



ICM Poll for Retail Week – DSG

Fieldwork dates: 24-26th October 2008

Interview Method: Online.

Population effectively sampled: All adults aged 18+

Sampling Method: Sample selected at random from the NewVistatm 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: 1,001

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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DSGi Survey

CATI Fieldwork : October 24th-26th 2008

Absolutes/col percents

Table 1

Q.1 Thinking generally about the electrical retailer chain Currys, which of the following statements best reflects your opinion when it comes to buying white goods and electricals?

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	1001	433	568	62	125	204	197	217	196	283	273	180	265	264	260	243	143	91
Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
It would be my first choice	43 4%	18 4%	25 5%	2 1%	10 6%	13 7%	4 3%	5 4%	9 4%	11 4%	14 5%	9 4%	9 4%	13 5%	9 4%	13 5%	2 1%	5 6%
I'd definitely look there	216 22%	98 20%	118 23%	18 15%	30 19%	42 21%	40 24%	29 20%	56 27%	58 22%	51 18%	41 20%	65 27%	62 24%	52 20%	52 21%	32 23%	18 21%
It's just one of the places I'd look	514 51%	250 52%	263 51%	61 51%	92 58%	102 51%	89 53%	84 57%	87 42%	141 54%	151 52%	117 56%	105 44%	127 49%	143 55%	122 49%	83 59%	38 43%
I probably wouldn't look there	112 11%	63 13%	50 10%	26 22%	13 8%	18 9%	17 10%	14 9%	24 11%	27 10%	36 12%	21 10%	28 11%	35 13%	28 11%	33 13%	5 3%	11 12%
I definitely wouldn't look there	96 10%	41 9%	55 11%	8 7%	13 8%	19 10%	17 10%	13 9%	27 13%	18 7%	32 11%	19 9%	26 11%	20 8%	25 9%	22 9%	15 11%	13 15%
Don't know	19 2%	9 2%	10 2%	5 4%	1 1%	4 2%	1 1%	3 2%	5 2%	4 2%	5 2%	3 1%	7 3%	4 2%	5 2%	4 2%	3 2%	3 3%

DSGi Survey

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Absolutes/col percents

Table 2

Q.2 Thinking generally about the PC World retail chain, which of the following statements best reflects your opinion when it comes to buying computers and accessories?

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	1001	433	568	62	125	204	197	217	196	283	273	180	265	264	260	243	143	91
Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
It would be my first choice	57 6%	30 6%	26 5%	5 4%	12 8%	9 4%	5 3%	9 6%	17 8%	22 8%	8 3%	12 6%	14 6%	13 5%	15 6%	14 6%	12 8%	3 4%
I'd definitely look there	190 19%	89 18%	101 19%	28 24%	31 19%	36 18%	34 20%	27 18%	35 17%	52 20%	54 19%	41 19%	43 18%	68 26%	34 13%	44 18%	29 20%	15 17%
It's just one of the places I'd look	449 45%	211 44%	237 46%	52 43%	85 54%	102 52%	90 53%	62 42%	57 28%	111 42%	146 50%	101 48%	91 38%	111 42%	132 50%	113 46%	60 43%	33 37%
I probably wouldn't look there	125 13%	66 14%	59 11%	20 17%	16 10%	29 15%	18 11%	17 11%	26 12%	36 14%	34 12%	25 12%	30 12%	22 8%	37 14%	36 15%	15 11%	16 18%
I definitely wouldn't look there	157 16%	76 16%	80 15%	9 8%	14 9%	20 10%	20 12%	32 21%	62 30%	34 13%	42 15%	28 13%	52 22%	43 16%	37 14%	36 14%	22 16%	19 22%
Don't know	23 2%	8 2%	16 3%	5 4%	1 1%	3 2%	2 1%	2 1%	11 5%	5 2%	5 2%	3 1%	10 4%	6 2%	8 3%	4 2%	4 3%	2 2%

DSGi Survey
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Absolutes/col percents

Table 3

Q.3 When you buy technology products such as computers and electrical goods, which of the following best reflects your opinion?**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	1001	433	568	62	125	204	197	217	196	283	273	180	265	264	260	243	143	91
Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
Price is the biggest factor	265 26%	141 29%	124 24%	32 27%	57 36%	60 30%	40 24%	37 25%	39 19%	68 26%	73 25%	63 30%	61 25%	77 29%	65 25%	65 26%	33 23%	25 28%
Service, such as well-informed help and advice, is the biggest factor	84 8%	49 10%	35 7%	8 7%	6 4%	12 6%	13 8%	14 10%	31 15%	22 8%	29 10%	8 4%	26 11%	21 8%	19 7%	17 7%	20 14%	8 9%
Price and service, are equally important	632 63%	279 58%	353 68%	78 66%	96 60%	127 64%	110 65%	95 64%	126 61%	168 65%	185 64%	136 65%	143 59%	162 62%	173 66%	159 64%	86 61%	52 60%
Don't know	20 2%	12 2%	9 2%	2 1%	-	-	5 3%	2 2%	11 5%	3 1%	3 1%	3 2%	11 5%	3 1%	5 2%	6 2%	3 2%	3 4%

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Absolutes/col percents

Table 4

Q.4 Thinking about the service standards at Currys or PC World Stores over the last 12 months, would you say it has...?**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	1001	433	568	62	125	204	197	217	196	283	273	180	265	264	260	243	143	91	
Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88	
NET: Improved	417	205	213	51	80	92	67	56	72	105	119	95	98	102	99	116	60	40	
	42%	43%	41%	43%	50%	46%	40%	37%	35%	40%	41%	45%	41%	39%	38%	47%	42%	45%	
Improved a lot	(4)	92	49	43	11	12	27	13	8	22	34	18	16	24	17	19	26	19	11
		9%	10%	8%	10%	7%	14%	8%	5%	10%	13%	6%	8%	10%	7%	7%	11%	13%	13%
Improved a little	(3)	325	156	169	40	68	65	55	48	51	71	101	79	74	85	80	90	41	29
		32%	32%	33%	33%	43%	33%	32%	32%	24%	27%	35%	37%	31%	32%	31%	36%	29%	33%
Got a little worse	(2)	66	35	31	12	13	11	9	10	10	14	23	17	11	20	20	20	4	2
		7%	7%	6%	10%	8%	6%	6%	6%	5%	5%	8%	8%	5%	8%	8%	8%	3%	2%
Got a lot worse	(1)	37	20	17	2	5	8	8	5	9	11	6	10	10	11	5	11	6	3
		4%	4%	3%	1%	3%	4%	5%	4%	4%	4%	2%	5%	4%	4%	2%	4%	4%	4%
NET: Got worse		103	55	48	14	18	19	18	15	19	25	29	27	21	31	26	31	10	5
		10%	11%	9%	12%	11%	10%	10%	10%	9%	10%	10%	13%	9%	12%	10%	12%	7%	6%
Don't know/ don't shop there		481	221	260	54	61	88	84	78	117	130	142	88	121	129	137	101	71	43
		48%	46%	50%	45%	38%	44%	50%	53%	56%	50%	49%	42%	50%	49%	52%	41%	50%	49%
Mean		2.91	2.90	2.92	2.94	2.88	3.00	2.84	2.83	2.93	2.98	2.89	2.82	2.94	2.82	2.90	2.89	3.03	3.06
Standard deviation		0.76	0.79	0.73	0.68	0.67	0.80	0.79	0.72	0.86	0.85	0.65	0.76	0.79	0.76	0.69	0.78	0.83	0.77
Standard error		0.03	0.05	0.04	0.12	0.08	0.08	0.08	0.07	0.09	0.07	0.06	0.08	0.07	0.07	0.06	0.07	0.10	0.11

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Table 5
Classification
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	433	568	62	125	204	197	217	196	283	273	180	265	264	260	243	143	91
Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
Gender																		
Male	480 48%	480 100%	- -	46 38%	69 44%	103 52%	86 51%	62 42%	115 55%	132 51%	135 47%	112 53%	101 42%	121 46%	128 49%	118 48%	70 50%	44 50%
Female	521 52%	- -	521 100%	73 62%	89 56%	95 48%	83 49%	87 58%	93 45%	128 49%	155 53%	98 47%	139 58%	141 54%	135 51%	129 52%	71 50%	44 50%
Age																		
18-24	(21) 12%	46 9%	73 14%	119 100%	- -	- -	- -	- -	- -	30 11%	55 19%	25 12%	9 4%	32 12%	29 11%	28 11%	14 10%	17 19%
25-34	(29.5) 16%	69 14%	89 17%	- -	159 100%	- -	- -	- -	- -	49 19%	53 18%	35 17%	22 9%	57 22%	42 16%	32 13%	21 15%	7 8%
35-44	(39.5) 20%	103 21%	95 18%	- -	- -	198 100%	- -	- -	- -	59 23%	61 21%	43 20%	35 15%	50 19%	50 19%	53 22%	25 18%	20 22%
45-54	(49.5) 17%	86 18%	83 16%	- -	- -	- -	168 100%	- -	- -	44 17%	48 17%	44 21%	31 13%	32 12%	49 19%	49 20%	22 16%	16 18%
55-64	(59.5) 15%	62 13%	87 17%	- -	- -	- -	- -	149 100%	- -	35 13%	34 12%	35 16%	46 19%	39 15%	40 15%	34 14%	29 20%	7 8%
65+	(70) 21%	115 24%	93 18%	- -	- -	- -	- -	- -	208 100%	43 17%	39 14%	29 14%	97 40%	53 20%	53 20%	50 20%	31 22%	21 24%
Average age	46.71	47.98	45.54	21.00	29.50	39.50	49.50	59.50	70.00	44.89	42.29	45.21	55.33	45.44	46.96	47.10	48.43	45.88

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Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Social Class</u>																		
AB	260 26%	132 28%	128 25%	30 25%	49 31%	59 30%	44 26%	35 23%	43 21%	260 100%	-	-	-	71 27%	69 26%	64 26%	43 31%	14 16%
C1	290 29%	135 28%	155 30%	55 46%	53 33%	61 31%	48 29%	34 23%	39 19%	-	290 100%	-	-	85 32%	72 27%	65 26%	42 30%	27 30%
C2	210 21%	112 23%	98 19%	25 21%	35 22%	43 22%	44 26%	35 23%	29 14%	-	-	210 100%	-	49 19%	65 25%	56 23%	22 15%	18 20%
DE	240 24%	101 21%	139 27%	9 8%	22 14%	35 18%	31 19%	46 31%	97 47%	-	-	-	240 100%	58 22%	56 21%	63 25%	34 24%	30 34%
<u>Region</u>																		
North	335 34%	162 34%	173 33%	45 38%	39 25%	73 37%	65 39%	41 28%	71 34%	78 30%	92 32%	74 35%	92 38%	-	-	247 100%	-	88 100%
Midlands	314 31%	152 32%	162 31%	36 31%	51 32%	56 28%	57 34%	48 32%	65 31%	81 31%	87 30%	76 36%	70 29%	-	262 100%	-	52 37%	-
South	351 35%	167 35%	185 35%	38 32%	68 43%	69 35%	46 27%	59 40%	72 35%	102 39%	111 38%	60 29%	78 32%	262 100%	-	-	89 63%	-

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Working status</u>																		
Full-time	450 45%	273 57%	178 34%	57 48%	100 63%	118 60%	114 67%	55 37%	8 4%	144 55%	150 52%	105 50%	52 22%	111 42%	139 53%	101 41%	58 41%	41 46%
Part-time	120 12%	28 6%	92 18%	13 11%	25 16%	37 18%	24 14%	16 11%	5 3%	25 10%	46 16%	33 16%	16 7%	33 12%	23 9%	35 14%	19 13%	11 12%
Not working but seeking work or temporarily unemployed/sick	49 5%	18 4%	31 6%	8 6%	14 9%	12 6%	5 3%	6 4%	4 2%	6 2%	9 3%	15 7%	19 8%	19 7%	6 2%	15 6%	9 6%	- -
Not working/not seeking work	74 7%	17 3%	57 11%	7 6%	14 9%	24 12%	15 9%	13 9%	1 *	20 8%	12 4%	17 8%	25 11%	25 10%	16 6%	17 7%	12 9%	3 4%
Retired	248 25%	120 25%	129 25%	2 2%	- -	- -	5 3%	54 36%	187 90%	52 20%	48 16%	32 15%	116 48%	58 22%	68 26%	60 24%	39 28%	23 26%
Student	36 4%	14 3%	21 4%	29 24%	3 2%	2 1%	2 1%	- -	- -	7 3%	20 7%	4 2%	4 2%	10 4%	6 2%	9 4%	4 3%	7 8%
Refused	24 2%	11 2%	13 2%	5 4%	2 1%	6 3%	4 2%	4 3%	3 1%	5 2%	6 2%	4 2%	8 3%	6 2%	4 2%	10 4%	1 1%	3 3%

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Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Tenure</u>																		
Own outright	327 33%	162 34%	165 32%	31 26%	16 10%	26 13%	42 25%	76 51%	136 65%	88 34%	91 31%	67 32%	81 34%	75 29%	92 35%	84 34%	47 33%	29 33%
Own with a mortgage	386 39%	194 40%	192 37%	41 34%	85 54%	117 59%	82 49%	42 29%	19 9%	131 50%	118 41%	89 42%	49 20%	93 36%	114 44%	93 37%	54 39%	32 36%
Council	129 13%	49 10%	80 15%	9 8%	22 14%	26 13%	24 14%	15 10%	33 16%	10 4%	26 9%	26 12%	67 28%	44 17%	23 9%	34 14%	14 10%	13 15%
Housing Assoc.	31 3%	15 3%	16 3%	5 5%	3 2%	7 4%	5 3%	5 3%	5 3%	3 1%	7 2%	8 4%	13 6%	7 3%	6 2%	9 4%	6 4%	3 3%
Rented from someone else	83 8%	39 8%	44 8%	21 18%	29 18%	13 7%	9 5%	5 3%	6 3%	20 8%	30 10%	15 7%	17 7%	31 12%	17 7%	15 6%	13 9%	7 8%
Rent free	11 1%	6 1%	5 1%	7 6%	1 *	1 *	1 *	1 *	2 1%	1 *	8 3%	- -	2 1%	3 1%	1 *	1 *	4 3%	2 2%
Refused	34 3%	15 3%	18 3%	5 4%	4 2%	7 4%	6 4%	5 3%	6 3%	7 3%	10 3%	6 3%	11 5%	8 3%	8 3%	12 5%	3 2%	3 3%

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Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Foreign Holiday in last 3 years</u>																		
Yes	601 60%	286 59%	315 61%	59 50%	108 68%	132 67%	103 61%	91 61%	106 51%	190 73%	190 65%	109 52%	111 46%	162 62%	154 59%	149 60%	92 65%	43 49%
No	400 40%	195 41%	206 39%	59 50%	50 32%	66 33%	65 39%	58 39%	102 49%	70 27%	100 35%	101 48%	129 54%	101 38%	108 41%	98 40%	49 35%	45 51%
<u>Number of cars</u>																		
None	208 21%	83 17%	125 24%	31 26%	31 19%	31 16%	19 11%	26 18%	70 34%	31 12%	51 18%	29 14%	97 40%	70 27%	32 12%	56 22%	22 16%	28 32%
1	416 42%	205 43%	211 41%	36 30%	73 46%	79 40%	61 36%	66 45%	101 49%	92 35%	123 42%	100 48%	101 42%	101 38%	117 45%	109 44%	58 41%	31 35%
2	287 29%	145 30%	142 27%	32 27%	46 29%	70 35%	64 38%	42 28%	34 16%	102 39%	92 32%	63 30%	29 12%	73 28%	89 34%	63 25%	40 29%	23 26%
3+	89 9%	47 10%	43 8%	20 17%	9 6%	19 9%	24 14%	14 10%	3 1%	35 13%	24 8%	18 8%	13 5%	19 7%	24 9%	20 8%	21 15%	6 7%

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Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Internet Access</u>																		
At all	796 80%	394 82%	403 77%	114 96%	151 95%	187 94%	149 89%	103 69%	92 44%	235 90%	257 89%	170 81%	134 56%	216 82%	210 80%	198 80%	107 76%	66 75%
At home (net)	723 72%	362 75%	361 69%	104 88%	137 86%	173 87%	139 83%	87 58%	82 39%	224 86%	226 78%	155 74%	117 49%	200 76%	193 73%	172 70%	100 71%	58 66%
At work (net)	370 37%	194 40%	177 34%	61 51%	85 53%	95 48%	83 49%	38 25%	9 4%	141 54%	142 49%	64 31%	22 9%	102 39%	99 38%	87 35%	48 34%	35 39%
At home	406 41%	190 39%	216 42%	50 42%	63 40%	89 45%	65 39%	61 41%	77 37%	92 35%	109 37%	106 50%	99 41%	111 42%	105 40%	106 43%	56 40%	29 33%
At work	54 5%	22 4%	32 6%	6 5%	11 7%	11 6%	9 5%	12 8%	4 2%	10 4%	25 8%	15 7%	4 2%	13 5%	11 4%	21 9%	4 3%	5 5%
Both at home and at work	317 32%	172 36%	145 28%	55 46%	74 47%	84 42%	74 44%	25 17%	5 2%	132 51%	117 40%	50 24%	18 7%	89 34%	88 33%	66 27%	44 31%	30 34%
Somewhere else	20 2%	11 2%	10 2%	3 3%	3 2%	2 1%	1 1%	4 3%	6 3%	1 *	7 2%	- -	12 5%	3 1%	6 2%	5 2%	3 2%	3 3%
Not at all	204 20%	87 18%	117 23%	5 4%	8 5%	11 6%	19 11%	46 31%	116 56%	25 10%	33 11%	40 19%	106 44%	46 17%	53 20%	49 20%	34 24%	22 25%
Refused	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -

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Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>What is the highest educational level that you have achieved to date?</u>																		
Secondary/ high school/ NVQ 1-3	478 48%	212 44%	266 51%	72 61%	68 43%	99 50%	71 42%	75 50%	93 45%	96 37%	127 44%	124 59%	132 55%	111 42%	128 49%	132 53%	71 50%	37 42%
University degree or equivalent professional qualification/ NVQ4	279 28%	136 28%	143 27%	34 29%	61 38%	63 32%	48 28%	31 21%	42 20%	103 40%	103 35%	40 19%	33 14%	81 31%	84 32%	59 24%	34 24%	20 23%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	87 9%	47 10%	40 8%	8 7%	28 18%	21 11%	16 9%	7 5%	7 3%	44 17%	26 9%	7 3%	10 4%	31 12%	17 6%	18 7%	14 10%	8 9%
No formal education	134 13%	75 16%	59 11%	4 3%	2 1%	8 4%	30 18%	31 21%	60 29%	12 5%	28 10%	36 17%	58 24%	35 13%	30 11%	31 12%	20 14%	18 21%
None of these	3 *	1 *	2 *	- -	- -	1 *	- -	1 1%	1 1%	1 *	- -	1 *	2 1%	- -	1 *	1 *	1 1%	- -
Refused	20 2%	9 2%	11 2%	1 1%	1 1%	5 3%	4 3%	3 2%	5 2%	5 2%	6 2%	3 2%	6 2%	5 2%	3 1%	6 2%	1 1%	5 5%

DSGi Survey

CATI Fieldwork : October 24th-26th 2008

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Marital Status</u>																		
Single	225 23%	126 26%	100 19%	73 61%	57 36%	40 20%	19 11%	15 10%	21 10%	59 23%	85 29%	39 18%	43 18%	67 25%	52 20%	60 24%	25 17%	23 26%
Married/ co-habiting	592 59%	288 60%	304 58%	37 31%	97 61%	143 72%	121 72%	91 61%	105 50%	164 63%	167 57%	152 72%	110 46%	152 58%	164 62%	135 54%	95 67%	47 53%
Widowed/ separated/ divorced	162 16%	57 12%	105 20%	5 4%	3 2%	9 4%	26 15%	39 26%	80 39%	32 12%	32 11%	18 9%	79 33%	38 14%	42 16%	46 18%	21 15%	15 18%
Refused	22 2%	10 2%	12 2%	5 4%	1 1%	7 4%	4 2%	4 2%	2 1%	5 2%	7 2%	2 1%	8 3%	6 2%	4 2%	7 3%	1 1%	3 4%
<u>Children</u>																		
None aged 18 or under	669 67%	336 70%	333 64%	97 82%	78 49%	53 27%	101 60%	139 93%	200 96%	168 65%	194 67%	119 57%	187 78%	171 65%	174 66%	166 67%	94 67%	64 73%
NET: Yes	300 30%	131 27%	169 32%	19 16%	77 48%	135 68%	61 36%	4 3%	3 1%	86 33%	86 30%	82 39%	45 19%	80 30%	82 31%	72 29%	44 31%	21 24%
NET: Yes any aged 15 or under	273 27%	119 25%	154 30%	19 16%	77 48%	128 65%	43 26%	3 2%	2 1%	81 31%	76 26%	75 35%	41 17%	76 29%	74 28%	63 26%	40 28%	20 22%
- Aged under 5	118 12%	40 8%	78 15%	19 16%	54 34%	40 20%	4 3%	- -	- -	30 11%	32 11%	39 19%	18 7%	39 15%	25 9%	30 12%	16 11%	8 9%
- Aged 5-10	127 13%	60 12%	68 13%	4 3%	37 23%	67 34%	19 11%	1 *	- -	40 15%	34 12%	34 16%	20 8%	28 11%	37 14%	32 13%	21 15%	9 10%
- Aged 11-15	122 12%	60 12%	62 12%	2 2%	11 7%	74 37%	29 17%	3 2%	2 1%	35 14%	32 11%	30 14%	25 10%	34 13%	37 14%	22 9%	21 15%	8 10%
- Aged 16-18	63 6%	28 6%	35 7%	- -	2 1%	26 13%	32 19%	1 1%	2 1%	14 5%	23 8%	15 7%	12 5%	14 5%	21 8%	14 6%	12 8%	3 4%
Refused	33 3%	14 3%	19 4%	3 2%	3 2%	10 5%	6 4%	5 4%	5 2%	6 2%	10 4%	9 4%	7 3%	12 5%	6 2%	9 4%	3 2%	3 3%

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	Gender		Age						Social Class				Region					
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Weighted base	1001	480	521	119	159	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Grocery shopping status</u>																		
Yes - do half or more	751 75%	302 63%	449 86%	65 54%	124 78%	146 73%	124 74%	115 78%	177 85%	182 70%	225 78%	156 74%	188 78%	188 72%	195 74%	193 78%	107 76%	68 77%
No - do less than half	239 24%	174 36%	65 13%	54 46%	33 21%	49 25%	42 25%	30 20%	30 15%	75 29%	61 21%	53 25%	50 21%	70 27%	65 25%	51 21%	34 24%	19 22%
Refused	11 1%	5 1%	6 1%	- -	1 1%	4 2%	2 1%	3 2%	1 *	4 1%	4 1%	1 *	2 1%	4 2%	2 1%	3 1%	1 *	1 1%