



## ICM Poll for Retail Week – Retail Variety

**Fieldwork dates:** 23-25<sup>th</sup> May 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:** 1,053

**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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## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 1

**Q.1 What do you think is the main reason for these problems?****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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Increased competition in the retail sector	352 33%	132 26%	220 40%	40 32%	59 35%	65 31%	53 30%	54 34%	82 37%	80 29%	116 38%	75 34%	81 32%	84 30%	97 35%	98 38%	43 29%	30 33%
The wider economic climate	324 31%	157 31%	166 30%	27 21%	49 29%	68 32%	59 33%	50 32%	72 33%	88 32%	85 28%	71 32%	79 31%	82 30%	84 30%	77 30%	55 37%	25 27%
Self-inflicted problems (e.g. poor management, poor value, lack of distinctiveness of products, etc.)	251 24%	161 32%	91 17%	37 30%	38 23%	45 22%	48 27%	37 24%	47 21%	84 31%	67 22%	49 22%	51 20%	75 27%	58 21%	59 23%	36 25%	23 25%
Some other reason	13 1%	5 1%	8 1%	5 4%	4 2%	2 1%	1 *	* *	- -	- -	6 2%	- -	7 3%	2 1%	6 2%	3 1%	- -	2 2%
Don't know	113 11%	51 10%	62 11%	16 13%	17 10%	28 13%	17 10%	15 10%	19 9%	21 8%	31 10%	26 12%	35 14%	33 12%	32 11%	23 9%	13 9%	13 14%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 2

**Q.2 Thinking about stores within your local shopping centre or high street, which statement best describes how much or how little variety you think there is?**

**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
There is a large range of shops selling a wide variety of products	149 14%	79 16%	69 13%	25 20%	20 12%	32 15%	32 18%	17 11%	23 11%	38 14%	41 13%	27 12%	42 17%	47 17%	33 12%	33 13%	22 15%	13 14%
There is a large range of shops but they all sell fairly similar products	206 20%	89 18%	117 21%	28 22%	41 24%	52 25%	31 18%	19 12%	35 16%	52 19%	63 21%	45 20%	46 18%	49 18%	55 20%	54 21%	27 18%	22 23%
There is a reasonable range of shops selling a wide variety of products	200 19%	110 22%	91 17%	17 14%	36 22%	30 15%	40 23%	32 20%	44 20%	63 23%	58 19%	34 15%	45 18%	56 20%	41 15%	54 21%	33 22%	17 18%
There is a reasonable range of shops but they sell fairly similar products	239 23%	101 20%	138 25%	30 24%	35 21%	46 22%	40 23%	27 17%	62 28%	63 23%	68 22%	52 23%	56 22%	63 23%	64 23%	63 24%	29 19%	19 21%
There is a small range of shops selling a wide variety of products	78 7%	42 8%	37 7%	7 6%	4 2%	11 5%	14 8%	17 11%	26 12%	22 8%	19 6%	23 11%	14 6%	15 6%	28 10%	14 6%	18 12%	2 3%
There is a small range of shops but they all sell fairly similar products	152 14%	70 14%	83 15%	10 8%	30 18%	28 14%	18 10%	41 26%	25 11%	28 10%	51 17%	31 14%	42 17%	39 14%	43 16%	36 14%	18 12%	16 18%
Don't know	28 3%	16 3%	12 2%	7 6%	2 1%	9 4%	3 1%	3 2%	5 2%	8 3%	4 1%	9 4%	7 3%	6 2%	11 4%	6 2%	2 1%	3 4%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 3

**Q.3 Thinking about the following retail sectors, how different from one another do you think the main companies' shops and products are?**

**Base: All respondents**

**Summary Table**

	Clothing	Food	Furniture and home-wares	DIY	Electricals	Department stores	General stores (eg Woolworths, WHSmith)
Unweighted base	1053	1053	1053	1053	1053	1053	1053
Weighted base	1053	1053	1053	1053	1053	1053	1053
NET: Similar	697 66%	860 82%	734 70%	895 85%	904 86%	803 76%	759 72%
Very similar	(4) 222 21%	363 34%	209 20%	394 37%	437 42%	266 25%	217 21%
Fairly similar	(3) 476 45%	497 47%	525 50%	501 48%	466 44%	537 51%	542 51%
Fairly different	(2) 271 26%	137 13%	229 22%	80 8%	73 7%	161 15%	229 22%
Very different	(1) 45 4%	25 2%	22 2%	12 1%	25 2%	29 3%	32 3%
NET: Different	316 30%	162 15%	251 24%	92 9%	98 9%	190 18%	261 25%
Don't know	40 4%	31 3%	68 6%	67 6%	51 5%	60 6%	33 3%
Mean	2.86	3.17	2.94	3.29	3.31	3.05	2.92
Standard deviation	0.80	0.75	0.73	0.66	0.71	0.74	0.75
Standard error	0.03	0.02	0.02	0.02	0.02	0.02	0.02

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 4  
**Q.3 Thinking about the following retail sectors, how different from one another do you think the main companies' shops and products are?**  
**Base: All respondents**  
**Clothing**

	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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
NET: Similar	697 66%	326 65%	371 68%	76 61%	101 60%	151 73%	117 66%	100 64%	153 70%	175 64%	210 69%	140 63%	173 68%	172 62%	180 65%	175 67%	106 71%	65 70%
Very similar (4)	222 21%	103 20%	118 22%	20 16%	32 19%	38 18%	36 21%	37 24%	57 26%	62 23%	72 23%	32 14%	56 22%	60 22%	53 19%	51 20%	38 25%	20 21%
Fairly similar (3)	476 45%	223 44%	253 46%	56 45%	68 41%	113 54%	80 45%	62 40%	96 44%	113 41%	138 45%	108 49%	117 46%	112 41%	126 46%	124 48%	68 46%	45 49%
Fairly different (2)	271 26%	140 28%	131 24%	41 33%	53 32%	37 18%	46 26%	45 29%	48 22%	83 30%	76 25%	62 28%	49 20%	80 29%	75 27%	65 25%	33 22%	18 20%
Very different (1)	45 4%	17 3%	28 5%	3 2%	9 5%	10 5%	7 4%	6 4%	11 5%	9 3%	13 4%	10 5%	14 5%	14 5%	12 4%	10 4%	3 2%	6 6%
NET: Different	316 30%	157 31%	159 29%	44 35%	62 37%	47 23%	53 30%	51 33%	58 27%	92 33%	89 29%	73 33%	63 25%	94 34%	87 32%	75 29%	36 24%	24 26%
Don't know	40 4%	22 4%	18 3%	5 4%	4 2%	10 5%	7 4%	6 4%	8 4%	8 3%	7 2%	8 4%	17 7%	10 4%	9 3%	10 4%	7 4%	3 4%
Mean	2.86	2.85	2.87	2.78	2.77	2.90	2.86	2.87	2.94	2.86	2.90	2.76	2.91	2.82	2.83	2.86	2.99	2.89
Standard deviation	0.80	0.79	0.82	0.75	0.83	0.76	0.80	0.83	0.84	0.81	0.81	0.76	0.82	0.84	0.80	0.78	0.77	0.82
Standard error	0.03	0.04	0.04	0.08	0.07	0.05	0.06	0.06	0.06	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.07	0.08

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 5

**Q.3 Thinking about the following retail sectors, how different from one another do you think the main companies' shops and products are?**

**Base: All respondents**

**Food**

	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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
NET: Similar	860 82%	415 82%	445 81%	96 77%	139 83%	175 84%	152 86%	127 81%	171 78%	220 80%	255 84%	183 83%	202 80%	208 75%	233 84%	216 83%	126 85%	78 84%
Very similar (4)	363 34%	192 38%	171 31%	33 26%	57 34%	67 32%	61 35%	57 36%	87 40%	95 35%	102 33%	74 33%	93 37%	86 31%	90 33%	93 36%	64 43%	31 33%
Fairly similar (3)	497 47%	223 44%	274 50%	64 51%	81 49%	108 52%	91 51%	70 44%	84 38%	125 46%	153 50%	109 49%	110 43%	121 44%	143 52%	123 47%	62 42%	47 51%
Fairly different (2)	137 13%	60 12%	76 14%	20 16%	22 13%	20 10%	18 10%	23 14%	34 15%	41 15%	39 13%	23 10%	34 13%	56 20%	26 9%	30 12%	16 11%	8 8%
Very different (1)	25 2%	16 3%	9 2%	3 2%	2 1%	4 2%	2 1%	5 3%	8 4%	7 2%	7 2%	6 3%	5 2%	6 2%	10 3%	5 2%	* *	5 5%
NET: Different	162 15%	76 15%	85 16%	23 19%	24 14%	25 12%	21 12%	27 17%	42 19%	47 17%	45 15%	30 13%	39 16%	62 23%	35 13%	35 13%	17 11%	12 13%
Don't know	31 3%	14 3%	17 3%	5 4%	4 2%	9 4%	4 2%	3 2%	6 3%	7 2%	5 2%	9 4%	11 4%	6 2%	8 3%	9 3%	6 4%	3 3%
Mean	3.17	3.20	3.14	3.05	3.19	3.19	3.22	3.16	3.17	3.15	3.17	3.18	3.20	3.07	3.17	3.21	3.33	3.15
Standard deviation	0.75	0.78	0.72	0.74	0.71	0.70	0.68	0.78	0.84	0.76	0.73	0.74	0.76	0.78	0.74	0.72	0.69	0.78
Standard error	0.02	0.04	0.03	0.07	0.06	0.05	0.05	0.06	0.06	0.04	0.05	0.06	0.05	0.05	0.05	0.04	0.06	0.08

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 6

**Q.3 Thinking about the following retail sectors, how different from one another do you think the main companies' shops and products are?**

**Base: All respondents**

**Furniture and home-wares**

	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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
NET: Similar	734 70%	360 71%	374 68%	82 66%	114 68%	150 72%	123 69%	114 73%	151 69%	188 69%	210 69%	155 70%	181 72%	180 65%	202 73%	177 68%	106 71%	69 74%
Very similar (4)	209 20%	115 23%	94 17%	17 14%	25 15%	33 16%	47 26%	30 19%	58 26%	56 21%	52 17%	41 19%	59 23%	50 18%	44 16%	55 21%	37 25%	22 24%
Fairly similar (3)	525 50%	245 49%	280 51%	65 52%	89 53%	117 56%	76 43%	85 54%	94 43%	132 48%	158 52%	114 51%	122 48%	130 47%	158 57%	123 47%	68 46%	47 50%
Fairly different (2)	229 22%	109 22%	120 22%	25 20%	39 23%	43 21%	40 23%	32 21%	50 23%	66 24%	74 24%	41 19%	48 19%	73 27%	51 19%	64 25%	24 16%	17 18%
Very different (1)	22 2%	12 2%	9 2%	4 3%	1 1%	3 1%	8 4%	2 2%	4 2%	7 2%	1 *	9 4%	5 2%	5 2%	9 3%	3 1%	1 1%	4 4%
NET: Different	251 24%	121 24%	130 24%	29 23%	40 24%	46 22%	48 27%	35 22%	54 24%	73 27%	76 25%	50 23%	52 21%	78 28%	60 22%	67 26%	25 17%	20 22%
Don't know	68 6%	24 5%	44 8%	14 11%	13 8%	13 6%	6 4%	7 5%	14 7%	13 5%	20 6%	16 7%	19 8%	18 6%	14 5%	15 6%	17 12%	4 4%
Mean	2.94	2.96	2.91	2.86	2.90	2.92	2.95	2.95	3.00	2.91	2.91	2.91	3.01	2.87	2.91	2.94	3.08	2.98
Standard deviation	0.73	0.75	0.70	0.71	0.66	0.66	0.83	0.69	0.77	0.75	0.68	0.76	0.73	0.74	0.70	0.73	0.71	0.78
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.06	0.05	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.04	0.07	0.08

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 7

**Q.3 Thinking about the following retail sectors, how different from one another do you think the main companies' shops and products are?**

**Base: All respondents**

**DIY**

	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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100	
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93	
NET: Similar	895	426	468	94	132	177	157	144	191	239	256	186	213	238	235	221	120	82	
	85%	84%	86%	75%	79%	85%	89%	92%	87%	87%	84%	84%	84%	86%	85%	85%	81%	88%	
Very similar	(4)	394	207	187	40	66	65	69	66	88	120	111	73	90	96	105	90	68	35
	37%	41%	34%	32%	40%	31%	39%	42%	40%	44%	36%	33%	36%	35%	38%	35%	46%	38%	
Fairly similar	(3)	501	220	281	54	66	112	88	78	103	119	146	114	123	141	130	130	52	47
	48%	43%	51%	44%	39%	54%	50%	50%	47%	43%	48%	51%	49%	51%	47%	50%	35%	51%	
Fairly different	(2)	80	49	30	11	20	16	10	5	18	19	28	15	17	22	23	19	12	4
	8%	10%	6%	9%	12%	8%	6%	3%	8%	7%	9%	7%	7%	8%	8%	7%	8%	4%	
Very different	(1)	12	6	6	*	2	2	3	2	2	3	1	4	4	3	3	4	1	1
	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	*	2%	2%	1%	1%	2%	*	1%	
NET: Different	92	55	36	12	22	18	14	7	19	22	29	19	22	25	26	23	13	5	
	9%	11%	7%	9%	13%	9%	8%	5%	9%	8%	10%	9%	9%	9%	10%	9%	9%	5%	
Don't know	67	24	43	19	13	13	7	6	9	12	20	16	18	14	15	17	16	6	
	6%	5%	8%	15%	8%	6%	4%	4%	4%	4%	7%	7%	7%	5%	5%	6%	11%	6%	
Mean	3.29	3.30	3.29	3.26	3.27	3.23	3.30	3.37	3.32	3.37	3.28	3.24	3.28	3.26	3.29	3.26	3.41	3.33	
Standard deviation	0.66	0.70	0.63	0.66	0.74	0.64	0.67	0.62	0.66	0.67	0.65	0.66	0.68	0.65	0.68	0.67	0.67	0.63	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.04	0.04	0.04	0.06	0.07	

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 8

**Q.3 Thinking about the following retail sectors, how different from one another do you think the main companies' shops and products are?**

**Base: All respondents**

**Electricals**

	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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
NET: Similar	904 86%	428 85%	475 87%	97 77%	135 81%	175 84%	161 91%	139 89%	198 90%	244 89%	265 87%	187 85%	208 82%	238 86%	235 85%	219 84%	129 87%	82 88%
Very similar (4)	437 42%	230 46%	207 38%	45 36%	68 41%	72 35%	82 46%	75 48%	95 43%	136 50%	120 39%	81 37%	99 39%	100 36%	108 39%	114 44%	72 48%	43 46%
Fairly similar (3)	466 44%	198 39%	268 49%	52 42%	66 40%	103 49%	78 44%	64 41%	103 47%	108 39%	145 47%	106 48%	108 43%	138 50%	127 46%	105 40%	58 39%	39 42%
Fairly different (2)	73 7%	40 8%	34 6%	14 11%	14 8%	17 8%	7 4%	8 5%	14 6%	15 5%	26 9%	12 5%	21 8%	23 8%	21 8%	19 7%	5 3%	6 6%
Very different (1)	25 2%	17 3%	8 1%	4 3%	6 3%	4 2%	4 2%	5 3%	2 1%	5 2%	5 2%	8 4%	7 3%	2 1%	8 3%	9 3%	4 3%	1 1%
NET: Different	98 9%	57 11%	41 8%	18 14%	20 12%	21 10%	11 6%	13 8%	15 7%	19 7%	31 10%	20 9%	28 11%	25 9%	30 11%	28 11%	9 6%	7 8%
Don't know	51 5%	20 4%	31 6%	11 8%	12 7%	12 6%	6 3%	4 3%	6 3%	11 4%	9 3%	14 6%	17 7%	13 5%	11 4%	14 5%	10 7%	4 4%
Mean	3.31	3.32	3.31	3.20	3.28	3.24	3.39	3.38	3.37	3.43	3.28	3.26	3.27	3.28	3.27	3.32	3.42	3.39
Standard deviation	0.71	0.77	0.66	0.79	0.78	0.70	0.68	0.73	0.64	0.68	0.70	0.74	0.75	0.65	0.74	0.76	0.71	0.68
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.04	0.04	0.05	0.06	0.05	0.04	0.05	0.05	0.06	0.07

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 9

**Q.3 Thinking about the following retail sectors, how different from one another do you think the main companies' shops and products are?**

**Base: All respondents**

**Department stores**

	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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
NET: Similar	803 76%	394 78%	408 75%	86 69%	124 75%	159 76%	135 76%	122 78%	176 80%	213 78%	234 77%	167 75%	189 75%	203 74%	207 75%	200 77%	122 82%	71 77%
Very similar	(4) 266 25%	136 27%	129 24%	27 22%	42 25%	51 24%	40 23%	43 28%	62 29%	75 27%	65 21%	60 27%	66 26%	75 27%	61 22%	61 24%	43 29%	26 28%
Fairly similar	(3) 537 51%	258 51%	279 51%	59 47%	82 49%	109 52%	95 53%	78 50%	114 52%	138 51%	170 56%	106 48%	122 48%	128 46%	147 53%	138 53%	79 53%	45 49%
Fairly different	(2) 161 15%	69 14%	92 17%	22 18%	32 19%	27 13%	26 15%	25 16%	29 13%	45 17%	48 16%	31 14%	37 15%	51 19%	42 15%	38 14%	20 14%	10 11%
Very different	(1) 29 3%	15 3%	13 2%	7 6%	2 1%	5 3%	8 4%	3 2%	4 2%	9 3%	6 2%	8 3%	6 2%	7 2%	15 5%	4 2%	- -	3 3%
NET: Different	190 18%	85 17%	105 19%	29 24%	34 20%	32 15%	33 19%	27 18%	34 15%	54 20%	54 18%	39 18%	43 17%	58 21%	57 21%	42 16%	20 14%	13 14%
Don't know	60 6%	26 5%	34 6%	9 7%	9 5%	17 8%	9 5%	7 5%	9 4%	7 3%	17 5%	16 7%	21 8%	15 6%	11 4%	19 7%	7 5%	9 9%
Mean	3.05	3.08	3.02	2.92	3.04	3.07	2.99	3.09	3.12	3.04	3.01	3.07	3.08	3.04	2.96	3.06	3.16	3.12
Standard deviation	0.74	0.74	0.73	0.82	0.72	0.72	0.76	0.73	0.71	0.76	0.69	0.77	0.74	0.77	0.78	0.69	0.65	0.74
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.05	0.05	0.04	0.06	0.08

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 10

**Q.3 Thinking about the following retail sectors, how different from one another do you think the main companies' shops and products are?**

**Base: All respondents**

**General stores (eg Woolworths, WHSmith)**

	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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
NET: Similar	759 72%	378 75%	381 70%	81 65%	114 68%	160 77%	132 75%	116 74%	156 71%	211 77%	217 71%	153 69%	178 70%	184 67%	202 73%	196 75%	107 72%	70 75%
Very similar (4)	217 21%	111 22%	106 19%	23 18%	36 22%	36 17%	36 20%	29 19%	57 26%	64 23%	64 21%	32 14%	57 23%	59 21%	58 21%	50 19%	26 18%	24 26%
Fairly similar (3)	542 51%	266 53%	276 50%	58 46%	77 46%	124 60%	97 55%	87 56%	99 45%	147 54%	153 50%	121 55%	121 48%	126 46%	144 52%	147 56%	81 54%	46 49%
Fairly different (2)	229 22%	100 20%	130 24%	33 27%	48 29%	32 15%	37 21%	27 17%	53 24%	51 19%	72 23%	50 23%	56 22%	72 26%	53 19%	51 20%	34 23%	20 21%
Very different (1)	32 3%	13 3%	19 3%	6 5%	2 1%	6 3%	3 2%	9 6%	6 3%	5 2%	9 3%	9 4%	8 3%	12 4%	12 4%	5 2%	3 2%	* 1%
NET: Different	261 25%	113 22%	149 27%	40 32%	50 30%	37 18%	40 23%	36 23%	58 27%	56 21%	81 26%	60 27%	65 26%	84 30%	65 23%	56 21%	37 25%	20 22%
Don't know	33 3%	15 3%	18 3%	5 4%	3 2%	11 5%	5 3%	4 3%	5 2%	7 2%	8 3%	8 4%	10 4%	8 3%	9 3%	8 3%	5 3%	3 3%
Mean	2.92	2.97	2.88	2.81	2.90	2.96	2.95	2.90	2.97	3.01	2.91	2.83	2.93	2.86	2.93	2.96	2.91	3.04
Standard deviation	0.75	0.73	0.76	0.80	0.75	0.68	0.71	0.77	0.79	0.71	0.76	0.73	0.78	0.80	0.77	0.69	0.70	0.72
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.05	0.05	0.04	0.06	0.07

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 11

**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Yes	632 60%	318 63%	314 57%	84 67%	102 61%	117 56%	107 60%	81 52%	141 64%	208 76%	190 62%	127 58%	106 42%	184 67%	147 53%	164 63%	85 57%	51 55%
No	421 40%	188 37%	234 43%	42 33%	65 39%	91 44%	70 40%	76 48%	78 36%	66 24%	115 38%	94 42%	146 58%	91 33%	129 47%	96 37%	64 43%	41 45%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 12  
**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Single	247 23%	119 23%	129 23%	87 69%	62 37%	53 26%	26 15%	16 10%	4 2%	44 16%	83 27%	50 23%	70 28%	69 25%	65 24%	62 24%	33 22%	19 20%
Married or co-habiting (including Civil Partnership)	655 62%	340 67%	315 57%	37 30%	101 60%	135 65%	126 71%	101 65%	154 70%	203 74%	172 56%	155 70%	125 50%	164 60%	175 64%	165 63%	93 63%	58 62%
Widowed/ Separated/ Divorced	146 14%	44 9%	103 19%	- -	2 1%	19 9%	25 14%	40 25%	60 27%	27 10%	49 16%	15 7%	56 22%	43 16%	33 12%	32 12%	23 15%	16 17%
Refused	4 *	3 1%	2 *	1 1%	2 1%	* *	- -	- -	1 *	- -	2 1%	- -	2 1%	- -	2 1%	1 *	- -	1 1%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 13  
**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Owned outright (without mortgage)	344 33%	178 35%	166 30%	21 16%	29 17%	20 9%	47 26%	71 45%	157 72%	119 43%	81 27%	55 25%	88 35%	106 39%	83 30%	88 34%	46 31%	21 23%
Owned with a mortgage or loan	407 39%	207 41%	199 36%	45 36%	79 47%	116 56%	79 45%	52 33%	36 16%	124 45%	133 43%	99 45%	51 20%	97 35%	116 42%	102 39%	57 38%	35 37%
Rented from Council	136 13%	50 10%	86 16%	12 10%	23 14%	41 19%	30 17%	21 13%	9 4%	8 3%	28 9%	36 16%	64 25%	26 10%	41 15%	35 14%	13 9%	20 22%
Rented from housing association	58 6%	20 4%	39 7%	9 7%	11 7%	12 6%	7 4%	7 5%	12 5%	3 1%	17 5%	14 6%	24 10%	19 7%	9 3%	12 4%	11 7%	8 8%
Rented from someone else	99 9%	48 10%	51 9%	32 25%	23 14%	19 9%	14 8%	5 3%	5 2%	19 7%	45 15%	12 6%	23 9%	25 9%	24 9%	21 8%	22 14%	8 9%
Rent free	10 1%	2 *	7 1%	6 5%	1 1%	1 1%	- -	* *	* *	1 1%	2 1%	4 2%	2 1%	3 1%	3 1%	2 1%	- -	1 1%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 14

**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Yes - half or more	926 88%	399 79%	527 96%	101 81%	142 85%	198 95%	159 90%	138 88%	188 86%	230 84%	276 91%	196 89%	223 88%	235 85%	247 90%	235 90%	124 84%	84 91%
No - less than half	127 12%	106 21%	20 4%	24 19%	25 15%	10 5%	18 10%	18 12%	31 14%	43 16%	29 9%	25 11%	29 12%	40 15%	28 10%	25 10%	24 16%	9 9%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 15

**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
None	219 21%	86 17%	133 24%	33 26%	38 23%	49 24%	33 19%	31 20%	35 16%	23 8%	73 24%	29 13%	94 37%	64 23%	48 17%	54 21%	26 18%	26 28%
1	438 42%	214 42%	223 41%	33 26%	67 40%	82 39%	74 42%	63 40%	118 54%	104 38%	128 42%	100 45%	107 42%	118 43%	107 39%	118 45%	54 36%	42 45%
2	302 29%	167 33%	135 25%	37 30%	52 31%	60 29%	54 30%	46 29%	53 24%	111 40%	82 27%	75 34%	34 14%	70 25%	94 34%	73 28%	49 33%	17 18%
3+	94 9%	38 8%	55 10%	22 18%	8 5%	18 9%	16 9%	16 11%	13 6%	36 13%	22 7%	18 8%	17 7%	24 9%	27 10%	15 6%	19 13%	8 8%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 16

**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Working full time (30+ hrs a week)	474 45%	309 61%	165 30%	50 40%	110 66%	135 65%	111 63%	53 34%	16 7%	150 55%	144 47%	123 55%	57 23%	125 45%	131 48%	112 43%	61 41%	43 47%
Working part time (8-29 hrs a week)	126 12%	29 6%	97 18%	9 7%	19 11%	30 14%	17 10%	32 21%	19 9%	20 7%	45 15%	34 15%	27 11%	30 11%	36 13%	32 12%	20 13%	9 10%
Not working but seeking work or temporarily unemployed/sick	37 4%	19 4%	18 3%	7 6%	6 3%	12 6%	9 5%	3 2%	1 *	2 1%	4 1%	6 3%	26 10%	8 3%	11 4%	7 3%	6 4%	5 5%
Not working/Not seeking work	31 3%	15 3%	16 3%	1 1%	3 2%	9 4%	10 5%	9 6%	- -	1 *	2 1%	2 1%	26 10%	10 4%	8 3%	9 3%	1 1%	3 3%
Retired on state pension ONLY	64 6%	17 3%	47 9%	- -	* *	- -	1 1%	13 8%	49 23%	3 1%	3 1%	3 1%	55 22%	14 5%	16 6%	17 7%	9 6%	7 8%
Retired with a private pension	172 16%	95 19%	77 14%	- -	- -	1 1%	5 3%	34 22%	131 60%	74 27%	58 19%	20 9%	20 8%	59 21%	37 13%	44 17%	22 15%	10 11%
Student	52 5%	17 3%	35 6%	50 40%	1 1%	1 *	- -	- -	- -	10 3%	38 12%	2 1%	2 1%	12 4%	12 4%	17 6%	8 6%	3 4%
House person/Housewife/ Househusband	96 9%	5 1%	91 17%	8 7%	28 17%	21 10%	24 13%	12 8%	3 1%	14 5%	11 4%	31 14%	39 15%	18 6%	24 9%	22 8%	21 14%	12 13%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 17

**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Secondary/ high school/ NVQ 1-3	581 55%	250 49%	332 61%	52 42%	75 45%	112 54%	109 62%	103 66%	130 59%	81 30%	152 50%	168 76%	181 71%	148 54%	154 56%	147 56%	84 57%	49 53%
University degree or equivalent professional qualification/ NVQ4	311 30%	180 36%	131 24%	34 27%	62 37%	69 33%	52 29%	32 21%	61 28%	130 48%	98 32%	38 17%	46 18%	72 26%	89 32%	79 30%	41 28%	29 32%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	97 9%	51 10%	46 8%	6 5%	23 14%	22 10%	9 5%	15 10%	21 10%	46 17%	26 9%	12 5%	13 5%	40 14%	17 6%	15 6%	16 11%	9 9%
Still in full time education	36 3%	13 2%	23 4%	33 26%	1 1%	-	2 1%	-	-	9 3%	24 8%	-	3 1%	8 3%	8 3%	9 3%	7 5%	4 4%
Refused	28 3%	12 2%	16 3%	-	5 3%	6 3%	5 3%	6 4%	7 3%	8 3%	6 2%	4 2%	10 4%	8 3%	7 2%	11 4%	-	2 2%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 18

**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
No	724 69%	350 69%	374 68%	100 80%	77 46%	76 37%	117 66%	139 89%	214 98%	198 72%	210 69%	136 62%	179 71%	200 73%	186 67%	182 70%	94 63%	62 67%
NET: Yes	324 31%	153 30%	171 31%	23 18%	89 53%	130 62%	60 34%	18 11%	5 2%	74 27%	95 31%	82 37%	73 29%	75 27%	87 32%	77 30%	55 37%	30 32%
Yes: Aged under 5	126 12%	52 10%	74 14%	19 15%	60 36%	39 19%	5 3%	3 2%	-	23 8%	43 14%	39 18%	21 8%	23 8%	31 11%	35 14%	22 15%	14 15%
Yes: Aged 5-10	136 13%	63 12%	74 13%	4 3%	42 25%	70 34%	14 8%	6 4%	-	30 11%	35 11%	35 16%	36 14%	28 10%	43 16%	29 11%	20 13%	16 17%
Yes: Aged 11-16	128 12%	66 13%	62 11%	2 1%	17 10%	71 34%	31 18%	6 4%	1 *	30 11%	38 12%	27 12%	33 13%	29 10%	31 11%	33 13%	28 19%	8 8%
Yes: Aged 17-18	87 8%	50 10%	37 7%	1 1%	4 3%	33 16%	32 18%	11 7%	4 2%	24 9%	14 5%	24 11%	25 10%	24 9%	23 8%	18 7%	15 10%	7 8%
Refused	5 *	2 *	3 1%	2 1%	1 1%	2 1%	- -	- -	* *	2 1%	- -	2 1%	1 1%	* *	3 1%	1 *	- -	1 1%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 19

**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
18-24	125 12%	38 7%	88 16%	125 100%	-	-	-	-	-	27 10%	50 16%	29 13%	20 8%	30 11%	33 12%	34 13%	17 11%	10 11%
25-34	167 16%	77 15%	90 16%	-	167 100%	-	-	-	-	41 15%	56 18%	37 17%	32 13%	36 13%	44 16%	42 16%	30 20%	16 17%
35-44	208 20%	107 21%	102 19%	-	-	208 100%	-	-	-	44 16%	66 22%	46 21%	52 21%	50 18%	63 23%	47 18%	29 19%	20 22%
45-54	177 17%	106 21%	72 13%	-	-	-	177 100%	-	-	50 18%	46 15%	43 20%	39 15%	46 17%	40 14%	51 19%	23 16%	17 19%
55-64	156 15%	71 14%	85 16%	-	-	-	-	156 100%	-	41 15%	30 10%	39 18%	46 18%	38 14%	43 16%	38 15%	23 16%	14 15%
65+	219 21%	108 21%	111 20%	-	-	-	-	-	219 100%	71 26%	58 19%	26 12%	64 25%	77 28%	53 19%	48 18%	27 18%	15 17%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 20  
**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Male	505	505	-	38	77	107	106	71	108	168	136	87	115	145	120	129	70	41
	48%	100%	-	30%	46%	51%	60%	45%	49%	61%	45%	39%	46%	53%	43%	50%	47%	44%
Female	548	-	548	88	90	102	72	85	111	106	169	134	138	131	156	131	78	52
	52%	-	100%	70%	54%	49%	40%	55%	51%	39%	55%	61%	54%	47%	57%	50%	53%	56%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 21  
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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
ITV1 Anglia	94 9%	47 9%	48 9%	6 5%	18 11%	19 9%	16 9%	16 10%	20 9%	29 10%	27 9%	23 10%	16 6%	- -	94 34%	- -	- -	- -
ITV1 Border	20 2%	9 2%	11 2%	4 4%	7 4%	1 1%	2 1%	2 1%	3 2%	5 2%	7 2%	6 3%	2 1%	- -	- -	14 5%	- -	6 7%
ITV1 Central	179 17%	78 15%	101 18%	29 23%	27 16%	47 22%	27 15%	21 13%	28 13%	49 18%	48 16%	38 17%	45 18%	13 5%	155 56%	1 *	10 7%	- -
ITV1 Granada	115 11%	59 12%	57 10%	17 13%	21 13%	18 9%	15 8%	20 13%	25 11%	27 10%	41 14%	15 7%	32 13%	1 *	2 1%	110 42%	3 2%	- -
ITV1 London	179 17%	97 19%	82 15%	17 13%	23 14%	38 18%	26 15%	26 17%	50 23%	56 20%	50 16%	35 16%	39 15%	162 59%	17 6%	- -	- -	- -
ITV1 Meridian	105 10%	49 10%	55 10%	14 11%	12 7%	13 6%	19 11%	17 11%	29 13%	34 12%	29 9%	20 9%	22 9%	99 36%	- -	- -	5 4%	- -
ITV1 Tyne Tees	48 5%	22 4%	26 5%	3 3%	8 5%	11 5%	11 6%	4 3%	10 5%	12 4%	18 6%	10 5%	8 3%	- -	- -	48 18%	- -	- -
ITV1 Wales	51 5%	26 5%	25 5%	7 6%	15 9%	11 5%	3 2%	2 1%	11 5%	12 4%	11 4%	16 7%	12 5%	- -	* *	- -	50 34%	- -
ITV1 West	39 4%	17 3%	22 4%	2 2%	6 4%	7 4%	7 4%	8 5%	8 4%	8 3%	12 4%	7 3%	13 5%	- -	- -	- -	39 26%	- -
ITV1 Westcountry	41 4%	15 3%	26 5%	6 5%	4 3%	6 3%	10 6%	10 6%	4 2%	10 4%	8 3%	15 7%	8 3%	- -	- -	- -	41 27%	- -
ITV1 Yorkshire	95 9%	49 10%	46 8%	10 8%	12 7%	16 8%	23 13%	17 11%	15 7%	17 6%	22 7%	26 12%	30 12%	- -	7 3%	88 34%	- -	- -
STV	86 8%	38 7%	49 9%	9 8%	12 7%	20 10%	17 10%	12 8%	15 7%	17 6%	33 11%	10 5%	27 11%	- -	- -	- -	- -	86 93%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 22  
**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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
AB	274 26%	168 33%	106 19%	27 21%	41 25%	44 21%	50 28%	41 26%	71 32%	274 100%	-	-	-	93 34%	72 26%	56 22%	34 23%	19 21%
C1	305 29%	136 27%	169 31%	50 40%	56 34%	66 32%	46 26%	30 19%	58 26%	-	305 100%	-	-	77 28%	73 27%	83 32%	37 25%	35 38%
C2	221 21%	87 17%	134 25%	29 23%	37 22%	46 22%	43 24%	39 25%	26 12%	-	-	221 100%	-	50 18%	62 23%	56 21%	41 27%	12 13%
DE	253 24%	115 23%	138 25%	20 16%	32 19%	52 25%	39 22%	46 29%	64 29%	-	-	-	253 100%	56 20%	69 25%	65 25%	36 25%	27 29%

## Retail Variety Survey

### ONLINE Fieldwork : 23rd - 25th May 2008

Absolutes/col percents

Table 23  
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	1053	510	543	105	159	211	183	171	224	373	243	149	288	292	242	290	129	100
Weighted base	1053	505	548	125	167	208	177	156	219	274	305	221	253	276	276	260	148	93
Scotland	93 9%	41 8%	52 9%	10 8%	16 10%	20 10%	17 10%	14 9%	15 7%	19 7%	35 11%	12 5%	27 11%	-	-	-	-	93 100%
North East	47 4%	21 4%	26 5%	3 3%	6 4%	11 5%	13 7%	4 3%	10 4%	12 4%	16 5%	12 5%	8 3%	-	-	47 18%	-	-
North West	122 12%	61 12%	61 11%	20 16%	22 13%	19 9%	15 8%	20 12%	26 12%	28 10%	44 14%	19 8%	31 12%	-	-	122 47%	-	-
Yorks & Humber	91 9%	48 9%	43 8%	11 9%	13 8%	17 8%	23 13%	15 9%	12 5%	16 6%	23 8%	26 12%	26 10%	-	-	91 35%	-	-
West Midlands	99 9%	35 7%	64 12%	17 13%	17 10%	25 12%	16 9%	9 6%	16 7%	21 8%	30 10%	22 10%	26 10%	-	99 36%	-	-	-
Wales	55 5%	27 5%	27 5%	7 6%	17 10%	13 6%	4 2%	3 2%	11 5%	13 5%	12 4%	17 8%	13 5%	-	-	-	55 37%	-
Eastern	97 9%	45 9%	52 10%	7 5%	10 6%	21 10%	18 10%	16 10%	26 12%	23 8%	30 10%	23 10%	21 8%	-	97 35%	-	-	-
London	134 13%	77 15%	57 10%	13 10%	16 9%	29 14%	20 12%	21 13%	35 16%	45 16%	39 13%	23 10%	27 11%	134 48%	-	-	-	-
South East	142 13%	68 13%	74 14%	18 14%	20 12%	21 10%	25 14%	17 11%	42 19%	48 17%	38 13%	27 12%	29 11%	142 52%	-	-	-	-
South West	94 9%	43 8%	51 9%	9 7%	13 8%	16 8%	20 11%	20 13%	15 7%	21 8%	25 8%	24 11%	24 9%	-	-	-	94 63%	-
East Midlands	80 8%	41 8%	39 7%	10 8%	17 10%	17 8%	6 4%	18 12%	11 5%	27 10%	14 5%	17 8%	21 8%	-	80 29%	-	-	-