



ICM Poll for Retail Week – Retail Variety

Fieldwork dates: 19-22nd June 2008

Interview Method: Online.

Population effectively sampled: All adults aged 18+

Sampling Method: Sample selected at random from the NewVista[™] 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: 1,038

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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Shopping Habits/Belts Tightening Survey

ONLINE Fieldwork : 19th - 22nd June 2008

Absolutes/col percents

Table 1

Q.1 Has the rising cost of petrol meant you have been shopping at your local shops/town centre more often, less often or hasn't it really made any difference?

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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Shop locally more	236 23%	101 20%	136 25%	25 21%	39 24%	55 27%	40 23%	40 26%	38 17%	63 23%	72 24%	48 22%	53 21%	54 20%	63 23%	66 26%	33 23%	20 22%
Made no difference either way	722 70%	368 74%	354 66%	86 70%	108 66%	129 63%	124 71%	108 70%	167 77%	195 72%	203 67%	154 71%	170 68%	200 73%	189 70%	175 68%	98 67%	60 66%
Shop locally less	59 6%	24 5%	36 7%	8 6%	12 7%	14 7%	10 6%	5 3%	11 5%	10 4%	19 6%	11 5%	19 8%	11 4%	18 7%	9 3%	14 10%	7 8%
Don't know	20 2%	6 1%	15 3%	4 3%	5 3%	8 4%	1 1%	2 1%	1 *	2 1%	7 2%	4 2%	7 3%	7 2%	1 1%	7 3%	1 1%	4 4%

Shopping Habits/Belts Tightening Survey

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Absolutes/col percents

Table 2

Q.2 To what extent, if at all, have you been switching from well-known product brands to retailers' own brands to save money when shopping?

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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
NET: At all	651 63%	297 60%	354 66%	76 61%	111 67%	142 69%	111 64%	93 60%	119 55%	152 56%	175 58%	151 69%	174 70%	158 58%	182 67%	165 64%	92 63%	55 60%
A lot	160 15%	56 11%	104 19%	14 11%	25 15%	45 22%	28 16%	16 11%	32 15%	24 9%	39 13%	38 18%	58 23%	37 14%	34 13%	50 19%	30 20%	9 10%
A little	491 47%	241 48%	251 46%	62 50%	86 52%	97 47%	83 48%	77 50%	87 40%	128 47%	136 45%	112 51%	116 46%	122 45%	148 54%	115 45%	62 42%	45 50%
Not really at all	374 36%	197 40%	177 33%	44 36%	52 32%	60 29%	64 36%	61 39%	94 44%	115 43%	122 41%	68 31%	70 28%	108 40%	87 32%	89 35%	55 37%	37 40%
Don't know	12 1%	4 1%	8 1%	4 3%	1 1%	4 2%	- -	1 *	3 1%	3 1%	4 1%	- -	5 2%	6 2%	3 1%	3 1%	- -	- -

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Absolutes/col percents

Table 3

Q.3 Thinking generally have you been shopping more, less or about the same at 'value retailers' in order to make savings?**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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
More	235 23%	114 23%	121 22%	33 27%	37 23%	52 25%	38 22%	26 17%	48 22%	49 18%	60 20%	52 24%	74 30%	59 22%	55 20%	69 27%	36 25%	15 17%
About the same	698 67%	341 68%	358 66%	70 57%	106 65%	134 65%	124 71%	117 76%	147 68%	197 73%	216 72%	146 67%	140 56%	188 69%	185 68%	162 63%	92 63%	71 78%
Less	54 5%	26 5%	28 5%	11 9%	12 7%	11 5%	7 4%	7 5%	6 3%	13 5%	13 4%	11 5%	17 7%	14 5%	12 4%	13 5%	12 8%	3 4%
Don't know	51 5%	18 4%	33 6%	10 8%	9 6%	9 4%	5 3%	4 3%	14 6%	12 4%	13 4%	9 4%	18 7%	11 4%	20 7%	12 5%	6 4%	2 2%

Shopping Habits/Belts Tightening Survey

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Absolutes/col percents

Table 4

Q.4 Thinking about occasions when you are out shopping do you tend to 'treat' yourself more often these days, less often or about the same as you did 12 months ago?

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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
More often	45 4%	22 4%	23 4%	21 17%	10 6%	3 1%	- -	3 2%	7 3%	10 4%	13 4%	9 4%	12 5%	13 5%	11 4%	12 5%	8 6%	- -
About the same	412 40%	230 46%	182 34%	41 34%	64 39%	73 35%	57 33%	70 46%	106 49%	123 45%	123 41%	89 41%	77 31%	108 40%	115 42%	101 40%	46 32%	41 45%
Less often	573 55%	245 49%	328 61%	59 48%	89 54%	126 61%	117 67%	81 52%	101 47%	133 49%	162 54%	120 55%	158 64%	145 53%	145 53%	140 55%	92 63%	51 55%
Don't know	8 1%	1 *	7 1%	1 1%	1 1%	5 2%	- -	- -	2 1%	4 1%	3 1%	- -	1 1%	5 2%	1 *	3 1%	- -	- -

Shopping Habits/Belts Tightening Survey

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Yes	623 60%	295 59%	328 61%	86 69%	114 69%	106 51%	105 60%	95 62%	117 54%	211 78%	196 65%	119 55%	97 39%	172 63%	154 57%	151 59%	93 63%	53 58%
No	415 40%	203 41%	212 39%	38 31%	51 31%	100 49%	70 40%	59 38%	98 46%	59 22%	105 35%	99 45%	152 61%	100 37%	118 43%	106 41%	54 37%	38 42%

Shopping Habits/Belts Tightening Survey

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Single	234 23%	132 26%	103 19%	90 73%	58 35%	46 22%	15 8%	14 9%	12 6%	50 18%	76 25%	45 21%	63 25%	73 27%	72 26%	48 19%	26 18%	15 16%
Married or co-habiting (including Civil Partnership)	658 63%	329 66%	329 61%	28 23%	97 59%	137 67%	125 71%	124 80%	147 68%	194 72%	176 58%	162 74%	126 51%	161 59%	169 62%	168 66%	96 65%	65 71%
Widowed/ Separated/ Divorced	132 13%	32 6%	100 19%	1 1%	8 5%	16 8%	34 20%	16 10%	57 26%	23 8%	43 14%	8 4%	58 23%	32 12%	31 11%	39 15%	23 16%	8 8%
Refused	14 1%	6 1%	8 1%	4 3%	2 1%	7 3%	1 1%	- -	- -	3 1%	6 2%	3 1%	2 1%	6 2%	1 *	1 *	1 1%	4 5%

Shopping Habits/Belts Tightening Survey

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Owned outright (without mortgage)	339 33%	161 32%	178 33%	26 21%	12 7%	34 17%	42 24%	79 51%	145 67%	106 39%	94 31%	59 27%	79 32%	79 29%	104 38%	87 34%	44 30%	26 29%
Owned with a mortgage or loan	401 39%	209 42%	192 36%	37 30%	101 61%	99 48%	85 49%	50 33%	30 14%	127 47%	126 42%	99 45%	49 20%	99 36%	107 39%	100 39%	63 43%	33 36%
Rented from Council	133 13%	52 10%	82 15%	9 8%	15 9%	43 21%	27 16%	14 9%	25 12%	10 4%	14 5%	30 14%	80 32%	34 12%	36 13%	34 13%	14 10%	16 17%
Rented from housing association	50 5%	23 5%	27 5%	11 9%	4 2%	11 5%	7 4%	6 4%	11 5%	2 1%	14 5%	9 4%	25 10%	18 7%	10 4%	9 3%	6 4%	6 7%
Rented from someone else	103 10%	47 9%	56 10%	36 29%	31 19%	17 8%	11 7%	5 3%	3 2%	20 7%	47 16%	21 10%	15 6%	39 14%	14 5%	22 9%	18 12%	11 12%
Rent free	11 1%	6 1%	6 1%	4 3%	2 1%	2 1%	2 1%	- -	1 1%	5 2%	5 2%	- -	1 1%	4 1%	1 *	5 2%	1 1%	* *

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Yes - half or more	943 91%	423 85%	521 97%	100 81%	147 90%	192 93%	163 93%	142 92%	199 92%	241 89%	270 90%	200 92%	233 94%	250 92%	249 91%	235 92%	130 89%	80 87%
No - less than half	95 9%	76 15%	19 3%	23 19%	17 10%	14 7%	12 7%	12 8%	17 8%	29 11%	31 10%	18 8%	16 6%	22 8%	23 9%	21 8%	17 11%	12 13%

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
None	216 21%	87 18%	129 24%	36 30%	28 17%	35 17%	44 25%	25 16%	46 22%	22 8%	51 17%	38 17%	106 42%	78 28%	39 14%	60 23%	20 14%	20 21%
1	432 42%	208 42%	224 41%	30 25%	73 45%	96 46%	56 32%	61 39%	116 54%	100 37%	146 48%	95 44%	90 36%	103 38%	119 44%	115 45%	52 36%	43 47%
2	298 29%	146 29%	152 28%	34 28%	45 27%	68 33%	54 31%	52 34%	45 21%	115 42%	76 25%	70 32%	37 15%	69 25%	87 32%	66 26%	51 35%	25 27%
3+	92 9%	58 12%	35 6%	22 18%	18 11%	7 3%	22 12%	16 10%	8 4%	33 12%	28 9%	15 7%	16 7%	23 8%	26 10%	16 6%	23 16%	5 5%

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Working full time (30+ hrs a week)	467 45%	296 59%	172 32%	57 46%	130 79%	121 59%	98 56%	51 33%	10 5%	145 54%	170 56%	122 56%	30 12%	134 49%	119 44%	108 42%	64 44%	43 47%
Working part time (8-29 hrs a week)	125 12%	32 6%	92 17%	14 11%	7 4%	37 18%	24 14%	24 16%	18 9%	39 15%	31 10%	28 13%	26 10%	32 12%	37 13%	27 11%	23 15%	6 7%
Not working but seeking work or temporarily unemployed/sick	47 5%	19 4%	29 5%	9 7%	4 3%	15 7%	13 7%	6 4%	- -	2 1%	4 1%	3 1%	38 15%	7 3%	8 3%	17 6%	8 6%	7 7%
Not working/Not seeking work	44 4%	27 6%	16 3%	1 1%	2 1%	10 5%	13 7%	18 11%	- -	4 2%	3 1%	4 2%	33 13%	13 5%	11 4%	10 4%	8 5%	2 3%
Retired on state pension ONLY	86 8%	22 4%	64 12%	- -	- -	1 *	- -	9 6%	76 35%	2 1%	4 1%	4 2%	77 31%	22 8%	26 9%	23 9%	8 5%	7 8%
Retired with a private pension	150 14%	80 16%	70 13%	- -	- -	1 *	7 4%	33 21%	110 51%	57 21%	60 20%	23 11%	10 4%	34 13%	32 12%	48 19%	23 15%	13 14%
Student	38 4%	21 4%	17 3%	35 29%	2 1%	1 1%	- -	- -	- -	8 3%	17 6%	6 3%	7 3%	14 5%	13 5%	6 2%	3 2%	2 2%
House person/Housewife/ Househusband	81 8%	2 *	79 15%	7 5%	20 12%	21 10%	20 11%	13 9%	1 *	14 5%	11 4%	28 13%	28 11%	16 6%	27 10%	18 7%	10 7%	10 11%

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Secondary/ high school/ NVQ 1-3	602 58%	256 51%	346 64%	46 38%	81 49%	120 58%	119 68%	91 59%	146 68%	101 37%	147 49%	159 73%	196 79%	136 50%	178 65%	158 62%	85 58%	46 50%
University degree or equivalent professional qualification/ NVQ4	298 29%	170 34%	128 24%	41 33%	64 39%	57 28%	40 23%	50 33%	45 21%	111 41%	114 38%	41 19%	31 12%	80 29%	63 23%	70 27%	50 34%	34 38%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	82 8%	47 9%	36 7%	12 9%	16 10%	20 10%	13 7%	11 7%	11 5%	43 16%	25 8%	6 3%	9 3%	35 13%	17 6%	18 7%	9 6%	4 4%
Still in full time education	26 2%	11 2%	14 3%	21 17%	1 *	1 *	1 1%	- -	2 1%	9 3%	9 3%	2 1%	6 2%	9 3%	7 3%	3 1%	2 1%	4 4%
Refused	30 3%	14 3%	16 3%	3 2%	2 1%	8 4%	2 1%	3 2%	12 6%	6 2%	6 2%	10 5%	7 3%	12 5%	7 3%	6 2%	1 1%	3 4%

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
No	736 71%	360 72%	377 70%	102 83%	88 53%	72 35%	121 69%	139 90%	215 100%	191 71%	223 74%	132 61%	190 76%	200 74%	198 73%	186 73%	96 66%	57 62%
NET: Yes	297 29%	136 27%	161 30%	20 16%	77 47%	132 64%	53 30%	15 9%	1 *	76 28%	78 26%	86 39%	56 23%	72 26%	72 26%	70 27%	48 33%	34 37%
Yes: Aged under 5	121 12%	50 10%	71 13%	19 16%	56 34%	41 20%	4 2%	1 1%	-	26 10%	41 13%	41 19%	14 6%	33 12%	29 11%	32 13%	21 15%	6 7%
Yes: Aged 5-10	135 13%	60 12%	75 14%	4 3%	40 24%	65 32%	24 14%	2 1%	-	32 12%	30 10%	44 20%	29 12%	35 13%	30 11%	33 13%	18 12%	19 21%
Yes: Aged 11-16	102 10%	49 10%	53 10%	-	7 4%	68 33%	25 14%	1 1%	1 *	27 10%	22 7%	27 12%	26 10%	27 10%	21 8%	25 10%	16 11%	12 14%
Yes: Aged 17-18	68 7%	31 6%	37 7%	1 1%	3 2%	35 17%	17 10%	11 7%	1 *	20 7%	11 4%	13 6%	24 10%	11 4%	20 7%	13 5%	17 11%	7 8%
Refused	5 *	2 *	2 *	1 1%	-	2 1%	1 1%	* *	-	2 1%	-	-	2 1%	-	2 1%	-	2 1%	* *

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
18-24	123 12%	52 10%	71 13%	123 100%	-	-	-	-	-	31 12%	45 15%	24 11%	23 9%	42 15%	34 13%	20 8%	17 12%	10 11%
25-34	164 16%	87 17%	77 14%	-	164 100%	-	-	-	-	42 16%	67 22%	37 17%	18 7%	45 17%	47 17%	45 17%	17 11%	11 12%
35-44	206 20%	98 20%	107 20%	-	-	206 100%	-	-	-	50 19%	51 17%	53 24%	51 21%	55 20%	46 17%	53 21%	34 23%	18 19%
45-54	175 17%	85 17%	89 17%	-	-	-	175 100%	-	-	50 19%	45 15%	44 20%	35 14%	42 15%	48 18%	38 15%	28 19%	19 21%
55-64	154 15%	80 16%	74 14%	-	-	-	-	154 100%	-	40 15%	35 12%	36 17%	43 17%	38 14%	36 13%	43 17%	22 15%	15 16%
65+	216 21%	95 19%	121 22%	-	-	-	-	-	216 100%	56 21%	58 19%	24 11%	78 31%	51 19%	61 22%	57 22%	29 20%	19 20%

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Male	498	498	-	52	87	98	85	80	95	154	140	108	97	140	125	121	73	38
	48%	100%	-	42%	53%	48%	49%	52%	44%	57%	46%	50%	39%	52%	46%	47%	50%	42%
Female	540	-	540	71	77	107	89	74	121	116	162	110	152	131	147	135	73	53
	52%	-	100%	58%	47%	52%	51%	48%	56%	43%	54%	50%	61%	48%	54%	53%	50%	58%

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
ITV1 Anglia	74 7%	27 6%	47 9%	11 9%	11 7%	13 7%	10 6%	11 7%	18 8%	21 8%	21 7%	15 7%	17 7%	5 2%	70 26%	-	-	-
ITV1 Border	11 1%	6 1%	5 1%	-	1 1%	2 1%	3 2%	3 2%	2 1%	3 1%	-	4 2%	4 2%	-	1 1%	5 2%	-	5 5%
ITV1 Central	171 16%	88 18%	84 16%	22 18%	31 19%	31 15%	35 20%	22 14%	31 14%	38 14%	42 14%	50 23%	41 17%	10 4%	151 56%	1 *	7 5%	2 2%
ITV1 Granada	120 12%	54 11%	66 12%	10 8%	17 10%	24 12%	19 11%	21 13%	29 13%	28 10%	33 11%	23 11%	36 14%	-	2 1%	115 45%	3 2%	-
ITV1 London	187 18%	96 19%	91 17%	37 30%	37 23%	38 19%	18 11%	23 15%	33 15%	53 20%	55 18%	39 18%	40 16%	155 57%	31 11%	1 *	-	-
ITV1 Meridian	114 11%	52 10%	62 12%	6 5%	17 10%	17 8%	30 17%	20 13%	24 11%	35 13%	40 13%	14 6%	25 10%	99 36%	1 *	2 1%	13 9%	-
ITV1 Tyne Tees	50 5%	27 5%	23 4%	2 2%	6 4%	16 8%	7 4%	8 5%	10 5%	16 6%	15 5%	9 4%	10 4%	-	-	50 19%	-	-
ITV1 Wales	47 5%	25 5%	22 4%	5 4%	5 3%	13 6%	9 5%	7 5%	8 4%	9 3%	16 5%	10 5%	12 5%	-	-	-	47 32%	-
ITV1 West	43 4%	22 4%	21 4%	5 4%	7 4%	14 7%	6 4%	4 3%	7 3%	17 6%	15 5%	4 2%	7 3%	-	*	-	42 29%	-
ITV1 Westcountry	34 3%	18 4%	16 3%	7 5%	1 1%	2 1%	7 4%	7 5%	10 5%	8 3%	6 2%	13 6%	8 3%	2 1%	-	-	33 22%	-
ITV1 Yorkshire	100 10%	49 10%	51 10%	9 7%	20 12%	16 8%	15 9%	15 9%	25 12%	27 10%	28 9%	14 7%	31 12%	2 1%	15 6%	83 32%	*	-
STV	85 8%	35 7%	51 9%	10 8%	10 6%	18 9%	16 9%	14 9%	17 8%	16 6%	30 10%	22 10%	17 7%	-	-	1 *	-	85 93%

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
AB	270 26%	154 31%	116 21%	31 25%	42 26%	50 25%	50 29%	40 26%	56 26%	270 100%	-	-	-	79 29%	65 24%	67 26%	41 28%	18 20%
C1	301 29%	140 28%	162 30%	45 37%	67 41%	51 25%	45 26%	35 23%	58 27%	-	301 100%	-	-	88 32%	68 25%	73 28%	42 29%	30 33%
C2	218 21%	108 22%	110 20%	24 19%	37 22%	53 26%	44 25%	36 24%	24 11%	-	-	218 100%	-	48 18%	70 26%	44 17%	31 21%	24 27%
DE	249 24%	97 19%	152 28%	23 19%	18 11%	51 25%	35 20%	43 28%	78 36%	-	-	-	249 100%	57 21%	70 26%	72 28%	32 22%	19 20%

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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	1038	502	536	113	138	190	185	177	235	367	256	161	254	265	277	273	141	82
Weighted base	1038	498	540	123	164	206	175	154	216	270	301	218	249	272	272	256	146	91
Scotland	91 9%	38 8%	53 10%	10 8%	11 7%	18 9%	19 11%	15 10%	19 9%	18 7%	30 10%	24 11%	19 7%	-	-	-	-	91 100%
North East	47 4%	24 5%	22 4%	2 2%	6 4%	14 7%	7 4%	7 5%	10 5%	15 5%	14 5%	9 4%	10 4%	-	-	47 18%	-	-
North West	120 12%	52 10%	68 13%	10 8%	17 11%	24 11%	19 11%	21 14%	30 14%	28 11%	32 11%	23 11%	37 15%	-	-	120 47%	-	-
Yorks & Humber	89 9%	44 9%	45 8%	8 6%	21 13%	15 7%	13 7%	15 10%	18 8%	24 9%	27 9%	13 6%	26 10%	-	-	89 35%	-	-
West Midlands	98 9%	49 10%	48 9%	9 7%	15 9%	18 9%	22 13%	14 9%	20 9%	21 8%	25 8%	32 15%	20 8%	-	98 36%	-	-	-
Wales	54 5%	29 6%	25 5%	8 6%	5 3%	16 8%	9 5%	8 5%	9 4%	11 4%	17 6%	12 6%	14 6%	-	-	-	54 37%	-
Eastern	95 9%	36 7%	60 11%	12 10%	18 11%	14 7%	15 8%	13 9%	24 11%	26 10%	23 8%	22 10%	25 10%	-	95 35%	-	-	-
London	132 13%	67 13%	65 12%	29 23%	18 11%	34 16%	14 8%	18 12%	20 9%	35 13%	41 14%	28 13%	28 11%	132 48%	-	-	-	-
South East	140 14%	73 15%	67 12%	13 11%	27 17%	21 10%	28 16%	20 13%	31 14%	44 16%	47 16%	20 9%	29 12%	140 52%	-	-	-	-
South West	92 9%	44 9%	48 9%	9 7%	12 7%	18 9%	20 11%	14 9%	20 9%	31 11%	25 8%	19 9%	18 7%	-	-	-	92 63%	-
East Midlands	79 8%	40 8%	39 7%	13 10%	14 8%	14 7%	11 7%	9 6%	17 8%	18 7%	19 6%	17 8%	25 10%	-	79 29%	-	-	-