

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 1

**Q8. Thinking about all of the materials that you put out for recycling collection at home, do you know the exact location of where all of these materials go (i.e. the particular processing plant in the UK or abroad)? (Please tick the option that best applies)**

**Base: All respondents**

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Yes, I know exactly where all of the materials go (i.e. the particular plants)	205 12%	128 15%	77 9%	31 14%	47 17%	45 14%	29 10%	22 9%	18 9%	13 7%	63 13%	65 13%	38 10%	39 10%	70 13%	56 10%	68 13%	12 6%	-
NET: No	1359 77%	636 74%	723 80%	152 70%	196 71%	246 74%	238 80%	216 84%	162 81%	149 84%	382 79%	384 75%	293 78%	300 76%	389 75%	435 81%	389 76%	145 78%	-
No, I don't know the particular plants but know whether they stay in the UK or are sent abroad	192 11%	94 11%	99 11%	43 20%	27 10%	37 11%	27 9%	18 7%	20 10%	21 12%	49 10%	44 9%	38 10%	61 15%	77 15%	56 10%	41 8%	18 10%	-
No, I don't know where the products that I put out for recycling go	1166 66%	542 63%	624 69%	109 50%	169 61%	209 63%	211 71%	198 77%	142 71%	128 72%	333 69%	340 67%	255 68%	239 60%	312 60%	380 70%	349 68%	126 68%	-
Not applicable - I don't put any recycling out for collection at home	29 2%	16 2%	13 1%	5 2%	5 2%	3 1%	3 1%	6 2%	6 3%	-	6 1%	8 2%	7 2%	7 2%	7 1%	5 1%	7 1%	9 5%	-
Don't know	166 9%	80 9%	86 10%	29 14%	29 10%	37 11%	27 9%	13 5%	14 7%	16 9%	30 6%	52 10%	35 9%	49 12%	54 10%	43 8%	49 9%	21 11%	-

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**Q8. Thinking about all of the materials that you put out for recycling collection at home, do you know the exact location of where all of these materials go (i.e. the particular processing plant in the UK or abroad)? (Please tick the option that best applies)**

**Base: All respondents**

	S1. What type of dwelling do you live in?								NET: House	NET: Flat
	Total	House - detache d	House - semi detache d	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other		
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Yes, I know exactly where all of the materials go (i.e. the particular plants)	205 12%	62 14%	75 12%	36 9%	19 8%	5 11%	- -	8 14%	173 12%	24 9%
NET: No	1359 77%	328 77%	473 77%	296 77%	168 76%	38 79%	4 91%	51 85%	1097 77%	210 77%
No, I don't know the particular plants but know whether they stay in the UK or are sent abroad	192 11%	42 10%	74 12%	42 11%	26 12%	3 6%	1 19%	4 7%	159 11%	29 11%
No, I don't know where the products that I put out for recycling go	1166 66%	286 67%	399 65%	254 66%	142 65%	35 73%	3 72%	47 78%	939 66%	181 66%
Not applicable - I don't put any recycling out for collection at home	29 2%	2 *	5 1%	8 2%	10 5%	2 5%	- -	1 1%	15 1%	12 5%
Don't know	166 9%	33 8%	62 10%	45 12%	23 11%	2 5%	* 9%	- -	140 10%	26 10%

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Absolutes/col percents

Table 2

**Q9. Thinking about recycling more generally, Do you know what happens to your recycling in terms of the types of products it is turned into?**

**Base: All respondents**

	Gender		Age								Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
NET: Yes	555 32%	281 33%	274 31%	80 37%	99 36%	108 32%	74 25%	60 23%	69 35%	66 37%	167 35%	152 30%	108 29%	127 32%	178 34%	159 29%	156 31%	62 33%	-
Yes, I know what happens to all of the products that I put out for recycling	124 7%	77 9%	46 5%	29 13%	39 14%	32 10%	15 5%	3 1%	4 2%	1 *	33 7%	38 8%	22 6%	31 8%	44 8%	36 7%	37 7%	7 4%	-
Yes, I know what happens to some of the products that I put out for recycling	432 25%	204 24%	228 25%	51 23%	60 22%	76 23%	58 20%	56 22%	65 32%	65 37%	135 28%	114 22%	87 23%	96 24%	134 26%	123 23%	119 23%	56 30%	-
No, I don't know what happens to any of the products that I put out for recycling	1050 60%	497 58%	553 61%	105 48%	151 55%	195 59%	203 68%	179 70%	115 57%	102 57%	284 59%	316 62%	226 60%	224 57%	288 55%	341 63%	315 61%	106 57%	-
Not applicable - I don't do any recycling	25 1%	14 2%	11 1%	1 1%	5 2%	2 1%	4 1%	7 3%	6 3%	-	7 1%	5 1%	5 1%	8 2%	6 1%	5 1%	9 2%	5 3%	-
Don't know	128 7%	67 8%	61 7%	31 14%	21 8%	27 8%	17 6%	11 4%	10 5%	10 6%	22 5%	35 7%	35 9%	36 9%	48 9%	34 6%	33 6%	13 7%	-

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Absolutes/col percents

Table 2

**Q9. Thinking about recycling more generally, Do you know what happens to your recycling in terms of the types of products it is turned into?**

**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
NET: Yes	555	132	208	106	71	16	1	22	446	87
	32%	31%	34%	28%	32%	32%	19%	36%	31%	32%
Yes, I know what happens to all of the products that I put out for recycling	124	38	43	15	21	6	-	-	96	28
	7%	9%	7%	4%	10%	13%	-	-	7%	10%
Yes, I know what happens to some of the products that I put out for recycling	432	94	165	91	50	9	1	22	350	60
	25%	22%	27%	24%	23%	19%	19%	36%	25%	22%
No, I don't know what happens to any of the products that I put out for recycling	1050	261	355	239	128	29	3	34	856	160
	60%	62%	58%	62%	58%	60%	61%	56%	60%	59%
Not applicable - I don't do any recycling	25	4	2	7	9	2	-	1	13	12
	1%	1%	*	2%	4%	5%	-	1%	1%	4%
Don't know	128	28	50	33	11	1	1	4	111	13
	7%	7%	8%	8%	5%	3%	20%	7%	8%	5%

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Table 3

**Q10. Do you think that more or less information should be available on what happens to recycled materials (i.e. where they go geographically and how they are processed/used)?**

**Base: All respondents**

	Gender		Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
More information should be available on this	1167 66%	538 63%	628 70%	134 62%	180 65%	206 62%	203 68%	184 72%	144 72%	115 65%	323 67%	341 67%	257 69%	246 62%	350 67%	350 65%	338 66%	129 69%	-
The current level of information is about right	412 23%	224 26%	188 21%	53 24%	69 25%	82 25%	66 22%	49 19%	38 19%	54 30%	117 24%	118 23%	84 22%	92 23%	128 25%	124 23%	115 22%	44 24%	-
Less information should be available on this	29 2%	14 2%	16 2%	8 4%	6 2%	4 1%	2 1%	7 3%	- -	3 1%	8 2%	11 2%	4 1%	6 2%	10 2%	8 2%	9 2%	2 1%	-
Don't know	150 9%	83 10%	67 8%	22 10%	21 8%	39 12%	27 9%	17 7%	17 9%	6 3%	32 7%	38 7%	29 8%	51 13%	31 6%	57 11%	51 10%	11 6%	-

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Table 3

**Q10. Do you think that more or less information should be available on what happens to recycled materials (i.e. where they go geographically and how they are processed/used)?**

**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
More information should be available on this	1167 66%	285 67%	404 66%	239 62%	152 69%	34 70%	3 67%	49 81%	928 65%	189 69%
The current level of information is about right	412 23%	108 25%	146 24%	96 25%	42 19%	10 21%	1 19%	9 16%	350 25%	53 19%
Less information should be available on this	29 2%	4 1%	8 1%	9 2%	7 3%	1 1%	- -	- -	21 1%	8 3%
Don't know	150 9%	27 6%	57 9%	41 11%	18 8%	4 7%	1 14%	2 3%	126 9%	23 8%

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Table 4  
**Q11. If more information regarding what happens to recycled materials was readily available to you, how much more or less likely would you be to recycle, or would it make no difference?**  
**Base: All respondents**

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
NET: More likely	780 44%	387 45%	392 44%	128 59%	155 56%	152 46%	140 47%	89 35%	62 31%	53 30%	210 44%	239 47%	163 44%	168 43%	264 51%	221 41%	211 41%	83 44%	-
Much more likely to recycle	(5) 277 16%	133 16%	144 16%	35 16%	58 21%	62 19%	52 17%	33 13%	22 11%	15 9%	68 14%	90 18%	60 16%	60 15%	94 18%	81 15%	75 15%	27 14%	-
More likely to recycle	(4) 502 29%	254 30%	248 28%	93 43%	97 35%	90 27%	88 30%	56 22%	40 20%	38 21%	142 30%	149 29%	103 28%	109 27%	170 33%	140 26%	136 27%	56 30%	-
No difference	(3) 925 53%	452 53%	473 53%	81 37%	106 39%	165 50%	149 50%	168 65%	132 66%	124 70%	263 55%	253 50%	202 54%	207 52%	239 46%	305 57%	281 55%	100 53%	-
Less likely to recycle	(2) 2 *	1 *	1 *	1 *	1 *	-	-	-	-	-	-	2 *	-	-	1 *	1 *	-	-	-
Much less likely to recycle	(1) 4 *	4 *	-	-	2 1%	-	-	-	1 *	1 1%	1 *	-	-	3 1%	2 *	1 *	1 *	-	-
NET: Less likely	6 *	5 1%	1 *	1 *	3 1%	-	-	-	1 *	1 1%	1 *	2 *	-	3 1%	3 1%	2 *	1 *	-	-
Don't know	48 3%	15 2%	33 4%	8 3%	12 4%	15 4%	9 3%	-	5 2%	-	7 1%	15 3%	8 2%	18 4%	14 3%	11 2%	19 4%	4 2%	-
Mean	3.61	3.61	3.62	3.77	3.79	3.68	3.66	3.48	3.42	3.37	3.58	3.66	3.61	3.59	3.70	3.56	3.58	3.60	-
Standard deviation	0.76	0.76	0.76	0.72	0.81	0.78	0.76	0.71	0.71	0.67	0.74	0.77	0.75	0.78	0.78	0.76	0.75	0.73	-
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.05	0.06	0.03	0.04	0.05	0.04	0.03	0.03	0.03	0.05	-

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**Q11. If more information regarding what happens to recycled materials was readily available to you, how much more or less likely would you be to recycle, or would it make no difference?**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose built block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
NET: More likely	780 44%	187 44%	288 47%	136 35%	120 55%	23 47%	3 75%	22 37%	611 43%	146 54%
Much more likely to recycle	(5) 277 16%	60 14%	113 18%	44 11%	45 20%	10 20%	1 15%	6 10%	216 15%	55 20%
More likely to recycle	(4) 502 29%	128 30%	175 28%	92 24%	75 34%	13 27%	3 60%	16 27%	395 28%	91 33%
No difference	(3) 925 53%	225 53%	311 51%	233 60%	93 42%	25 51%	1 25%	38 63%	768 54%	119 44%
Less likely to recycle	(2) 2 *	1 *	-	1 *	-	-	-	-	2 *	-
Much less likely to recycle	(1) 4 *	2 1%	-	2 *	-	-	-	-	4 *	-
NET: Less likely	6 *	3 1%	-	3 1%	-	-	-	-	6 *	-
Don't know	48 3%	9 2%	17 3%	14 4%	7 3%	1 3%	-	-	40 3%	8 3%
Mean	3.61	3.58	3.67	3.47	3.77	3.69	3.90	3.47	3.59	3.76
Standard deviation	0.76	0.76	0.77	0.72	0.77	0.80	0.71	0.68	0.76	0.78
Standard error	0.02	0.04	0.03	0.04	0.05	0.10	0.29	0.09	0.02	0.04



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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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Yes	1051 60%	507 59%	545 61%	134 62%	177 64%	206 62%	170 57%	156 61%	111 55%	98 55%	362 75%	319 63%	224 60%	146 37%	329 63%	315 58%	300 58%	108 58%	-
No	707 40%	352 41%	354 39%	83 38%	100 36%	126 38%	128 43%	101 39%	90 45%	81 45%	118 25%	190 37%	149 40%	249 63%	191 37%	224 42%	213 42%	79 42%	-

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Absolutes/col percents

Table 5

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Yes	1051 60%	283 67%	377 61%	207 54%	118 54%	30 62%	2 55%	34 56%	867 61%	150 55%
No	707 40%	142 33%	238 39%	178 46%	102 46%	19 38%	2 45%	26 44%	558 39%	123 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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Single	466 26%	241 28%	225 25%	175 80%	105 38%	68 21%	67 22%	34 13%	15 8%	2 1%	99 21%	157 31%	94 25%	115 29%	165 32%	129 24%	122 24%	50 27%	-
Married or co-habiting (including civil partnership)	1078 61%	524 61%	554 62%	41 19%	169 61%	238 72%	200 67%	180 70%	136 68%	115 64%	333 69%	284 56%	251 67%	210 53%	292 56%	339 63%	334 65%	113 61%	-
Widowed, separated or divorced	202 11%	86 10%	116 13%	- -	- -	20 6%	29 10%	42 16%	49 25%	62 34%	45 9%	65 13%	27 7%	66 17%	56 11%	69 13%	53 10%	23 13%	-
Refused	12 1%	8 1%	4 *	2 1%	3 1%	5 2%	1 *	1 *	- -	- -	3 1%	3 1%	1 *	5 1%	6 1%	2 *	4 1%	- -	- -

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Table 6  
**Marital Status**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Single	466 26%	81 19%	171 28%	98 26%	85 39%	19 40%	2 34%	10 16%	351 25%	105 39%
Married or co-habiting (including civil partnership)	1078 61%	305 72%	383 62%	238 62%	94 43%	20 41%	2 41%	36 60%	927 65%	116 42%
Widowed, separated or divorced	202 11%	35 8%	58 9%	48 12%	36 16%	9 18%	1 25%	15 25%	141 10%	46 17%
Refused	12 1%	3 1%	3 1%	1 *	5 2%	1 1%	- -	- -	7 *	6 2%

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Table 7  
**Tenure**  
**Base: All respondents**

	Gender		Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Owned outright - without mortgage	596 34%	279 33%	316 35%	55 25%	40 14%	40 12%	75 25%	122 47%	130 65%	134 75%	181 38%	167 33%	143 38%	104 26%	165 32%	160 30%	192 37%	79 42%	-
Owned with a mortgage or loan	609 35%	298 35%	311 35%	58 27%	118 43%	190 57%	138 46%	69 27%	19 9%	16 9%	221 46%	180 35%	119 32%	88 22%	172 33%	212 39%	175 34%	50 27%	-
Rented from the council	221 13%	121 14%	100 11%	34 15%	33 12%	37 11%	41 14%	31 12%	32 16%	14 8%	16 3%	58 11%	41 11%	106 27%	76 15%	73 14%	54 11%	17 9%	-
Rented from a housing association	107 6%	52 6%	55 6%	19 9%	19 7%	18 6%	17 6%	17 7%	8 4%	7 4%	10 2%	30 6%	16 4%	51 13%	34 7%	31 6%	31 6%	11 6%	-
Rented from someone else	194 11%	92 11%	102 11%	36 17%	58 21%	42 13%	24 8%	17 7%	10 5%	6 4%	43 9%	67 13%	44 12%	40 10%	66 13%	51 9%	48 9%	29 15%	-
Rent free	33 2%	17 2%	15 2%	15 7%	9 3%	5 2%	2 1%	1 *	1 *	-	9 2%	6 1%	10 3%	8 2%	6 1%	13 2%	12 2%	1 1%	-

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Table 7  
**Tenure**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Owned outright - without mortgage	596 34%	229 54%	193 31%	117 30%	24 11%	7 14%	-	25 42%	539 38%	31 11%
Owned with a mortgage or loan	609 35%	157 37%	253 41%	148 38%	31 14%	9 18%	-	10 16%	559 39%	40 15%
Rented from the council	221 13%	4 1%	70 11%	49 13%	75 34%	8 16%	-	15 25%	123 9%	83 30%
Rented from a housing association	107 6%	2 1%	32 5%	26 7%	38 17%	5 10%	-	3 5%	61 4%	43 16%
Rented from someone else	194 11%	17 4%	55 9%	40 10%	51 23%	20 41%	4 100%	7 11%	112 8%	75 27%
Rent free	33 2%	14 3%	12 2%	5 1%	1 *	-	-	1 1%	31 2%	1 *

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 8  
**At what age did you finish your full time education?**  
**Base: All respondents**

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Under 16	587 33%	303 35%	284 32%	14 6%	47 17%	62 19%	123 41%	120 47%	115 57%	107 60%	95 20%	145 28%	145 39%	202 51%	142 27%	193 36%	187 36%	65 35%	-
17-18	412 23%	161 19%	251 28%	60 27%	51 19%	86 26%	76 26%	74 29%	38 19%	28 16%	83 17%	146 29%	100 27%	82 21%	112 22%	136 25%	113 22%	52 28%	-
19-24	499 28%	269 31%	230 26%	42 19%	121 44%	144 43%	76 25%	50 19%	35 17%	31 18%	220 46%	140 28%	72 19%	67 17%	164 32%	148 27%	139 27%	48 26%	-
25-34	76 4%	44 5%	32 4%	- -	29 11%	17 5%	13 5%	5 2%	5 3%	6 3%	38 8%	19 4%	10 3%	9 2%	35 7%	20 4%	17 3%	5 3%	-
35-44	11 1%	5 1%	6 1%	- -	- -	5 1%	2 1%	1 *	2 1%	1 *	3 1%	1 *	3 1%	4 1%	4 1%	2 *	5 1%	- -	- -
45-54	6 *	2 *	4 *	- -	- -	- -	1 *	1 *	3 1%	2 1%	1 *	- -	3 1%	2 1%	2 *	- -	3 1%	1 *	- -
55-64	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -
65+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Still in full time education	96 5%	46 5%	50 6%	87 40%	5 2%	2 1%	1 1%	- -	- -	- -	23 5%	36 7%	26 7%	11 3%	36 7%	25 5%	22 4%	12 7%	- -
Never had any full time education	3 *	1 *	1 *	2 1%	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	2 *	1 *	- -	- -
Don't know	24 1%	5 1%	18 2%	3 1%	8 3%	6 2%	1 *	5 2%	1 1%	- -	6 1%	3 1%	8 2%	8 2%	5 1%	5 1%	11 2%	3 2%	- -
Refused	43 2%	22 3%	21 2%	10 5%	15 5%	8 3%	4 1%	1 *	1 *	4 2%	9 2%	18 3%	7 2%	9 2%	18 4%	8 2%	16 3%	1 *	- -
Mean	18.81	18.87	18.75	18.60	20.35	19.85	18.43	17.89	18.15	17.58	20.22	18.67	18.16	17.87	19.56	18.45	18.67	18.22	-
Standard deviation	4.24	4.03	4.43	1.86	3.52	3.86	3.76	4.02	5.83	4.85	4.32	3.40	4.28	4.59	4.76	3.61	4.51	3.33	-
Standard error	0.11	0.15	0.15	0.20	0.22	0.21	0.21	0.24	0.40	0.43	0.17	0.17	0.29	0.25	0.21	0.16	0.21	0.25	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 8  
**At what age did you finish your full time education?**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Under 16	587 33%	115 27%	209 34%	137 35%	71 33%	13 27%	2 47%	40 66%	461 32%	87 32%
17-18	412 23%	91 21%	154 25%	102 26%	43 20%	10 20%	2 44%	11 18%	347 24%	54 20%
19-24	499 28%	149 35%	171 28%	98 25%	64 29%	12 25%	* 9%	4 7%	418 29%	77 28%
25-34	76 4%	24 6%	20 3%	16 4%	13 6%	3 5%	-	-	60 4%	16 6%
35-44	11 1%	-	3 *	1 *	6 3%	-	-	1 2%	4 *	6 2%
45-54	6 *	3 1%	1 *	2 *	1 *	-	-	-	5 *	1 *
55-64	1 *	-	1 *	1 *	-	-	-	-	1 *	-
65+	-	-	-	-	-	-	-	-	-	-
Still in full time education	96 5%	27 6%	37 6%	14 4%	8 4%	7 14%	-	3 5%	78 5%	15 5%
Never had any full time education	3 *	1 *	1 *	-	-	-	-	-	3 *	-
Don't know	24 1%	8 2%	4 1%	5 1%	5 2%	2 4%	-	-	17 1%	7 2%
Refused	43 2%	7 2%	14 2%	10 3%	8 4%	3 5%	-	1 2%	31 2%	11 4%
Mean	18.81	19.21	18.55	18.64	19.66	18.80	17.08	16.93	18.77	19.48
Standard deviation	4.24	4.07	3.79	4.39	5.29	3.20	1.64	4.36	4.05	4.99
Standard error	0.11	0.21	0.16	0.23	0.36	0.44	0.67	0.61	0.11	0.30



## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 9  
**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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Secondary school, high school, NVQ levels 1 to 3, etc.	953 54%	443 52%	510 57%	92 42%	92 33%	172 52%	184 62%	168 65%	127 64%	118 66%	153 32%	266 52%	245 66%	289 73%	239 46%	314 58%	302 59%	98 53%	-
University degree or equivalent professional qualification, NVQ level 4, etc.	510 29%	246 29%	264 29%	50 23%	108 39%	104 31%	79 27%	62 24%	56 28%	51 28%	212 44%	148 29%	78 21%	72 18%	161 31%	155 29%	135 26%	59 32%	-
Higher university degree, doctorate, MBA, NVQ level 5, etc.	193 11%	111 13%	82 9%	15 7%	65 23%	50 15%	26 9%	22 9%	12 6%	3 1%	103 21%	56 11%	22 6%	13 3%	83 16%	41 8%	52 10%	17 9%	-
Still in full time education	57 3%	30 4%	27 3%	53 24%	2 1%	1 *	1 1%	- -	- -	- -	8 2%	28 6%	15 4%	5 1%	19 4%	18 3%	11 2%	9 5%	-
No formal education	16 1%	11 1%	5 1%	- -	3 1%	2 1%	3 1%	2 1%	3 1%	4 2%	1 *	- -	7 2%	9 2%	6 1%	6 1%	2 *	3 2%	-
Refused	29 2%	17 2%	12 1%	7 3%	7 3%	3 1%	4 1%	2 1%	2 1%	4 2%	4 1%	11 2%	7 2%	8 2%	12 2%	5 1%	11 2%	1 *	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 9

**What is the highest educational level that you have achieved to date?****Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Secondary school, high school, NVQ levels 1 to 3, etc.	953 54%	196 46%	341 55%	226 59%	115 53%	26 53%	4 91%	45 74%	763 54%	145 53%
University degree or equivalent professional qualification, NVQ level 4, etc.	510 29%	148 35%	166 27%	109 28%	65 29%	15 31%	* 9%	7 11%	423 30%	80 29%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	193 11%	61 14%	65 11%	35 9%	24 11%	5 11%	- -	2 4%	161 11%	30 11%
Still in full time education	57 3%	15 4%	26 4%	7 2%	4 2%	1 3%	- -	3 5%	49 3%	5 2%
No formal education	16 1%	2 *	7 1%	2 1%	3 2%	1 1%	- -	2 3%	11 1%	4 1%
Refused	29 2%	4 1%	10 2%	6 1%	8 4%	- -	- -	1 2%	19 1%	8 3%

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 10  
**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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
NET: Yes half or more	1620	758	862	161	264	313	288	243	194	158	442	471	334	373	484	500	475	162	-
	92%	88%	96%	74%	95%	95%	97%	94%	97%	88%	92%	93%	89%	94%	93%	93%	93%	87%	-
Yes, solely responsible	942	367	574	81	154	194	183	133	104	93	242	272	185	242	291	295	276	79	-
	54%	43%	64%	37%	56%	59%	62%	52%	52%	52%	50%	54%	50%	61%	56%	55%	54%	42%	-
Responsible for more than half (but not all)	358	176	182	38	65	62	60	63	36	33	105	104	79	70	100	108	108	43	-
	20%	21%	20%	17%	24%	19%	20%	25%	18%	19%	22%	21%	21%	18%	19%	20%	21%	23%	-
About half	321	215	106	42	45	57	45	46	54	31	95	94	70	62	93	97	91	40	-
	18%	25%	12%	19%	16%	17%	15%	18%	27%	18%	20%	19%	19%	16%	18%	18%	18%	21%	-
NET: Less than half	138	101	37	56	13	18	9	14	7	21	39	38	39	22	36	40	38	25	-
	8%	12%	4%	26%	5%	5%	3%	6%	3%	12%	8%	7%	11%	6%	7%	7%	7%	13%	-
Less than half	87	58	29	34	12	10	6	7	5	13	28	21	22	16	17	24	32	15	-
	5%	7%	3%	16%	4%	3%	2%	3%	3%	7%	6%	4%	6%	4%	3%	4%	6%	8%	-
None - someone else does it	51	42	9	22	1	8	4	8	1	7	11	17	18	6	19	16	6	10	-
	3%	5%	1%	10%	*	2%	1%	3%	1%	4%	2%	3%	5%	1%	4%	3%	1%	5%	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 10

**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**

	S1. What type of dwelling do you live in?								NET: House	NET: Flat
	Total	House - detache d	House - semi detache d	House - terrace	Flat - purpose build block	Flat - convers ion from a house	Flat - above a shop	Other		
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
NET: Yes half or more	1620 92%	377 89%	561 91%	359 93%	215 98%	47 96%	4 100%	57 95%	1297 91%	267 98%
Yes, solely responsible	942 54%	199 47%	305 50%	209 54%	154 70%	34 70%	4 91%	36 59%	713 50%	193 71%
Responsible for more than half (but not all)	358 20%	90 21%	135 22%	73 19%	35 16%	9 18%	* 9%	16 26%	298 21%	44 16%
About half	321 18%	87 21%	121 20%	77 20%	26 12%	4 9%	-	6 9%	285 20%	30 11%
NET: Less than half	138 8%	48 11%	54 9%	27 7%	4 2%	2 4%	-	3 5%	129 9%	6 2%
Less than half	87 5%	29 7%	29 5%	20 5%	4 2%	2 4%	-	3 5%	78 5%	6 2%
None - someone else does it	51 3%	19 4%	25 4%	7 2%	-	-	-	-	51 4%	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 11  
**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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
None	350 20%	173 20%	177 20%	58 27%	56 20%	71 21%	58 20%	46 18%	33 16%	27 15%	50 10%	117 23%	45 12%	137 35%	127 24%	77 14%	120 23%	27 14%	-
1	721 41%	372 43%	350 39%	53 24%	116 42%	123 37%	103 35%	112 44%	107 53%	108 60%	186 39%	186 37%	171 46%	178 45%	229 44%	211 39%	205 40%	78 42%	-
2	522 30%	249 29%	273 30%	56 26%	82 30%	117 35%	115 39%	62 24%	49 24%	40 23%	193 40%	149 29%	119 32%	61 15%	126 24%	200 37%	141 28%	55 30%	-
3+	165 9%	65 8%	100 11%	51 23%	23 8%	20 6%	21 7%	36 14%	11 6%	3 2%	51 11%	56 11%	39 10%	20 5%	39 7%	53 10%	47 9%	27 15%	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 11  
**How many cars are there in your household?**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
None	350 20%	30 7%	92 15%	86 22%	105 48%	21 43%	2 45%	13 22%	208 15%	128 47%
1	721 41%	135 32%	261 42%	178 46%	95 43%	21 44%	1 23%	31 51%	573 40%	118 43%
2	522 30%	187 44%	196 32%	100 26%	18 8%	5 10%	1 32%	15 24%	483 34%	24 9%
3+	165 9%	73 17%	67 11%	21 6%	2 1%	1 3%	- -	2 3%	161 11%	3 1%

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 12  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
White	1589 90%	764 89%	826 92%	166 76%	226 82%	292 88%	282 95%	251 98%	194 97%	178 100%	431 90%	460 90%	340 91%	358 90%	421 81%	498 92%	487 95%	183 98%	-
NET: Non-white	148 8%	83 10%	65 7%	46 21%	47 17%	35 11%	14 5%	3 1%	3 1%	-	43 9%	46 9%	26 7%	32 8%	89 17%	37 7%	20 4%	2 1%	-
Mixed	21 1%	11 1%	10 1%	8 4%	8 3%	4 1%	1 *	-	-	-	6 1%	7 1%	5 1%	3 1%	11 2%	7 1%	3 1%	-	-
Asian or Asian British	76 4%	48 6%	28 3%	23 10%	27 10%	17 5%	5 2%	2 1%	1 1%	-	25 5%	21 4%	15 4%	16 4%	46 9%	20 4%	10 2%	* *	-
Black or Black British	32 2%	14 2%	18 2%	11 5%	5 2%	10 3%	5 2%	-	1 *	-	8 2%	10 2%	5 1%	10 2%	20 4%	5 1%	6 1%	1 1%	-
Chinese	11 1%	7 1%	5 1%	1 *	5 2%	3 1%	1 *	*	1 *	-	4 1%	3 1%	-	3 1%	7 1%	3 1%	1 *	* *	-
Other ethnic group	8 *	3 *	5 1%	4 2%	2 1%	1 *	1 *	-	-	-	1 *	5 1%	3 1%	-	6 1%	2 *	-	-	-
Prefer not to say	21 1%	12 1%	9 1%	5 3%	3 1%	4 1%	2 1%	3 1%	3 1%	-	6 1%	2 *	7 2%	6 1%	9 2%	4 1%	6 1%	2 1%	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 12  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
White	1589 90%	399 94%	549 89%	349 90%	186 85%	44 91%	4 100%	58 96%	1297 91%	235 86%
NET: Non-white	148 8%	22 5%	59 10%	31 8%	29 13%	4 9%	-	2 4%	112 8%	34 12%
Mixed	21 1%	4 1%	9 1%	4 1%	5 2%	-	-	-	16 1%	5 2%
Asian or Asian British	76 4%	12 3%	32 5%	18 5%	8 4%	2 5%	-	2 4%	63 4%	10 4%
Black or Black British	32 2%	3 1%	11 2%	4 1%	12 5%	2 4%	-	-	18 1%	14 5%
Chinese	11 1%	1 *	4 1%	5 1%	1 *	-	-	-	10 1%	1 *
Other ethnic group	8 *	2 *	3 *	-	4 2%	-	-	-	4 *	4 1%
Prefer not to say	21 1%	3 1%	8 1%	6 1%	4 2%	-	-	-	17 1%	4 1%



## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 13  
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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Working full time (30+ hrs a week)	762 43%	459 53%	302 34%	86 39%	179 65%	212 64%	172 58%	106 41%	8 4%	-	256 53%	260 51%	162 43%	83 21%	240 46%	249 46%	203 40%	69 37%	-
Working part time (8-29 hrs a week)	208 12%	51 6%	157 17%	13 6%	40 15%	50 15%	47 16%	39 15%	16 8%	4 2%	49 10%	55 11%	65 17%	39 10%	58 11%	59 11%	69 13%	23 12%	-
Not working but seeking work or temporarily unemployed/sick	77 4%	46 5%	31 4%	13 6%	16 6%	14 4%	20 7%	13 5%	1 *	-	4 1%	13 3%	6 2%	53 14%	18 3%	26 5%	29 6%	4 2%	-
Not working/Not seeking work	57 3%	35 4%	23 3%	* *	17 6%	13 4%	10 3%	17 7%	-	-	4 1%	4 1%	8 2%	40 10%	17 3%	14 3%	20 4%	7 4%	-
Retired on state pension ONLY	108 6%	38 4%	70 8%	-	-	-	1 *	7 3%	57 29%	43 24%	9 2%	7 1%	10 3%	82 21%	31 6%	33 6%	32 6%	13 7%	-
Retired with a private pension	307 17%	176 20%	131 15%	-	-	2 1%	7 2%	48 19%	119 59%	130 73%	116 24%	104 20%	58 16%	29 7%	76 15%	81 15%	100 19%	50 27%	-
Student	100 6%	40 5%	60 7%	95 44%	2 1%	2 1%	1 1%	-	-	-	22 5%	40 8%	25 7%	13 3%	36 7%	27 5%	25 5%	12 6%	-
House person/Housewife/ Househusband	140 8%	15 2%	125 14%	11 5%	22 8%	39 12%	39 13%	27 10%	-	2 1%	20 4%	24 5%	39 11%	56 14%	42 8%	51 9%	36 7%	11 6%	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 13  
**Which of the following best describes your current working status?**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Working full time (30+ hrs a week)	762 43%	178 42%	275 45%	166 43%	112 51%	23 46%	2 52%	6 10%	619 43%	137 50%
Working part time (8-29 hrs a week)	208 12%	44 10%	80 13%	55 14%	16 7%	6 13%	1 19%	6 10%	179 13%	23 8%
Not working but seeking work or temporarily unemployed/sick	77 4%	8 2%	28 5%	15 4%	17 8%	6 12%	1 15%	2 4%	51 4%	23 9%
Not working/Not seeking work	57 3%	7 2%	24 4%	15 4%	10 5%	- -	- -	2 3%	46 3%	10 4%
Retired on state pension ONLY	108 6%	18 4%	34 6%	21 5%	17 8%	3 7%	1 14%	13 22%	73 5%	21 8%
Retired with a private pension	307 17%	116 27%	83 14%	56 15%	24 11%	3 6%	- -	24 40%	255 18%	28 10%
Student	100 6%	24 6%	40 7%	20 5%	8 4%	4 9%	- -	3 5%	85 6%	12 4%
House person/Housewife/Househusband	140 8%	30 7%	51 8%	37 10%	16 7%	3 6%	- -	4 7%	117 8%	19 7%

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 14  
**What level of seniority are you within the organisation you work for?**  
**Base: All respondents who work full/ part time**

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	501	504	78	242	277	233	147	24	4	430	307	152	116	340	299	267	99	-
Weighted base	970	511	459	98	219	262	219	145	23	4	305	315	227	123	298	308	272	91	-
Owner manager or proprietor	85 9%	55 11%	30 7%	4 4%	13 6%	27 10%	19 9%	11 7%	9 39%	2 63%	34 11%	20 6%	21 9%	10 8%	26 9%	25 8%	23 8%	11 12%	-
Managing director or managing partner	16 2%	10 2%	6 1%	5 5%	4 2%	3 1%	1 *	3 2%	- -	- -	12 4%	2 1%	2 1%	- -	10 3%	1 *	4 2%	1 1%	-
Board level director or partner	10 1%	7 1%	3 1%	- -	1 *	4 1%	1 1%	3 2%	1 3%	- -	9 3%	1 *	- -	- -	2 1%	5 2%	3 1%	- -	-
Director - not board level	6 1%	4 1%	2 *	- -	2 1%	1 *	3 1%	- -	1 2%	- -	5 2%	- -	1 1%	- -	3 1%	2 1%	* *	1 1%	-
Senior management	36 4%	23 4%	13 3%	5 5%	10 4%	14 5%	4 2%	2 1%	1 3%	1 19%	22 7%	12 4%	2 1%	- -	17 6%	10 3%	7 2%	1 2%	-
Middle management	111 11%	57 11%	54 12%	8 8%	29 13%	31 12%	25 12%	16 11%	* 2%	1 18%	76 25%	31 10%	4 2%	- -	44 15%	28 9%	30 11%	9 10%	-
Management	96 10%	57 11%	39 8%	11 11%	27 12%	25 10%	21 9%	12 8%	1 5%	- -	42 14%	35 11%	12 5%	7 6%	25 8%	33 11%	32 12%	6 6%	-
Executive	40 4%	19 4%	22 5%	5 5%	12 6%	13 5%	6 3%	4 3%	- -	- -	19 6%	18 6%	3 1%	- -	14 5%	16 5%	7 3%	3 4%	-
Office worker, clerical or office junior	272 28%	98 19%	174 38%	30 31%	64 29%	67 26%	71 32%	38 26%	2 9%	- -	60 20%	154 49%	43 19%	16 13%	90 30%	88 28%	64 23%	31 34%	-
Unskilled manual worker	114 12%	66 13%	47 10%	14 14%	21 10%	24 9%	26 12%	25 17%	4 17%	- -	4 1%	13 4%	32 14%	65 53%	23 8%	44 14%	33 12%	14 15%	-
Craftsman, tradesman, etc.	80 8%	71 14%	9 2%	- -	12 5%	32 12%	17 8%	17 12%	3 13%	- -	2 1%	9 3%	66 29%	4 3%	17 6%	24 8%	34 13%	5 6%	-
Support functions - e.g. cleaner, security guard, etc.	37 4%	22 4%	16 3%	6 6%	6 3%	8 3%	14 6%	4 3%	- -	- -	4 1%	6 2%	14 6%	13 10%	4 1%	16 5%	13 5%	5 5%	-
Other	66 7%	23 5%	42 9%	10 10%	19 9%	14 5%	10 5%	11 8%	2 7%	- -	14 5%	14 5%	29 13%	8 6%	24 8%	17 6%	21 8%	4 4%	-

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 14

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1005	216	352	235	148	39	4	11	803	191
Weighted base	970	222	355	221	128	29	3	12	798	160
Owner manager or proprietor	85 9%	30 14%	32 9%	14 6%	5 4%	2 7%	1 45%	-	77 10%	8 5%
Managing director or managing partner	16 2%	6 3%	2 1%	4 2%	2 2%	2 6%	-	-	12 2%	4 2%
Board level director or partner	10 1%	6 3%	1 *	1 *	* *	* 1%	-	1 8%	8 1%	1 1%
Director - not board level	6 1%	2 1%	3 1%	-	1 *	-	-	-	6 1%	1 *
Senior management	36 4%	8 3%	17 5%	8 4%	3 2%	-	-	-	33 4%	3 2%
Middle management	111 11%	25 11%	47 13%	23 10%	12 9%	3 12%	* 13%	-	95 12%	15 10%
Management	96 10%	25 11%	40 11%	17 8%	11 8%	3 10%	* 16%	-	82 10%	14 9%
Executive	40 4%	7 3%	14 4%	9 4%	7 5%	1 4%	-	2 15%	31 4%	8 5%
Office worker, clerical or office junior	272 28%	66 30%	76 21%	71 32%	46 36%	12 43%	-	1 6%	213 27%	58 37%
Unskilled manual worker	114 12%	15 7%	45 13%	28 13%	20 16%	1 2%	1 27%	4 33%	89 11%	21 13%
Craftsman, tradesman, etc.	80 8%	12 5%	42 12%	18 8%	7 5%	2 5%	-	-	72 9%	8 5%
Support functions - e.g. cleaner, security guard, etc.	37 4%	5 2%	14 4%	11 5%	4 3%	1 4%	-	1 9%	31 4%	5 3%
Other	66 7%	13 6%	21 6%	15 7%	10 8%	2 6%	-	3 28%	50 6%	12 8%

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 15  
**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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
No	1242 71%	619 72%	623 69%	172 79%	152 55%	126 38%	182 61%	235 91%	199 99%	177 99%	328 68%	371 73%	248 66%	295 75%	355 68%	374 69%	367 71%	146 78%	-
NET: Yes	489 28%	223 26%	266 30%	33 15%	120 43%	200 60%	114 38%	20 8%	1 1%	2 1%	148 31%	134 26%	118 32%	88 22%	149 29%	163 30%	138 27%	39 21%	-
Yes: Aged under 5	177 10%	59 7%	118 13%	22 10%	82 30%	63 19%	8 3%	2 1%	* -	- -	50 10%	60 12%	43 11%	24 6%	66 13%	57 11%	40 8%	13 7%	-
Yes: Aged 5-10	191 11%	88 10%	102 11%	10 5%	47 17%	112 34%	21 7%	- -	* *	- -	64 13%	49 10%	44 12%	34 9%	56 11%	56 10%	64 13%	15 8%	-
Yes: Aged 11-15	191 11%	96 11%	95 11%	8 4%	19 7%	92 28%	60 20%	9 3%	1 *	2 1%	52 11%	46 9%	49 13%	44 11%	54 10%	69 13%	52 10%	16 8%	-
Yes: Aged 16-18	109 6%	56 6%	53 6%	3 1%	5 2%	31 9%	57 19%	13 5%	* *	- -	35 7%	23 5%	26 7%	26 6%	23 4%	43 8%	35 7%	9 5%	-
Refused	28 2%	17 2%	11 1%	13 6%	5 2%	6 2%	1 *	2 1%	- -	- -	5 1%	4 1%	7 2%	12 3%	16 3%	3 *	9 2%	1 1%	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 15  
**Do you have any children aged 18 or under?**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose built block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
No	1242 71%	304 72%	393 64%	271 70%	176 80%	40 83%	4 100%	52 87%	968 68%	221 81%
NET: Yes	489 28%	118 28%	207 34%	113 29%	38 17%	7 15%	-	6 9%	437 31%	46 17%
Yes: Aged under 5	177 10%	49 12%	66 11%	35 9%	19 9%	3 7%	-	4 7%	150 10%	23 8%
Yes: Aged 5-10	191 11%	43 10%	80 13%	47 12%	18 8%	2 4%	-	1 2%	170 12%	20 7%
Yes: Aged 11-15	191 11%	46 11%	82 13%	51 13%	7 3%	3 6%	-	2 3%	179 13%	10 4%
Yes: Aged 16-18	109 6%	25 6%	47 8%	27 7%	6 3%	3 6%	-	1 2%	99 7%	9 3%
Refused	28 2%	2 *	16 3%	2 1%	5 2%	1 2%	-	2 4%	20 1%	6 2%

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 16

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-	
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-	
Up to £7000	(3.5) 4%	71 4%	32 4%	39 4%	26 12%	11 4%	4 1%	8 3%	16 6%	7 3%	- -	2 *	19 4%	5 1%	45 11%	19 4%	24 4%	22 4%	6 3%	- -
£7001-£14000	(10.5) 13%	222 12%	100 12%	122 14%	22 10%	28 10%	33 10%	30 10%	40 15%	32 16%	37 21%	14 3%	44 9%	32 9%	132 33%	63 12%	70 13%	66 13%	24 13%	- -
£14001-£21000	(17.5) 14%	249 15%	126 15%	123 14%	29 13%	27 10%	35 11%	33 11%	39 15%	45 23%	41 23%	32 7%	69 14%	70 19%	77 19%	60 12%	83 15%	82 16%	24 13%	- -
£21001-£28000	(24.5) 13%	220 13%	110 13%	110 12%	20 9%	41 15%	37 11%	42 14%	27 10%	28 14%	26 15%	48 10%	84 16%	49 13%	39 10%	53 10%	72 13%	55 11%	41 22%	- -
£28001-£34000	(31) 10%	179 9%	78 9%	101 11%	19 9%	27 10%	36 11%	35 12%	28 11%	20 10%	15 9%	49 10%	51 10%	60 16%	18 5%	45 9%	64 12%	51 10%	19 10%	- -
£34001-£41000	(37.5) 10%	174 11%	91 11%	83 9%	11 5%	31 11%	34 10%	35 12%	25 10%	21 11%	18 10%	58 12%	62 12%	28 8%	26 7%	62 12%	46 9%	46 9%	20 11%	- -
£41001-£48000	(44.5) 8%	135 8%	71 8%	64 7%	15 7%	23 8%	35 10%	21 7%	25 10%	14 7%	2 1%	53 11%	41 8%	30 8%	11 3%	39 8%	43 8%	37 7%	15 8%	- -
£48001-£55000	(51.5) 5%	92 5%	47 5%	45 5%	8 3%	26 10%	22 7%	19 6%	7 3%	4 2%	5 3%	50 10%	25 5%	14 4%	3 1%	22 4%	29 5%	32 6%	8 5%	- -
£55001-£62000	(58.5) 3%	57 3%	36 4%	22 2%	11 5%	11 4%	16 5%	8 3%	7 3%	4 2%	- -	25 5%	19 4%	12 3%	1 *	12 2%	18 3%	23 4%	5 3%	- -
£62001-£69000	(65.5) 2%	39 2%	21 2%	18 2%	3 1%	6 2%	12 4%	11 4%	5 2%	2 1%	- -	23 5%	9 2%	5 1%	2 1%	16 3%	8 1%	13 3%	2 1%	- -
£69001-£76000	(72.5) 2%	34 2%	10 1%	24 3%	1 *	10 4%	10 3%	4 1%	4 2%	2 1%	2 1%	22 5%	8 2%	4 1%	- -	14 3%	9 2%	9 2%	2 1%	- -
£76001-£83000	(79.5) 1%	25 1%	9 1%	16 2%	3 1%	6 2%	6 2%	9 3%	1 1%	* -	- -	11 2%	7 1%	5 1%	3 1%	12 2%	8 1%	5 1%	- -	- -
£83001 or more	(86) 4%	75 4%	46 5%	29 3%	10 4%	7 3%	21 6%	18 6%	13 5%	2 1%	4 2%	51 11%	17 3%	6 1%	2 *	32 6%	19 3%	19 4%	5 3%	- -
Refused	186 11%	83 10%	103 11%	41 19%	23 8%	33 10%	23 8%	21 8%	18 9%	27 15%	44 9%	53 10%	54 14%	35 9%	72 14%	49 9%	52 10%	14 8%	- -	

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 16

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Mean (£'000s)	33.01	33.81	32.23	30.29	35.35	38.76	36.68	31.07	26.68	24.87	46.43	33.13	30.94	18.43	35.92	31.67	32.70	30.09	-
Standard deviation	21.09	21.31	20.86	22.68	20.43	21.98	22.20	21.25	16.15	15.72	21.77	19.53	17.22	13.77	23.12	20.23	20.91	17.49	-
Standard error	0.53	0.78	0.72	1.90	1.23	1.23	1.29	1.32	1.15	1.50	0.89	0.94	1.18	0.74	1.04	0.93	0.97	1.33	-



## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 16

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	S1. What type of dwelling do you live in?										
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat	
Unweighted base	1771	411	596	402	239	63	6	54	1409	308	
Weighted base	1758	425	615	385	219	49	4	60	1425	273	
Up to £7000	(3.5) 4%	71 4%	5 1%	22 4%	19 5%	18 8%	3 6%	- -	4 7%	46 3%	21 8%
£7001-£14000	(10.5) 13%	222 13%	15 4%	64 10%	60 15%	55 25%	9 18%	2 48%	18 30%	139 10%	66 24%
£14001-£21000	(17.5) 14%	249 14%	45 11%	76 12%	64 17%	44 20%	10 21%	- -	10 17%	184 13%	54 20%
£21001-£28000	(24.5) 13%	220 13%	58 14%	85 14%	47 12%	20 9%	5 11%	* 11%	5 8%	189 13%	26 10%
£28001-£34000	(31) 10%	179 10%	34 8%	77 13%	40 10%	19 9%	1 3%	1 32%	5 8%	152 11%	22 8%
£34001-£41000	(37.5) 10%	174 10%	41 10%	63 10%	45 12%	17 8%	6 12%	- -	2 3%	149 10%	23 8%
£41001-£48000	(44.5) 8%	135 8%	42 10%	51 8%	27 7%	10 5%	1 2%	- -	3 5%	120 8%	12 4%
£48001-£55000	(51.5) 5%	92 5%	31 7%	34 5%	17 4%	5 2%	1 3%	- -	3 6%	82 6%	6 2%
£55001-£62000	(58.5) 3%	57 3%	20 5%	27 4%	7 2%	1 1%	2 4%	* 9%	- -	54 4%	3 1%
£62001-£69000	(65.5) 2%	39 2%	15 4%	11 2%	5 1%	7 3%	* 1%	- -	- -	31 2%	8 3%
£69001-£76000	(72.5) 2%	34 2%	18 4%	10 2%	3 1%	2 1%	- -	- -	1 2%	31 2%	2 1%
£76001-£83000	(79.5) 1%	25 1%	4 1%	9 1%	9 2%	2 1%	1 2%	- -	- -	22 2%	3 1%
£83001 or more	(86) 4%	75 4%	32 8%	24 4%	12 3%	2 1%	4 8%	- -	1 2%	68 5%	6 2%
Refused	186 11%	64 15%	64 10%	30 8%	16 7%	5 10%	- -	7 12%	158 11%	21 8%	

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 16

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Mean (£'000s)	33.01	41.59	33.80	30.21	23.93	30.73	22.87	22.77	35.01	25.10
Standard deviation	21.09	21.97	20.27	20.01	17.65	24.03	16.44	17.45	21.15	19.00
Standard error	0.53	1.17	0.87	1.04	1.19	3.16	6.71	2.49	0.60	1.13

## Consumer Poll Survey - England only

### ONLINE Fieldwork : 1st-3rd June 2016

Absolutes/col percents

Table 17  
**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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
18-24	217 12%	84 10%	133 15%	217 100%	-	-	-	-	-	-	49 10%	72 14%	56 15%	40 10%	67 13%	63 12%	61 12%	27 14%	-
25-34	277 16%	124 14%	153 17%	-	277 100%	-	-	-	-	-	83 17%	96 19%	59 16%	39 10%	96 18%	81 15%	78 15%	22 12%	-
35-44	331 19%	175 20%	157 17%	-	-	331 100%	-	-	-	-	95 20%	93 18%	71 19%	73 18%	103 20%	105 19%	100 20%	24 13%	-
45-54	297 17%	141 16%	157 17%	-	-	-	297 100%	-	-	-	77 16%	79 16%	69 19%	72 18%	88 17%	96 18%	84 16%	29 16%	-
55-64	257 15%	140 16%	117 13%	-	-	-	-	257 100%	-	-	64 13%	75 15%	49 13%	70 18%	68 13%	83 15%	82 16%	25 13%	-
65-74	200 11%	106 12%	94 10%	-	-	-	-	-	200 100%	-	65 13%	39 8%	39 10%	58 15%	56 11%	61 11%	53 10%	31 16%	-
75+	178 10%	90 10%	89 10%	-	-	-	-	-	-	178 100%	48 10%	55 11%	32 8%	43 11%	42 8%	52 10%	55 11%	30 16%	-
Mean	47.75	49.14	46.41	21.15	30.30	39.73	49.69	59.68	68.93	77.91	48.37	46.00	46.11	50.79	45.97	48.10	48.01	50.94	-
Standard deviation	17.88	17.52	18.13	1.94	2.63	2.93	2.84	2.87	2.64	2.95	17.80	18.23	17.74	17.26	17.68	17.45	17.87	19.26	-
Standard error	0.42	0.61	0.59	0.15	0.15	0.16	0.16	0.17	0.18	0.26	0.69	0.84	1.13	0.89	0.75	0.77	0.79	1.42	-

**Consumer Poll Survey - England only**  
**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 17  
**What was your age on your last birthday?**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
18-24	217 12%	42 10%	100 16%	40 10%	23 11%	7 14%	1 19%	4 7%	182 13%	31 11%
25-34	277 16%	56 13%	109 18%	62 16%	41 19%	3 7%	- -	5 8%	227 16%	45 16%
35-44	331 19%	66 15%	123 20%	82 21%	44 20%	15 31%	- -	2 3%	271 19%	59 22%
45-54	297 17%	66 15%	105 17%	70 18%	36 16%	14 29%	2 47%	5 8%	241 17%	52 19%
55-64	257 15%	65 15%	75 12%	67 17%	37 17%	3 6%	2 34%	9 14%	207 15%	41 15%
65-74	200 11%	64 15%	47 8%	43 11%	26 12%	3 7%	- -	17 28%	154 11%	29 11%
75+	178 10%	66 16%	57 9%	22 6%	13 6%	3 5%	- -	19 32%	144 10%	15 6%
Mean	47.75	51.75	44.81	47.07	46.21	44.17	47.44	62.40	47.49	45.87
Standard deviation	17.88	18.80	17.57	16.40	16.50	15.10	14.28	19.13	17.87	16.19
Standard error	0.42	0.93	0.72	0.82	1.07	1.90	5.83	2.60	0.48	0.92

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Absolutes/col percents

Table 18  
**Gender**  
**Base: All respondents**

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Male	859 49%	859 100%	-	84 39%	124 45%	175 53%	141 47%	140 54%	106 53%	90 50%	254 53%	227 45%	175 47%	203 51%	271 52%	272 50%	221 43%	95 51%	-
Female	899 51%	-	899 100%	133 61%	153 55%	157 47%	157 53%	117 46%	94 47%	89 50%	227 47%	282 55%	198 53%	192 49%	249 48%	267 50%	292 57%	92 49%	-

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Absolutes/col percents

Table 18  
**Gender**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Male	859 49%	215 51%	287 47%	187 49%	120 55%	22 46%	3 67%	25 42%	688 48%	146 53%
Female	899 51%	210 49%	329 53%	198 51%	99 45%	26 54%	1 33%	35 58%	737 52%	127 47%

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Absolutes/col percents

Table 19  
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	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
ITV1 Anglia	187 11%	90 10%	97 11%	30 14%	26 9%	41 12%	22 7%	27 10%	15 7%	27 15%	42 9%	58 11%	40 11%	46 12%	16 3%	167 31%	2 *	2 1%	-
ITV1 Border	15 1%	5 1%	10 1%	2 1%	2 1%	4 1%	5 2%	1 *	-	-	5 1%	3 1%	5 1%	2 1%	1 *	-	14 3%	-	-
ITV1 Central	293 17%	139 16%	154 17%	36 16%	50 18%	60 18%	58 19%	44 17%	28 14%	17 9%	79 16%	95 19%	55 15%	63 16%	8 1%	279 52%	3 1%	3 2%	-
ITV1 Granada	231 13%	96 11%	135 15%	18 8%	39 14%	46 14%	35 12%	38 15%	21 10%	34 19%	55 12%	54 11%	61 16%	61 15%	3 1%	4 1%	225 44%	-	-
ITV1 London	369 21%	201 23%	168 19%	44 20%	73 26%	75 23%	63 21%	52 20%	39 19%	23 13%	113 23%	115 23%	73 19%	69 17%	317 61%	47 9%	5 1%	1 *	-
ITV1 Meridian	204 12%	106 12%	98 11%	20 9%	24 9%	32 10%	42 14%	26 10%	32 16%	28 16%	62 13%	58 11%	35 9%	49 12%	173 33%	1 *	-	30 16%	-
ITV1 Tyne Tees	95 5%	51 6%	44 5%	10 5%	15 5%	17 5%	16 5%	17 7%	14 7%	6 3%	23 5%	21 4%	22 6%	29 7%	1 *	-	94 18%	-	-
ITV1 Wales	3 *	3 *	-	2 1%	1 *	-	* *	-	-	-	* *	3 1%	-	-	-	2 *	1 *	1 1%	-
ITV1 West	64 4%	33 4%	31 3%	11 5%	5 2%	12 3%	12 4%	4 2%	12 6%	9 5%	22 5%	20 4%	14 4%	8 2%	-	4 1%	1 *	59 32%	-
ITV1 Westcountry	93 5%	43 5%	50 6%	17 8%	14 5%	11 3%	11 4%	15 6%	12 6%	14 8%	23 5%	28 6%	20 5%	22 6%	1 *	2 *	-	91 49%	-
ITV1 Yorkshire	203 12%	91 11%	112 12%	26 12%	28 10%	34 10%	34 11%	32 12%	28 14%	21 12%	56 12%	53 10%	49 13%	45 11%	-	34 6%	169 33%	-	-
STV	1 *	1 *	1 *	1 1%	-	-	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-	-	-

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Absolutes/col percents

Table 19  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
ITV1 Anglia	187 11%	53 13%	50 8%	47 12%	23 10%	2 4%	1 14%	11 19%	150 11%	25 9%
ITV1 Border	15 1%	5 1%	6 1%	3 1%	- -	- -	- -	- -	15 1%	- -
ITV1 Central	293 17%	72 17%	131 21%	49 13%	25 11%	7 15%	* 11%	8 14%	251 18%	33 12%
ITV1 Granada	231 13%	45 11%	83 13%	71 18%	17 8%	6 12%	- -	10 16%	199 14%	23 8%
ITV1 London	369 21%	49 12%	113 18%	89 23%	90 41%	19 39%	2 43%	8 13%	251 18%	111 41%
ITV1 Meridian	204 12%	70 16%	56 9%	40 10%	28 13%	5 10%	1 32%	4 7%	166 12%	34 12%
ITV1 Tyne Tees	95 5%	20 5%	45 7%	16 4%	9 4%	3 5%	- -	4 6%	80 6%	11 4%
ITV1 Wales	3 *	1 *	3 *	- -	- -	- -	- -	- -	3 *	- -
ITV1 West	64 4%	20 5%	23 4%	12 3%	5 2%	3 5%	- -	2 3%	55 4%	7 3%
ITV1 Westcountry	93 5%	29 7%	29 5%	14 4%	10 5%	4 8%	- -	7 11%	72 5%	14 5%
ITV1 Yorkshire	203 12%	61 14%	77 13%	44 11%	13 6%	1 2%	- -	7 11%	182 13%	14 5%
STV	1 *	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -



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Absolutes/col percents

Table 20  
**Social class**  
**Base: All respondents**

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
AB	481 27%	254 30%	227 25%	49 23%	83 30%	95 29%	77 26%	64 25%	65 32%	48 27%	481 100%	-	-	-	165 32%	140 26%	128 25%	48 26%	-
C1	509 29%	227 26%	282 31%	72 33%	96 35%	93 28%	79 27%	75 29%	39 19%	55 31%	-	509 100%	-	-	155 30%	164 30%	128 25%	63 34%	-
C2	374 21%	175 20%	198 22%	56 26%	59 21%	71 21%	69 23%	49 19%	39 19%	32 18%	-	-	374 100%	-	95 18%	113 21%	128 25%	38 20%	-
DE	395 22%	203 24%	192 21%	40 18%	39 14%	73 22%	72 24%	70 27%	58 29%	43 24%	-	-	-	395 100%	105 20%	123 23%	128 25%	38 20%	-

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**ONLINE Fieldwork : 1st-3rd June 2016**

Absolutes/col percents

Table 20  
**Social class**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
AB	481 27%	173 41%	155 25%	88 23%	40 18%	11 22%	1 20%	13 21%	416 29%	52 19%
C1	509 29%	119 28%	182 30%	107 28%	65 30%	22 46%	- -	14 23%	407 29%	88 32%
C2	374 21%	81 19%	153 25%	84 22%	37 17%	4 8%	1 32%	14 24%	317 22%	42 16%
DE	395 22%	52 12%	126 20%	107 28%	77 35%	11 24%	2 48%	19 32%	285 20%	91 33%

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Absolutes/col percents

Table 21  
GO Regions  
Base: All respondents

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North East	92 5%	48 6%	45 5%	13 6%	13 5%	18 6%	17 6%	17 6%	11 6%	4 2%	20 4%	23 5%	20 5%	29 7%	-	-	92 18%	-	-
North West	240 14%	98 11%	142 16%	20 9%	39 14%	50 15%	39 13%	38 15%	21 10%	34 19%	58 12%	59 12%	62 17%	62 16%	-	-	240 47%	-	-
Yorks & Humber	180 10%	75 9%	105 12%	28 13%	26 10%	32 10%	29 10%	27 10%	20 10%	18 10%	50 11%	46 9%	46 12%	38 10%	-	-	180 35%	-	-
West Midlands	189 11%	98 11%	91 10%	25 12%	34 12%	34 10%	38 13%	27 11%	19 9%	12 7%	50 10%	67 13%	33 9%	39 10%	-	189 35%	-	-	-
Wales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern	192 11%	101 12%	90 10%	24 11%	28 10%	35 11%	27 9%	30 12%	22 11%	25 14%	44 9%	57 11%	48 13%	42 11%	-	192 36%	-	-	-
London	257 15%	143 17%	114 13%	42 19%	57 20%	56 17%	36 12%	31 12%	18 9%	19 11%	81 17%	89 18%	42 11%	44 11%	257 50%	-	-	-	-
South East	262 15%	128 15%	135 15%	26 12%	39 14%	47 14%	53 18%	37 14%	38 19%	23 13%	84 17%	65 13%	52 14%	61 15%	262 50%	-	-	-	-
South West	186 11%	95 11%	92 10%	27 12%	22 8%	24 7%	29 10%	25 10%	31 15%	30 17%	48 10%	63 12%	38 10%	38 10%	-	-	-	186 100%	-
East Midlands	159 9%	73 8%	86 10%	13 6%	19 7%	36 11%	31 10%	25 10%	20 10%	14 8%	46 10%	39 8%	32 9%	41 10%	-	159 29%	-	-	-

**Consumer Poll Survey - England only**  
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Absolutes/col percents

Table 21  
**GO Regions**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Scotland	-	-	-	-	-	-	-	-	-	-
North East	92 5%	21 5%	43 7%	13 3%	9 4%	3 5%	-	4 6%	78 5%	11 4%
North West	240 14%	48 11%	88 14%	72 19%	16 7%	6 12%	-	11 18%	208 15%	22 8%
Yorks & Humber	180 10%	46 11%	77 12%	41 11%	12 5%	1 2%	-	4 7%	164 11%	12 5%
West Midlands	189 11%	38 9%	91 15%	32 8%	14 6%	6 12%	*	7 11%	162 11%	20 7%
Wales	-	-	-	-	-	-	-	-	-	-
Eastern	192 11%	46 11%	60 10%	54 14%	19 9%	2 3%	1 14%	9 16%	161 11%	21 8%
London	257 15%	24 6%	71 12%	60 15%	78 35%	17 36%	1 19%	7 11%	155 11%	96 35%
South East	262 15%	78 18%	78 13%	54 14%	40 18%	5 11%	2 56%	5 8%	210 15%	48 18%
South West	186 11%	59 14%	60 10%	32 8%	18 8%	8 16%	-	9 15%	152 11%	26 9%
East Midlands	159 9%	63 15%	48 8%	28 7%	14 6%	2 4%	-	5 9%	138 10%	16 6%

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Absolutes/col percents

Table 22  
Nearest City:  
Base: All respondents

	Gender			Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1771	824	947	170	300	353	324	278	217	129	667	476	248	380	559	517	511	184	-
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
Glasgow	1*	1*	-	-	-	1*	-	-	-	-	1*	-	-	-	1*	-	-	-	-
Edinburgh	1*	-	1*	-	1*	-	-	-	-	-	1*	-	-	-	-	-	-	1*	-
Newcastle	91 5%	48 6%	44 5%	11 5%	14 5%	17 5%	16 5%	17 6%	13 6%	4 2%	23 5%	21 4%	22 6%	25 6%	-	1*	90 18%	-	-
Leeds	96 5%	38 4%	57 6%	15 7%	14 5%	20 6%	13 4%	18 7%	8 4%	9 5%	28 6%	26 5%	27 7%	14 4%	1*	1*	94 18%	-	-
Hull	30 2%	13 2%	17 2%	5 2%	9 3%	2 1%	2 1%	4 2%	5 3%	2 1%	8 2%	8 2%	6 2%	8 2%	-	2*	28 5%	-	-
Sheffield	59 3%	24 3%	34 4%	5 2%	6 2%	10 3%	13 4%	7 3%	5 3%	11 6%	18 4%	11 2%	11 3%	18 5%	-	7 1%	52 10%	-	-
Manchester	160 9%	64 7%	95 11%	13 6%	29 10%	30 9%	25 8%	27 11%	14 7%	22 12%	44 9%	42 8%	35 9%	39 10%	-	6 1%	154 30%	-	-
Liverpool	64 4%	28 3%	35 4%	4 2%	9 3%	17 5%	9 3%	10 4%	6 3%	9 5%	11 2%	13 3%	22 6%	18 5%	1*	2*	61 12%	-	-
Nottingham	86 5%	37 4%	48 5%	9 4%	9 3%	19 6%	17 6%	14 5%	12 6%	6 4%	25 5%	19 4%	16 4%	27 7%	-	84 16%	2*	-	-
Birmingham	172 10%	88 10%	84 9%	23 11%	30 11%	36 11%	34 11%	26 10%	15 7%	8 4%	36 7%	62 12%	39 11%	35 9%	1*	171 32%	-	-	-
Norwich	62 4%	24 3%	38 4%	9 4%	9 3%	14 4%	7 2%	7 3%	9 4%	8 4%	10 2%	14 3%	25 7%	13 3%	1*	60 11%	-	2 1%	-
Milton Keynes	48 3%	24 3%	24 3%	5 2%	10 3%	12 4%	7 2%	6 2%	3 1%	6 3%	15 3%	13 3%	4 1%	16 4%	6 1%	42 8%	-	-	-
Brighton	46 3%	23 3%	22 2%	3 1%	2 1%	8 3%	14 5%	4 2%	9 4%	5 3%	16 3%	10 2%	6 2%	14 3%	46 9%	-	-	-	-
Oxford	22 1%	14 2%	8 1%	1 1%	5 2%	4 1%	4 1%	2 1%	3 2%	2 1%	8 2%	8 2%	4 1%	2 *	16 3%	2*	-	3 1%	-

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Absolutes/col percents

Table 22  
**Nearest City:**  
**Base: All respondents**

	Gender		Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1758	859	899	217	277	331	297	257	200	178	481	509	374	395	519	539	513	186	-
London	449	247	202	64	85	86	74	59	44	37	138	145	85	82	366	75	6	2	-
	26%	29%	22%	30%	31%	26%	25%	23%	22%	21%	29%	28%	23%	21%	70%	14%	1%	1%	-
Southampton	89	46	43	10	10	11	13	13	18	12	23	28	16	22	57	-	-	32	-
	5%	5%	5%	5%	4%	3%	5%	5%	9%	7%	5%	5%	4%	6%	11%	-	-	17%	-
Bristol	76	39	37	14	9	12	12	6	10	13	24	24	17	11	1	3	-	72	-
	4%	5%	4%	6%	3%	4%	4%	2%	5%	7%	5%	5%	4%	3%	*	1%	-	39%	-
Plymouth	56	26	30	6	5	6	10	12	9	8	16	14	12	13	1	-	-	55	-
	3%	3%	3%	3%	2%	2%	3%	5%	5%	5%	3%	3%	3%	3%	*	-	-	29%	-
Cardiff	4	3	1	2	1	-	-	1	-	-	*	3	-	-	-	3	-	1	-
	*	*	*	1%	*	-	-	*	-	-	*	1%	-	-	-	1%	-	*	-
None of these	150	72	77	18	18	26	27	25	17	18	35	47	28	40	23	81	27	19	-
	9%	8%	9%	9%	7%	8%	9%	10%	8%	10%	7%	9%	7%	10%	4%	15%	5%	10%	-

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Absolutes/col percents

Table 22  
**Nearest City:**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose build block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Unweighted base	1771	411	596	402	239	63	6	54	1409	308
Weighted base	1758	425	615	385	219	49	4	60	1425	273
Glasgow	1 *	-	1 *	-	-	-	-	-	1 *	-
Edinburgh	1 *	-	1 *	-	-	-	-	-	1 *	-
Newcastle	91 5%	22 5%	40 7%	14 4%	9 4%	3 5%	-	4 6%	77 5%	11 4%
Leeds	96 5%	24 6%	38 6%	26 7%	6 3%	1 2%	-	1 1%	88 6%	7 3%
Hull	30 2%	12 3%	10 2%	5 1%	1 *	-	-	3 4%	26 2%	1 *
Sheffield	59 3%	14 3%	30 5%	9 2%	4 2%	* 1%	-	2 4%	52 4%	4 2%
Manchester	160 9%	27 6%	58 9%	52 14%	11 5%	3 7%	-	8 14%	137 10%	14 5%
Liverpool	64 4%	17 4%	21 3%	18 5%	4 2%	2 4%	-	2 4%	56 4%	6 2%
Nottingham	86 5%	42 10%	28 5%	8 2%	5 2%	1 2%	-	1 2%	78 6%	6 2%
Birmingham	172 10%	30 7%	82 13%	33 9%	18 8%	3 6%	-	6 10%	145 10%	21 8%
Norwich	62 4%	21 5%	17 3%	16 4%	3 1%	2 3%	-	5 8%	53 4%	5 2%
Milton Keynes	48 3%	16 4%	11 2%	15 4%	5 2%	1 1%	-	1 2%	42 3%	5 2%
Brighton	46 3%	16 4%	9 2%	8 2%	10 5%	3 5%	-	1 1%	32 2%	13 5%
Oxford	22 1%	6 1%	8 1%	4 1%	3 1%	1 2%	-	-	18 1%	4 1%

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Absolutes/col percents

Table 22  
**Nearest City:**  
**Base: All respondents**

	S1. What type of dwelling do you live in?									
	Total	House - detached	House - semi detached	House - terrace	Flat - purpose built block	Flat - conversion from a house	Flat - above a shop	Other	NET: House	NET: Flat
Weighted base	1758	425	615	385	219	49	4	60	1425	273
London	449 26%	67 16%	138 22%	106 27%	107 49%	18 38%	4 89%	9 15%	311 22%	129 47%
Southampton	89 5%	27 6%	29 5%	19 5%	9 4%	2 4%	- -	2 4%	75 5%	11 4%
Bristol	76 4%	22 5%	26 4%	13 3%	4 2%	5 9%	- -	6 11%	61 4%	9 3%
Plymouth	56 3%	19 4%	14 2%	11 3%	7 3%	3 6%	- -	2 4%	44 3%	10 4%
Cardiff	4 *	1 *	2 *	* *	- -	- -	- -	- -	4 *	- -
None of these	150 9%	43 10%	53 9%	30 8%	14 6%	2 4%	* 11%	8 13%	125 9%	17 6%