



ICM Poll for Retail Week – Woolworths

Fieldwork dates: 19-21st September 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: 1,057

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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Woolworths Survey

ONLINE Fieldwork : 19th - 21st September 2008

Absolutes/col percents

Table 1

Q.1 Thinking about Woolworths how would you rate it for providing value for money? It doesn't matter if you haven't visited the store as we're interested in your general impression.

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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
NET: Good/ Excellent value for money	628 59%	269 53%	359 65%	71 56%	102 61%	131 63%	113 64%	88 56%	123 56%	149 54%	189 62%	139 63%	151 59%	174 63%	166 60%	147 56%	87 58%	54 58%
Excellent value for money	(5) 77 7%	18 4%	59 11%	8 7%	6 4%	12 6%	18 10%	10 7%	23 10%	23 8%	18 6%	18 8%	19 8%	20 7%	24 9%	15 6%	12 8%	7 7%
Good value for money	(4) 551 52%	250 49%	301 55%	62 50%	96 57%	120 57%	95 53%	77 49%	101 46%	126 46%	172 56%	122 55%	131 52%	154 56%	142 51%	132 51%	75 50%	48 51%
Average value for monney	(3) 388 37%	210 41%	179 33%	53 42%	59 35%	72 34%	58 33%	61 39%	86 39%	107 39%	107 35%	81 36%	94 37%	95 34%	97 35%	101 39%	58 39%	36 38%
Poor value for money	(2) 33 3%	23 5%	10 2%	2 2%	5 3%	5 3%	4 2%	8 5%	9 4%	13 5%	10 3%	2 1%	8 3%	6 2%	11 4%	9 3%	4 3%	2 2%
Very poor value for money	(1) 8 1%	6 1%	2 *	- -	2 1%	1 *	2 1%	1 *	2 1%	6 2%	- -	- -	2 1%	2 1%	2 1%	3 1%	- -	1 1%
NET: Poor value for money	41 4%	29 6%	12 2%	2 2%	6 4%	6 3%	7 4%	9 6%	11 5%	19 7%	10 3%	2 1%	10 4%	8 3%	14 5%	12 5%	4 3%	3 3%
Mean	3.62	3.50	3.74	3.61	3.60	3.65	3.69	3.57	3.60	3.53	3.64	3.70	3.63	3.66	3.63	3.56	3.63	3.62
Standard deviation	0.70	0.70	0.68	0.64	0.66	0.65	0.74	0.71	0.77	0.80	0.64	0.63	0.70	0.67	0.73	0.72	0.67	0.69
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.04	0.04	0.04	0.04	0.06	0.07

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Absolutes/col percents

Table 2

**Q.2 Do you think Woolworths is generally better or worse in comparison to its rivals such as Argos or Wilkinson's?
Again it's just your general impression we are interested 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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
NET: Better	177 17%	86 17%	91 17%	28 22%	22 13%	43 20%	35 19%	18 12%	32 14%	47 17%	60 19%	27 12%	44 17%	36 13%	47 17%	47 18%	19 13%	28 31%
It is much better than its rivals (5)	22 2%	5 1%	17 3%	2 2%	2 1%	2 1%	7 4%	3 2%	7 3%	7 2%	4 1%	5 2%	7 3%	6 2%	10 4%	2 1%	2 1%	2 2%
It is a little better than its rivals (4)	155 15%	81 16%	74 13%	26 21%	20 12%	41 20%	28 16%	16 10%	25 11%	40 15%	56 18%	22 10%	37 15%	29 11%	37 13%	45 17%	17 12%	27 29%
About the same (3)	575 54%	257 51%	318 58%	61 48%	105 62%	116 55%	98 55%	86 55%	109 50%	137 50%	171 56%	137 62%	130 51%	149 54%	148 53%	144 55%	87 58%	46 50%
A bit worse than its rivals (2)	274 26%	143 28%	132 24%	36 29%	39 23%	45 22%	41 23%	46 29%	67 31%	76 28%	66 22%	58 26%	74 29%	81 29%	71 26%	62 24%	41 28%	19 20%
A lot worse than its rivals (1)	31 3%	22 4%	9 2%	1 *	2 1%	5 3%	4 2%	7 5%	11 5%	15 5%	10 3%	* *	5 2%	11 4%	11 4%	8 3%	1 1%	- -
NET: Worse	305 29%	164 32%	141 26%	37 29%	41 24%	50 24%	45 26%	53 34%	79 36%	91 33%	76 25%	58 26%	80 31%	92 33%	82 30%	70 27%	43 29%	19 20%
Mean	2.87	2.81	2.93	2.94	2.89	2.94	2.95	2.75	2.77	2.81	2.93	2.88	2.86	2.78	2.87	2.89	2.85	3.13
Standard deviation	0.77	0.79	0.75	0.76	0.66	0.74	0.80	0.76	0.84	0.84	0.76	0.67	0.78	0.78	0.82	0.74	0.68	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	0.06	0.05	0.05	0.05	0.04	0.06	0.08

Woolworths Survey

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Absolutes/col percents

Table 3
Q.3 Which of the following would tempt you to shop at Woolworths more often?
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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Lower prices	458 43%	233 46%	225 41%	69 55%	85 51%	89 43%	81 46%	62 40%	71 32%	107 39%	145 47%	94 42%	112 44%	116 42%	129 47%	115 44%	60 40%	37 40%
Wider ranges	339 32%	156 31%	183 33%	45 36%	58 35%	54 26%	60 33%	54 34%	69 31%	77 28%	86 28%	86 39%	90 35%	97 35%	98 35%	79 30%	38 26%	26 28%
Better store environment	256 24%	134 26%	122 22%	36 29%	36 21%	50 24%	49 28%	38 24%	47 22%	84 31%	68 22%	63 29%	40 16%	89 32%	59 21%	51 19%	37 25%	21 22%
Better availability	218 21%	114 23%	103 19%	25 20%	39 24%	47 23%	35 20%	31 20%	40 18%	62 23%	55 18%	42 19%	59 23%	56 20%	62 22%	44 17%	35 23%	22 24%
Better service	186 18%	91 18%	95 17%	28 23%	19 11%	33 16%	41 23%	29 19%	37 17%	53 19%	56 18%	48 21%	30 12%	73 26%	37 13%	34 13%	31 21%	12 13%
More focused ranges	136 13%	79 16%	57 10%	15 12%	17 10%	28 13%	27 15%	25 16%	23 11%	48 17%	35 11%	21 9%	33 13%	38 14%	26 9%	38 14%	27 18%	8 9%
Other	60 6%	19 4%	42 8%	9 7%	6 3%	22 11%	6 3%	11 7%	6 3%	11 4%	19 6%	16 7%	14 6%	21 8%	14 5%	16 6%	8 5%	2 2%
Nothing - I shop there but would not do so more often	188 18%	82 16%	106 19%	11 9%	32 19%	29 14%	31 17%	25 16%	60 27%	39 14%	55 18%	33 15%	60 24%	46 17%	63 23%	35 13%	29 20%	15 16%
Nothing - do not shop there and would not	42 4%	26 5%	16 3%	2 1%	7 4%	5 2%	7 4%	5 3%	17 8%	21 7%	8 3%	3 1%	11 4%	11 4%	6 2%	16 6%	3 2%	6 6%

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Absolutes/col percents

Table 4

Q.4 If Woolworths disappeared from the high street to what extent would you miss it?**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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
A lot	147 14%	51 10%	96 18%	16 13%	18 11%	33 16%	24 13%	17 11%	40 18%	35 13%	40 13%	30 13%	43 17%	41 15%	40 15%	32 12%	24 16%	10 11%
A little	444 42%	212 42%	232 42%	59 47%	78 46%	99 47%	68 38%	67 43%	73 33%	117 43%	130 43%	94 42%	103 40%	108 39%	121 44%	113 43%	61 41%	42 45%
Not really at all	455 43%	239 47%	216 39%	50 40%	71 42%	72 34%	84 47%	73 46%	106 48%	121 44%	135 44%	95 43%	105 41%	124 45%	111 40%	116 44%	64 43%	40 44%
Don't know	10 1%	5 1%	5 1%	- -	1 1%	5 2%	2 1%	- -	1 1%	2 1%	1 *	3 2%	3 1%	3 1%	5 2%	1 *	1 1%	- -

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Yes	634 60%	307 61%	327 59%	90 71%	96 57%	117 56%	119 67%	98 62%	116 53%	195 71%	196 64%	136 61%	106 42%	180 65%	167 60%	160 61%	76 51%	51 55%
No	423 40%	200 39%	223 41%	36 29%	72 43%	92 44%	59 33%	59 38%	104 47%	79 29%	110 36%	85 39%	148 58%	97 35%	110 40%	101 39%	73 49%	42 45%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Single	240 23%	147 29%	93 17%	76 61%	68 41%	48 23%	26 15%	13 8%	9 4%	62 22%	77 25%	46 21%	57 22%	75 27%	46 16%	68 26%	38 26%	13 14%
Married or co-habiting (including Civil Partnership)	662 63%	308 61%	355 65%	46 36%	91 54%	146 70%	124 70%	107 68%	149 68%	186 68%	193 63%	157 71%	127 50%	164 59%	189 68%	163 62%	84 56%	63 68%
Widowed/ Separated/ Divorced	147 14%	48 9%	99 18%	- -	8 5%	14 7%	28 16%	36 23%	62 28%	28 10%	36 12%	16 7%	67 26%	33 12%	41 15%	30 11%	27 18%	16 17%
Refused	7 1%	5 1%	2 *	3 3%	1 *	1 1%	- -	2 1%	- -	- -	1 *	3 2%	3 1%	5 2%	2 1%	- -	- -	1 1%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Owned outright (without mortgage)	345 33%	162 32%	184 33%	27 21%	9 5%	32 15%	40 22%	80 51%	159 72%	118 43%	80 26%	68 30%	80 32%	88 32%	101 36%	80 31%	53 36%	23 25%
Owned with a mortgage or loan	408 39%	202 40%	206 37%	50 40%	77 46%	126 60%	88 50%	41 26%	25 11%	123 45%	128 42%	106 48%	51 20%	108 39%	114 41%	95 36%	54 36%	37 40%
Rented from Council	136 13%	66 13%	70 13%	2 2%	32 19%	24 12%	28 16%	25 16%	25 11%	10 4%	34 11%	14 6%	77 30%	30 11%	29 10%	43 16%	18 12%	17 18%
Rented from housing association	54 5%	20 4%	34 6%	9 7%	11 7%	10 5%	11 6%	7 4%	7 3%	3 1%	13 4%	14 6%	24 10%	19 7%	15 6%	13 5%	4 2%	3 4%
Rented from someone else	94 9%	47 9%	47 9%	31 24%	30 18%	14 7%	10 6%	4 3%	4 2%	16 6%	44 14%	15 7%	18 7%	26 9%	15 6%	26 10%	15 10%	12 13%
Rent free	20 2%	10 2%	10 2%	7 6%	9 5%	3 1%	1 1%	- -	- -	4 2%	6 2%	6 3%	3 1%	6 2%	3 1%	4 2%	5 4%	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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Yes - half or more	931 88%	406 80%	525 96%	92 73%	140 84%	189 90%	165 93%	144 91%	201 91%	239 87%	259 84%	200 90%	234 92%	243 88%	247 89%	226 87%	138 93%	77 83%
No - less than half	126 12%	102 20%	24 4%	33 27%	27 16%	20 10%	13 7%	13 9%	19 9%	36 13%	48 16%	22 10%	20 8%	34 12%	30 11%	35 13%	11 7%	16 17%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
None	220 21%	99 20%	120 22%	22 17%	40 24%	36 17%	36 20%	33 21%	53 24%	31 11%	62 20%	29 13%	98 39%	64 23%	50 18%	56 22%	23 16%	26 28%
1	440 42%	215 42%	225 41%	34 27%	67 40%	90 43%	71 40%	65 41%	114 52%	109 40%	129 42%	93 42%	109 43%	105 38%	120 43%	113 43%	61 41%	40 44%
2	303 29%	150 30%	153 28%	45 36%	46 27%	78 37%	50 28%	42 27%	44 20%	99 36%	86 28%	78 35%	40 16%	85 31%	81 29%	73 28%	47 32%	18 19%
3+	94 9%	43 8%	51 9%	26 20%	14 9%	6 3%	21 12%	17 11%	10 5%	36 13%	29 9%	22 10%	7 3%	23 8%	27 10%	18 7%	17 12%	8 9%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Working full time (30+ hrs a week)	476 45%	300 59%	176 32%	68 54%	102 61%	142 68%	106 59%	53 34%	5 2%	154 56%	170 56%	102 46%	50 20%	133 48%	117 42%	122 47%	63 42%	42 45%
Working part time (8-29 hrs a week)	127 12%	33 7%	93 17%	13 11%	23 14%	25 12%	29 16%	19 12%	18 8%	29 10%	39 13%	33 15%	26 10%	35 13%	33 12%	30 11%	16 11%	13 14%
Not working but seeking work or temporarily unemployed/sick	37 3%	25 5%	11 2%	4 3%	8 5%	8 4%	10 6%	6 4%	1 *	2 1%	5 2%	2 1%	28 11%	7 2%	14 5%	6 2%	6 4%	3 3%
Not working/Not seeking work	36 3%	14 3%	22 4%	1 1%	6 3%	9 4%	10 6%	10 6%	2 1%	3 1%	3 1%	7 3%	23 9%	11 4%	8 3%	9 3%	6 4%	2 2%
Retired on state pension ONLY	97 9%	22 4%	75 14%	- -	- -	- -	1 1%	18 11%	78 36%	4 1%	2 1%	10 5%	81 32%	16 6%	32 11%	25 10%	16 11%	8 9%
Retired with a private pension	163 15%	79 16%	84 15%	- -	- -	- -	4 2%	44 28%	115 52%	64 23%	48 16%	37 17%	14 6%	48 17%	41 15%	34 13%	26 18%	13 14%
Student	49 5%	28 6%	21 4%	37 30%	11 7%	1 *	- -	- -	- -	7 3%	28 9%	10 4%	5 2%	17 6%	6 2%	18 7%	6 4%	3 3%
House person/Housewife/ Househusband	72 7%	5 1%	67 12%	2 2%	16 10%	25 12%	18 10%	9 6%	2 1%	12 5%	11 4%	22 10%	27 11%	11 4%	26 9%	18 7%	8 6%	9 9%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Secondary/ high school/ NVQ 1-3	552 52%	236 46%	316 58%	51 41%	84 50%	107 51%	91 51%	93 59%	126 57%	91 33%	148 48%	134 60%	180 71%	135 49%	148 53%	132 51%	83 56%	55 59%
University degree or equivalent professional qualification/ NVQ4	358 34%	182 36%	177 32%	39 31%	53 32%	75 36%	63 36%	56 36%	72 33%	126 46%	113 37%	69 31%	50 20%	99 36%	95 34%	91 35%	47 32%	26 28%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	89 8%	55 11%	34 6%	5 4%	24 14%	24 12%	16 9%	5 3%	15 7%	52 19%	21 7%	4 2%	12 5%	27 10%	23 8%	17 6%	11 8%	11 12%
Still in full time education	37 3%	19 4%	18 3%	29 23%	7 4%	1 1%	- -	- -	- -	3 1%	22 7%	8 4%	3 1%	11 4%	4 1%	16 6%	5 4%	- -
Refused	20 2%	16 3%	4 1%	1 1%	- -	2 1%	7 4%	3 2%	7 3%	3 1%	2 1%	7 3%	10 4%	4 2%	8 3%	5 2%	2 2%	1 1%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
No	757 72%	361 71%	396 72%	110 88%	92 55%	91 43%	102 57%	144 92%	217 99%	191 69%	219 71%	150 68%	197 78%	202 73%	192 69%	195 75%	110 74%	58 62%
NET: Yes	297 28%	143 28%	154 28%	14 11%	74 44%	117 56%	76 43%	13 8%	3 1%	83 30%	88 29%	70 32%	56 22%	74 27%	83 30%	67 25%	38 25%	35 38%
Yes: Aged under 5	111 11%	42 8%	69 13%	14 11%	45 27%	46 22%	6 4%	- -	- -	28 10%	40 13%	29 13%	14 5%	29 10%	30 11%	25 9%	19 13%	8 9%
Yes: Aged 5-10	117 11%	65 13%	52 9%	- -	32 19%	65 31%	18 10%	1 1%	* *	32 12%	35 11%	32 14%	17 7%	20 7%	39 14%	29 11%	15 10%	13 14%
Yes: Aged 11-16	125 12%	67 13%	58 11%	- -	24 14%	55 27%	38 21%	5 3%	2 1%	35 13%	34 11%	24 11%	32 13%	31 11%	31 11%	25 10%	14 10%	23 25%
Yes: Aged 17-18	84 8%	44 9%	40 7%	1 1%	9 5%	23 11%	41 23%	9 5%	1 1%	23 8%	22 7%	24 11%	15 6%	25 9%	23 8%	18 7%	8 5%	10 11%
Refused	4 *	4 1%	- -	1 1%	2 1%	2 1%	- -	- -	- -	2 1%	- -	2 1%	1 *	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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
18-24	126 12%	56 11%	70 13%	126 100%	-	-	-	-	-	27 10%	58 19%	27 12%	13 5%	31 11%	30 11%	41 16%	18 12%	5 6%
25-34	167 16%	84 17%	83 15%	-	167 100%	-	-	-	-	41 15%	67 22%	28 13%	32 13%	50 18%	26 9%	43 16%	26 17%	23 25%
35-44	209 20%	107 21%	102 19%	-	-	209 100%	-	-	-	61 22%	57 19%	51 23%	39 16%	46 16%	62 22%	55 21%	28 19%	19 21%
45-54	178 17%	108 21%	69 13%	-	-	-	178 100%	-	-	51 18%	43 14%	37 17%	47 19%	52 19%	54 20%	43 16%	15 10%	13 14%
55-64	157 15%	65 13%	92 17%	-	-	-	-	157 100%	-	37 13%	41 13%	39 18%	41 16%	42 15%	40 14%	30 12%	30 20%	15 16%
65+	220 21%	87 17%	133 24%	-	-	-	-	-	220 100%	59 21%	41 13%	39 18%	81 32%	56 20%	64 23%	50 19%	33 22%	17 18%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Male	507	507	-	56	84	107	108	65	87	157	155	89	107	141	132	137	53	45
	48%	100%	-	44%	50%	51%	61%	41%	39%	57%	50%	40%	42%	51%	48%	52%	36%	48%
Female	550	-	550	70	83	102	69	92	133	118	152	133	147	136	145	124	96	48
	52%	-	100%	56%	50%	49%	39%	59%	61%	43%	50%	60%	58%	49%	52%	48%	64%	52%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
ITV1 Anglia	92 9%	39 8%	53 10%	14 11%	4 2%	17 8%	18 10%	10 6%	29 13%	24 9%	25 8%	24 11%	18 7%	8 3%	84 30%	-	-	-
ITV1 Border	7 1%	3 1%	4 1%	1 *	2 1%	* *	2 1%	2 1%	1 1%	1 *	2 1%	-	4 2%	-	-	4 1%	-	4 4%
ITV1 Central	169 16%	83 16%	86 16%	16 13%	25 15%	41 20%	34 19%	23 15%	29 13%	35 13%	43 14%	43 19%	47 19%	13 5%	147 53%	1 *	8 5%	-
ITV1 Granada	125 12%	58 12%	66 12%	22 18%	19 12%	29 14%	14 8%	15 10%	25 11%	28 10%	42 14%	19 9%	36 14%	* *	2 1%	119 46%	3 2%	-
ITV1 London	202 19%	101 20%	101 18%	26 21%	38 23%	34 16%	38 22%	30 19%	36 16%	62 22%	63 21%	38 17%	40 16%	172 62%	25 9%	2 1%	3 2%	-
ITV1 Meridian	103 10%	47 9%	56 10%	6 5%	16 10%	13 6%	12 7%	22 14%	34 15%	37 13%	22 7%	28 13%	17 7%	81 29%	3 1%	* *	19 13%	-
ITV1 Tyne Tees	45 4%	26 5%	19 3%	1 1%	8 4%	10 5%	11 6%	6 4%	10 5%	12 4%	16 5%	3 1%	15 6%	-	-	45 17%	-	-
ITV1 Wales	48 5%	17 3%	31 6%	7 6%	9 6%	13 6%	7 4%	7 4%	5 2%	11 4%	11 4%	15 7%	10 4%	* *	-	-	48 32%	-
ITV1 West	35 3%	13 3%	22 4%	5 4%	5 3%	7 4%	5 3%	5 3%	7 3%	14 5%	13 4%	2 1%	6 2%	-	1 *	-	34 23%	-
ITV1 Westcountry	33 3%	15 3%	18 3%	1 1%	5 3%	4 2%	1 1%	11 7%	11 5%	8 3%	7 2%	8 4%	11 4%	-	-	-	33 22%	-
ITV1 Yorkshire	106 10%	59 12%	46 8%	20 16%	14 9%	20 9%	22 12%	13 8%	17 8%	24 9%	35 11%	21 10%	26 10%	1 *	13 5%	90 34%	1 1%	-
STV	91 9%	45 9%	46 8%	5 4%	22 13%	21 10%	13 7%	14 9%	16 7%	19 7%	27 9%	21 9%	25 10%	-	2 1%	-	-	89 96%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
AB	275 26%	157 31%	118 21%	27 21%	41 24%	61 29%	51 28%	37 23%	59 27%	275 100%	-	-	-	87 31%	66 24%	61 23%	42 28%	20 21%
C1	306 29%	155 30%	152 28%	58 46%	67 40%	57 27%	43 24%	41 26%	41 19%	-	306 100%	-	-	83 30%	66 24%	88 34%	41 27%	28 31%
C2	222 21%	89 17%	133 24%	27 22%	28 17%	51 25%	37 21%	39 25%	39 18%	-	-	222 100%	-	62 22%	65 24%	42 16%	34 23%	19 20%
DE	254 24%	107 21%	147 27%	13 11%	32 19%	39 19%	47 27%	41 26%	81 37%	-	-	-	254 100%	45 16%	80 29%	70 27%	33 22%	26 28%

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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	1057	530	527	99	125	193	186	182	272	392	248	128	289	276	266	280	146	89
Weighted base	1057	507	550	126	167	209	178	157	220	275	306	222	254	277	277	261	149	93
Scotland	93 9%	45 9%	48 9%	5 4%	23 14%	19 9%	13 8%	15 10%	17 8%	20 7%	28 9%	19 9%	26 10%	-	-	-	-	93 100%
North East	48 4%	28 6%	20 4%	2 1%	8 5%	10 5%	11 6%	6 4%	10 5%	12 4%	17 5%	3 1%	16 6%	-	-	48 18%	-	-
North West	123 12%	57 11%	65 12%	21 16%	21 12%	27 13%	13 7%	16 10%	26 12%	29 10%	41 13%	19 9%	34 13%	-	-	123 47%	-	-
Yorks & Humber	91 9%	52 10%	39 7%	19 15%	14 8%	17 8%	18 10%	9 6%	14 6%	20 7%	31 10%	20 9%	20 8%	-	-	91 35%	-	-
West Midlands	99 9%	51 10%	49 9%	7 5%	12 7%	30 14%	19 11%	16 10%	15 7%	21 8%	24 8%	27 12%	27 11%	-	99 36%	-	-	-
Wales	55 5%	17 3%	38 7%	9 7%	10 6%	16 8%	7 4%	7 4%	5 2%	15 5%	13 4%	15 7%	12 5%	-	-	-	55 37%	-
Eastern	97 9%	40 8%	57 10%	15 12%	7 4%	18 9%	14 8%	14 9%	29 13%	28 10%	21 7%	21 9%	27 11%	-	97 35%	-	-	-
London	134 13%	71 14%	63 12%	15 12%	25 15%	27 13%	27 15%	20 13%	20 9%	43 16%	37 12%	32 14%	22 9%	134 48%	-	-	-	-
South East	143 14%	70 14%	73 13%	16 13%	24 14%	19 9%	26 14%	22 14%	36 16%	44 16%	46 15%	30 14%	23 9%	143 52%	-	-	-	-
South West	94 9%	36 7%	58 11%	8 7%	15 9%	12 6%	8 4%	23 15%	28 13%	27 10%	27 9%	18 8%	21 8%	-	-	-	94 63%	-
East Midlands	80 8%	41 8%	40 7%	9 7%	7 4%	13 6%	21 12%	11 7%	20 9%	16 6%	22 7%	18 8%	25 10%	-	80 29%	-	-	-