.78	0.74	0.81
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.05	0.04	0.05	0.05	0.05	0.04	0.04	0.05	0.07	0.09

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 4

**Q.4 To what extent do you think that Co-op retail stores offer good or poor value for money compared to other food retailers? Do you think Co-op offers ...?**

**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
NET: Better value	95	56	40	19	18	15	18	11	14	27	33	19	16	27	25	14	14	15
	9%	11%	7%	15%	11%	8%	10%	7%	7%	10%	11%	9%	6%	10%	9%	6%	9%	17%
Much better value than other food retailers	(5) 17	6	12	2	4	5	4	3	-	5	5	4	3	4	5	4	2	2
	2%	1%	2%	2%	2%	2%	3%	2%	-	2%	2%	2%	1%	1%	2%	2%	2%	2%
A bit better value than other food retailers	(4) 78	50	28	17	14	11	14	9	14	22	28	14	13	24	20	11	11	13
	7%	10%	5%	14%	8%	5%	8%	6%	7%	8%	9%	7%	5%	9%	7%	4%	8%	14%
About the same value as other food retailers	(3) 424	196	228	39	64	77	66	80	98	127	114	86	98	113	105	103	66	37
	41%	39%	42%	31%	39%	38%	37%	52%	45%	47%	38%	39%	39%	41%	39%	40%	45%	41%
A bit worse value than other food retailers	(2) 329	158	172	30	57	75	61	35	71	78	86	74	92	70	92	89	48	30
	32%	32%	32%	24%	34%	36%	35%	23%	33%	29%	28%	34%	37%	26%	34%	35%	33%	32%
Much worse value than other food retailers	(1) 81	40	41	18	9	17	15	11	11	16	29	16	20	23	24	20	8	7
	8%	8%	8%	14%	6%	8%	8%	7%	5%	6%	10%	7%	8%	8%	9%	8%	5%	7%
NET: Worse value	411	197	213	48	66	92	76	47	82	94	115	90	112	93	116	109	56	36
	39%	40%	39%	38%	40%	45%	44%	30%	38%	35%	38%	41%	45%	34%	43%	43%	38%	40%
Don't know	110	50	60	18	17	21	15	16	23	23	40	24	24	40	27	30	11	3
	11%	10%	11%	15%	10%	10%	9%	10%	10%	8%	13%	11%	10%	15%	10%	12%	8%	3%
Mean	2.59	2.61	2.58	2.58	2.64	2.52	2.57	2.68	2.60	2.69	2.60	2.57	2.50	2.64	2.55	2.51	2.65	2.71
Standard deviation	0.83	0.85	0.82	1.01	0.84	0.84	0.88	0.79	0.71	0.81	0.89	0.84	0.79	0.85	0.86	0.79	0.79	0.90
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.07	0.06	0.05	0.04	0.06	0.07	0.05	0.05	0.06	0.05	0.07	0.10

**Co-op Survey**  
**ONLINE Fieldwork : 18th - 20th July 2008**

Absolutes/col percents

Table 5  
**Have you taken a foreign holiday in the last 3 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
Unweighted base	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
Yes	625 60%	325 65%	300 55%	88 71%	83 50%	122 59%	94 53%	90 58%	148 68%	208 77%	193 64%	136 62%	87 35%	180 66%	151 56%	157 61%	79 54%	57 62%
No	416 40%	175 35%	241 45%	36 29%	82 50%	84 41%	82 47%	65 42%	69 32%	62 23%	109 36%	82 38%	162 65%	93 34%	121 44%	100 39%	67 46%	34 38%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 6  
**Marital Status**  
**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
Single	225 22%	121 24%	104 19%	86 69%	55 33%	43 21%	26 15%	9 6%	6 3%	46 17%	85 28%	42 19%	51 20%	70 26%	50 18%	57 22%	31 21%	17 18%
Married or co-habiting (including Civil Partnership)	658 63%	317 64%	341 63%	36 29%	103 63%	146 71%	117 67%	111 72%	144 67%	201 74%	163 54%	157 72%	136 54%	154 57%	190 70%	154 60%	96 65%	64 69%
Widowed/ Separated/ Divorced	151 14%	59 12%	92 17%	- -	5 3%	16 8%	30 17%	34 22%	65 30%	22 8%	51 17%	15 7%	62 25%	47 17%	33 12%	42 16%	20 14%	9 10%
Refused	8 1%	3 1%	5 1%	2 2%	1 1%	1 *	3 2%	- -	1 *	1 *	2 1%	4 2%	1 *	1 1%	- -	4 2%	- -	2 2%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 7  
**Tenure**  
**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
Owned outright (without mortgage)	340 33%	186 37%	154 28%	15 12%	23 14%	19 9%	48 28%	71 46%	164 76%	109 40%	94 31%	68 31%	68 27%	90 33%	87 32%	88 34%	50 34%	25 28%
Owned with a mortgage or loan	402 39%	191 38%	211 39%	45 36%	75 45%	120 58%	94 54%	50 32%	19 9%	128 47%	128 42%	96 44%	50 20%	92 34%	120 44%	98 38%	53 36%	39 42%
Rented from Council	134 13%	52 10%	82 15%	25 20%	19 11%	35 17%	19 11%	17 11%	20 9%	10 4%	31 10%	13 6%	79 32%	33 12%	28 10%	44 17%	16 11%	13 14%
Rented from housing association	47 4%	18 4%	29 5%	6 5%	10 6%	12 6%	5 3%	8 5%	6 3%	1 *	9 3%	12 5%	25 10%	17 6%	12 4%	6 2%	9 6%	4 4%
Rented from someone else	103 10%	47 9%	56 10%	28 23%	35 21%	18 9%	8 4%	7 5%	7 3%	20 7%	35 12%	24 11%	24 10%	33 12%	26 9%	18 7%	16 11%	10 11%
Rent free	15 1%	6 1%	9 2%	6 5%	4 3%	3 1%	1 *	1 1%	- -	2 1%	4 1%	6 3%	3 1%	7 3%	1 *	4 2%	2 2%	1 1%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 8

**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 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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
Yes - half or more	930 89%	407 82%	523 97%	87 70%	143 87%	198 96%	166 95%	145 94%	191 88%	232 86%	272 90%	197 90%	228 91%	237 87%	251 92%	233 91%	128 87%	81 88%
No - less than half	111 11%	92 18%	18 3%	37 30%	22 13%	8 4%	9 5%	9 6%	25 12%	38 14%	30 10%	21 10%	22 9%	36 13%	21 8%	24 9%	19 13%	11 12%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 9  
**How many cars are there in your household?**  
**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
None	216 21%	86 17%	131 24%	35 29%	34 21%	40 19%	36 20%	32 21%	39 18%	20 8%	61 20%	28 13%	107 43%	72 26%	36 13%	62 24%	22 15%	24 26%
1	433 42%	221 44%	212 39%	34 28%	59 36%	73 35%	73 42%	68 44%	126 58%	103 38%	129 43%	105 48%	97 39%	106 39%	109 40%	109 42%	73 50%	36 39%
2	299 29%	146 29%	153 28%	32 26%	61 37%	78 38%	42 24%	43 28%	42 20%	110 41%	88 29%	66 30%	35 14%	74 27%	101 37%	65 25%	38 26%	21 23%
3+	93 9%	48 10%	45 8%	22 17%	11 7%	15 7%	24 14%	12 8%	10 4%	38 14%	24 8%	20 9%	11 5%	21 8%	27 10%	21 8%	13 9%	10 11%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 10

**Which of the following best describes your current working status?**

**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
Working full time (30+ hrs a week)	468 45%	283 57%	186 34%	61 50%	105 64%	122 59%	114 65%	62 40%	5 2%	146 54%	162 54%	108 49%	52 21%	129 47%	124 45%	113 44%	61 42%	41 45%
Working part time (8-29 hrs a week)	125 12%	33 7%	92 17%	17 14%	26 16%	27 13%	22 13%	19 12%	15 7%	33 12%	40 13%	30 14%	22 9%	35 13%	39 14%	27 10%	13 9%	11 12%
Not working but seeking work or temporarily unemployed/sick	45 4%	14 3%	30 6%	8 6%	13 8%	8 4%	11 6%	5 3%	- -	3 1%	2 1%	7 3%	33 13%	16 6%	11 4%	7 3%	10 7%	- -
Not working/Not seeking work	28 3%	13 3%	15 3%	- -	1 1%	9 4%	8 4%	10 7%	- -	3 1%	3 1%	3 1%	20 8%	6 2%	4 2%	11 4%	4 3%	3 4%
Retired on state pension ONLY	69 7%	31 6%	39 7%	- -	- -	- -	1 *	11 7%	58 27%	2 1%	5 2%	3 2%	59 23%	13 5%	16 6%	18 7%	18 12%	4 4%
Retired with a private pension	173 17%	103 21%	70 13%	- -	- -	- -	5 3%	32 21%	135 62%	67 25%	52 17%	36 17%	17 7%	38 14%	44 16%	52 20%	22 15%	17 18%
Student	33 3%	16 3%	18 3%	27 22%	5 3%	1 1%	1 *	- -	- -	8 3%	19 6%	5 2%	2 1%	12 4%	4 2%	8 3%	4 3%	4 5%
House person/Housewife/ Househusband	99 10%	7 1%	92 17%	11 9%	16 9%	39 19%	14 8%	16 11%	4 2%	9 3%	19 6%	26 12%	45 18%	22 8%	31 11%	21 8%	14 10%	11 12%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 11

**What is the highest educational level that you have achieved to date?**

**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
Secondary/ high school/ NVQ 1-3	568 55%	224 45%	343 63%	57 46%	79 48%	108 53%	101 58%	100 65%	123 57%	83 31%	158 52%	136 62%	190 76%	140 52%	156 57%	146 57%	84 57%	41 45%
University degree or equivalent professional qualification/ NVQ4	336 32%	197 39%	139 26%	34 27%	64 39%	69 34%	62 36%	42 27%	64 30%	126 47%	106 35%	65 30%	38 15%	96 35%	86 31%	75 29%	43 29%	36 39%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	91 9%	57 11%	34 6%	7 6%	21 13%	22 11%	10 5%	11 7%	21 10%	52 19%	21 7%	11 5%	7 3%	26 10%	24 9%	20 8%	13 9%	9 10%
Still in full time education	24 2%	11 2%	14 3%	23 19%	- -	1 *	1 *	- -	- -	6 2%	13 4%	5 2%	1 *	10 4%	4 1%	6 3%	1 1%	3 3%
Refused	22 2%	11 2%	11 2%	3 3%	2 1%	5 3%	2 1%	2 1%	8 4%	3 1%	4 1%	2 1%	13 5%	* *	3 1%	10 4%	6 4%	3 3%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 12

**Do you have any children aged 18 or under?****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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
No	720 69%	365 73%	355 66%	100 81%	87 53%	65 31%	114 65%	138 89%	216 100%	198 73%	221 73%	130 59%	171 69%	194 71%	173 64%	177 69%	110 75%	65 71%
NET: Yes	318 31%	134 27%	184 34%	24 19%	76 46%	139 68%	62 35%	17 11%	1 *	72 27%	81 27%	89 41%	76 31%	78 28%	99 36%	78 30%	37 25%	27 29%
Yes: Aged under 5	120 12%	43 9%	78 14%	20 16%	58 35%	40 19%	2 1%	1 1%	-	30 11%	32 11%	24 11%	34 14%	30 11%	38 14%	28 11%	13 9%	11 12%
Yes: Aged 5-10	138 13%	56 11%	81 15%	3 2%	36 22%	75 37%	19 11%	4 3%	1 *	32 12%	35 12%	41 19%	30 12%	33 12%	43 16%	35 14%	16 11%	11 13%
Yes: Aged 11-16	121 12%	54 11%	67 12%	-	13 8%	70 34%	33 19%	6 4%	-	22 8%	28 9%	40 18%	31 13%	32 12%	26 10%	34 13%	16 11%	14 15%
Yes: Aged 17-18	75 7%	37 7%	38 7%	2 2%	-	32 15%	30 17%	10 7%	-	13 5%	21 7%	30 14%	11 4%	20 7%	22 8%	20 8%	11 7%	2 2%
Refused	3 *	1 *	2 *	-	1 1%	2 1%	-	-	-	1 *	-	-	2 1%	1 *	-	2 1%	-	-

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 13

**What was your age on your last birthday?****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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
18-24	124 12%	48 10%	75 14%	124 100%	-	-	-	-	-	26 9%	53 18%	26 12%	19 8%	40 14%	29 11%	22 8%	20 13%	14 15%
25-34	165 16%	82 16%	83 15%	-	165 100%	-	-	-	-	50 19%	52 17%	27 12%	35 14%	49 18%	48 17%	27 11%	26 18%	15 16%
35-44	206 20%	97 19%	109 20%	-	-	206 100%	-	-	-	55 20%	47 16%	57 26%	46 19%	50 18%	55 20%	62 24%	27 18%	12 13%
45-54	175 17%	81 16%	95 17%	-	-	-	175 100%	-	-	37 14%	53 18%	44 20%	41 16%	40 15%	53 19%	50 19%	22 15%	11 12%
55-64	155 15%	70 14%	84 16%	-	-	-	-	155 100%	-	39 15%	46 15%	28 13%	41 16%	46 17%	37 14%	32 13%	18 12%	21 23%
65+	217 21%	121 24%	95 18%	-	-	-	-	-	217 100%	64 23%	50 17%	36 16%	67 27%	47 17%	51 19%	64 25%	34 23%	19 21%

**Co-op Survey**  
**ONLINE Fieldwork : 18th - 20th July 2008**

Absolutes/col percents

Table 14  
**Gender**  
**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
Male	500	500	-	48	82	97	81	70	121	154	135	108	103	125	134	124	71	46
	48%	100%	-	39%	50%	47%	46%	45%	56%	57%	45%	49%	41%	46%	49%	48%	48%	50%
Female	541	-	541	75	83	109	95	84	95	117	167	111	147	148	139	133	76	46
	52%	-	100%	61%	50%	53%	54%	55%	44%	43%	55%	51%	59%	54%	51%	52%	52%	50%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 15

**Which of the following ITV regions do you live in?****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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
ITV1 Anglia	73 7%	34 7%	39 7%	9 8%	13 8%	14 7%	10 6%	12 7%	15 7%	17 6%	29 10%	11 5%	16 6%	2 1%	71 26%	-	-	-
ITV1 Border	7 1%	5 1%	3 *	- -	* *	1 *	1 1%	3 2%	2 1%	4 1%	1 *	- -	2 1%	- -	- -	4 1%	- -	3 4%
ITV1 Central	192 18%	91 18%	101 19%	19 16%	38 23%	39 19%	43 24%	20 13%	34 16%	61 23%	52 17%	37 17%	42 17%	15 5%	163 60%	3 1%	10 7%	1 1%
ITV1 Granada	116 11%	62 12%	54 10%	6 5%	9 6%	32 16%	25 14%	15 10%	28 13%	32 12%	31 10%	25 11%	27 11%	2 1%	1 *	112 44%	2 1%	-
ITV1 London	180 17%	79 16%	101 19%	25 20%	35 21%	32 16%	31 18%	30 20%	27 12%	46 17%	56 19%	45 21%	33 13%	159 58%	21 8%	-	-	-
ITV1 Meridian	104 10%	54 11%	50 9%	15 12%	14 9%	20 10%	12 7%	21 13%	23 10%	30 11%	29 10%	19 9%	26 11%	94 35%	1 1%	-	8 6%	-
ITV1 Tyne Tees	51 5%	24 5%	26 5%	7 5%	6 4%	9 5%	8 4%	2 1%	19 9%	13 5%	18 6%	4 2%	16 6%	- -	- -	49 19%	-	1 1%
ITV1 Wales	55 5%	25 5%	31 6%	14 11%	9 5%	8 4%	8 5%	6 4%	10 5%	12 4%	11 4%	17 8%	15 6%	- -	- -	3 1%	53 36%	-
ITV1 West	40 4%	23 5%	18 3%	3 2%	6 4%	8 4%	5 3%	5 3%	15 7%	11 4%	9 3%	8 4%	12 5%	- -	1 *	-	39 27%	-
ITV1 Westcountry	36 3%	18 4%	18 3%	5 4%	7 4%	9 5%	2 1%	6 4%	6 3%	5 2%	6 2%	11 5%	13 5%	- -	- -	1 *	35 24%	-
ITV1 Yorkshire	100 10%	42 8%	58 11%	9 7%	12 7%	23 11%	19 11%	18 12%	20 9%	18 7%	27 9%	25 11%	31 12%	- -	15 5%	85 33%	-	-
STV	86 8%	43 9%	43 8%	13 11%	15 9%	12 6%	11 6%	18 12%	18 8%	21 8%	32 10%	17 8%	17 7%	- -	- -	- -	- -	86 94%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 16  
**Social class**  
**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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
AB	271 26%	154 31%	117 22%	26 21%	50 30%	55 27%	37 21%	39 25%	64 29%	271 100%	-	-	-	79 29%	73 27%	61 24%	34 23%	24 26%
C1	302 29%	135 27%	167 31%	53 43%	52 32%	47 23%	53 30%	46 30%	50 23%	-	302 100%	-	-	84 31%	80 29%	71 28%	34 23%	33 36%
C2	219 21%	108 22%	111 21%	26 21%	27 17%	57 28%	44 25%	28 18%	36 17%	-	-	219 100%	-	58 21%	52 19%	54 21%	38 26%	17 19%
DE	250 24%	103 21%	147 27%	19 15%	35 21%	46 22%	41 23%	41 27%	67 31%	-	-	-	250 100%	51 19%	67 25%	71 28%	42 28%	18 20%

## Co-op Survey

### ONLINE Fieldwork : 18th - 20th July 2008

Absolutes/col percents

Table 17  
Regions  
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	1041	504	537	116	144	211	179	169	222	354	260	163	264	285	255	279	131	91
Weighted base	1041	500	541	124	165	206	175	155	217	271	302	219	250	273	273	257	147	92
Scotland	92 9%	46 9%	46 8%	14 11%	15 9%	12 6%	11 6%	21 13%	19 9%	24 9%	33 11%	17 8%	18 7%	-	-	-	-	92 100%
North East	47 5%	22 4%	25 5%	7 5%	6 4%	9 5%	8 4%	2 1%	15 7%	12 4%	18 6%	4 2%	14 5%	-	-	47 18%	-	-
North West	121 12%	66 13%	55 10%	6 5%	12 7%	32 15%	26 15%	17 11%	29 13%	33 12%	31 10%	28 13%	28 11%	-	-	121 47%	-	-
Yorks & Humber	90 9%	37 7%	53 10%	9 7%	10 6%	21 10%	17 9%	14 9%	20 9%	16 6%	22 7%	22 10%	30 12%	-	-	90 35%	-	-
West Midlands	98 9%	46 9%	52 10%	8 7%	16 9%	21 10%	22 13%	13 8%	18 8%	31 11%	34 11%	17 8%	16 7%	-	98 36%	-	-	-
Wales	54 5%	23 5%	32 6%	12 10%	9 5%	9 4%	8 5%	5 3%	10 5%	13 5%	11 3%	15 7%	15 6%	-	-	-	54 37%	-
Eastern	96 9%	49 10%	47 9%	10 8%	16 10%	18 9%	15 9%	17 11%	20 9%	20 7%	35 11%	18 8%	23 9%	-	96 35%	-	-	-
London	132 13%	55 11%	77 14%	20 16%	22 13%	26 13%	20 11%	23 15%	21 10%	32 12%	39 13%	40 18%	22 9%	132 48%	-	-	-	-
South East	141 14%	69 14%	71 13%	19 16%	27 17%	24 12%	20 12%	23 15%	26 12%	48 18%	45 15%	19 8%	29 12%	141 52%	-	-	-	-
South West	93 9%	49 10%	44 8%	7 6%	17 10%	18 9%	13 8%	13 8%	24 11%	20 8%	23 8%	22 10%	27 11%	-	-	-	93 63%	-
East Midlands	79 8%	39 8%	40 7%	10 8%	16 10%	17 8%	15 9%	7 5%	14 6%	22 8%	12 4%	17 8%	28 11%	-	79 29%	-	-	-