

BBC Supermovers Survey
ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 1
Q1. Thinking about a typical weekday for you, how much time, on average, do you spend ...?
Base: All respondents
summary table

		Doing exercise (i.e. anything that you have done for at least 10 minutes AND that raised your breathing rate)	Sitting down (excluding time spent in bed)
Unweighted base		2041	2041
Weighted base		2041	2041
Less than 30 minutes	(0.25)	936 46%	60 3%
Between 30 minutes and 1 hour	(0.75)	637 31%	67 3%
Between 1 and 2 hours	(1.5)	266 13%	221 11%
Between 2 and 3 hours	(2.5)	88 4%	290 14%
Between 3 and 4 hours	(3.5)	42 2%	317 16%
Between 4 and 5 hours	(4.5)	35 2%	276 13%
Between 5 and 6 hours	(5.5)	13 1%	263 13%
More than 6 hours	(6.5)	25 1%	547 27%
Mean		0.91	4.15
Standard deviation		1.11	1.94
Standard error		0.02	0.04

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Table 2

Q1. Thinking about a typical weekday for you, how much time, on average, do you spend ...?

Base: All respondents

Doing exercise (i.e. anything that you have done for at least 10 minutes AND that raised your breathing rate)

	Gender			Age							Social Grade				Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	Public	Private	
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Less than 30 minutes (0.25)	936	447	489	79	138	146	186	153	234	195	258	200	283	82	47	106	76	77	76	49	98	114	118	93	125	365
	46%	45%	47%	34%	39%	45%	51%	51%	50%	36%	45%	48%	56%	46%	55%	45%	44%	42%	50%	48%	50%	42%	42%	52%	41%	42%
Between 30 minutes and 1 hour (0.75)	637	314	323	77	120	106	106	90	138	201	174	138	124	55	25	71	59	70	49	28	55	96	86	43	99	294
	31%	32%	31%	34%	34%	32%	29%	30%	29%	37%	31%	33%	24%	31%	30%	30%	34%	38%	32%	27%	28%	35%	30%	24%	33%	34%
Between 1 and 2 hours (1.5)	266	120	146	35	51	49	36	29	66	90	83	42	51	25	8	30	19	26	13	12	27	37	45	25	35	113
	13%	12%	14%	15%	15%	15%	10%	10%	14%	16%	15%	10%	10%	14%	9%	13%	11%	14%	9%	12%	14%	14%	16%	14%	11%	13%
Between 2 and 3 hours (2.5)	88	46	42	12	17	14	21	9	15	27	25	17	19	9	4	14	12	4	4	5	10	8	13	7	18	47
	4%	5%	4%	5%	5%	4%	6%	3%	3%	5%	4%	4%	4%	5%	5%	6%	7%	2%	3%	5%	5%	3%	5%	4%	6%	5%
Between 3 and 4 hours (3.5)	42	25	16	7	15	5	3	5	7	11	15	3	13	5	1	3	2	4	7	5	4	2	7	2	10	15
	2%	3%	2%	3%	4%	2%	1%	2%	1%	2%	3%	1%	3%	3%	2%	1%	1%	2%	4%	4%	2%	1%	2%	1%	3%	2%
Between 4 and 5 hours (4.5)	35	19	16	10	4	4	7	5	5	11	10	6	7	1	-	7	4	2	3	-	-	6	10	3	10	19
	2%	2%	2%	4%	1%	1%	2%	2%	1%	2%	2%	1%	1%	*	-	3%	3%	1%	2%	-	-	2%	3%	2%	3%	2%
Between 5 and 6 hours (5.5)	13	6	7	4	2	*	1	3	2	3	1	5	4	-	-	2	1	1	-	2	*	4	2	1	1	9
	1%	1%	1%	2%	1%	*	*	1%	*	1%	*	1%	1%	-	-	1%	1%	1%	-	2%	*	1%	1%	1%	*	1%
More than 6 hours (6.5)	25	19	6	5	4	4	3	7	3	9	2	8	6	3	-	3	-	*	2	3	2	4	3	5	6	11
	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	*	2%	1%	1%	-	1%	-	*	1%	2%	2%	2%	1%	3%	2%	1%
Mean	0.91	0.98	0.86	1.23	1.01	0.87	0.82	0.90	0.80	1.03	0.88	0.90	0.84	0.89	0.67	0.97	0.88	0.81	0.87	1.02	0.81	0.96	1.04	0.95	1.08	0.98
Standard deviation	1.11	1.22	0.99	1.42	1.13	1.00	1.01	1.25	0.94	1.16	0.98	1.20	1.13	1.04	0.67	1.17	0.96	0.86	1.13	1.33	0.94	1.20	1.22	1.32	1.29	1.16
Standard error	0.02	0.04	0.03	0.10	0.06	0.05	0.05	0.08	0.04	0.05	0.04	0.07	0.05	0.07	0.07	0.08	0.07	0.07	0.09	0.13	0.06	0.08	0.07	0.10	0.08	0.04

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Table 2

Q1. Thinking about a typical weekday for you, how much time, on average, do you spend ...?

Base: All respondents

Doing exercise (i.e. anything that you have done for at least 10 minutes AND that raised your breathing rate)

		Do you have any children aged 18 or under? If so, how old are they?											
		No childr en aged 18 or under		Yes - childr en aged under 5		Yes - childr en aged 5 to 10		Yes - childr en aged 11 to 15		Yes - childr en aged 16 to 18		Grand- par- ents	
		Total	under	NET: Yes	years old	years old	years old	years old	years old	years old	years old	years old	years old
Unweighted base		2041	1470	566	200	265	222	117	557				
Weighted base		2041	1471	564	205	263	217	112	552				
Less than 30 minutes	(0.25)	936 46%	689 47%	243 43%	93 45%	105 40%	92 42%	54 48%	285 52%				
Between 30 minutes and 1 hour	(0.75)	637 31%	451 31%	186 33%	68 33%	91 34%	69 32%	33 30%	157 28%				
Between 1 and 2 hours	(1.5)	266 13%	192 13%	73 13%	23 11%	39 15%	31 14%	10 9%	64 12%				
Between 2 and 3 hours	(2.5)	88 4%	49 3%	38 7%	9 5%	15 6%	19 9%	11 10%	25 5%				
Between 3 and 4 hours	(3.5)	42 2%	31 2%	10 2%	5 2%	5 2%	4 2%	- -	5 1%				
Between 4 and 5 hours	(4.5)	35 2%	27 2%	8 1%	1 1%	6 2%	1 *	2 2%	12 2%				
Between 5 and 6 hours	(5.5)	13 1%	11 1%	2 *	2 1%	* *	- *	- -	1 *				
More than 6 hours	(6.5)	25 1%	20 1%	5 1%	2 1%	2 1%	* *	1 1%	3 1%				
Mean		0.91	0.91	0.92	0.89	0.95	0.88	0.88	0.81				
Standard deviation		1.11	1.14	1.04	1.09	1.03	0.84	1.03	0.97				
Standard error		0.02	0.03	0.04	0.08	0.06	0.06	0.10	0.04				

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Table 3

Q1. Thinking about a typical weekday for you, how much time, on average, do you spend ...?

Base: All respondents

Sitting down (excluding time spent in bed)

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831	
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872	
Less than 30 minutes	(0.25)	60 3%	35 4%	25 2%	5 2%	10 3%	6 2%	13 4%	8 3%	18 4%	13 2%	18 3%	12 3%	17 3%	10 6%	2 2%	7 3%	5 3%	7 1%	2 4%	5 3%	9 3%	7 3%	2 1%	8 3%	28 3%	
Between 30 minutes and 1 hour	(0.75)	67 3%	34 3%	33 3%	10 4%	16 5%	17 5%	11 3%	4 1%	10 2%	14 3%	16 3%	20 4%	7 4%	2 3%	16 7%	4 2%	8 4%	7 5%	4 4%	4 2%	7 3%	4 2%	3 2%	12 4%	35 4%	
Between 1 and 2 hours	(1.5)	221 11%	116 12%	105 10%	30 13%	42 12%	55 17%	29 8%	31 10%	35 7%	62 7%	41 15%	63 11%	55 11%	20 11%	8 10%	34 15%	21 12%	31 17%	11 7%	5 5%	15 7%	26 9%	39 14%	11 6%	37 12%	124 14%
Between 2 and 3 hours	(2.5)	290 14%	121 12%	169 16%	24 10%	44 13%	56 17%	53 15%	41 14%	72 15%	83 11%	65 18%	76 13%	66 13%	22 14%	12 14%	32 14%	21 13%	23 13%	19 13%	19 18%	30 15%	40 15%	45 16%	25 14%	46 15%	123 14%
Between 3 and 4 hours	(3.5)	317 16%	145 15%	172 16%	24 11%	53 15%	38 11%	60 16%	47 16%	95 20%	81 15%	82 14%	83 20%	70 14%	27 15%	12 14%	35 15%	29 17%	25 14%	27 18%	18 17%	35 18%	44 16%	38 14%	27 15%	48 16%	113 13%
Between 4 and 5 hours	(4.5)	276 13%	123 12%	152 15%	22 10%	41 12%	38 11%	52 14%	47 16%	76 16%	77 14%	81 14%	45 11%	72 14%	21 12%	17 20%	21 9%	28 16%	25 14%	19 12%	16 16%	21 11%	28 10%	52 18%	28 16%	35 11%	96 11%
Between 5 and 6 hours	(5.5)	263 13%	135 14%	128 12%	31 14%	45 13%	34 10%	47 13%	34 11%	72 15%	71 13%	89 16%	44 11%	59 12%	21 12%	10 11%	27 12%	18 11%	20 11%	17 11%	11 10%	28 14%	47 17%	26 9%	38 21%	31 10%	107 12%
More than 6 hours	(6.5)	547 27%	286 29%	260 25%	83 36%	99 28%	86 26%	98 27%	87 29%	93 20%	145 26%	177 31%	78 19%	147 29%	51 29%	22 22%	62 26%	44 26%	44 24%	50 33%	25 24%	58 30%	71 26%	72 26%	46 26%	87 28%	247 28%
Mean		4.15	4.19	4.11	4.42	4.14	3.90	4.20	4.29	4.08	4.17	4.45	3.69	4.18	4.08	4.24	3.89	4.11	3.85	4.40	4.04	4.34	4.23	4.08	4.50	4.09	4.07
Standard deviation		1.94	2.00	1.89	2.06	2.01	2.04	1.92	1.89	1.80	1.91	1.90	1.89	2.00	2.07	1.85	2.09	1.92	2.04	1.91	1.92	1.88	1.92	1.90	1.71	2.00	2.05
Standard error		0.04	0.06	0.06	0.14	0.11	0.11	0.10	0.11	0.08	0.08	0.08	0.10	0.09	0.15	0.20	0.14	0.14	0.16	0.16	0.19	0.12	0.12	0.11	0.13	0.12	0.07

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Table 3

Q1. Thinking about a typical weekday for you, how much time, on average, do you spend ...?

Base: All respondents

Sitting down (excluding time spent in bed)

	Total	Do you have any children aged 18 or under? If so, how old are they?							Grand- parents		
		No childr en aged 18 or under	Yes - childr en aged under 5		Yes - childr en aged 5 to 10		Yes - childr en aged 11 to 15			Yes - childr en aged 16 to 18	
			NET: Yes	years old	years old	years old	years old	years old			
Unweighted base	2041	1470	566	200	265	222	117	557			
Weighted base	2041	1471	564	205	263	217	112	552			
Less than 30 minutes	(0.25) 3%	60 3%	37 2%	24 4%	7 3%	11 4%	10 4%	5 4%	16 3%		
Between 30 minutes and 1 hour	(0.75) 3%	67 3%	29 2%	37 7%	18 9%	18 7%	14 7%	2 1%	19 4%		
Between 1 and 2 hours	(1.5) 11%	221 11%	137 9%	84 15%	29 14%	48 18%	35 16%	15 14%	47 9%		
Between 2 and 3 hours	(2.5) 14%	290 14%	172 12%	117 21%	45 22%	56 21%	50 23%	20 17%	95 17%		
Between 3 and 4 hours	(3.5) 16%	317 16%	229 16%	87 15%	32 16%	39 15%	30 14%	20 18%	97 18%		
Between 4 and 5 hours	(4.5) 13%	276 13%	216 15%	60 11%	17 8%	26 10%	22 10%	15 14%	81 15%		
Between 5 and 6 hours	(5.5) 13%	263 13%	218 15%	45 8%	14 7%	26 10%	10 5%	7 6%	74 13%		
More than 6 hours	(6.5) 27%	547 27%	433 29%	111 20%	42 20%	39 15%	47 22%	29 26%	123 22%		
Mean	4.15	4.39	3.53	3.47	3.34	3.46	3.90	4.05			
Standard deviation	1.94	1.87	1.99	2.01	1.93	2.02	1.95	1.86			
Standard error	0.04	0.05	0.08	0.14	0.12	0.14	0.18	0.08			

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Table 4

Q2. The government recommends that children do 60 minutes of physical activity a day. Were you aware of this guidance before taking this survey?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Yes	812	338	474	159	188	129	134	88	114	242	241	150	179	89	29	81	73	74	57	36	81	106	118	68	145	386
	40%	34%	45%	70%	54%	39%	37%	29%	24%	44%	42%	36%	35%	50%	34%	35%	42%	40%	37%	36%	42%	39%	42%	38%	48%	44%
No	1229	658	571	69	163	200	229	212	356	304	328	270	327	90	57	153	99	110	96	66	115	166	166	112	159	486
	60%	66%	55%	30%	46%	61%	63%	71%	76%	56%	58%	64%	65%	50%	66%	65%	58%	60%	63%	64%	58%	61%	58%	62%	52%	56%

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Table 4

Q2. The government recommends that children do 60 minutes of physical activity a day. Were you aware of this guidance before taking this survey?

Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Yes	812 40%	535 36%	274 49%	99 48%	133 50%	111 51%	45 40%	152 27%
No	1229 60%	936 64%	291 51%	106 52%	130 50%	106 49%	67 60%	400 73%

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Table 5

Q3. Some statistics show that many primary school age children (those aged between 5 and 11) do not undertake the level of physical activity recommended by the government. Looking at the following, please indicate which you consider to be the biggest barrier to getting primary school age children physically active.

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Children's preoccupation with technology (mobiles, tablets, games consoles, etc.)	813 40%	367 37%	446 43%	79 34%	116 33%	130 39%	150 41%	135 45%	203 43%	205 38%	239 42%	171 41%	198 39%	65 36%	37 43%	91 39%	74 43%	76 41%	61 40%	41 40%	73 37%	105 39%	114 40%	76 42%	121 40%	326 37%
Lack of parental encouragement	300 15%	142 14%	157 15%	32 14%	54 15%	43 13%	48 13%	39 13%	83 18%	96 18%	79 14%	50 12%	75 15%	26 14%	10 12%	31 13%	23 13%	29 16%	20 13%	11 10%	36 19%	40 15%	49 17%	26 15%	47 16%	124 14%
Fear of letting children play outside	242 12%	120 12%	122 12%	15 7%	28 8%	36 11%	45 12%	50 17%	69 15%	65 12%	61 11%	47 11%	69 14%	18 10%	11 13%	24 10%	24 14%	21 12%	21 14%	10 10%	27 14%	36 13%	24 9%	25 14%	25 8%	92 11%
Lack of parental ability/ General parental unfitness	179 9%	98 10%	81 8%	20 9%	43 12%	21 6%	36 10%	19 6%	40 9%	56 10%	44 8%	38 9%	41 8%	17 9%	10 12%	15 7%	15 8%	11 6%	11 7%	12 12%	24 12%	28 10%	19 7%	17 10%	30 10%	87 10%
Lack of funding/ equipment in schools	125 6%	71 7%	54 5%	24 10%	19 5%	20 6%	20 6%	19 6%	23 5%	25 4%	46 8%	25 6%	30 6%	8 5%	10 12%	21 9%	8 5%	13 7%	9 6%	6 5%	6 3%	18 7%	17 6%	8 5%	28 9%	53 6%
Lack of self-motivation	115 6%	69 7%	46 4%	26 11%	17 5%	18 5%	18 5%	14 5%	21 5%	34 6%	34 6%	21 5%	27 5%	16 9%	1 1%	16 7%	13 8%	5 3%	11 7%	3 3%	10 5%	15 6%	18 6%	6 4%	15 5%	57 7%
Bad weather stopping children playing outside	114 6%	53 5%	61 6%	13 6%	35 10%	34 10%	16 4%	5 2%	10 2%	31 6%	29 5%	25 6%	29 6%	24 13%	1 1%	16 7%	7 4%	6 3%	10 7%	5 5%	13 6%	15 5%	14 5%	4 2%	15 5%	63 7%
Cost of taking part in physical activity (fees, equipment, etc.)	106 5%	45 4%	61 6%	14 6%	31 9%	22 7%	20 6%	10 3%	9 2%	24 4%	29 5%	29 7%	25 5%	6 3%	5 6%	12 5%	4 3%	20 11%	5 4%	14 13%	4 2%	10 4%	18 6%	8 4%	18 6%	57 7%
Other	47 2%	31 3%	17 2%	6 3%	7 2%	6 2%	8 2%	9 3%	11 2%	11 2%	8 1%	15 3%	13 3%	1 1%	1 1%	9 4%	4 2%	2 1%	5 3%	2 2%	1 1%	4 1%	10 3%	9 5%	5 2%	12 1%

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Table 5

Q3. Some statistics show that many primary school age children (those aged between 5 and 11) do not undertake the level of physical activity recommended by the government. Looking at the following, please indicate which you consider to be the biggest barrier to getting primary school age children physically active.

Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No children aged 18 or under	Yes - children aged under 5	Yes - children aged 5 to 10	Yes - children aged 11 to 15	Yes - children aged 16 to 18	Grand-parents	
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Children's preoccupation with technology (mobiles, tablets, games consoles, etc.)	813 40%	598 41%	214 38%	73 36%	92 35%	94 44%	45 40%	241 44%
Lack of parental encouragement	300 15%	240 16%	57 10%	23 11%	27 10%	17 8%	5 5%	92 17%
Fear of letting children play outside	242 12%	184 13%	58 10%	19 9%	28 11%	23 11%	13 12%	81 15%
Lack of parental ability/ General parental unfitness	179 9%	141 10%	38 7%	13 6%	14 5%	13 6%	9 8%	34 6%
Lack of funding/ equipment in schools	125 6%	91 6%	34 6%	18 9%	21 8%	10 4%	7 6%	29 5%
Lack of self-motivation	115 6%	82 6%	33 6%	9 4%	14 5%	16 7%	9 8%	31 6%
Bad weather stopping children playing outside	114 6%	46 3%	68 12%	33 16%	32 12%	16 7%	11 10%	15 3%
Cost of taking part in physical activity (fees, equipment, etc.)	106 5%	53 4%	51 9%	13 6%	31 12%	23 11%	10 9%	14 3%
Other	47 2%	37 2%	9 2%	3 2%	4 2%	5 2%	2 2%	14 3%

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Table 6

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents/ respondents with grandchildren

Summary table

		It is important to me that I am physically active	I consider myself to be unfit	I find it difficult to take part in physical activity/ exercise	There isn't enough safe outdoor space for children to take part in exercise	I enjoy exercising with my grandchildren	I consider myself to be more physically active than my grandchildren	I am worried about letting my grandchildren play outside	As a child, I did more exercise than my grandchildren do now
Unweighted base		2041	2041	2041	2041	557	557	557	557
Weighted base		2041	2041	2041	2041	552	552	552	552
NET: Agree		1565 77%	860 42%	780 38%	706 35%	179 32%	79 14%	173 31%	439 80%
Strongly agree	(+2)	749 37%	266 13%	269 13%	161 8%	52 9%	15 3%	20 4%	274 50%
Somewhat agree	(+1)	816 40%	594 29%	511 25%	545 27%	127 23%	63 11%	152 28%	165 30%
Neither agree nor disagree	(0)	351 17%	445 22%	422 21%	550 27%	260 47%	144 26%	170 31%	77 14%
Somewhat disagree	(-1)	97 5%	525 26%	531 26%	512 25%	72 13%	171 31%	141 26%	26 5%
Strongly disagree	(-2)	29 1%	211 10%	307 15%	273 13%	41 7%	158 29%	68 12%	10 2%
NET: Disagree		126 6%	736 36%	839 41%	785 38%	113 21%	329 60%	209 38%	36 7%
Mean		1.06	0.09	-0.05	-0.09	0.14	-0.71	-0.15	1.21
Standard deviation		0.92	1.22	1.28	1.17	1.01	1.08	1.07	0.97
Standard error		0.02	0.03	0.03	0.03	0.04	0.05	0.05	0.04

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Absolutes/col percents

Table 7

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents

It is important to me that I am physically active

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831	
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872	
NET: Agree	1565	754	811	171	280	248	269	207	389	466	432	317	351	129	56	192	132	142	123	80	148	213	220	130	231	679	
	77%	76%	78%	75%	80%	76%	74%	69%	83%	85%	76%	75%	69%	72%	65%	82%	77%	77%	80%	79%	75%	79%	77%	72%	76%	78%	
Strongly agree	(+2)	749	373	376	90	122	107	109	101	221	262	218	136	133	53	29	87	62	63	58	29	73	110	119	66	114	327
		37%	37%	36%	39%	35%	32%	30%	34%	47%	48%	38%	32%	26%	30%	34%	37%	36%	34%	38%	28%	37%	41%	42%	37%	37%	38%
Somewhat agree	(+1)	816	381	435	81	158	142	160	107	168	204	214	180	218	76	27	105	70	78	65	52	75	103	101	64	117	352
		40%	38%	42%	35%	45%	43%	44%	36%	36%	37%	38%	43%	43%	42%	31%	45%	41%	43%	42%	51%	38%	35%	36%	39%	40%	
Neither agree nor disagree	(0)	351	178	173	42	45	62	70	72	60	99	83	109	37	20	31	31	31	24	18	34	51	44	29	51	149	
		17%	18%	17%	18%	13%	19%	19%	24%	13%	17%	20%	22%	20%	24%	13%	18%	17%	16%	18%	18%	19%	16%	16%	17%	17%	
Somewhat disagree	(-1)	97	48	49	12	24	13	17	16	14	17	29	16	35	10	8	5	10	5	3	9	6	15	17	18	36	
		5%	5%	5%	5%	7%	4%	5%	5%	3%	3%	5%	4%	7%	5%	10%	3%	3%	6%	4%	3%	4%	2%	5%	9%	6%	4%
Strongly disagree	(-2)	29	16	13	4	2	6	7	4	6	4	9	5	10	4	1	3	3	1	1	-	5	2	5	3	4	9
		1%	2%	1%	2%	*	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	-	3%	1%	2%	2%	1%	1%
NET: Disagree		126	64	61	16	26	18	24	21	20	38	20	46	13	10	11	8	11	6	3	14	8	20	20	22	44	
		6%	6%	6%	7%	7%	6%	7%	7%	4%	4%	7%	5%	9%	7%	11%	5%	6%	4%	3%	7%	3%	7%	11%	7%	5%	
Mean	1.06	1.05	1.06	1.05	1.07	1.01	0.96	0.94	1.24	1.28	1.06	1.02	0.84	0.92	0.86	1.12	1.07	1.05	1.13	1.04	1.03	1.16	1.10	0.96	1.05	1.09	
Standard deviation	0.92	0.94	0.90	0.98	0.89	0.91	0.92	0.96	0.89	0.84	0.95	0.88	0.96	0.95	1.05	0.87	0.90	0.89	0.85	0.77	0.98	0.84	0.97	1.04	0.95	0.89	
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.04	0.03	0.04	0.05	0.04	0.07	0.11	0.06	0.07	0.07	0.07	0.07	0.07	0.05	0.06	0.08	0.06	0.03	

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Absolutes/col percents

Table 7

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents

It is important to me that I am physically active

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents		
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Agree	1565 77%	1114 76%	449 80%	161 79%	209 79%	176 81%	83 74%	440 80%
Strongly agree (+2)	749 37%	553 38%	196 35%	63 31%	90 34%	82 38%	35 31%	212 38%
Somewhat agree (+1)	816 40%	561 38%	253 45%	97 48%	119 45%	94 43%	48 43%	228 41%
Neither agree nor disagree (0)	351 17%	256 17%	92 16%	37 18%	38 15%	32 15%	23 21%	87 16%
Somewhat disagree (-1)	97 5%	76 5%	20 4%	6 3%	15 6%	7 3%	4 4%	20 4%
Strongly disagree (-2)	29 1%	26 2%	3 1%	1 *	1 *	2 1%	1 1%	5 1%
NET: Disagree	126 6%	101 7%	23 4%	7 3%	16 6%	9 4%	5 5%	25 4%
Mean	1.06	1.05	1.10	1.06	1.07	1.13	0.99	1.13
Standard deviation	0.92	0.95	0.83	0.80	0.86	0.86	0.89	0.87
Standard error	0.02	0.02	0.04	0.06	0.05	0.06	0.08	0.04

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Absolutes/col percents

Table 8

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents

I consider myself to be unfit

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831	
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872	
NET: Agree	860	403	456	103	173	126	160	134	164	212	223	177	248	76	38	88	70	67	69	53	82	108	128	80	135	340	
	42%	41%	44%	45%	49%	38%	44%	45%	35%	39%	39%	42%	49%	43%	44%	37%	41%	37%	45%	52%	42%	40%	45%	44%	44%	39%	
Strongly agree	(+2)	266	119	147	26	56	41	65	40	37	58	66	42	100	30	16	29	23	18	23	17	22	21	37	30	43	96
		13%	12%	14%	12%	16%	12%	18%	13%	8%	11%	12%	10%	20%	16%	19%	13%	13%	10%	15%	16%	11%	8%	13%	17%	14%	11%
Somewhat agree	(+1)	594	284	310	77	117	85	94	94	127	153	157	136	148	47	22	59	47	49	46	36	61	87	91	50	92	244
		29%	29%	30%	34%	33%	26%	26%	31%	27%	28%	28%	32%	29%	26%	26%	25%	27%	27%	30%	36%	31%	32%	32%	28%	30%	28%
Neither agree nor disagree	(0)	445	210	235	37	78	79	69	70	112	100	133	99	113	41	20	55	38	38	38	19	45	54	53	44	79	174
		22%	21%	23%	16%	22%	24%	19%	23%	24%	18%	23%	24%	22%	23%	23%	24%	22%	20%	25%	19%	23%	20%	19%	25%	26%	20%
Somewhat disagree	(-1)	525	267	258	59	77	88	98	75	129	157	155	110	104	46	22	71	44	61	36	21	51	71	67	35	60	268
		26%	27%	25%	26%	22%	27%	27%	25%	27%	29%	27%	26%	21%	26%	26%	30%	25%	33%	23%	20%	26%	26%	24%	20%	20%	31%
Strongly disagree	(-2)	211	116	95	29	23	36	36	21	65	78	58	34	41	16	5	20	20	17	10	9	18	38	36	20	30	90
		10%	12%	9%	13%	7%	11%	10%	7%	14%	14%	10%	8%	8%	9%	6%	9%	12%	10%	7%	9%	9%	14%	13%	11%	10%	10%
NET: Disagree		736	383	353	88	100	124	134	96	194	235	213	143	145	63	28	91	64	79	46	30	69	109	103	55	90	358
		36%	38%	34%	39%	28%	38%	37%	32%	41%	43%	37%	34%	29%	35%	32%	39%	37%	43%	30%	29%	35%	40%	36%	31%	30%	41%
Mean		0.09	0.02	0.15	0.05	0.30	0.02	0.15	0.19	-0.12	-0.08	0.03	0.10	0.32	0.15	0.25	0.03	0.05	-0.06	0.23	0.30	0.09	-0.07	0.09	0.20	0.19	-0.01
Standard deviation		1.22	1.22	1.20	1.25	1.17	1.21	1.28	1.16	1.19	1.25	1.19	1.14	1.23	1.24	1.21	1.18	1.24	1.18	1.17	1.22	1.18	1.21	1.26	1.25	1.20	1.20
Standard error		0.03	0.04	0.04	0.09	0.07	0.06	0.07	0.07	0.05	0.05	0.05	0.06	0.05	0.09	0.13	0.08	0.09	0.09	0.10	0.12	0.08	0.08	0.07	0.10	0.07	0.04

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Absolutes/col percents

Table 8

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents

I consider myself to be unfit

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents	
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Agree	860 42%	611 42%	248 44%	101 50%	104 39%	90 42%	46 41%	215 39%
Strongly agree (+2)	266 13%	179 12%	86 15%	28 14%	36 13%	33 15%	14 13%	51 9%
Somewhat agree (+1)	594 29%	432 29%	162 29%	73 36%	68 26%	57 26%	32 28%	165 30%
Neither agree nor disagree (0)	445 22%	314 21%	127 23%	52 26%	62 23%	48 22%	28 25%	131 24%
Somewhat disagree (-1)	525 26%	389 26%	136 24%	40 19%	71 27%	47 22%	25 22%	141 26%
Strongly disagree (-2)	211 10%	157 11%	54 10%	11 5%	27 10%	31 15%	14 12%	64 12%
NET: Disagree	736 36%	546 37%	189 34%	51 25%	98 37%	79 36%	39 35%	205 37%
Mean	0.09	0.06	0.16	0.33	0.06	0.06	0.06	-0.01
Standard deviation	1.22	1.21	1.22	1.10	1.22	1.30	1.23	1.18
Standard error	0.03	0.03	0.05	0.08	0.07	0.09	0.11	0.05

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Absolutes/col percents

Table 9

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents

I find it difficult to take part in physical activity/ exercise

	Gender			Age						Social Grade					Region								Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
	Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
NET: Agree	780	365	416	66	138	119	145	137	174	171	205	152	253	77	31	80	59	56	68	46	77	93	118	76	100	300
	38%	37%	40%	29%	39%	36%	40%	46%	37%	31%	36%	36%	50%	43%	37%	34%	34%	30%	44%	45%	39%	34%	42%	42%	33%	34%
Strongly agree (+2)	269	126	143	15	42	35	55	55	67	49	57	51	113	28	11	34	30	19	22	14	28	25	36	22	30	75
	13%	13%	14%	7%	12%	11%	15%	18%	14%	9%	10%	12%	22%	16%	13%	15%	18%	10%	14%	14%	14%	9%	13%	12%	10%	9%
Somewhat agree (+1)	511	238	272	51	96	84	90	82	107	121	148	101	140	49	20	46	29	37	46	31	49	68	82	53	70	225
	25%	24%	26%	22%	27%	26%	25%	27%	23%	22%	26%	24%	28%	27%	24%	20%	17%	20%	30%	31%	25%	25%	29%	30%	23%	26%
Neither agree nor disagree (0)	422	199	223	47	73	72	72	61	98	104	113	110	95	41	17	57	35	47	36	24	34	51	48	32	56	188
	21%	20%	21%	21%	21%	22%	20%	20%	21%	19%	20%	26%	19%	23%	20%	24%	21%	26%	24%	24%	17%	19%	17%	18%	19%	22%
Somewhat disagree (-1)	531	257	274	63	96	84	93	73	122	161	151	111	108	38	26	61	46	57	30	18	52	87	74	41	90	252
	26%	26%	26%	28%	27%	26%	26%	24%	26%	30%	27%	26%	21%	21%	31%	26%	27%	31%	20%	18%	27%	32%	26%	23%	30%	29%
Strongly disagree (-2)	307	175	132	52	43	54	52	29	76	110	100	47	50	23	11	37	31	24	19	14	33	40	43	31	57	131
	15%	18%	13%	23%	12%	16%	14%	10%	16%	20%	18%	11%	10%	13%	13%	16%	18%	13%	13%	14%	17%	15%	15%	17%	19%	15%
NET: Disagree	839	433	406	115	139	137	146	102	198	272	251	158	158	61	38	98	77	81	49	32	85	128	117	72	147	384
	41%	43%	39%	50%	40%	42%	40%	34%	42%	50%	44%	38%	31%	34%	44%	42%	45%	44%	32%	32%	44%	47%	41%	40%	48%	44%
Mean	-0.05	-0.12	0.02	-0.38	-0.01	-0.11	0.01	0.20	-0.07	-0.30	-0.16	-0.01	0.31	0.12	-0.07	-0.09	-0.11	-0.17	0.14	0.13	-0.07	-0.18	-0.02	-0.03	-0.24	-0.16
Standard deviation	1.28	1.30	1.26	1.24	1.24	1.26	1.30	1.27	1.31	1.26	1.27	1.20	1.30	1.27	1.26	1.29	1.37	1.20	1.25	1.26	1.33	1.23	1.29	1.31	1.27	1.21
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.08	0.06	0.05	0.05	0.07	0.06	0.09	0.13	0.09	0.10	0.09	0.10	0.12	0.09	0.08	0.08	0.10	0.08	0.04

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Absolutes/col percents

Table 9

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents

I find it difficult to take part in physical activity/ exercise

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Agree	780 38%	555 38%	224 40%	78 38%	107 40%	83 38%	45 40%	222 40%
Strongly agree (+2)	269 13%	204 14%	65 12%	15 8%	30 11%	32 15%	14 12%	93 17%
Somewhat agree (+1)	511 25%	351 24%	159 28%	62 31%	77 29%	51 24%	32 28%	129 23%
Neither agree nor disagree (0)	422 21%	303 21%	115 20%	51 25%	45 17%	44 21%	24 21%	110 20%
Somewhat disagree (-1)	531 26%	383 26%	148 26%	53 26%	69 26%	50 23%	27 24%	148 27%
Strongly disagree (-2)	307 15%	229 16%	77 14%	23 11%	43 16%	39 18%	16 15%	71 13%
NET: Disagree	839 41%	613 42%	225 40%	76 37%	112 43%	90 41%	43 38%	219 40%
Mean	-0.05	-0.06	-0.02	-0.02	-0.07	-0.07	*	0.05
Standard deviation	1.28	1.29	1.25	1.15	1.29	1.33	1.27	1.30
Standard error	0.03	0.03	0.05	0.08	0.08	0.09	0.12	0.06

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Absolutes/col percents

Table 10
Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents

There isn't enough safe outdoor space for children to take part in exercise

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
NET: Agree	706 35%	299 30%	407 39%	87 38%	159 45%	133 41%	121 33%	79 26%	128 27%	194 36%	189 33%	139 33%	185 36%	52 29%	34 39%	79 34%	57 33%	67 36%	59 38%	31 31%	60 31%	102 37%	106 37%	58 33%	119 39%	309 35%
Strongly agree (+2)	161 8%	66 7%	95 9%	16 7%	43 12%	31 10%	27 8%	21 7%	23 5%	46 8%	35 6%	32 8%	48 9%	10 5%	9 11%	20 9%	21 12%	16 9%	13 8%	7 7%	5 3%	28 10%	22 8%	10 5%	26 9%	70 8%
Somewhat agree (+1)	545 27%	233 23%	312 30%	71 31%	116 33%	102 31%	94 26%	58 19%	105 22%	148 27%	154 27%	107 25%	137 27%	43 24%	24 28%	59 25%	36 21%	51 28%	46 30%	24 24%	55 28%	74 27%	84 30%	49 27%	93 31%	240 27%
Neither agree nor disagree (0)	550 27%	276 28%	274 26%	64 28%	92 26%	87 27%	90 25%	86 29%	130 28%	123 23%	143 25%	118 28%	165 33%	41 23%	19 22%	76 32%	39 23%	54 29%	37 24%	33 32%	60 30%	75 28%	66 23%	51 28%	65 21%	237 27%
Somewhat disagree (-1)	512 25%	258 26%	254 24%	55 24%	69 20%	78 24%	88 24%	89 30%	134 28%	146 27%	168 29%	104 25%	94 19%	60 33%	25 29%	52 22%	44 26%	44 24%	38 25%	26 25%	49 25%	68 25%	68 24%	37 21%	78 26%	217 25%
Strongly disagree (-2)	273 13%	164 16%	109 10%	23 10%	31 9%	30 9%	65 18%	46 15%	79 17%	83 15%	69 12%	59 14%	62 12%	26 15%	8 9%	28 12%	31 18%	19 10%	19 13%	12 12%	27 14%	27 10%	44 15%	33 18%	41 14%	109 13%
NET: Disagree	785 38%	421 42%	364 35%	78 34%	100 28%	108 33%	152 42%	135 45%	212 45%	229 42%	237 42%	163 39%	156 31%	86 48%	33 39%	79 34%	75 44%	63 34%	58 38%	38 37%	76 39%	95 35%	112 39%	71 39%	119 39%	326 37%
Mean	-0.09	-0.22	0.03	0.01	0.20	0.08	-0.19	-0.27	-0.30	-0.13	-0.14	-0.12	0.03	-0.28	0.02	-0.03	-0.16	*	-0.03	-0.12	-0.19	0.03	-0.10	-0.20	-0.05	-0.06
Standard deviation	1.17	1.17	1.15	1.11	1.15	1.14	1.22	1.15	1.13	1.21	1.13	1.17	1.15	1.14	1.18	1.14	1.29	1.13	1.18	1.11	1.08	1.15	1.21	1.18	1.20	1.16
Standard error	0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.08	0.13	0.08	0.09	0.09	0.10	0.11	0.07	0.07	0.07	0.09	0.07	0.04

BBC Supermovers Survey

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Absolutes/col percents

Table 10

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents

There isn't enough safe outdoor space for children to take part in exercise

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents	
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Agree	706 35%	455 31%	251 45%	100 49%	138 52%	89 41%	36 32%	165 30%
Strongly agree (+2)	161 8%	101 7%	60 11%	23 11%	36 14%	26 12%	5 4%	29 5%
Somewhat agree (+1)	545 27%	354 24%	191 34%	77 38%	102 39%	63 29%	31 28%	136 25%
Neither agree nor disagree (0)	550 27%	423 29%	123 22%	47 23%	46 17%	53 24%	31 27%	146 27%
Somewhat disagree (-1)	512 25%	382 26%	129 23%	36 18%	54 20%	49 23%	28 25%	157 28%
Strongly disagree (-2)	273 13%	212 14%	60 11%	21 10%	26 10%	26 12%	18 16%	83 15%
NET: Disagree	785 38%	594 40%	189 34%	58 28%	79 30%	75 35%	46 41%	240 44%
Mean	-0.09	-0.17	0.11	0.21	0.26	0.07	-0.20	-0.24
Standard deviation	1.17	1.15	1.19	1.17	1.21	1.22	1.14	1.14
Standard error	0.03	0.03	0.05	0.08	0.07	0.08	0.11	0.05

BBC Supermovers Survey

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Absolutes/col percents

Table 11
Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.
Base: All respondents with grandchildren
I enjoy exercising with my grandchildren

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	557	292	265	1	-	8	74	119	355	168	145	98	146	44	26	62	47	44	45	34	63	52	85	55	31	106	
Weighted base	552	276	276	2	-	9	69	133	338	147	128	119	157	36	25	63	45	48	47	31	56	62	80	58	37	109	
NET: Agree	179	92	87	-	-	4	25	43	106	62	37	43	37	18	7	14	18	14	14	11	17	21	23	21	15	39	
	32%	33%	31%	-	-	48%	36%	32%	31%	42%	28%	36%	24%	48%	28%	22%	40%	30%	30%	37%	30%	34%	29%	36%	40%	36%	
Strongly agree	(+2)	52	30	22	-	-	2	6	13	31	16	13	11	11	4	4	7	6	3	4	1	3	7	6	2	13	
	9%	11%	8%	-	-	25%	8%	10%	9%	11%	10%	10%	7%	12%	16%	10%	13%	13%	7%	13%	2%	5%	9%	10%	7%	12%	
Somewhat agree	(+1)	127	62	65	-	-	2	19	30	75	45	23	31	27	13	3	7	12	8	11	7	16	18	16	15	26	
	23%	23%	23%	-	-	23%	28%	22%	22%	31%	18%	26%	17%	36%	12%	12%	27%	17%	23%	24%	28%	29%	20%	26%	33%	24%	
Neither agree nor disagree	(0)	260	124	136	2	-	5	32	60	160	63	64	58	75	13	11	36	19	22	24	15	24	26	39	30	18	49
	47%	45%	49%	100%	-	52%	46%	45%	47%	43%	50%	49%	48%	37%	42%	57%	43%	46%	51%	47%	44%	42%	49%	52%	49%	45%	
Somewhat disagree	(-1)	72	38	35	-	-	8	20	43	16	19	14	24	3	4	8	5	10	4	4	10	9	12	3	4	16	
	13%	14%	13%	-	-	12%	15%	13%	11%	14%	11%	16%	8%	15%	13%	11%	22%	8%	14%	18%	14%	16%	4%	11%	14%		
Strongly disagree	(-2)	41	22	19	-	-	4	10	28	7	9	4	20	2	4	5	2	1	5	1	4	6	5	5	-	5	
	7%	8%	7%	-	-	5%	7%	8%	5%	7%	4%	13%	7%	15%	8%	5%	3%	10%	2%	8%	9%	7%	8%	-	5%		
NET: Disagree		113	60	53	-	-	12	30	71	23	28	18	45	5	8	13	7	12	9	5	15	15	18	7	4	21	
	21%	22%	19%	-	-	17%	23%	21%	16%	22%	15%	28%	15%	30%	21%	16%	24%	18%	16%	26%	24%	22%	12%	11%	19%		
Mean	0.14	0.14	0.13	0.00	-	0.73	0.22	0.12	0.11	0.33	0.10	0.27	-0.11	0.39	-0.01	0.04	0.32	0.16	0.09	0.31	-0.03	0.06	0.08	0.26	0.35	0.24	
Standard deviation	1.01	1.05	0.97	0.00	-	0.89	0.96	1.02	1.02	0.98	1.01	0.92	1.05	1.04	1.25	1.00	1.02	1.00	1.02	0.96	0.93	1.02	0.99	0.99	0.77	1.00	
Standard error	0.04	0.06	0.06	0.00	-	0.31	0.11	0.09	0.05	0.08	0.08	0.09	0.09	0.16	0.25	0.13	0.15	0.15	0.15	0.16	0.12	0.14	0.11	0.13	0.14	0.10	

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Absolutes/col percents

Table 11

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents with grandchildren

I enjoy exercising with my grandchildren

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents		
Unweighted base	557	508	48	5	12	22	22	557
Weighted base	552	504	47	6	12	25	20	552
NET: Agree	179 32%	163 32%	16 33%	* 7%	5 39%	9 36%	5 28%	179 32%
Strongly agree (+2)	52 9%	46 9%	6 12%	- -	3 28%	5 21%	* 2%	52 9%
Somewhat agree (+1)	127 23%	117 23%	10 21%	* 7%	1 11%	4 14%	5 26%	127 23%
Neither agree nor disagree (0)	260 47%	237 47%	21 46%	5 93%	4 32%	8 34%	11 57%	260 47%
Somewhat disagree (-1)	72 13%	66 13%	7 14%	- -	3 25%	5 20%	2 13%	72 13%
Strongly disagree (-2)	41 7%	37 7%	3 7%	- -	* 4%	3 10%	* 2%	41 7%
NET: Disagree	113 21%	103 20%	10 21%	- -	3 29%	8 30%	3 15%	113 21%
Mean	0.14	0.14	0.16	0.07	0.34	0.16	0.12	0.14
Standard deviation	1.01	1.01	1.06	0.29	1.29	1.29	0.75	1.01
Standard error	0.04	0.04	0.15	0.13	0.37	0.27	0.16	0.04

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Absolutes/col percents

Table 12
Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.
Base: All respondents with grandchildren
I consider myself to be more physically active than my grandchildren

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	557	292	265	1	-	8	74	119	355	168	145	98	146	44	26	62	47	44	45	34	63	52	85	55	31	106
Weighted base	552	276	276	2	-	9	69	133	338	147	128	119	157	36	25	63	45	48	47	31	56	62	80	58	37	109
NET: Agree	79 14%	42 15%	36 13%	-	-	3 31%	17 24%	19 14%	40 12%	18 12%	18 14%	24 20%	18 12%	5 14%	*	8 13%	11 24%	2 5%	8 16%	3 10%	10 17%	10 16%	10 13%	11 18%	5 13%	23 21%
Strongly agree (+2)	15 3%	12 4%	3 1%	-	-	-	2 3%	4 3%	9 3%	5 3%	4 3%	5 4%	1 1%	3 7%	-	*	2 5%	*	3 5%	-	1 1%	1 2%	1 2%	4 6%	1 3%	3 3%
Somewhat agree (+1)	63 11%	30 11%	33 12%	-	-	3 31%	15 22%	15 11%	31 9%	13 9%	14 11%	19 16%	17 11%	3 7%	*	8 12%	8 18%	2 4%	5 11%	3 10%	9 16%	9 15%	9 11%	7 12%	4 10%	19 18%
Neither agree nor disagree (0)	144 26%	70 25%	74 27%	2 100%	-	3 29%	21 31%	45 34%	73 22%	32 22%	39 30%	35 29%	38 24%	7 18%	7 29%	17 28%	12 26%	13 27%	14 30%	7 24%	11 20%	18 29%	20 24%	18 31%	16 42%	35 32%
Somewhat disagree (-1)	171 31%	92 33%	79 29%	-	-	3 30%	20 28%	41 31%	107 32%	57 38%	34 27%	35 30%	45 28%	14 38%	9 34%	17 27%	13 28%	18 38%	12 25%	11 37%	20 35%	18 29%	28 35%	12 21%	11 31%	29 27%
Strongly disagree (-2)	158 29%	72 26%	86 31%	-	-	1 11%	12 17%	29 21%	117 35%	41 28%	37 29%	25 21%	56 36%	11 30%	9 35%	21 33%	10 22%	15 31%	14 29%	9 30%	15 27%	16 26%	22 28%	17 29%	5 13%	23 21%
NET: Disagree	329 60%	164 59%	165 60%	-	-	4 40%	31 45%	70 52%	225 67%	97 66%	71 56%	60 51%	100 64%	25 68%	18 69%	37 59%	22 50%	33 69%	25 54%	21 66%	35 63%	34 54%	50 63%	29 50%	16 44%	52 48%
Mean	-0.71	-0.66	-0.77	0.00	-	-0.20	-0.34	-0.57	-0.87	-0.78	-0.67	-0.47	-0.87	-0.76	-1.03	-0.78	-0.43	-0.94	-0.61	-0.86	-0.71	-0.62	-0.76	-0.55	-0.41	-0.45
Standard deviation	1.08	1.11	1.06	0.00	-	1.05	1.09	1.04	1.08	1.06	1.11	1.12	1.04	1.18	0.86	1.06	1.19	0.90	1.18	0.97	1.09	1.08	1.04	1.22	0.96	1.10
Standard error	0.05	0.07	0.06	0.00	-	0.37	0.13	0.10	0.06	0.08	0.09	0.11	0.09	0.18	0.17	0.14	0.17	0.14	0.18	0.17	0.14	0.15	0.11	0.16	0.17	0.11

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Absolutes/col percents

Table 12

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents with grandchildren

I consider myself to be more physically active than my grandchildren

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents	
Unweighted base	557	508	48	5	12	22	22	557
Weighted base	552	504	47	6	12	25	20	552
NET: Agree	79 14%	64 13%	14 30%	3 50%	4 32%	10 39%	2 12%	79 14%
Strongly agree (+2)	15 3%	13 3%	2 4%	- -	- -	2 8%	* 2%	15 3%
Somewhat agree (+1)	63 11%	51 10%	12 26%	3 50%	4 32%	8 31%	2 10%	63 11%
Neither agree nor disagree (0)	144 26%	131 26%	11 24%	2 43%	1 5%	7 27%	6 29%	144 26%
Somewhat disagree (-1)	171 31%	158 31%	13 28%	* 7%	4 31%	4 14%	8 40%	171 31%
Strongly disagree (-2)	158 29%	150 30%	8 18%	- -	4 32%	5 19%	4 20%	158 29%
NET: Disagree	329 60%	308 61%	21 46%	* 7%	8 63%	8 33%	12 59%	329 60%
Mean	-0.71	-0.75	-0.29	0.43	-0.64	-0.05	-0.65	-0.71
Standard deviation	1.08	1.07	1.17	0.69	1.28	1.27	0.99	1.08
Standard error	0.05	0.05	0.17	0.31	0.37	0.27	0.21	0.05

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Absolutes/col percents

Table 13
Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.
Base: All respondents with grandchildren
I am worried about letting my grandchildren play outside

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	557	292	265	1	-	8	74	119	355	168	145	98	146	44	26	62	47	44	45	34	63	52	85	55	31	106
Weighted base	552	276	276	2	-	9	69	133	338	147	128	119	157	36	25	63	45	48	47	31	56	62	80	58	37	109
NET: Agree	173 31%	71 26%	102 37%	-	-	4 45%	33 47%	56 42%	80 24%	48 32%	31 24%	38 32%	56 36%	7 19%	7 28%	19 30%	15 33%	13 27%	9 20%	14 46%	26 46%	27 44%	21 27%	14 24%	20 53%	45 41%
Strongly agree (+2)	20 4%	6 2%	15 5%	-	-	1 15%	5 7%	7 5%	7 2%	4 3%	3 3%	4 3%	9 6%	-	1 4%	2 4%	4 8%	2 5%	1 1%	1 5%	3 6%	2 4%	2 2%	1 3%	-	8 7%
Somewhat agree (+1)	152 28%	65 24%	87 32%	-	-	3 31%	28 40%	49 37%	73 22%	44 30%	27 21%	34 29%	47 30%	7 19%	6 23%	17 26%	11 25%	11 22%	9 18%	13 41%	23 41%	25 40%	20 24%	12 21%	20 53%	38 34%
Neither agree nor disagree (0)	170 31%	80 29%	89 32%	2 100%	-	5 50%	17 25%	34 25%	112 33%	38 26%	48 37%	32 27%	51 33%	9 26%	9 37%	27 44%	8 18%	18 38%	17 36%	4 12%	15 27%	15 24%	28 35%	18 32%	10 26%	28 26%
Somewhat disagree (-1)	141 26%	80 29%	61 22%	-	-	* 4%	13 19%	37 28%	91 27%	39 26%	39 30%	29 25%	34 22%	13 37%	7 27%	9 15%	16 37%	12 25%	14 29%	10 33%	10 18%	9 15%	20 25%	20 35%	5 14%	26 24%
Strongly disagree (-2)	68 12%	44 16%	24 9%	-	-	-	6 9%	7 5%	55 16%	23 16%	11 9%	19 16%	15 9%	6 18%	2 8%	7 11%	5 12%	5 10%	7 16%	3 9%	5 9%	11 18%	11 13%	6 10%	3 7%	10 9%
NET: Disagree	209 38%	125 45%	85 31%	-	-	* 4%	20 29%	44 33%	145 43%	61 42%	50 39%	49 41%	49 31%	20 55%	9 35%	16 26%	22 48%	17 35%	21 44%	13 42%	15 27%	20 32%	31 38%	26 45%	8 21%	36 33%
Mean	-0.15	-0.33	0.03	0.00	-	0.56	0.16	0.08	-0.33	-0.22	-0.21	-0.21	0.01	-0.53	-0.11	-0.03	-0.18	-0.13	-0.39	-0.01	0.16	-0.03	-0.22	-0.29	0.26	0.07
Standard deviation	1.07	1.07	1.05	0.00	-	0.84	1.11	1.03	1.05	1.12	0.97	1.13	1.07	1.01	1.02	1.02	1.19	1.03	1.01	1.16	1.08	1.20	1.04	0.99	0.95	1.10
Standard error	0.05	0.06	0.06	0.00	-	0.30	0.13	0.09	0.06	0.09	0.08	0.11	0.09	0.15	0.20	0.13	0.17	0.16	0.15	0.20	0.14	0.17	0.11	0.13	0.17	0.11

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Absolutes/col percents

Table 13

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents with grandchildren

I am worried about letting my grandchildren play outside

	Do you have any children aged 18 or under? If so, how old are they?								
	Total	No childr en aged 18 or under	Yes - childr en aged under 5		Yes - childr en aged 5 to 10		Yes - childr en aged 11 to 16 to 18		Grand- par- ents
			NET: Yes	years old	years old	years old	years old	years old	
Unweighted base	557	508	48	5	12	22	22	557	
Weighted base	552	504	47	6	12	25	20	552	
NET: Agree	173 31%	149 29%	24 51%	1 20%	7 61%	11 46%	12 59%	173 31%	
Strongly agree (+2)	20 4%	13 3%	7 15%	- -	5 45%	5 22%	1 3%	20 4%	
Somewhat agree (+1)	152 28%	135 27%	17 36%	1 20%	2 17%	6 24%	11 56%	152 28%	
Neither agree nor disagree (0)	170 31%	160 32%	9 18%	1 15%	- -	5 19%	4 20%	170 31%	
Somewhat disagree (-1)	141 26%	130 26%	12 25%	2 37%	4 33%	6 26%	3 13%	141 26%	
Strongly disagree (-2)	68 12%	65 13%	3 6%	2 28%	1 6%	2 9%	2 8%	68 12%	
NET: Disagree	209 38%	195 39%	15 31%	4 65%	5 39%	9 35%	4 21%	209 38%	
Mean	-0.15	-0.19	0.28	-0.73	0.60	0.24	0.33	-0.15	
Standard deviation	1.07	1.06	1.18	1.18	1.54	1.32	1.04	1.07	
Standard error	0.05	0.05	0.17	0.53	0.44	0.28	0.22	0.05	

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Absolutes/col percents

Table 14
Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.
Base: All respondents with grandchildren
As a child, I did more exercise than my grandchildren do now

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	557	292	265	1	-	8	74	119	355	168	145	98	146	44	26	62	47	44	45	34	63	52	85	55	31	106	
Weighted base	552	276	276	2	-	9	69	133	338	147	128	119	157	36	25	63	45	48	47	31	56	62	80	58	37	109	
NET: Agree	439	230	209	-	-	6	58	105	270	115	94	102	128	28	17	48	40	30	43	26	47	53	63	43	26	87	
	80%	83%	76%	-	-	66%	83%	79%	80%	78%	73%	85%	82%	78%	67%	76%	90%	63%	91%	85%	85%	86%	78%	74%	70%	79%	
Strongly agree	(+2)	274	151	123	-	-	3	25	66	180	66	55	77	77	15	12	26	28	23	28	15	27	30	40	31	9	59
		50%	55%	45%	-	-	38%	35%	49%	53%	44%	43%	64%	49%	40%	49%	42%	62%	47%	59%	49%	49%	49%	49%	53%	24%	54%
Somewhat agree	(+1)	165	79	86	-	-	3	33	40	90	50	39	25	51	14	5	21	12	8	15	11	20	23	23	12	17	27
		30%	29%	31%	-	-	29%	47%	30%	27%	34%	30%	21%	33%	38%	18%	34%	28%	16%	33%	36%	36%	37%	29%	21%	47%	25%
Neither agree nor disagree	(0)	77	34	42	2	-	3	9	20	42	18	24	15	20	5	5	11	2	15	3	2	5	3	14	13	9	17
		14%	12%	15%	100%	-	34%	13%	15%	12%	12%	19%	13%	12%	13%	20%	17%	5%	30%	5%	6%	10%	5%	17%	22%	24%	15%
Somewhat disagree	(-1)	26	8	18	-	-	-	2	4	20	13	7	2	5	1	3	4	2	2	1	1	3	3	3	3	2	5
		5%	3%	7%	-	-	-	3%	3%	6%	9%	6%	1%	3%	3%	10%	7%	5%	4%	2%	5%	5%	4%	4%	5%	6%	5%
Strongly disagree	(-2)	10	4	6	-	-	-	1	3	6	2	3	1	5	2	1	-	-	2	1	1	-	3	1	-	-	1
		2%	1%	2%	-	-	-	1%	2%	2%	1%	2%	1%	3%	6%	3%	-	-	3%	2%	5%	-	4%	1%	-	-	1%
NET: Disagree		36	12	24	-	-	-	3	7	26	14	10	2	9	3	3	4	2	4	1	3	3	5	4	3	2	6
		7%	4%	9%	-	-	-	4%	6%	8%	10%	8%	2%	6%	9%	13%	7%	5%	7%	3%	9%	5%	8%	5%	5%	6%	5%
Mean		1.21	1.32	1.09	0.00	-	1.04	1.13	1.20	1.24	1.12	1.06	1.47	1.22	1.04	1.00	1.11	1.46	0.99	1.46	1.21	1.28	1.22	1.21	1.21	0.88	1.27
Standard deviation		0.97	0.90	1.03	0.00	-	0.89	0.84	0.98	1.00	1.00	1.03	0.81	0.98	1.10	1.18	0.93	0.83	1.12	0.81	1.06	0.86	1.03	0.94	0.95	0.85	0.94
Standard error		0.04	0.05	0.06	0.00	-	0.32	0.10	0.09	0.05	0.08	0.09	0.08	0.08	0.17	0.23	0.12	0.12	0.17	0.12	0.18	0.11	0.14	0.10	0.13	0.15	0.09

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Table 14

Q4. Please indicate how strongly you agree or disagree with the following statements about exercise.

Base: All respondents with grandchildren

As a child, I did more exercise than my grandchildren do now

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents		
Unweighted base	557	508	48	5	12	22	22	557
Weighted base	552	504	47	6	12	25	20	552
NET: Agree	439 80%	400 79%	39 82%	4 78%	11 90%	23 93%	14 72%	439 80%
Strongly agree (+2)	274 50%	247 49%	27 58%	3 50%	8 70%	17 68%	9 45%	274 50%
Somewhat agree (+1)	165 30%	153 30%	11 24%	2 28%	2 20%	6 25%	5 27%	165 30%
Neither agree nor disagree (0)	77 14%	71 14%	5 11%	1 22%	* 3%	2 7%	3 15%	77 14%
Somewhat disagree (-1)	26 5%	25 5%	2 3%	-	-	-	2 8%	26 5%
Strongly disagree (-2)	10 2%	8 2%	2 3%	-	1 6%	-	1 4%	10 2%
NET: Disagree	36 7%	33 7%	3 7%	-	1 6%	-	2 12%	36 7%
Mean	1.21	1.20	1.30	1.28	1.48	1.61	1.00	1.21
Standard deviation	0.97	0.97	1.03	0.89	1.09	0.63	1.18	0.97
Standard error	0.04	0.04	0.15	0.40	0.31	0.13	0.25	0.04

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Table 15

Q5. You said that you find it difficult to take part in physical activity/ exercise. Which of the following, if any, best describes why?

Base: All respondents who agree they find it difficult to take part in physical activity/ exercise

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	785	376	409	64	127	127	159	127	181	185	224	123	253	88	31	79	65	53	61	45	82	82	128	71	95	295
Weighted base	780	365	416	66	138	119	145	137	174	171	205	152	253	77	31	80	59	56	68	46	77	93	118	76	100	300
I have a long term illness/disability which means I can't exercise	325	174	151	11	20	29	59	90	115	56	70	57	141	33	17	29	29	24	31	21	28	29	49	35	31	64
	42%	48%	36%	16%	15%	25%	41%	65%	66%	33%	34%	38%	56%	42%	53%	37%	49%	43%	46%	47%	37%	31%	42%	46%	31%	21%
I don't enjoy exercise	149	67	82	11	28	17	36	26	31	35	39	27	49	14	6	17	13	13	11	8	14	18	19	17	13	61
	19%	18%	20%	17%	20%	14%	25%	19%	18%	21%	19%	17%	19%	18%	19%	22%	21%	24%	16%	18%	18%	19%	16%	22%	13%	20%
I don't have the time to exercise	143	66	78	23	51	33	20	7	8	43	45	36	19	15	2	13	7	7	13	10	18	22	30	8	26	93
	18%	18%	19%	35%	37%	28%	14%	5%	5%	25%	22%	24%	8%	19%	5%	16%	12%	12%	19%	22%	24%	24%	25%	10%	26%	31%
I find it embarrassing to exercise	57	12	45	12	17	13	10	5	2	15	19	6	17	6	5	6	3	1	4	4	6	8	8	5	16	28
	7%	3%	11%	18%	12%	11%	7%	3%	1%	9%	9%	4%	7%	8%	17%	8%	5%	2%	6%	10%	8%	9%	7%	6%	16%	9%
Participating in exercise is too expensive.	49	21	28	6	14	15	9	4	1	8	18	12	10	2	1	8	5	5	5	1	6	8	5	3	9	31
	6%	6%	7%	9%	10%	12%	6%	3%	1%	5%	9%	8%	4%	2%	3%	11%	9%	9%	7%	1%	8%	9%	4%	4%	9%	10%
Other	56	25	31	4	8	13	10	5	16	13	13	14	16	8	*	6	2	5	5	1	4	8	8	9	5	23
	7%	7%	8%	5%	6%	11%	7%	4%	9%	8%	6%	9%	6%	10%	1%	8%	4%	9%	7%	2%	6%	9%	6%	12%	5%	8%

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Table 15

Q5. You said that you find it difficult to take part in physical activity/ exercise. Which of the following, if any, best describes why?

Base: All respondents who agree they find it difficult to take part in physical activity/ exercise

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	Yes - childr en aged under 5 years old	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Unweighted base	785	560	224	81	104	85	50	222
Weighted base	780	555	224	78	107	83	45	222
I have a long term illness/disability which means I can't exercise	325 42%	272 49%	54 24%	12 16%	22 20%	26 31%	13 28%	145 65%
I don't enjoy exercise	149 19%	107 19%	43 19%	16 21%	16 15%	15 18%	12 26%	36 16%
I don't have the time to exercise	143 18%	74 13%	69 31%	29 37%	37 35%	18 22%	8 18%	12 6%
I find it embarrassing to exercise	57 7%	38 7%	20 9%	7 9%	11 10%	7 8%	6 13%	5 2%
Participating in exercise is too expensive.	49 6%	21 4%	27 12%	8 10%	16 15%	12 15%	5 11%	10 4%
Other	56 7%	44 8%	12 5%	7 8%	4 4%	5 7%	2 5%	15 7%

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Table 16
Q5b. How many children do you have under the age of 18?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
None	1473	758	715	204	181	135	221	278	455	412	422	260	379	118	62	172	113	134	106	64	141	213	208	141	179	556
	72%	76%	68%	89%	52%	41%	61%	93%	97%	75%	74%	62%	75%	66%	73%	73%	66%	73%	69%	63%	72%	79%	73%	79%	59%	64%
1	275	121	154	18	74	84	80	11	8	63	75	73	64	32	12	30	25	16	29	20	27	24	36	25	58	168
	13%	12%	15%	8%	21%	25%	22%	4%	2%	11%	13%	17%	13%	18%	14%	13%	15%	9%	19%	20%	14%	9%	13%	14%	19%	19%
2	201	79	122	7	72	69	41	9	4	52	52	57	40	16	11	25	23	23	14	12	18	23	29	8	43	111
	10%	8%	12%	3%	20%	21%	11%	3%	1%	9%	9%	14%	8%	9%	12%	11%	13%	13%	9%	11%	9%	9%	10%	5%	14%	13%
3	65	28	37	-	17	28	16	2	3	17	13	22	13	10	1	3	5	7	4	5	9	7	10	5	18	26
	3%	3%	4%	-	5%	8%	4%	1%	1%	3%	2%	5%	3%	5%	1%	1%	3%	4%	2%	5%	5%	3%	3%	3%	6%	3%
4	20	8	12	-	6	11	4	-	-	2	5	6	7	4	-	3	4	3	1	-	1	4	-	-	6	7
	1%	1%	1%	-	2%	3%	1%	-	-	*	1%	1%	1%	2%	-	1%	2%	2%	1%	-	*	1%	-	-	2%	1%
5	3	-	3	-	-	1	2	-	-	*	1	1	-	-	-	1	*	-	-	1	-	-	-	-	-	2
	*	-	*	-	-	*	*	-	-	*	*	*	-	-	-	1%	*	-	-	1%	-	-	-	-	-	*
6	3	2	1	-	1	1	-	-	1	1	1	-	1	-	-	1	1	-	-	-	1	-	-	-	-	2
	*	*	*	-	*	*	-	-	*	*	*	-	*	-	-	*	*	-	-	-	1%	-	-	-	-	*
7	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.48	0.41	0.56	0.14	0.85	1.11	0.64	0.12	0.06	0.42	0.44	0.67	0.45	0.61	0.42	0.47	0.64	0.53	0.46	0.63	0.50	0.39	0.46	0.32	0.72	0.59

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Table 16
Q5b. How many children do you have under the age of 18?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Standard deviation	0.92	0.85	0.97	0.42	1.06	1.20	0.96	0.46	0.40	0.85	0.87	1.02	0.93	1.00	0.75	0.95	1.07	0.98	0.81	1.00	0.96	0.86	0.88	0.70	1.03	0.93
Standard error	0.02	0.03	0.03	0.03	0.06	0.06	0.05	0.03	0.02	0.04	0.04	0.06	0.04	0.07	0.08	0.06	0.08	0.08	0.07	0.10	0.06	0.06	0.05	0.05	0.06	0.03

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Table 16
Q5b. How many children do you have under the age of 18?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
None	1473 72%	1457 99%	12 2%	2 1%	-	-	11 10%	496 90%
1	275 13%	4 *	269 48%	90 44%	62 24%	73 33%	51 46%	32 6%
2	201 10%	2 *	199 35%	72 35%	126 48%	90 41%	35 31%	12 2%
3	65 3%	5 *	60 11%	29 14%	52 20%	38 17%	9 8%	9 2%
4	20 1%	2 *	19 3%	9 4%	17 7%	12 5%	4 4%	3 *
5	3 *	-	3 *	1 1%	3 1%	3 1%	2 2%	-
6	3 *	1 *	2 *	1 *	2 1%	2 1%	-	1 *
7	1 *	-	1 *	1 *	1 *	1 *	-	-
8	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-	-
11+	-	-	-	-	-	-	-	-
Mean	0.48	0.02	1.69	1.82	2.17	2.03	1.56	0.17

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Table 16
Q5b. How many children do you have under the age of 18?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents	
Weighted base	2041	1471	564	205	263	217	112	552
Standard deviation	0.92	0.28	0.91	0.99	0.97	1.03	1.04	0.62
Standard error	0.02	0.01	0.04	0.07	0.06	0.07	0.10	0.03

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Table 17
Q6. How much exercise, on average, does your child / children do on On a typical week day
Base: Total children

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	997	388	609	28	292	384	230	30	33	246	259	235	257	116	36	110	128	93	64	54	112	92	133	59	203	513
Weighted base	989	406	583	31	298	363	232	36	28	232	248	283	225	109	36	111	109	96	71	64	99	107	129	57	220	515
Less than 30 minutes (0.25)	199	88	110	3	43	77	66	4	6	40	58	52	48	17	3	20	35	20	16	16	28	19	16	10	42	106
	20%	22%	19%	10%	14%	21%	28%	12%	20%	17%	24%	18%	21%	15%	8%	18%	32%	20%	23%	25%	28%	18%	12%	17%	19%	21%
Between 30 minutes and 1 hour (0.75)	314	121	193	9	102	119	64	14	6	82	95	79	57	32	11	35	36	33	19	14	29	43	45	16	60	188
	32%	30%	33%	28%	34%	33%	28%	40%	21%	36%	38%	28%	26%	30%	30%	32%	33%	34%	27%	22%	30%	40%	35%	28%	27%	37%
Between 1 and 2 hours (1.5)	235	108	127	9	76	74	53	14	10	51	49	73	62	25	10	25	22	16	21	14	19	29	42	12	61	118
	24%	27%	22%	28%	26%	20%	23%	38%	35%	22%	20%	26%	28%	23%	27%	22%	20%	17%	30%	21%	19%	27%	33%	21%	28%	23%
Between 2 and 3 hours (2.5)	113	38	75	4	39	42	22	3	2	24	17	39	32	16	4	15	3	17	4	10	9	6	14	13	29	45
	11%	9%	13%	14%	13%	12%	10%	8%	7%	11%	7%	14%	14%	15%	12%	14%	3%	18%	6%	16%	10%	6%	11%	23%	13%	9%
Between 3 and 4 hours (3.5)	55	18	37	3	23	19	7	1	2	16	8	24	6	14	5	10	4	4	1	3	2	2	7	3	12	23
	6%	4%	6%	8%	8%	5%	3%	1%	6%	7%	3%	8%	3%	12%	15%	9%	4%	4%	1%	5%	2%	2%	5%	5%	5%	4%
Between 4 and 5 hours (4.5)	19	5	14	-	6	5	7	-	1	7	8	2	1	1	1	3	3	3	2	-	2	3	1	1	4	12
	2%	1%	2%	-	2%	1%	3%	-	5%	3%	3%	1%	1%	1%	3%	3%	2%	3%	3%	-	2%	3%	1%	1%	2%	12%
Between 5 and 6 hours (5.5)	23	13	10	3	3	13	4	-	-	5	4	6	8	4	2	2	3	-	4	-	2	1	4	-	3	14
	2%	3%	2%	10%	1%	3%	2%	-	-	2%	2%	2%	3%	3%	5%	2%	3%	-	6%	-	2%	1%	3%	-	1%	3%
More than 6 hours (6.5)	31	14	17	1	7	15	7	-	2	5	7	9	11	1	-	-	4	3	3	7	7	2	1	2	9	9
	3%	3%	3%	2%	2%	4%	3%	-	6%	2%	3%	3%	5%	1%	-	-	3%	3%	5%	11%	7%	2%	*	4%	4%	2%
Mean	1.54	1.52	1.56	1.97	1.57	1.59	1.41	1.16	1.72	1.54	1.36	1.63	1.63	1.68	1.87	1.51	1.33	1.50	1.65	1.85	1.58	1.33	1.46	1.65	1.60	1.41
Standard deviation	1.47	1.51	1.44	1.65	1.33	1.59	1.47	0.67	1.64	1.41	1.43	1.45	1.58	1.35	1.41	1.24	1.55	1.41	1.73	1.90	1.78	1.30	1.18	1.43	1.47	1.36
Standard error	0.05	0.08	0.06	0.31	0.08	0.08	0.10	0.12	0.29	0.09	0.09	0.09	0.10	0.13	0.23	0.12	0.14	0.15	0.22	0.26	0.17	0.14	0.10	0.19	0.10	0.06

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Table 17
Q6. How much exercise, on average, does your child / children do on On a typical week day
Base: Total children

		Do you have any children aged 18 or under? If so, how old are they?							
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents		
Unweighted base		997	33	962	377	575	449	186	94
Weighted base		989	35	951	373	571	441	175	97
Less than 30 minutes	(0.25)	199 20%	6 18%	193 20%	63 17%	104 18%	116 26%	57 33%	27 28%
Between 30 minutes and 1 hour	(0.75)	314 32%	8 23%	306 32%	126 34%	184 32%	135 31%	43 25%	26 27%
Between 1 and 2 hours	(1.5)	235 24%	11 32%	223 23%	78 21%	140 24%	104 24%	33 19%	22 22%
Between 2 and 3 hours	(2.5)	113 11%	1 4%	111 12%	49 13%	76 13%	45 10%	20 11%	4 5%
Between 3 and 4 hours	(3.5)	55 6%	5 15%	49 5%	22 6%	31 5%	16 4%	7 4%	5 5%
Between 4 and 5 hours	(4.5)	19 2%	1 4%	18 2%	6 2%	9 2%	7 2%	3 2%	3 3%
Between 5 and 6 hours	(5.5)	23 2%	- -	23 2%	13 4%	11 2%	7 2%	7 4%	3 3%
More than 6 hours	(6.5)	31 3%	2 5%	29 3%	16 4%	16 3%	10 2%	6 3%	6 6%
Mean		1.54	1.79	1.53	1.69	1.54	1.34	1.46	1.64
Standard deviation		1.47	1.59	1.46	1.60	1.41	1.33	1.58	1.80
Standard error		0.05	0.28	0.05	0.08	0.06	0.06	0.12	0.19

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Absolutes/col percents

Table 18
Q6. How much exercise, on average, does your child / children do on On a typical weekend
Base: Total children

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	997	388	609	28	292	384	230	30	33	246	259	235	257	116	36	110	128	93	64	54	112	92	133	59	203	513
Weighted base	989	406	583	31	298	363	232	36	28	232	248	283	225	109	36	111	109	96	71	64	99	107	129	57	220	515
Less than 30 minutes	(0.25) 218 22%	83 20%	135 23%	2 7%	53 18%	81 22%	65 28%	10 27%	6 22%	27 12%	60 24%	66 23%	64 29%	31 28%	3 9%	18 16%	23 21%	23 24%	14 20%	15 23%	22 22%	30 28%	27 21%	13 22%	44 20%	101 20%
Between 30 minutes and 1 hour	(0.75) 208 21%	94 23%	114 19%	4 13%	61 21%	88 24%	40 17%	13 35%	2 8%	57 25%	51 21%	63 22%	36 16%	18 17%	1 4%	34 31%	27 25%	24 25%	13 18%	11 17%	20 21%	20 19%	24 19%	14 25%	49 22%	122 24%
Between 1 and 2 hours	(1.5) 287 29%	118 29%	169 29%	13 41%	99 33%	82 23%	80 35%	4 12%	9 31%	83 36%	76 31%	69 24%	59 26%	21 19%	16 43%	31 28%	25 23%	26 27%	14 20%	21 33%	38 38%	37 34%	46 36%	13 23%	67 30%	160 31%
Between 2 and 3 hours	(2.5) 126 13%	57 14%	69 12%	4 13%	41 14%	48 13%	22 9%	6 17%	5 19%	35 15%	33 13%	29 10%	29 13%	6 6%	10 28%	12 11%	17 15%	13 13%	11 15%	4 6%	8 8%	15 14%	20 16%	12 20%	27 12%	64 13%
Between 3 and 4 hours	(3.5) 83 8%	34 8%	49 8%	6 18%	27 9%	38 11%	10 4%	1 3%	2 7%	16 7%	14 6%	35 12%	18 8%	14 13%	4 12%	12 11%	7 6%	6 6%	14 20%	12 19%	2 2%	-	10 8%	1 3%	15 7%	49 10%
Between 4 and 5 hours	(4.5) 28 3%	11 3%	17 3%	2 6%	7 2%	13 4%	2 1%	2 7%	2 5%	9 4%	5 2%	8 3%	6 3%	9 8%	1 3%	1 1%	1 1%	4 4%	4 5%	-	1 1%	3 3%	1 1%	2 3%	8 4%	6 1%
Between 5 and 6 hours	(5.5) 12 1%	5 1%	7 1%	-	2 1%	6 2%	4 2%	-	-	1 *	1 1%	5 2%	5 2%	4 4%	1 2%	2 1%	2 2%	-	-	-	3 4%	-	-	-	3 1%	1 *
More than 6 hours	(6.5) 26 3%	4 1%	22 4%	1 2%	9 3%	7 2%	8 3%	-	2 6%	4 2%	6 3%	8 3%	8 4%	6 5%	-	-	6 6%	1 1%	2 3%	2 2%	5 5%	2 2%	1 *	2 4%	7 3%	12 2%
Mean	1.63	1.55	1.68	2.07	1.68	1.65	1.47	1.33	1.95	1.67	1.50	1.69	1.66	1.99	2.05	1.49	1.73	1.44	1.98	1.65	1.60	1.31	1.47	1.59	1.66	1.55
Standard deviation	1.42	1.26	1.52	1.33	1.38	1.45	1.43	1.23	1.65	1.24	1.33	1.52	1.56	1.88	1.12	1.15	1.65	1.24	1.55	1.37	1.57	1.15	1.06	1.47	1.46	1.28
Standard error	0.05	0.06	0.06	0.25	0.08	0.07	0.09	0.23	0.29	0.08	0.08	0.10	0.10	0.17	0.19	0.11	0.15	0.13	0.19	0.19	0.15	0.12	0.09	0.19	0.10	0.06

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Absolutes/col percents

Table 18
Q6. How much exercise, on average, does your child / children do on On a typical weekend
Base: Total children

		Do you have any children aged 18 or under? If so, how old are they?							
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents		
Unweighted base		997	33	962	377	575	449	186	94
Weighted base		989	35	951	373	571	441	175	97
Less than 30 minutes	(0.25)	218 22%	7 20%	211 22%	68 18%	111 19%	119 27%	57 33%	27 28%
Between 30 minutes and 1 hour	(0.75)	208 21%	10 28%	198 21%	68 18%	111 19%	96 22%	38 22%	15 15%
Between 1 and 2 hours	(1.5)	287 29%	9 25%	278 29%	132 35%	181 32%	110 25%	44 25%	26 27%
Between 2 and 3 hours	(2.5)	126 13%	2 4%	124 13%	55 15%	72 13%	52 12%	17 10%	8 9%
Between 3 and 4 hours	(3.5)	83 8%	1 4%	82 9%	20 5%	63 11%	35 8%	5 3%	7 8%
Between 4 and 5 hours	(4.5)	28 3%	2 4%	25 3%	12 3%	17 3%	14 3%	3 2%	4 4%
Between 5 and 6 hours	(5.5)	12 1%	- -	12 1%	4 1%	8 1%	7 2%	4 2%	3 3%
More than 6 hours	(6.5)	26 3%	5 14%	21 2%	14 4%	8 1%	7 2%	6 4%	5 5%
Mean		1.63	2.02	1.61	1.72	1.67	1.52	1.41	1.79
Standard deviation		1.42	2.13	1.39	1.45	1.34	1.39	1.51	1.75
Standard error		0.05	0.37	0.04	0.07	0.06	0.07	0.11	0.18

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Absolutes/col percents

Table 19

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

Summary table

		I would like to do more exercise with my children	I find it difficult to get my children take part in physical activity/ exercise	I would like my children to do more exercise	When at home, my children are most likely to be in front of a screen than playing outside	At the weekend, my children spend more time sitting down than they do being active	My children tend to be better behaved once they have done exercise	My children tend to be in a good mood once they have done exercise	I find it difficult to get my children away from a screen (e.g. television, mobile, tablet)	I enjoy exercising with my children	As a child I did more exercise than my children do now
Unweighted base		569	569	569	569	569	569	569	569	569	569
Weighted base		568	568	568	568	568	568	568	568	568	568
NET: Agree		411 72%	193 34%	364 64%	344 61%	306 54%	249 44%	316 56%	294 52%	335 59%	407 72%
Strongly agree	(+2)	143 25%	56 10%	137 24%	103 18%	97 17%	67 12%	82 14%	92 16%	110 19%	217 38%
Somewhat agree	(+1)	268 47%	137 24%	227 40%	241 43%	209 37%	182 32%	235 41%	201 35%	224 40%	189 33%
Neither agree nor disagree	(0)	134 24%	174 31%	166 29%	123 22%	111 19%	265 47%	224 39%	123 22%	161 28%	101 18%
Somewhat disagree	(-1)	17 3%	130 23%	31 5%	68 12%	111 20%	34 6%	19 3%	97 17%	56 10%	41 7%
Strongly disagree	(-2)	6 1%	71 12%	7 1%	32 6%	40 7%	20 3%	9 2%	54 9%	16 3%	19 3%
NET: Disagree		23 4%	200 35%	38 7%	101 18%	151 27%	53 9%	28 5%	151 27%	72 13%	60 11%
Mean		0.93	-0.04	0.81	0.55	0.37	0.43	0.64	0.32	0.63	0.96
Standard deviation		0.83	1.17	0.91	1.09	1.18	0.90	0.83	1.21	0.99	1.07
Standard error		0.03	0.05	0.04	0.05	0.05	0.04	0.03	0.05	0.04	0.04

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Table 20

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I would like to do more exercise with my children

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	411	169	243	17	135	144	95	12	9	98	104	114	96	40	19	44	41	41	30	28	40	44	59	24	94	228	
		72%	71%	74%	69%	79%	74%	67%	56%	57%	73%	71%	76%	65%	82%	71%	71%	83%	65%	74%	72%	76%	78%	62%	75%	72%	
Strongly agree	(+2)	143	55	88	9	52	48	25	6	2	42	31	36	34	10	4	13	16	15	12	13	11	22	19	7	29	86
		25%	23%	27%	38%	31%	25%	18%	25%	16%	31%	21%	22%	27%	16%	18%	21%	27%	31%	25%	35%	20%	38%	25%	19%	23%	27%
Somewhat agree	(+1)	268	113	155	8	83	95	70	7	6	55	73	78	62	15	31	26	26	19	15	29	22	40	16	65	142	
		47%	48%	47%	31%	49%	49%	49%	30%	41%	41%	50%	49%	49%	50%	64%	50%	44%	52%	40%	39%	52%	38%	52%	43%	52%	45%
Neither agree nor disagree	(0)	134	62	72	7	32	45	38	8	5	31	36	42	25	3	17	14	8	13	9	10	12	14	14	24	77	
		24%	26%	22%	29%	19%	23%	27%	34%	33%	23%	24%	26%	20%	30%	15%	27%	24%	17%	27%	25%	18%	21%	19%	36%	19%	25%
Somewhat disagree	(-1)	17	5	12	-	3	4	6	2	2	5	6	3	3	3	1	*	-	-	2	*	5	2	2	1	5	8
		3%	2%	4%	-	2%	2%	4%	10%	10%	4%	4%	2%	2%	5%	4%	1%	-	-	5%	1%	9%	3%	2%	2%	4%	3%
Strongly disagree	(-2)	6	3	3	1	-	2	4	-	-	1	1	1	3	-	-	1	3	-	1	-	-	*	1	-	2	2
		1%	1%	1%	3%	-	1%	3%	-	-	1%	1%	1%	2%	-	-	1%	5%	-	3%	-	-	1%	1%	-	2%	1%
NET: Disagree		23	7	15	1	3	6	10	2	2	6	7	4	6	3	1	1	3	-	4	*	5	2	2	1	7	10
		4%	3%	5%	3%	2%	3%	7%	10%	10%	4%	5%	3%	4%	5%	4%	2%	5%	-	8%	1%	9%	3%	3%	2%	5%	3%
Mean		0.93	0.90	0.94	1.02	1.08	0.95	0.75	0.72	0.63	0.99	0.86	0.90	0.96	0.76	0.96	0.89	0.87	1.14	0.79	1.08	0.83	1.10	0.99	0.79	0.91	0.95
Standard deviation		0.83	0.82	0.85	0.97	0.75	0.80	0.88	0.98	0.91	0.87	0.82	0.79	0.87	0.78	0.70	0.79	0.98	0.68	0.98	0.81	0.86	0.87	0.79	0.78	0.85	0.83
Standard error		0.03	0.05	0.05	0.21	0.06	0.06	0.07	0.22	0.23	0.07	0.07	0.07	0.10	0.14	0.10	0.12	0.10	0.15	0.14	0.11	0.12	0.09	0.13	0.08	0.05	

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Absolutes/col percents

Table 20

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I would like to do more exercise with my children

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents	
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	411	6	404	153	208	156	68	34
	72%	41%	73%	76%	79%	72%	67%	61%
Strongly agree	(+2) 143	-	143	64	72	55	17	11
	25%	-	26%	32%	27%	26%	17%	19%
Somewhat agree	(+1) 268	6	261	89	136	100	51	23
	47%	41%	47%	44%	52%	46%	50%	42%
Neither agree nor disagree	(0) 134	8	126	47	45	51	25	17
	24%	56%	23%	23%	17%	24%	25%	31%
Somewhat disagree	(-1) 17	1	16	1	8	8	5	4
	3%	4%	3%	*	3%	4%	5%	7%
Strongly disagree	(-2) 6	-	6	1	3	2	3	1
	1%	-	1%	1%	1%	1%	3%	1%
NET: Disagree	23	1	22	2	11	10	8	5
	4%	4%	4%	1%	4%	4%	8%	8%
Mean	0.93	0.37	0.94	1.06	1.01	0.92	0.73	0.71
Standard deviation	0.83	0.57	0.84	0.79	0.81	0.84	0.90	0.90
Standard error	0.03	0.16	0.04	0.06	0.05	0.06	0.09	0.12

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Table 21

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I find it difficult to get my children take part in physical activity/exercise

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316
NET: Agree	193	89	104	10	48	58	62	11	5	47	46	50	50	24	7	29	22	15	14	14	18	18	21	12	39	113
	34%	37%	31%	39%	28%	30%	44%	49%	33%	35%	32%	31%	40%	40%	30%	46%	37%	31%	30%	36%	32%	30%	28%	32%	31%	36%
Strongly agree (+2)	56	26	29	2	18	11	20	4	-	13	16	10	16	7	3	11	8	1	6	2	6	4	3	5	10	34
	10%	11%	9%	7%	11%	6%	14%	20%	-	10%	11%	6%	13%	11%	11%	18%	13%	2%	13%	5%	11%	7%	4%	13%	8%	11%
Somewhat agree (+1)	137	63	75	8	29	47	42	7	5	34	30	40	34	18	4	18	14	14	8	12	11	14	18	7	29	79
	24%	26%	23%	33%	17%	24%	29%	30%	33%	25%	21%	25%	27%	28%	19%	28%	24%	28%	18%	31%	20%	23%	24%	19%	23%	25%
Neither agree nor disagree (0)	174	76	98	8	50	68	37	7	4	36	47	52	40	16	7	14	16	19	17	9	20	20	27	11	37	95
	31%	32%	30%	33%	29%	35%	26%	33%	27%	26%	32%	33%	31%	27%	29%	22%	27%	38%	36%	23%	36%	34%	35%	29%	30%	30%
Somewhat disagree (-1)	130	52	78	2	45	46	33	1	3	29	39	43	19	14	8	10	12	10	10	9	13	16	17	11	32	73
	23%	22%	24%	9%	26%	24%	23%	5%	21%	21%	26%	27%	15%	22%	34%	16%	20%	21%	22%	24%	23%	27%	23%	30%	26%	23%
Strongly disagree (-2)	71	21	50	5	28	23	10	3	3	24	14	15	18	7	2	10	10	5	6	7	5	5	11	4	17	34
	12%	9%	15%	19%	16%	12%	7%	13%	19%	18%	10%	9%	14%	12%	7%	16%	17%	10%	12%	17%	9%	9%	14%	9%	13%	11%
NET: Disagree	200	72	128	7	72	68	43	4	6	52	53	58	37	21	10	20	21	15	16	16	18	21	28	15	49	107
	35%	30%	39%	28%	43%	35%	31%	18%	40%	39%	36%	36%	29%	34%	41%	32%	37%	31%	34%	41%	32%	36%	37%	39%	39%	34%
Mean	-0.04	0.09	-0.14	-0.01	-0.20	-0.11	0.20	0.38	-0.26	-0.12	-0.03	-0.08	0.09	0.05	-0.07	0.17	-0.03	-0.08	-0.03	-0.18	0.02	-0.08	-0.20	-0.04	-0.13	0.02
Standard deviation	1.17	1.13	1.19	1.23	1.22	1.08	1.16	1.25	1.14	1.24	1.15	1.07	1.22	1.20	1.15	1.35	1.29	1.00	1.18	1.20	1.13	1.08	1.08	1.19	1.16	1.16
Standard error	0.05	0.07	0.06	0.26	0.10	0.08	0.10	0.28	0.29	0.10	0.09	0.09	0.10	0.15	0.23	0.17	0.16	0.15	0.18	0.21	0.14	0.15	0.12	0.19	0.11	0.07

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Table 21

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I find it difficult to get my children take part in physical activity/exercise

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	193 34%	6 40%	186 34%	38 19%	93 35%	95 44%	41 41%	27 48%
Strongly agree (+2)	56 10%	-	56 10%	12 6%	23 9%	29 13%	12 12%	9 16%
Somewhat agree (+1)	137 24%	6 40%	131 24%	27 13%	70 26%	67 31%	29 28%	18 33%
Neither agree nor disagree (0)	174 31%	4 28%	170 31%	76 38%	73 28%	63 29%	35 35%	13 23%
Somewhat disagree (-1)	130 23%	2 12%	127 23%	52 25%	66 25%	42 19%	19 19%	10 17%
Strongly disagree (-2)	71 12%	3 20%	68 12%	37 18%	31 12%	16 8%	5 5%	6 11%
NET: Disagree	200 35%	4 32%	195 35%	89 44%	97 37%	59 27%	25 24%	16 29%
Mean	-0.04	-0.13	-0.04	-0.37	-0.05	0.23	0.24	0.24
Standard deviation	1.17	1.19	1.17	1.10	1.16	1.14	1.06	1.24
Standard error	0.05	0.33	0.05	0.08	0.07	0.08	0.10	0.17

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Absolutes/col percents

Table 22

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I would like my children to do more exercise

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	364	159	205	18	108	118	96	13	11	84	85	100	95	38	20	39	39	30	27	23	33	39	52	26	78	210	
	64%	67%	62%	71%	64%	61%	67%	60%	72%	62%	58%	63%	75%	61%	84%	63%	66%	62%	57%	61%	59%	66%	68%	68%	63%	67%	
Strongly agree	(+2)	137	56	81	8	29	42	45	8	4	32	35	29	41	12	5	20	17	12	10	9	16	14	9	24	84	
		24%	24%	25%	33%	17%	22%	32%	36%	27%	24%	24%	18%	32%	20%	22%	33%	28%	24%	26%	27%	17%	27%	19%	24%	19%	27%
Somewhat agree	(+1)	227	103	124	9	79	76	51	5	7	52	50	72	54	26	14	19	22	18	15	13	24	23	37	17	54	126
		40%	44%	38%	38%	46%	39%	36%	24%	45%	38%	34%	45%	43%	42%	62%	30%	38%	38%	31%	34%	43%	39%	49%	44%	44%	40%
Neither agree nor disagree	(0)	166	67	99	6	47	64	37	8	4	40	51	47	27	20	3	18	18	17	14	10	17	17	22	11	35	91
		29%	28%	30%	22%	27%	33%	26%	37%	25%	30%	35%	30%	21%	32%	13%	29%	31%	34%	29%	25%	30%	30%	29%	28%	28%	29%
Somewhat disagree	(-1)	31	10	21	1	10	9	9	1	1	10	9	9	3	4	1	2	1	1	7	3	6	2	2	2	10	13
		5%	4%	6%	4%	6%	5%	6%	2%	3%	8%	6%	6%	2%	7%	4%	3%	1%	2%	14%	8%	10%	4%	3%	4%	8%	4%
Strongly disagree	(-2)	7	1	5	1	5	1	-	-	-	-	2	3	2	-	-	3	1	1	-	2	-	-	-	-	2	1
		1%	1%	2%	3%	3%	1%	-	-	-	-	1%	2%	2%	-	-	5%	1%	2%	-	5%	-	-	-	-	1%	*
NET: Disagree		38	11	26	2	15	11	9	1	1	10	11	12	5	4	1	5	1	2	7	5	6	2	2	2	11	15
		7%	5%	8%	7%	9%	6%	6%	2%	3%	8%	7%	7%	4%	7%	4%	8%	3%	4%	14%	14%	10%	4%	3%	4%	9%	5%
Mean		0.81	0.85	0.77	0.95	0.70	0.77	0.92	0.94	0.95	0.79	0.74	1.02	0.74	1.02	0.82	0.91	0.80	0.68	0.68	0.66	0.90	0.84	0.87	0.72	0.88	
Standard deviation		0.91	0.85	0.95	0.99	0.92	0.87	0.91	0.93	0.84	0.90	0.93	0.88	0.85	0.71	1.08	0.87	0.91	1.02	1.13	0.88	0.85	0.77	0.83	0.91	0.87	
Standard error		0.04	0.06	0.05	0.21	0.07	0.06	0.08	0.21	0.21	0.08	0.07	0.08	0.10	0.15	0.14	0.11	0.13	0.16	0.20	0.11	0.12	0.09	0.13	0.08	0.05	

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Absolutes/col percents

Table 22

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I would like my children to do more exercise

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents		
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	364	9	354	116	177	155	62	40
	64%	68%	64%	57%	67%	71%	62%	73%
Strongly agree	(+2) 137	2	135	40	61	70	25	20
	24%	12%	25%	20%	23%	32%	25%	36%
Somewhat agree	(+1) 227	8	219	76	116	85	37	20
	40%	56%	40%	37%	44%	39%	37%	36%
Neither agree nor disagree	(0) 166	4	162	69	69	56	32	14
	29%	28%	29%	34%	26%	26%	32%	25%
Somewhat disagree	(-1) 31	1	29	12	15	6	7	2
	5%	4%	5%	6%	6%	3%	7%	3%
Strongly disagree	(-2) 7	-	7	5	2	-	-	-
	1%	-	1%	3%	1%	-	-	-
NET: Disagree	38	1	36	17	17	6	7	2
	7%	4%	7%	9%	7%	3%	7%	3%
Mean	0.81	0.77	0.81	0.66	0.83	1.01	0.80	1.06
Standard deviation	0.91	0.73	0.91	0.95	0.88	0.84	0.89	0.86
Standard error	0.04	0.20	0.04	0.07	0.05	0.06	0.09	0.11

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Absolutes/col percents

Table 23

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

When at home, my children are most likely to be in front of a screen than playing outside

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	344	147	197	14	84	109	114	17	6	72	86	100	86	36	17	35	40	27	34	24	33	33	42	22	71	195	
	61%	62%	60%	56%	49%	56%	80%	78%	38%	54%	59%	62%	68%	59%	73%	56%	69%	54%	73%	64%	60%	57%	55%	58%	57%	62%	
Strongly agree	(+2)	103	43	60	2	27	29	41	4	-	19	31	23	30	13	5	16	16	1	8	8	12	9	8	7	20	59
	18%	18%	18%	7%	16%	15%	29%	20%	-	14%	21%	14%	23%	21%	21%	25%	27%	2%	17%	21%	22%	16%	11%	19%	16%	19%	
Somewhat agree	(+1)	241	104	137	12	57	80	73	13	6	53	56	77	56	23	12	19	24	25	26	16	21	24	34	15	51	136
	43%	44%	42%	49%	34%	41%	51%	58%	38%	39%	38%	48%	44%	38%	52%	31%	42%	52%	56%	43%	38%	41%	44%	40%	41%	43%	
Neither agree nor disagree	(0)	123	60	62	4	44	49	13	4	9	38	34	28	23	14	4	17	7	10	7	9	13	17	17	8	34	60
	22%	25%	19%	16%	26%	25%	9%	20%	58%	28%	23%	17%	18%	22%	16%	27%	12%	20%	14%	24%	24%	29%	23%	22%	27%	19%	
Somewhat disagree	(-1)	68	19	49	3	31	22	13	-	-	16	18	25	9	7	3	8	10	11	6	1	7	6	7	5	13	45
	12%	8%	15%	12%	18%	11%	9%	-	-	12%	12%	16%	7%	11%	11%	12%	16%	21%	12%	2%	12%	10%	9%	13%	10%	14%	
Strongly disagree	(-2)	32	11	21	4	11	14	2	1	1	8	9	7	8	5	-	3	2	2	-	4	2	3	10	2	7	16
	6%	5%	6%	16%	6%	7%	2%	2%	4%	6%	6%	4%	7%	8%	-	5%	3%	5%	-	10%	3%	4%	13%	6%	5%	5%	
NET: Disagree		101	31	70	7	42	36	15	1	24	26	32	18	12	3	11	11	13	6	5	9	8	17	8	20	60	
	18%	13%	21%	28%	25%	18%	11%	2%	4%	18%	18%	20%	14%	19%	11%	17%	19%	26%	12%	12%	16%	14%	22%	20%	16%	19%	
Mean	0.55	0.62	0.50	0.19	0.34	0.45	0.97	0.93	0.29	0.44	0.56	0.52	0.70	0.52	0.83	0.59	0.73	0.26	0.79	0.63	0.63	0.54	0.31	0.51	0.52	0.56	
Standard deviation	1.09	1.02	1.14	1.25	1.14	1.10	0.95	0.79	0.71	1.07	1.13	1.06	1.11	1.18	0.90	1.14	1.12	0.98	0.88	1.15	1.07	1.02	1.18	1.14	1.06	1.10	
Standard error	0.05	0.07	0.06	0.27	0.09	0.08	0.08	0.18	0.18	0.09	0.09	0.09	0.09	0.14	0.18	0.15	0.14	0.14	0.14	0.20	0.13	0.14	0.13	0.19	0.10	0.06	

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Absolutes/col percents

Table 23

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

When at home, my children are most likely to be in front of a screen than playing outside

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents	
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	344	8	335	101	156	156	72	41
	61%	56%	61%	50%	59%	72%	72%	73%
Strongly agree	(+2) 103	1	101	23	46	52	25	12
	18%	6%	18%	11%	17%	24%	25%	21%
Somewhat agree	(+1) 241	7	234	78	110	104	47	29
	43%	50%	42%	38%	42%	48%	47%	52%
Neither agree nor disagree	(0) 123	5	117	53	56	41	16	10
	22%	39%	21%	26%	21%	19%	16%	19%
Somewhat disagree	(-1) 68	-	68	27	37	18	11	2
	12%	-	12%	13%	14%	8%	11%	4%
Strongly disagree	(-2) 32	1	32	22	14	2	1	2
	6%	5%	6%	11%	5%	1%	1%	4%
NET: Disagree	101	1	100	49	52	20	12	4
	18%	5%	18%	24%	20%	9%	12%	8%
Mean	0.55	0.53	0.55	0.25	0.52	0.86	0.83	0.82
Standard deviation	1.09	0.84	1.10	1.16	1.10	0.90	0.97	0.95
Standard error	0.05	0.23	0.05	0.08	0.07	0.06	0.09	0.13

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Absolutes/col percents

Table 24

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

At the weekend, my children spend more time sitting down than they do being active

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	306	123	183	12	84	92	96	14	8	66	77	84	80	31	14	37	35	25	26	18	28	33	41	19	64	176	
	54%	52%	56%	50%	50%	47%	68%	62%	55%	49%	52%	63%	50%	59%	59%	60%	50%	55%	46%	51%	57%	54%	50%	51%	56%		
Strongly agree	(+2)	97	45	52	2	29	23	32	10	-	18	21	29	30	11	5	16	13	5	11	9	10	8	5	4	18	56
		17%	19%	16%	10%	17%	12%	23%	45%	-	13%	14%	18%	23%	18%	22%	25%	23%	9%	23%	18%	15%	7%	10%	15%	18%	
Somewhat agree	(+1)	209	78	132	10	55	69	64	4	8	48	56	55	50	9	21	22	20	15	9	18	24	36	15	46	120	
		37%	33%	40%	40%	32%	35%	45%	17%	55%	36%	38%	34%	39%	32%	37%	34%	38%	41%	31%	24%	33%	42%	48%	40%	37%	38%
Neither agree nor disagree	(0)	111	50	61	6	32	47	18	5	2	29	23	37	22	16	1	7	10	13	7	13	14	9	12	9	22	62
		19%	21%	18%	25%	19%	24%	13%	21%	14%	22%	16%	23%	17%	27%	3%	12%	17%	27%	15%	34%	26%	15%	15%	23%	18%	20%
Somewhat disagree	(-1)	111	51	60	3	36	42	23	4	4	31	34	29	17	12	9	13	11	7	12	4	8	11	17	8	27	62
		20%	21%	18%	13%	21%	22%	16%	16%	27%	23%	23%	18%	13%	20%	38%	21%	18%	14%	25%	9%	14%	19%	23%	21%	22%	20%
Strongly disagree	(-2)	40	14	26	3	18	13	5	-	1	9	13	10	8	2	-	5	3	5	3	4	5	5	6	2	11	16
		7%	6%	8%	12%	11%	7%	3%	-	4%	7%	9%	6%	7%	4%	-	9%	5%	9%	5%	10%	9%	9%	8%	6%	9%	5%
NET: Disagree		151	65	86	6	54	55	28	4	5	40	47	39	25	14	9	19	13	12	14	7	13	16	23	10	38	78
		27%	27%	26%	25%	32%	28%	19%	16%	31%	30%	32%	24%	20%	23%	38%	30%	23%	24%	30%	19%	23%	28%	30%	27%	31%	25%
Mean		0.37	0.37	0.38	0.22	0.24	0.24	0.68	0.91	0.19	0.26	0.26	0.40	0.60	0.41	0.42	0.45	0.55	0.26	0.42	0.41	0.38	0.34	0.23	0.27	0.26	0.44
Standard deviation		1.18	1.18	1.18	1.19	1.27	1.12	1.10	1.17	1.01	1.15	1.22	1.16	1.17	1.11	1.23	1.31	1.17	1.12	1.25	1.22	1.20	1.21	1.11	1.10	1.21	1.14
Standard error		0.05	0.08	0.06	0.25	0.10	0.08	0.09	0.26	0.25	0.10	0.10	0.10	0.10	0.14	0.25	0.17	0.15	0.16	0.19	0.22	0.15	0.17	0.13	0.18	0.11	0.06

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Table 24

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

At the weekend, my children spend more time sitting down than they do being active

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents	
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	306	6	300	82	137	142	74	38
	54%	47%	54%	40%	52%	66%	74%	68%
Strongly agree	(+2) 97	1	96	30	37	53	24	15
	17%	6%	17%	15%	14%	24%	24%	27%
Somewhat agree	(+1) 209	6	204	52	100	89	50	23
	37%	40%	37%	26%	38%	41%	50%	41%
Neither agree nor disagree	(0) 111	4	106	42	50	36	15	7
	19%	31%	19%	21%	19%	16%	15%	13%
Somewhat disagree	(-1) 111	2	107	56	54	30	10	9
	20%	17%	19%	28%	20%	14%	10%	16%
Strongly disagree	(-2) 40	1	39	23	22	9	2	2
	7%	5%	7%	11%	9%	4%	2%	4%
NET: Disagree	151	3	146	79	76	39	12	11
	27%	22%	26%	39%	29%	18%	12%	19%
Mean	0.37	0.26	0.38	0.05	0.29	0.68	0.84	0.72
Standard deviation	1.18	1.01	1.18	1.25	1.19	1.11	0.96	1.14
Standard error	0.05	0.28	0.05	0.09	0.07	0.07	0.09	0.15

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Table 25

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

My children tend to be better behaved once they have done exercise

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	249	116	133	17	97	72	51	4	7	67	66	64	51	24	9	24	23	18	16	14	21	30	51	18	58	150	
	44%	49%	40%	70%	57%	37%	36%	18%	47%	50%	45%	40%	41%	39%	40%	39%	40%	36%	34%	36%	39%	52%	67%	47%	46%	48%	
Strongly agree	(+2)	67	33	34	5	28	16	15	-	3	19	10	21	18	5	2	6	4	6	1	7	8	11	12	5	15	38
		12%	14%	10%	19%	17%	8%	11%	-	19%	14%	7%	13%	14%	8%	9%	10%	6%	13%	1%	19%	15%	18%	16%	12%	12%	
Somewhat agree	(+1)	182	83	99	12	69	56	36	4	4	49	56	43	34	7	18	20	11	15	7	13	20	38	13	42	112	
		32%	35%	30%	50%	41%	29%	26%	18%	29%	36%	38%	27%	27%	31%	31%	29%	34%	23%	33%	18%	23%	34%	51%	35%	34%	35%
Neither agree nor disagree	(0)	265	104	161	6	56	107	72	16	7	60	66	82	56	32	12	31	31	28	22	17	28	25	21	18	54	139
		47%	44%	49%	26%	33%	55%	51%	71%	49%	45%	45%	52%	44%	52%	49%	50%	53%	56%	48%	45%	51%	43%	28%	46%	43%	44%
Somewhat disagree	(-1)	34	11	23	1	9	9	13	1	1	4	10	9	11	5	3	3	2	3	6	5	4	1	3	-	6	20
		6%	5%	7%	4%	6%	5%	9%	4%	3%	3%	7%	5%	9%	7%	11%	4%	4%	5%	12%	13%	7%	2%	4%	-	5%	6%
Strongly disagree	(-2)	20	6	13	-	7	5	6	2	-	3	5	5	8	1	-	4	2	1	3	2	2	2	1	3	7	7
		3%	3%	4%	-	4%	3%	4%	7%	-	2%	3%	3%	6%	2%	-	7%	3%	2%	6%	5%	3%	3%	1%	7%	6%	2%
NET: Disagree		53	17	36	1	17	14	19	3	7	14	13	19	6	3	7	4	4	8	7	6	3	4	3	13	27	
		9%	7%	11%	4%	10%	7%	13%	11%	3%	5%	10%	8%	15%	9%	11%	11%	7%	8%	18%	19%	10%	5%	5%	7%	10%	9%
Mean		0.43	0.53	0.36	0.85	0.60	0.36	0.29	*	0.63	0.57	0.39	0.42	0.33	0.36	0.38	0.31	0.37	0.39	0.12	0.30	0.40	0.62	0.77	0.46	0.43	0.49
Standard deviation		0.90	0.88	0.91	0.79	0.97	0.81	0.92	0.73	0.85	0.84	0.84	0.89	1.03	0.80	0.82	0.96	0.79	0.87	0.86	1.10	0.95	0.92	0.81	0.96	0.97	0.87
Standard error		0.04	0.06	0.05	0.17	0.08	0.06	0.08	0.16	0.21	0.07	0.07	0.08	0.09	0.10	0.17	0.12	0.10	0.13	0.13	0.19	0.12	0.13	0.09	0.16	0.09	0.05

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Absolutes/col percents

Table 25

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

My children tend to be better behaved once they have done exercise

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents		
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	249	6	242	105	142	77	22	20
	44%	47%	44%	52%	54%	35%	22%	36%
Strongly agree	(+2) 67	-	67	27	39	24	6	2
	12%	-	12%	13%	15%	11%	6%	4%
Somewhat agree	(+1) 182	6	175	79	102	53	16	18
	32%	47%	32%	39%	39%	24%	16%	33%
Neither agree nor disagree	(0) 265	7	258	85	99	116	67	28
	47%	50%	47%	42%	37%	54%	66%	50%
Somewhat disagree	(-1) 34	1	32	6	16	17	8	4
	6%	4%	6%	3%	6%	8%	8%	7%
Strongly disagree	(-2) 20	-	20	6	7	7	4	4
	3%	-	4%	3%	3%	3%	4%	6%
NET: Disagree	53	1	52	12	23	24	12	7
	9%	4%	9%	6%	9%	11%	12%	13%
Mean	0.43	0.43	0.43	0.56	0.57	0.32	0.12	0.20
Standard deviation	0.90	0.59	0.91	0.87	0.91	0.89	0.80	0.88
Standard error	0.04	0.16	0.04	0.06	0.06	0.06	0.08	0.12

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Absolutes/col percents

Table 26

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

My children tend to be in a good mood once they have done exercise

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	316	137	179	19	109	96	74	7	12	87	76	84	69	28	13	35	29	29	24	18	31	39	50	21	72	188	
	56%	58%	54%	77%	64%	50%	52%	31%	79%	64%	52%	53%	55%	45%	56%	57%	49%	58%	52%	46%	55%	67%	66%	54%	58%	60%	
Strongly agree	(+2)	82	37	45	9	30	22	17	1	2	29	16	17	19	7	2	12	6	8	4	7	9	13	10	4	22	44
		14%	16%	14%	37%	18%	11%	12%	5%	13%	22%	11%	10%	15%	12%	7%	19%	10%	17%	9%	19%	16%	22%	13%	10%	18%	14%
Somewhat agree	(+1)	235	100	135	10	78	74	57	6	10	57	60	68	50	12	24	23	20	20	10	22	27	40	17	50	144	
		41%	42%	41%	39%	46%	38%	40%	25%	65%	43%	41%	42%	39%	33%	49%	38%	39%	42%	43%	28%	39%	46%	53%	44%	40%	46%
Neither agree nor disagree	(0)	224	92	131	6	56	88	58	13	3	44	63	66	51	26	9	24	28	20	18	23	16	22	18	47	118	
		39%	39%	40%	23%	33%	45%	41%	60%	18%	33%	43%	41%	40%	43%	37%	38%	49%	42%	42%	47%	41%	28%	30%	46%	38%	37%
Somewhat disagree	(-1)	19	6	13	-	1	7	10	1	1	3	6	6	4	7	2	2	*	-	1	*	2	1	3	-	3	8
		3%	3%	4%	-	1%	3%	7%	3%	3%	2%	4%	4%	3%	11%	7%	4%	1%	-	3%	1%	4%	1%	4%	-	2%	3%
Strongly disagree	(-2)	9	2	7	-	4	3	1	2	-	1	2	3	2	1	-	1	1	-	2	2	-	2	-	-	3	1
		2%	1%	2%	-	2%	2%	1%	7%	-	1%	2%	2%	2%	2%	-	2%	1%	-	4%	5%	-	4%	-	-	2%	*
NET: Disagree		28	8	19	-	5	10	10	2	1	4	8	9	7	8	2	3	1	-	3	3	2	3	3	-	6	10
		5%	4%	6%	-	3%	5%	7%	10%	3%	3%	5%	6%	5%	12%	7%	6%	2%	-	7%	7%	4%	5%	4%	-	4%	3%
Mean		0.64	0.69	0.60	1.14	0.77	0.55	0.56	0.19	0.88	0.83	0.56	0.55	0.63	0.57	0.69	0.56	0.75	0.50	0.52	0.68	0.80	0.75	0.64	0.68	0.70	
Standard deviation		0.83	0.80	0.84	0.78	0.83	0.80	0.81	0.88	0.68	0.81	0.80	0.82	0.85	0.90	0.74	0.89	0.75	0.73	0.85	1.00	0.79	0.92	0.74	0.67	0.87	0.75
Standard error		0.03	0.05	0.05	0.17	0.07	0.06	0.07	0.20	0.17	0.07	0.06	0.07	0.11	0.15	0.11	0.09	0.11	0.13	0.18	0.10	0.13	0.08	0.11	0.08	0.04	

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Absolutes/col percents

Table 26

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

My children tend to be in a good mood once they have done exercise

	Do you have any children aged 18 or under? If so, how old are they?								
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents		
Unweighted base	569	13	554	198	265	222	106	56	
Weighted base	568	14	552	203	263	217	101	56	
NET: Agree	316	9	306	115	159	121	45	28	
	56%	65%	56%	57%	60%	56%	45%	51%	
Strongly agree	(+2)	82	-	81	30	43	32	11	3
		14%	-	15%	15%	16%	15%	11%	6%
Somewhat agree	(+1)	235	9	226	85	117	89	35	25
		41%	65%	41%	42%	44%	41%	34%	45%
Neither agree nor disagree	(0)	224	4	218	81	89	84	47	23
		39%	31%	40%	40%	34%	39%	47%	41%
Somewhat disagree	(-1)	19	1	18	2	12	9	7	3
		3%	4%	3%	1%	5%	4%	6%	6%
Strongly disagree	(-2)	9	-	9	5	4	3	2	1
		2%	-	2%	3%	1%	1%	2%	2%
NET: Disagree		28	1	27	7	16	12	8	4
		5%	4%	5%	4%	6%	6%	8%	8%
Mean		0.64	0.61	0.64	0.65	0.69	0.63	0.46	0.47
Standard deviation		0.83	0.58	0.83	0.84	0.84	0.83	0.83	0.78
Standard error		0.03	0.16	0.04	0.06	0.05	0.06	0.08	0.10

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Absolutes/col percents

Table 27

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I find it difficult to get my children away from a screen (e.g. television, mobile, tablet)

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	294	122	171	12	71	95	91	16	9	62	75	79	78	36	16	32	33	24	24	20	30	23	37	20	63	164	
	52%	51%	52%	48%	42%	49%	64%	73%	56%	46%	51%	49%	61%	58%	69%	51%	56%	48%	51%	53%	54%	40%	48%	52%	51%	52%	
Strongly agree	(+2)	92	43	50	2	24	27	34	4	1	21	18	20	34	13	4	12	8	7	10	5	12	9	7	6	13	56
	16%	18%	15%	10%	14%	14%	24%	20%	8%	16%	12%	13%	27%	20%	18%	19%	14%	14%	22%	12%	22%	16%	9%	16%	10%	18%	
Somewhat agree	(+1)	201	79	122	10	47	68	57	12	7	41	57	59	44	23	12	20	25	17	14	15	17	14	30	14	51	109
	35%	33%	37%	39%	28%	35%	40%	53%	48%	31%	39%	37%	35%	37%	51%	32%	43%	34%	29%	41%	32%	24%	39%	37%	41%	34%	
Neither agree nor disagree	(0)	123	63	60	5	36	48	25	4	4	28	30	36	28	12	1	13	11	10	15	10	6	19	18	8	21	71
	22%	27%	18%	22%	21%	25%	18%	20%	29%	21%	21%	23%	23%	19%	4%	21%	20%	20%	32%	26%	10%	33%	24%	22%	17%	23%	
Somewhat disagree	(-1)	97	36	61	3	42	31	18	1	2	27	26	34	9	9	5	10	9	12	6	5	14	10	10	7	24	56
	17%	15%	18%	11%	25%	16%	13%	5%	11%	20%	18%	22%	7%	14%	22%	17%	15%	23%	12%	12%	25%	18%	14%	20%	19%	18%	
Strongly disagree	(-2)	54	16	38	5	21	20	8	1	1	17	15	10	11	6	1	7	6	4	2	4	6	5	11	2	16	23
	9%	7%	11%	19%	12%	10%	5%	2%	4%	13%	10%	6%	9%	9%	5%	12%	9%	9%	5%	9%	11%	8%	14%	6%	13%	7%	
NET: Disagree		151	52	98	7	63	51	26	2	2	44	42	44	20	14	6	18	14	16	8	8	20	15	21	10	40	80
	27%	22%	30%	30%	37%	26%	18%	8%	15%	33%	28%	28%	16%	23%	27%	28%	24%	32%	17%	21%	36%	26%	28%	26%	32%	25%	
Mean	0.32	0.41	0.26	0.09	0.07	0.27	0.64	0.82	0.45	0.16	0.24	0.28	0.63	0.46	0.54	0.29	0.37	0.20	0.50	0.34	0.28	0.22	0.16	0.36	0.15	0.37	
Standard deviation	1.21	1.15	1.25	1.31	1.26	1.19	1.14	0.90	0.98	1.28	1.19	1.13	1.20	1.23	1.18	1.28	1.18	1.21	1.12	1.14	1.36	1.17	1.20	1.16	1.23	1.18	
Standard error	0.05	0.08	0.07	0.28	0.10	0.08	0.09	0.20	0.24	0.11	0.10	0.10	0.10	0.15	0.24	0.16	0.15	0.18	0.17	0.20	0.17	0.16	0.14	0.19	0.11	0.07	

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Absolutes/col percents

Table 27

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I find it difficult to get my children away from a screen (e.g. television, mobile, tablet)

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	294	10	284	79	138	141	58	39
	52%	70%	51%	39%	52%	65%	57%	70%
Strongly agree	(+2) 92	1	92	19	43	52	17	14
	16%	6%	17%	9%	16%	24%	17%	25%
Somewhat agree	(+1) 201	9	192	60	95	89	40	25
	35%	64%	35%	30%	36%	41%	40%	45%
Neither agree nor disagree	(0) 123	4	120	46	52	47	26	11
	22%	25%	22%	23%	20%	22%	26%	19%
Somewhat disagree	(-1) 97	-	96	44	48	21	14	3
	17%	-	17%	22%	18%	10%	14%	5%
Strongly disagree	(-2) 54	1	52	33	26	8	3	3
	9%	5%	9%	16%	10%	3%	3%	6%
NET: Disagree	151	1	148	77	74	29	17	6
	27%	5%	27%	38%	28%	13%	17%	11%
Mean	0.32	0.66	0.32	-0.07	0.31	0.73	0.55	0.79
Standard deviation	1.21	0.82	1.21	1.24	1.22	1.05	1.02	1.07
Standard error	0.05	0.23	0.05	0.09	0.08	0.07	0.10	0.14

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Absolutes/col percents

Table 28

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I enjoy exercising with my children

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	335	146	189	23	113	114	68	9	7	91	82	90	72	30	17	41	37	27	20	28	32	32	52	18	74	190	
	59%	61%	57%	93%	67%	59%	48%	41%	49%	68%	56%	56%	57%	49%	74%	66%	63%	56%	43%	74%	58%	55%	68%	47%	59%	60%	
Strongly agree	(+2)	110	54	57	12	42	29	21	4	2	36	23	26	26	7	5	13	9	13	5	6	10	19	20	4	25	64
		19%	23%	17%	49%	25%	15%	14%	20%	13%	27%	15%	16%	21%	11%	19%	21%	15%	26%	12%	16%	18%	32%	26%	11%	20%	20%
Somewhat agree	(+1)	224	92	132	11	71	85	48	5	5	55	59	64	46	24	13	28	28	15	15	22	22	13	32	13	49	126
		40%	39%	40%	44%	42%	44%	34%	21%	36%	41%	40%	40%	36%	38%	54%	45%	48%	30%	32%	58%	40%	23%	43%	35%	39%	40%
Neither agree nor disagree	(0)	161	70	91	1	37	59	48	10	7	34	45	46	36	24	4	18	17	14	9	15	16	14	11	32	88	
		28%	29%	28%	3%	22%	30%	34%	44%	43%	25%	31%	29%	28%	39%	16%	29%	30%	28%	41%	22%	28%	28%	18%	30%	26%	28%
Somewhat disagree	(-1)	56	15	40	1	17	18	15	3	1	6	19	19	12	6	2	2	2	7	6	1	6	8	8	7	16	29
		10%	6%	12%	4%	10%	9%	11%	13%	7%	4%	13%	12%	9%	10%	10%	3%	3%	14%	12%	3%	11%	14%	11%	17%	13%	9%
Strongly disagree	(-2)	16	7	9	-	3	3	10	1	-	4	1	5	6	2	-	1	2	1	2	-	2	2	3	2	8	
		3%	3%	3%	-	2%	1%	7%	2%	-	3%	1%	3%	5%	3%	-	2%	4%	2%	4%	-	3%	3%	2%	7%	2%	3%
NET: Disagree		72	22	49	1	19	21	26	3	1	9	20	24	18	2	3	4	8	8	1	8	10	10	9	18	37	
		13%	9%	15%	4%	11%	11%	18%	15%	7%	7%	14%	15%	14%	12%	10%	5%	7%	17%	16%	3%	14%	17%	13%	24%	15%	12%
Mean		0.63	0.72	0.57	1.38	0.78	0.62	0.37	0.43	0.55	0.85	0.56	0.54	0.58	0.46	0.83	0.79	0.67	0.63	0.34	0.87	0.58	0.67	0.79	0.27	0.62	0.66
Standard deviation		0.99	0.98	1.00	0.74	0.98	0.90	1.09	1.04	0.84	0.96	0.93	1.00	1.07	0.91	0.87	0.89	0.91	1.10	0.99	0.72	1.02	1.16	1.02	1.10	1.01	0.99
Standard error		0.04	0.07	0.05	0.16	0.08	0.06	0.09	0.23	0.21	0.08	0.08	0.09	0.09	0.11	0.18	0.11	0.11	0.16	0.15	0.13	0.13	0.16	0.12	0.18	0.09	0.06

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Table 28

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

I enjoy exercising with my children

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents	
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	335 59%	6 45%	328 59%	131 65%	171 65%	117 54%	40 40%	30 54%
Strongly agree	(+2) 110 19%	- -	110 20%	46 22%	59 22%	38 18%	9 9%	10 17%
Somewhat agree	(+1) 224 40%	6 45%	218 40%	86 42%	112 42%	79 36%	30 30%	21 37%
Neither agree nor disagree	(0) 161 28%	8 55%	153 28%	57 28%	60 23%	68 31%	39 39%	19 33%
Somewhat disagree	(-1) 56 10%	- -	55 10%	14 7%	29 11%	24 11%	14 14%	3 5%
Strongly disagree	(-2) 16 3%	- -	16 3%	2 1%	4 1%	8 4%	8 8%	4 7%
NET: Disagree	72 13%	- -	71 13%	15 7%	33 12%	32 15%	22 22%	7 13%
Mean	0.63	0.45	0.64	0.79	0.73	0.53	0.19	0.51
Standard deviation	0.99	0.52	1.00	0.89	0.97	1.02	1.06	1.07
Standard error	0.04	0.14	0.04	0.06	0.06	0.07	0.10	0.14

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Absolutes/col percents

Table 29

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

As a child I did more exercise than my children do now

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	569	226	343	22	161	205	145	20	16	142	154	133	140	67	24	61	64	47	42	32	65	52	77	38	116	310	
Weighted base	568	238	330	25	170	194	142	22	15	135	147	160	127	62	23	62	58	49	47	38	55	58	76	38	124	316	
NET: Agree	407	172	234	15	116	126	119	21	10	81	110	118	97	47	18	46	41	37	29	27	43	47	45	27	90	230	
		72%	71%	60%	68%	65%	84%	93%	67%	60%	75%	74%	77%	76%	76%	73%	70%	76%	62%	71%	78%	81%	59%	71%	72%	73%	
Strongly agree	(+2)	217	102	116	6	55	65	70	13	8	45	58	61	54	25	10	26	27	25	15	17	21	19	18	15	44	129
		38%	43%	35%	25%	33%	33%	50%	60%	50%	33%	39%	38%	42%	40%	42%	41%	47%	52%	33%	44%	38%	32%	23%	38%	36%	41%
Somewhat agree	(+1)	189	70	119	9	61	61	49	8	3	36	52	57	44	22	8	20	13	12	14	10	22	28	27	12	46	100
		33%	30%	36%	35%	36%	32%	34%	34%	17%	27%	36%	36%	35%	35%	34%	32%	23%	24%	29%	27%	40%	49%	36%	32%	37%	32%
Neither agree nor disagree	(0)	101	45	56	5	28	50	15	1	2	28	29	27	17	10	2	8	13	8	10	9	8	8	19	7	23	55
		18%	19%	17%	19%	16%	26%	10%	4%	16%	20%	20%	17%	14%	17%	8%	13%	22%	16%	21%	25%	14%	13%	24%	18%	19%	17%
Somewhat disagree	(-1)	41	18	23	3	17	13	6	-	2	18	7	9	7	2	4	5	3	3	5	*	4	3	9	3	10	22
		7%	8%	7%	13%	10%	7%	4%	-	13%	14%	5%	5%	6%	4%	16%	9%	5%	6%	12%	1%	7%	5%	12%	7%	8%	7%
Strongly disagree	(-2)	19	3	16	2	9	5	2	1	1	8	1	6	4	2	-	3	2	1	3	1	*	1	3	2	1	9
		3%	1%	5%	7%	5%	3%	1%	2%	4%	6%	1%	3%	3%	4%	-	5%	4%	3%	6%	3%	1%	1%	5%	4%	1%	3%
NET: Disagree		60	20	40	5	26	18	8	1	3	26	8	14	12	5	4	8	5	4	8	2	4	4	12	4	11	31
		11%	9%	12%	20%	15%	9%	6%	2%	17%	19%	5%	9%	9%	8%	16%	14%	8%	9%	18%	4%	7%	6%	16%	11%	9%	10%
Mean		0.96	1.06	0.89	0.58	0.80	0.86	1.27	1.48	0.95	0.68	1.08	1.00	1.07	1.04	1.03	0.96	1.05	1.16	0.71	1.09	1.09	1.06	0.62	0.94	0.98	1.01
Standard deviation		1.07	1.01	1.11	1.23	1.15	1.04	0.91	0.80	1.29	1.23	0.92	1.04	1.05	1.04	1.09	1.16	1.10	1.08	1.22	1.00	0.93	0.88	1.11	1.12	0.98	1.06
Standard error		0.04	0.07	0.06	0.26	0.09	0.07	0.08	0.18	0.32	0.10	0.07	0.09	0.09	0.13	0.22	0.15	0.14	0.16	0.19	0.18	0.12	0.12	0.13	0.18	0.09	0.06

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Table 29

Q7. Thinking about your child / children and their exercise habits, please indicate how strongly you agree or disagree with the following statements.

Base: All respondents with children aged 18 or under

As a child I did more exercise than my children do now

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand-par-ents		
Unweighted base	569	13	554	198	265	222	106	56
Weighted base	568	14	552	203	263	217	101	56
NET: Agree	407	11	395	120	186	168	85	48
	72%	77%	72%	59%	70%	77%	84%	86%
Strongly agree	(+2) 217	7	210	55	98	100	43	30
	38%	50%	38%	27%	37%	46%	42%	54%
Somewhat agree	(+1) 189	4	185	65	88	68	43	18
	33%	27%	34%	32%	33%	31%	42%	32%
Neither agree nor disagree	(0) 101	2	97	58	46	27	11	6
	18%	18%	18%	29%	18%	13%	11%	11%
Somewhat disagree	(-1) 41	-	41	15	22	18	3	1
	7%	-	7%	7%	8%	8%	3%	2%
Strongly disagree	(-2) 19	1	18	10	9	3	1	1
	3%	5%	3%	5%	4%	2%	1%	1%
NET: Disagree	60	1	59	25	32	22	5	2
	11%	5%	11%	12%	12%	10%	5%	3%
Mean	0.96	1.18	0.96	0.69	0.92	1.12	1.21	1.35
Standard deviation	1.07	1.08	1.07	1.09	1.10	1.03	0.86	0.85
Standard error	0.04	0.30	0.05	0.08	0.07	0.07	0.08	0.11

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Table 30
Q8. Do you own a dog?
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
NET: Yes	566	242	324	86	102	81	121	77	98	133	145	154	134	56	29	52	53	51	55	42	54	51	80	42	91	257
	28%	24%	31%	38%	29%	25%	33%	26%	21%	24%	25%	37%	27%	31%	34%	22%	31%	28%	36%	41%	28%	19%	28%	23%	30%	29%
Yes, I own one dog	433	192	242	71	81	63	88	59	71	107	109	117	100	44	25	44	37	42	38	26	46	38	61	32	63	203
	21%	19%	23%	31%	23%	19%	24%	20%	15%	20%	19%	28%	20%	24%	30%	19%	21%	23%	25%	25%	23%	14%	22%	18%	21%	23%
Yes, I own more than one dog	132	50	82	15	21	18	34	18	28	26	35	36	35	12	3	8	17	9	17	16	8	13	19	10	28	54
	6%	5%	8%	6%	6%	5%	9%	6%	6%	5%	6%	9%	7%	7%	4%	4%	10%	5%	11%	16%	4%	5%	7%	5%	9%	6%
No	1475	754	721	143	249	247	242	223	372	413	424	266	372	124	57	182	118	132	98	60	142	221	204	138	213	615
	72%	76%	69%	62%	71%	75%	67%	74%	79%	76%	75%	63%	73%	69%	66%	78%	69%	72%	64%	59%	72%	81%	72%	77%	70%	71%

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Absolutes/col percents

Table 30
Q8. Do you own a dog?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Yes	566 28%	361 25%	204 36%	58 28%	93 35%	86 40%	56 50%	142 26%
Yes, I own one dog	433 21%	273 19%	160 28%	41 20%	72 27%	70 32%	43 38%	111 20%
Yes, I own more than one dog	132 6%	88 6%	44 8%	17 8%	21 8%	16 7%	13 12%	31 6%
No	1475 72%	1110 75%	360 64%	147 72%	171 65%	131 60%	57 50%	409 74%

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Table 31

Q9. How much exercise, on average, does your dog(s) do a day (i.e. walks, playing fetch)? If you have more than one dog, please give an average for all your dogs.
Base: All respondents who own a dog

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	535	229	306	75	87	80	124	69	100	141	141	112	141	59	30	46	52	46	44	38	63	40	78	39	76	227
Weighted base	566	242	324	86	102	81	121	77	98	133	145	154	134	56	29	52	53	51	55	42	54	51	80	42	91	257
Less than 30 minutes (0.25)	85 15%	32 13%	52 16%	10 12%	17 17%	18 22%	13 10%	10 13%	16 17%	14 10%	26 18%	22 14%	23 17%	6 11%	5 16%	6 11%	4 8%	14 27%	4 8%	9 21%	12 21%	8 17%	10 12%	7 17%	16 18%	34 13%
Between 30 minutes and 1 hour (0.75)	215 38%	104 43%	111 34%	32 37%	33 32%	25 31%	58 48%	34 43%	33 34%	58 44%	56 39%	50 33%	51 38%	24 43%	8 29%	14 27%	25 47%	14 27%	24 44%	20 47%	18 33%	20 39%	33 41%	15 36%	35 39%	106 41%
Between 1 and 2 hours (1.5)	188 33%	82 34%	106 33%	34 39%	39 38%	22 28%	34 28%	24 31%	34 35%	41 31%	43 30%	63 41%	41 30%	12 22%	13 46%	23 44%	18 34%	19 36%	16 29%	10 24%	21 38%	19 37%	26 32%	11 26%	27 30%	86 34%
Between 2 and 3 hours (2.5)	53 9%	14 6%	40 12%	6 6%	9 9%	10 13%	12 10%	7 9%	10 10%	13 10%	12 8%	17 11%	11 8%	8 14%	2 6%	8 16%	4 7%	4 8%	3 5%	1 2%	4 8%	4 7%	11 13%	5 11%	6 7%	24 9%
Between 3 and 4 hours (3.5)	14 3%	8 3%	6 2%	2 3%	1 1%	3 3%	4 3%	2 3%	2 2%	5 4%	5 4%	1 *	3 3%	4 7%	1 3%	-	2 3%	* 1%	4 7%	1 3%	-	-	1 1%	2 2%	4 4%	5 2%
Between 4 and 5 hours (4.5)	6 1%	* *	5 2%	2 2%	2 2%	1 2%	-	-	1 1%	1 1%	2 1%	-	3 2%	-	-	1 2%	-	* 1%	3 5%	-	-	-	-	2 4%	2 2%	* *
Between 5 and 6 hours (5.5)	2 *	1 *	1 *	-	-	1 1%	-	1 1%	-	-	-	1 1%	1 1%	-	-	-	-	-	1 2%	1 3%	-	-	-	-	-	1 *
More than 6 hours (6.5)	3 *	1 *	2 1%	-	1 1%	* 1%	-	-	1 1%	1 1%	* *	-	1 1%	1 2%	-	-	-	-	-	-	-	-	-	1 3%	-	1 *
Mean	1.24	1.17	1.29	1.25	1.24	1.32	1.18	1.20	1.28	1.27	1.20	1.22	1.28	1.44	1.19	1.38	1.17	1.08	1.48	1.08	1.06	1.07	1.21	1.46	1.19	1.20
Standard deviation	0.92	0.83	0.98	0.83	0.93	1.12	0.75	0.87	1.02	0.90	0.92	0.76	1.09	1.20	0.71	0.80	0.71	0.76	1.20	1.01	0.64	0.62	0.73	1.38	0.92	0.85
Standard error	0.04	0.05	0.06	0.10	0.10	0.13	0.07	0.10	0.10	0.08	0.08	0.07	0.09	0.16	0.13	0.12	0.10	0.11	0.18	0.16	0.08	0.10	0.08	0.22	0.11	0.06

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Table 31

Q9. How much exercise, on average, does your dog(s) do a day (i.e. walks, playing fetch)? If you have more than one dog, please give an average for all your dogs.

Base: All respondents who own a dog

		Do you have any children aged 18 or under? If so, how old are they?							
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents		
Unweighted base		535	341	193	54	86	82	53	139
Weighted base		566	361	204	58	93	86	56	142
Less than 30 minutes	(0.25)	85 15%	56 15%	29 14%	5 9%	15 17%	12 14%	13 24%	20 14%
Between 30 minutes and 1 hour	(0.75)	215 38%	131 36%	84 41%	19 33%	43 46%	34 39%	26 47%	52 37%
Between 1 and 2 hours	(1.5)	188 33%	125 35%	62 30%	23 40%	26 28%	29 33%	10 17%	52 36%
Between 2 and 3 hours	(2.5)	53 9%	35 10%	19 9%	7 12%	6 6%	7 8%	4 8%	13 9%
Between 3 and 4 hours	(3.5)	14 3%	6 2%	9 4%	2 4%	3 3%	3 4%	2 3%	3 2%
Between 4 and 5 hours	(4.5)	6 1%	5 2%	* *	* 1%	- -	* *	* 1%	- -
Between 5 and 6 hours	(5.5)	2 *	1 *	1 1%	1 2%	- -	1 1%	- -	1 1%
More than 6 hours	(6.5)	3 *	2 1%	* *	- -	- -	- -	* 1%	1 1%
Mean		1.24	1.25	1.23	1.44	1.06	1.26	1.05	1.26
Standard deviation		0.92	0.93	0.90	0.99	0.71	0.93	0.95	0.96
Standard error		0.04	0.05	0.06	0.13	0.08	0.10	0.13	0.08

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Table 32
Q10. Which of the following statements best describes you?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
I have children but no grandchildren	710 35%	302 30%	408 39%	21 9%	169 48%	194 59%	187 52%	75 25%	63 13%	172 32%	187 33%	184 44%	167 33%	75 42%	33 38%	84 36%	66 38%	67 36%	53 35%	36 36%	68 35%	81 30%	98 35%	48 27%	146 48%	352 40%
I have grandchildren	488 24%	247 25%	241 23%	2 1%	-	7 2%	68 19%	131 44%	280 59%	135 25%	120 21%	105 25%	128 25%	29 16%	21 24%	55 24%	41 24%	44 24%	39 25%	30 29%	49 25%	58 21%	72 25%	51 28%	34 11%	106 12%
I have grandchildren and great grandchildren	63 3%	29 3%	34 3%	-	-	2 1%	1 *	2 1%	58 12%	12 2%	8 1%	14 3%	29 6%	7 4%	4 5%	7 3%	4 2%	5 3%	9 6%	1 1%	7 4%	4 1%	8 3%	7 4%	3 1%	4 *
I have neither children nor grandchildren	780 38%	418 42%	361 35%	205 90%	182 52%	125 38%	106 29%	92 31%	69 15%	227 41%	254 45%	117 28%	182 36%	68 38%	28 32%	88 37%	61 36%	69 37%	53 34%	35 34%	72 36%	129 48%	105 37%	73 41%	121 40%	411 47%

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Absolutes/col percents

Table 32
Q10. Which of the following statements best describes you?
Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents	
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
I have children but no grandchildren	710 35%	203 14%	506 90%	193 94%	247 94%	192 89%	88 78%	-
I have grandchildren	488 24%	444 30%	44 8%	6 3%	11 4%	23 11%	19 17%	488 89%
I have grandchildren and great grandchildren	63 3%	60 4%	3 1%	-	*	2 1%	1 1%	63 11%
I have neither children nor grandchildren	780 38%	764 52%	12 2%	6 3%	5 2%	-	5 4%	-

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Table 33
Gender
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Male	996	996	-	83	151	173	179	167	244	288	272	187	248	82	34	114	76	91	89	50	85	128	144	103	134	454
	49%	100%	-	36%	43%	53%	49%	56%	52%	53%	48%	45%	49%	45%	39%	49%	44%	50%	58%	49%	44%	47%	51%	57%	44%	52%
Female	1045	-	1045	146	200	156	184	133	226	258	297	233	258	98	52	121	96	92	64	52	111	143	140	76	170	418
	51%	-	100%	64%	57%	47%	51%	44%	48%	47%	52%	55%	51%	55%	61%	51%	56%	50%	42%	51%	56%	53%	49%	43%	56%	48%

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Absolutes/col percents

Table 33
Gender
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Male	996 49%	761 52%	235 42%	82 40%	111 42%	87 40%	40 36%	276 50%
Female	1045 51%	710 48%	330 58%	123 60%	153 58%	130 60%	72 64%	276 50%

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Absolutes/col percents

Table 34
Age
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
18-24	229 11%	83 8%	146 14%	229 100%	-	-	-	-	-	83 15%	68 12%	36 8%	42 8%	14 8%	10 12%	32 14%	25 14%	25 13%	11 7%	12 12%	14 7%	37 14%	29 10%	20 11%	38 13%	108 12%
25-34	351 17%	151 15%	200 19%	-	351 100%	-	-	-	-	101 18%	114 20%	68 16%	68 13%	31 17%	11 12%	35 15%	28 16%	31 17%	26 17%	13 13%	42 22%	41 15%	68 24%	24 13%	77 25%	212 24%
35-44	328 16%	173 17%	156 15%	-	-	328 100%	-	-	-	73 13%	87 15%	85 20%	84 17%	35 19%	15 17%	39 16%	34 20%	32 17%	22 15%	21 21%	26 13%	35 13%	42 15%	28 16%	66 22%	198 23%
45-54	363 18%	179 18%	184 18%	-	-	-	363 100%	-	-	75 14%	92 16%	92 22%	103 20%	37 21%	16 19%	40 17%	28 16%	32 17%	34 22%	16 16%	40 20%	52 19%	31 11%	36 20%	74 24%	198 23%
55-64	300 15%	167 17%	133 13%	-	-	-	-	300 100%	-	56 10%	78 14%	69 16%	97 19%	22 12%	12 14%	31 13%	26 15%	19 10%	23 15%	22 21%	37 19%	46 17%	40 14%	23 13%	41 13%	118 14%
65+	470 23%	244 24%	226 22%	-	-	-	-	-	470 100%	159 29%	129 23%	70 17%	112 22%	41 23%	22 26%	58 25%	31 18%	45 24%	37 24%	17 17%	37 19%	60 22%	73 26%	50 28%	8 3%	38 4%
NET: 18-34	579 28%	233 23%	346 33%	229 100%	351 100%	-	-	-	-	183 34%	182 32%	104 25%	110 22%	45 25%	21 25%	68 29%	52 31%	56 30%	37 24%	26 25%	56 28%	78 29%	97 34%	43 24%	115 38%	320 37%
NET: 35-54	692 34%	352 35%	339 32%	-	-	328 100%	363 100%	-	-	149 27%	179 32%	177 42%	187 37%	72 40%	31 36%	79 34%	62 36%	64 35%	57 37%	38 37%	66 34%	88 32%	73 26%	64 35%	139 46%	396 45%
NET: 55+	770 38%	411 41%	359 34%	-	-	-	-	300 100%	470 100%	214 39%	207 36%	139 33%	209 41%	62 35%	34 40%	88 38%	57 33%	64 35%	59 39%	39 38%	74 38%	106 39%	114 40%	73 41%	49 16%	156 18%
Average age	47.69	49.37	46.08	21.69	29.57	39.17	49.56	59.50	70.80	47.62	46.77	46.80	49.52	47.78	48.94	47.32	45.67	46.48	49.20	46.83	47.81	47.91	47.72	49.30	40.32	41.09

BBC Supermovers Survey
ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 34
Age
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
18-24	229 11%	200 14%	24 4%	18 9%	3 1%	2 1%	5 4%	2 *
25-34	351 17%	180 12%	171 30%	110 54%	101 38%	27 12%	- -	- -
35-44	328 16%	135 9%	194 34%	66 32%	108 41%	91 42%	26 23%	9 2%
45-54	363 18%	215 15%	147 26%	11 5%	46 18%	82 38%	65 58%	69 13%
55-64	300 15%	277 19%	23 4%	- -	3 1%	12 5%	14 13%	133 24%
65+	470 23%	464 32%	6 1%	- -	2 1%	3 1%	2 2%	338 61%
NET: 18-34	579 28%	380 26%	195 34%	127 62%	104 40%	29 13%	5 4%	2 *
NET: 35-54	692 34%	350 24%	341 60%	77 38%	154 58%	174 80%	91 81%	79 14%
NET: 55+	770 38%	741 50%	29 5%	- -	6 2%	14 7%	16 15%	471 85%
Average age	47.69	51.08	39.04	32.76	37.43	42.96	46.64	65.40

BBC Supermovers Survey

ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 35
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
A	149 7%	75 7%	74 7%	37 16%	19 5%	20 6%	18 5%	12 4%	42 9%	149 27%	-	-	-	12 7%	6 7%	20 8%	12 7%	12 6%	9 6%	5 5%	12 6%	23 8%	28 10%	10 5%	18 6%	62 7%
B	397 19%	213 21%	184 18%	46 20%	81 23%	53 16%	58 16%	43 14%	116 25%	397 73%	-	-	-	33 18%	16 19%	47 20%	33 19%	24 13%	30 19%	19 19%	36 19%	63 23%	65 23%	31 17%	80 26%	167 19%
C1	569 28%	272 27%	297 28%	68 30%	114 32%	87 26%	92 25%	78 26%	129 28%	-	569 100%	-	-	53 29%	26 31%	56 24%	49 28%	51 28%	44 28%	26 26%	52 27%	84 31%	82 29%	46 26%	105 35%	264 30%
C2	420 21%	187 19%	233 22%	36 16%	68 19%	85 26%	92 25%	69 23%	70 15%	-	-	420 100%	-	40 22%	8 10%	49 21%	41 24%	45 24%	31 20%	33 32%	40 20%	48 18%	50 18%	36 20%	61 20%	218 25%
D	263 13%	132 13%	130 12%	30 13%	51 14%	49 15%	56 15%	42 14%	36 8%	-	-	-	263 52%	15 8%	13 15%	35 15%	22 13%	25 13%	20 13%	7 7%	32 16%	27 10%	36 13%	32 18%	38 13%	158 18%
E	243 12%	116 12%	127 12%	13 5%	17 5%	35 11%	47 13%	55 18%	76 16%	-	-	-	243 48%	28 15%	16 19%	28 12%	15 9%	27 15%	21 14%	11 11%	23 12%	26 10%	23 8%	25 14%	* *	4 *
NET: AB	546 27%	288 29%	258 25%	83 36%	101 29%	73 22%	75 21%	56 19%	159 34%	546 100%	-	-	-	45 25%	22 26%	67 29%	45 26%	35 19%	38 25%	25 24%	49 25%	86 32%	94 33%	41 23%	98 32%	229 26%
NET: ABC1	1115 55%	560 56%	555 53%	151 66%	214 61%	160 49%	168 46%	134 45%	288 61%	546 100%	569 100%	-	-	97 54%	48 56%	123 52%	93 55%	87 47%	82 54%	51 50%	101 51%	170 63%	175 62%	88 49%	203 67%	493 57%
NET: C2DE	926 45%	436 44%	490 47%	78 34%	136 39%	168 51%	195 54%	166 55%	182 39%	-	-	420 100%	506 100%	82 46%	37 44%	112 48%	78 45%	97 53%	71 46%	51 50%	95 49%	102 37%	108 38%	92 51%	100 33%	379 43%
NET: DE	506 25%	248 25%	258 25%	42 18%	68 19%	84 25%	103 28%	97 32%	112 24%	-	-	-	506 100%	43 24%	29 34%	63 27%	37 21%	52 28%	41 26%	18 18%	55 28%	53 20%	59 21%	56 31%	39 13%	161 18%

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ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 35
Social Grade
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
A	149 7%	117 8%	32 6%	7 4%	18 7%	14 6%	3 3%	44 8%
B	397 19%	298 20%	99 18%	45 22%	46 17%	33 15%	14 12%	103 19%
C1	569 28%	417 28%	148 26%	57 28%	72 27%	40 19%	34 30%	128 23%
C2	420 21%	261 18%	159 28%	58 28%	68 26%	72 33%	37 33%	119 22%
D	263 13%	174 12%	88 16%	21 10%	45 17%	39 18%	15 13%	62 11%
E	243 12%	205 14%	38 7%	17 8%	14 5%	18 8%	11 10%	95 17%
NET: AB	546 27%	415 28%	131 23%	52 25%	64 24%	47 22%	17 15%	147 27%
NET: ABC1	1115 55%	832 57%	279 49%	109 53%	136 51%	87 40%	50 45%	276 50%
NET: C2DE	926 45%	639 43%	285 51%	95 47%	128 49%	130 60%	62 55%	276 50%
NET: DE	506 25%	379 26%	126 22%	37 18%	59 23%	58 27%	25 23%	157 28%

BBC Supermovers Survey

ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 36
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Scotland	180	82	98	14	31	35	37	22	41	45	53	40	43	180	-	-	-	-	-	-	-	-	-	-	28	68
	9%	8%	9%	6%	9%	11%	10%	7%	9%	8%	9%	9%	8%	100%	-	-	-	-	-	-	-	-	-	-	9%	8%
North East	86	34	52	10	11	15	16	12	22	22	26	8	29	-	86	-	-	-	-	-	-	-	-	-	15	27
	4%	3%	5%	5%	3%	4%	4%	4%	5%	4%	5%	2%	6%	-	100%	-	-	-	-	-	-	-	-	-	5%	3%
North West	235	114	121	32	35	39	40	31	58	67	56	49	63	-	-	235	-	-	-	-	-	-	-	-	32	103
	11%	11%	12%	14%	10%	12%	11%	10%	12%	12%	10%	12%	12%	-	-	100%	-	-	-	-	-	-	-	-	11%	12%
Yorkshire & Humberside	171	76	96	25	28	34	28	26	31	45	49	41	37	-	-	-	171	-	-	-	-	-	-	-	32	75
	8%	8%	9%	11%	8%	10%	8%	9%	7%	8%	9%	10%	7%	-	-	-	100%	-	-	-	-	-	-	-	10%	9%
West Midlands	184	91	92	25	31	32	32	19	45	35	51	45	52	-	-	-	-	184	-	-	-	-	-	-	31	70
	9%	9%	9%	11%	9%	10%	9%	6%	10%	6%	9%	11%	10%	-	-	-	-	100%	-	-	-	-	-	-	10%	8%
East Midlands	153	89	64	11	26	22	34	23	37	38	44	31	41	-	-	-	-	-	153	-	-	-	-	-	21	64
	7%	9%	6%	5%	7%	7%	9%	8%	8%	7%	8%	7%	8%	-	-	-	-	-	100%	-	-	-	-	-	7%	7%
Wales	102	50	52	12	13	21	16	22	17	25	26	33	18	-	-	-	-	-	102	-	-	-	-	-	20	39
	5%	5%	5%	5%	4%	7%	4%	7%	4%	5%	5%	8%	4%	-	-	-	-	-	100%	-	-	-	-	-	7%	4%
Eastern	196	85	111	14	42	26	40	37	37	49	52	40	55	-	-	-	-	-	-	196	-	-	-	-	28	82
	10%	9%	11%	6%	12%	8%	11%	12%	8%	9%	9%	10%	11%	-	-	-	-	-	-	100%	-	-	-	-	9%	9%
London	271	128	143	37	41	35	52	46	60	86	84	48	53	-	-	-	-	-	-	-	-	271	-	-	36	133
	13%	13%	14%	16%	12%	11%	14%	15%	13%	16%	15%	12%	11%	-	-	-	-	-	-	-	-	100%	-	-	12%	15%
South East	284	144	140	29	68	42	31	40	73	94	82	50	59	-	-	-	-	-	-	-	-	-	284	-	37	130
	14%	14%	13%	13%	19%	13%	9%	13%	16%	17%	14%	12%	12%	-	-	-	-	-	-	-	-	-	100%	-	12%	15%
South West	180	103	76	20	24	28	36	23	50	41	46	36	56	-	-	-	-	-	-	-	-	-	-	180	24	81
	9%	10%	7%	9%	7%	8%	10%	8%	11%	8%	8%	9%	11%	-	-	-	-	-	-	-	-	-	-	100%	8%	9%

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Absolutes/col percents

Table 36
GO Region
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Scotland	180 9%	120 8%	59 10%	17 8%	32 12%	20 9%	15 13%	36 7%
North East	86 4%	63 4%	23 4%	6 3%	12 5%	8 4%	5 5%	25 5%
North West	235 11%	172 12%	63 11%	19 9%	35 13%	24 11%	12 11%	63 11%
Yorkshire & Humberside	171 8%	113 8%	58 10%	21 10%	22 8%	29 13%	12 11%	45 8%
West Midlands	184 9%	132 9%	51 9%	23 11%	29 11%	13 6%	12 11%	48 9%
East Midlands	153 7%	105 7%	46 8%	11 5%	18 7%	19 9%	14 13%	47 9%
Wales	102 5%	67 5%	35 6%	14 7%	12 5%	16 7%	7 6%	31 6%
Eastern	196 10%	137 9%	59 10%	21 10%	30 11%	22 10%	9 8%	56 10%
London	271 13%	212 14%	59 10%	21 10%	25 9%	30 14%	12 10%	62 11%
South East	284 14%	206 14%	74 13%	39 19%	32 12%	23 10%	10 9%	80 15%
South West	180 9%	142 10%	37 7%	13 7%	17 6%	13 6%	4 4%	58 11%

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Absolutes/col percents

Table 37
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern London	South East	South West	Public	Pri-vate	
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Yes	1276	633	643	190	240	199	200	149	298	421	388	247	220	109	52	152	100	116	83	56	105	203	191	109	207	600
	63%	64%	62%	83%	69%	61%	55%	50%	63%	77%	68%	59%	43%	61%	61%	65%	59%	63%	54%	55%	54%	75%	67%	60%	68%	69%
No	765	363	402	39	111	130	163	151	172	126	180	173	286	71	34	83	71	68	70	46	91	69	93	71	97	272
	37%	36%	38%	17%	31%	39%	45%	50%	37%	23%	32%	41%	57%	39%	39%	35%	41%	37%	46%	45%	46%	25%	33%	40%	32%	31%

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Absolutes/col percents

Table 37
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Yes	1276 63%	931 63%	340 60%	132 65%	154 58%	132 61%	59 53%	335 61%
No	765 37%	540 37%	224 40%	72 35%	110 42%	85 39%	53 47%	217 39%

BBC Supermovers Survey

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Absolutes/col percents

Table 38
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
NET: Homeowners	1323	663	660	122	186	184	219	213	399	434	385	284	220	105	58	158	117	130	100	66	134	159	183	114	204	557
	65%	67%	63%	53%	53%	56%	60%	71%	85%	79%	68%	68%	43%	58%	67%	68%	68%	71%	65%	64%	68%	59%	64%	63%	67%	64%
Owned outright - without mortgage	737	376	361	49	43	51	88	143	363	241	211	143	142	56	31	94	66	61	49	36	83	92	105	63	58	221
	36%	38%	35%	22%	12%	15%	24%	48%	77%	44%	37%	34%	28%	31%	36%	40%	38%	33%	32%	35%	42%	34%	37%	35%	19%	25%
Owned with a mortgage or loan	586	286	299	72	143	133	130	70	37	193	174	141	78	49	27	65	51	69	50	30	50	67	78	51	146	335
	29%	29%	29%	32%	41%	41%	36%	23%	8%	35%	31%	34%	15%	27%	31%	28%	30%	37%	33%	29%	26%	25%	27%	28%	48%	38%
NET: Renters	687	318	369	91	160	139	142	86	68	101	178	126	281	74	27	72	50	49	51	34	60	107	98	65	93	300
	34%	32%	35%	40%	46%	42%	39%	29%	15%	19%	31%	30%	56%	41%	32%	30%	29%	27%	34%	34%	30%	39%	35%	36%	31%	34%
Rented from the council	265	132	134	25	51	49	60	39	42	12	56	57	140	41	14	14	20	20	20	18	23	49	25	21	35	80
	13%	13%	13%	11%	15%	15%	16%	13%	9%	2%	10%	14%	28%	23%	16%	6%	12%	11%	13%	18%	12%	18%	9%	12%	11%	9%
Rented from a housing association	152	69	83	20	28	22	39	29	13	17	31	31	73	13	6	27	7	12	9	6	13	16	25	17	16	65
	7%	7%	8%	9%	8%	7%	11%	10%	3%	3%	5%	7%	14%	7%	7%	12%	4%	7%	6%	6%	7%	6%	9%	10%	5%	7%
Rented from someone else	270	118	152	46	81	68	43	18	13	72	91	38	69	19	8	30	23	17	22	10	23	42	49	27	42	154
	13%	12%	15%	20%	23%	21%	12%	6%	3%	13%	16%	9%	14%	11%	9%	13%	13%	10%	14%	10%	12%	15%	17%	15%	14%	18%
Rent free	31	15	17	16	5	5	2	1	2	11	6	9	5	1	1	5	5	4	2	2	3	5	3	1	7	16
	2%	1%	2%	7%	1%	2%	1%	*	*	2%	1%	2%	1%	*	1%	2%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%

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Absolutes/col percents

Table 38
Tenure
Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Homeowners	1323	1005	314	108	141	124	72	406
	65%	68%	56%	53%	54%	57%	65%	74%
Owned outright - without mortgage	737	669	65	17	24	32	15	333
	36%	45%	11%	9%	9%	15%	13%	60%
Owned with a mortgage or loan	586	336	249	91	118	92	58	73
	29%	23%	44%	44%	45%	42%	52%	13%
NET: Renters	687	439	247	93	122	92	38	143
	34%	30%	44%	46%	46%	42%	34%	26%
Rented from the council	265	161	104	30	58	44	16	73
	13%	11%	18%	15%	22%	20%	15%	13%
Rented from a housing association	152	100	51	19	21	20	10	41
	7%	7%	9%	10%	8%	9%	9%	7%
Rented from someone else	270	177	91	44	44	28	12	29
	13%	12%	16%	21%	17%	13%	10%	5%
Rent free	31	27	4	3	-	1	2	2
	2%	2%	1%	2%	-	*	1%	*

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Absolutes/col percents

Table 39
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
No formal education	24 1%	14 1%	10 1%	2 1%	5 2%	3 1%	5 1%	3 1%	6 1%	1 *	3 1%	6 1%	14 3%	2 1%	1 1%	3 1%	- -	3 2%	4 3%	4 4%	2 1%	1 *	3 1%	1 1%	2 1%	8 1%
Primary	10 1%	7 1%	3 *	- -	2 1%	3 1%	1 *	- -	5 1%	2 *	2 *	3 1%	4 1%	- -	- -	- -	2 1%	- -	2 1%	1 *	2 1%	3 1%	- -	* *	- -	4 *
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1343 66%	631 63%	713 68%	86 38%	173 49%	220 67%	275 76%	251 84%	338 72%	272 50%	357 63%	319 76%	395 78%	109 61%	58 68%	146 62%	115 67%	126 69%	103 67%	66 65%	135 69%	164 60%	198 70%	123 68%	179 59%	552 63%
University degree or equivalent professional qualification, NVQ level 4, etc.	467 23%	243 24%	224 21%	78 34%	123 35%	74 23%	63 17%	35 12%	94 20%	183 33%	157 28%	69 16%	59 12%	43 24%	18 20%	70 30%	41 24%	40 22%	29 19%	23 22%	41 21%	69 25%	59 21%	36 20%	86 28%	230 26%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	130 6%	72 7%	58 6%	25 11%	36 10%	24 7%	15 4%	8 3%	21 5%	76 14%	29 5%	11 3%	14 3%	17 10%	4 5%	12 5%	8 5%	12 6%	11 7%	8 7%	8 4%	21 8%	17 6%	12 7%	36 12%	62 7%
Still in full time education	39 2%	17 2%	22 2%	36 16%	2 1%	* *	* *	- -	- -	9 2%	13 2%	8 2%	9 2%	6 3%	3 3%	3 1%	4 2%	2 1%	- -	1 1%	5 3%	5 2%	3 1%	6 4%	1 *	4 *
Don't know	5 *	2 *	3 *	1 *	- -	- -	2 *	1 *	1 *	- -	2 *	- -	3 1%	- -	1 1%	- -	- -	- -	3 2%	- -	1 *	- -	- -	- -	- -	2 *
Prefer not to answer	22 1%	10 1%	12 1%	1 1%	9 3%	4 1%	1 *	1 *	5 1%	3 *	6 1%	5 1%	8 2%	2 1%	1 2%	1 *	2 1%	- -	2 1%	- -	3 1%	8 3%	3 1%	1 1%	- -	11 1%

BBC Supermovers Survey

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Absolutes/col percents

Table 39
What is the highest educational level that you have achieved to date?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
No formal education	24 1%	16 1%	8 1%	5 2%	3 1%	2 1%	1 1%	8 1%
Primary	10 1%	7 *	3 1%	-	3 1%	2 1%	* *	3 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1343 66%	957 65%	385 68%	128 63%	175 66%	167 77%	88 78%	425 77%
University degree or equivalent professional qualification, NVQ level 4, etc.	467 23%	350 24%	115 20%	51 25%	52 20%	32 15%	20 18%	88 16%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	130 6%	83 6%	46 8%	19 9%	26 10%	13 6%	3 3%	15 3%
Still in full time education	39 2%	38 3%	1 *	1 *	*	-	-	-
Don't know	5 *	3 *	1 *	-	1 *	-	-	4 1%
Prefer not to answer	22 1%	17 1%	4 1%	1 *	4 2%	-	-	7 1%

BBC Supermovers Survey

ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 40

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 Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Yes - responsible for half or more of the items bought	1862	873	989	162	329	317	354	282	418	482	522	391	467	168	78	213	158	166	138	95	181	253	253	157	280	816
	91%	88%	95%	71%	94%	97%	98%	94%	89%	88%	92%	93%	92%	94%	91%	91%	92%	90%	90%	93%	93%	93%	89%	87%	92%	94%
No - not responsible for most of the items bought	179	123	56	67	22	11	9	18	52	65	46	29	39	11	7	22	14	18	15	7	14	18	31	23	24	56
	9%	12%	5%	29%	6%	3%	2%	6%	11%	12%	8%	7%	8%	6%	9%	9%	8%	10%	10%	7%	7%	7%	11%	13%	8%	6%

BBC Supermovers Survey
ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 40

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

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	Grand-parents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Yes - responsible for half or more of the items bought	1862 91%	1307 89%	552 98%	198 97%	260 99%	214 99%	108 96%	499 91%
No - not responsible for most of the items bought	179 9%	164 11%	12 2%	7 3%	3 1%	3 1%	4 4%	52 9%

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Absolutes/col percents

Table 41
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
No cars in the household	428	201	228	46	79	90	76	71	66	68	118	47	196	48	19	53	34	35	29	20	29	92	39	30	51	162
	21%	20%	22%	20%	23%	28%	21%	24%	14%	12%	21%	11%	39%	27%	22%	23%	20%	19%	19%	20%	15%	34%	14%	16%	17%	19%
NET: Any	1613	795	817	183	272	238	287	229	404	479	451	373	310	131	67	181	137	149	124	82	167	180	245	150	253	710
	79%	80%	78%	80%	77%	72%	79%	76%	86%	88%	79%	89%	61%	73%	78%	77%	80%	81%	81%	80%	85%	66%	86%	84%	83%	81%
1	828	435	393	39	145	132	143	136	232	231	241	177	180	78	39	101	77	61	64	46	76	100	121	65	131	328
	41%	44%	38%	17%	41%	40%	39%	45%	49%	42%	42%	42%	36%	43%	45%	43%	45%	33%	42%	45%	39%	37%	43%	36%	43%	38%
2	597	280	317	67	113	88	99	72	158	193	165	135	105	40	24	66	47	67	43	23	64	64	100	61	95	270
	29%	28%	30%	29%	32%	27%	27%	24%	34%	35%	29%	32%	21%	23%	28%	28%	27%	36%	28%	22%	33%	23%	35%	34%	31%	31%
3+	187	80	107	77	13	18	45	21	14	55	45	62	26	13	4	15	14	21	17	13	26	16	24	24	26	112
	9%	8%	10%	34%	4%	5%	12%	7%	3%	10%	8%	15%	5%	7%	5%	6%	8%	11%	11%	13%	14%	6%	9%	13%	9%	13%

BBC Supermovers Survey
ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 41
How many cars are there in your household?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
No cars in the household	428 21%	326 22%	101 18%	34 17%	49 18%	42 19%	17 15%	83 15%
NET: Any	1613 79%	1145 78%	463 82%	171 83%	215 82%	175 81%	95 85%	469 85%
1	828 41%	592 40%	235 42%	79 39%	113 43%	97 45%	48 43%	262 47%
2	597 29%	403 27%	191 34%	86 42%	84 32%	61 28%	32 29%	179 33%
3+	187 9%	149 10%	37 7%	6 3%	18 7%	17 8%	15 13%	28 5%

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Absolutes/col percents

Table 42
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
White	1865	924	941	190	293	289	336	295	462	499	510	393	462	171	82	219	159	160	141	95	182	212	267	176	264	779
	91%	93%	90%	83%	84%	88%	92%	98%	98%	91%	90%	94%	91%	95%	95%	93%	93%	87%	92%	93%	93%	78%	94%	98%	87%	89%
NET: BAME	165	69	96	38	55	35	26	5	7	46	56	25	38	7	4	16	11	22	12	7	13	55	14	2	40	86
	8%	7%	9%	17%	16%	11%	7%	2%	1%	8%	10%	6%	7%	4%	5%	7%	7%	12%	8%	7%	7%	20%	5%	1%	13%	10%
Mixed	37	20	16	3	14	6	6	5	3	12	9	8	7	1	2	2	4	4	1	3	5	12	3	1	6	20
	2%	2%	2%	2%	4%	2%	2%	2%	1%	2%	2%	2%	1%	*	2%	1%	2%	2%	*	3%	3%	4%	1%	*	2%	2%
Asian	83	32	52	24	25	25	8	-	1	22	26	10	25	3	-	12	6	15	9	4	4	24	7	1	19	43
	4%	3%	5%	11%	7%	8%	2%	-	*	4%	5%	2%	5%	2%	-	5%	3%	8%	6%	4%	2%	9%	2%	1%	6%	5%
Black	29	11	18	5	11	3	8	-	3	6	13	4	6	1	-	2	2	3	3	-	3	12	2	*	10	15
	1%	1%	2%	2%	3%	1%	2%	-	1%	1%	2%	1%	1%	1%	-	1%	1%	2%	2%	-	2%	5%	1%	*	3%	2%
Chinese	10	3	7	3	3	2	2	-	-	4	4	2	-	1	2	-	-	-	-	1	1	2	3	-	4	4
	*	*	1%	1%	1%	1%	*	-	-	1%	1%	*	-	1%	2%	-	-	-	-	1%	1%	1%	1%	-	1%	*
Other ethnic group	7	4	3	2	1	-	2	-	1	2	4	1	-	1	-	-	1	-	-	-	-	5	-	-	1	3
	*	*	*	1%	*	-	1%	-	*	*	1%	*	-	1%	-	-	*	-	-	-	-	2%	-	-	*	*
Prefer not to answer	11	3	9	1	3	4	2	*	1	1	3	1	6	1	-	-	1	1	-	-	*	4	3	1	-	7
	1%	*	1%	*	1%	1%	1%	*	*	*	1%	*	1%	*	-	-	1%	1%	-	-	*	2%	1%	*	-	1%

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Absolutes/col percents

Table 42
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
White	1865 91%	1375 93%	488 86%	176 86%	224 85%	181 84%	101 90%	543 98%
NET: BAME	165 8%	91 6%	71 13%	28 14%	38 14%	33 15%	8 7%	8 1%
Mixed	37 2%	24 2%	13 2%	5 2%	8 3%	10 4%	2 1%	4 1%
Asian	83 4%	43 3%	39 7%	20 10%	16 6%	13 6%	4 3%	- -
Black	29 1%	15 1%	14 3%	2 1%	10 4%	9 4%	1 1%	2 *
Chinese	10 *	6 *	2 *	- -	2 1%	1 *	- -	- -
Other ethnic group	7 *	3 *	3 1%	1 1%	2 1%	1 *	1 1%	2 *
Prefer not to answer	11 1%	5 *	5 1%	1 *	2 1%	2 1%	3 3%	1 *

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Absolutes/col percents

Table 43
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Christian	938 46%	446 45%	492 47%	62 27%	91 26%	112 34%	180 50%	181 60%	312 66%	237 43%	256 45%	226 54%	219 43%	87 48%	36 41%	115 49%	82 48%	79 43%	68 45%	48 47%	88 45%	119 44%	139 49%	76 42%	120 40%	362 42%
NET: Other	148 7%	66 7%	82 8%	31 14%	38 11%	28 9%	21 6%	10 3%	20 4%	42 8%	48 8%	18 4%	40 8%	5 3%	3 3%	22 9%	12 7%	20 11%	7 5%	5 5%	14 7%	41 15%	15 5%	4 2%	35 12%	59 7%
Muslim	57 3%	26 3%	30 3%	16 7%	14 4%	17 5%	8 2%	-	2 *	11 2%	21 4%	4 1%	20 4%	1 1%	-	12 5%	5 3%	8 4%	3 2%	2 2%	3 2%	17 6%	4 2%	-	18 6%	25 3%
Hindu	14 1%	2 *	12 1%	3 1%	8 2%	4 1%	-	-	-	6 1%	3 *	3 1%	2 *	-	-	-	-	2 1%	1 *	1 1%	*	8 3%	1 *	1 *	1 *	8 1%
Jewish	20 1%	13 1%	7 1%	2 1%	2 1%	-	2 *	3 1%	11 2%	11 2%	3 1%	3 1%	3 *	-	*	5 2%	-	-	-	-	3 2%	9 3%	3 1%	*	-	6 1%
Sikh	7 *	2 *	5 *	2 1%	1 *	4 1%	-	-	-	1 *	3 1%	1 *	2 *	-	-	-	2 1%	2 1%	1 1%	-	-	1 *	1 *	-	2 1%	4 *
Buddhist	13 1%	8 1%	6 1%	1 *	2 1%	* *	3 1%	2 1%	5 1%	4 1%	5 1%	-	4 1%	2 1%	2 2%	-	2 1%	1 *	-	-	1 1%	4 1%	-	1 1%	2 1%	6 1%
Other	37 2%	14 1%	23 2%	8 3%	11 3%	3 1%	8 2%	5 2%	2 *	9 2%	13 2%	6 1%	9 2%	2 1%	1 1%	5 2%	3 2%	7 4%	2 1%	1 1%	6 3%	3 1%	6 2%	2 1%	12 4%	10 1%
None	919 45%	466 47%	453 43%	132 58%	213 61%	182 56%	156 43%	105 35%	131 28%	255 47%	256 45%	167 40%	241 48%	87 49%	47 54%	92 39%	76 44%	77 42%	76 49%	49 48%	92 47%	104 38%	123 44%	95 53%	145 48%	430 49%
Prefer not to say	36 2%	18 2%	18 2%	3 1%	9 3%	6 2%	7 2%	5 2%	6 1%	12 2%	9 2%	8 2%	7 1%	-	1 1%	5 2%	2 1%	7 4%	2 1%	-	2 1%	6 2%	6 2%	4 2%	3 1%	21 2%

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Absolutes/col percents

Table 43
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Christian	938 46%	710 48%	228 40%	64 31%	98 37%	99 46%	58 51%	360 65%
NET: Other	148 7%	90 6%	58 10%	24 12%	26 10%	25 12%	6 5%	23 4%
Muslim	57 3%	26 2%	30 5%	15 7%	15 6%	11 5%	3 3%	3 *
Hindu	14 1%	6 *	8 1%	5 2%	3 1%	* *	* *	- -
Jewish	20 1%	18 1%	1 *	- -	- -	1 1%	* *	10 2%
Sikh	7 *	3 *	4 1%	- -	2 1%	4 2%	- -	- -
Buddhist	13 1%	9 1%	4 1%	* *	3 1%	3 2%	* *	6 1%
Other	37 2%	27 2%	10 2%	4 2%	2 1%	5 2%	1 1%	5 1%
None	919 45%	648 44%	267 47%	114 56%	133 50%	86 39%	45 40%	163 30%
Prefer not to say	36 2%	23 2%	12 2%	3 1%	7 3%	7 3%	4 3%	6 1%

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Absolutes/col percents

Table 44
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
NET: Urban	1596	793	803	189	299	277	302	211	318	432	448	313	403	134	72	204	134	151	112	57	133	271	208	121	249	713
	78%	80%	77%	83%	85%	84%	83%	70%	68%	79%	79%	75%	80%	75%	84%	87%	78%	82%	73%	56%	68%	100%	73%	68%	82%	82%
Urban - Population over 10,000	852	452	400	119	166	146	145	121	155	232	271	163	186	72	40	103	70	75	44	19	55	223	96	56	128	405
	42%	45%	38%	52%	47%	44%	40%	40%	33%	42%	48%	39%	37%	40%	46%	44%	41%	41%	29%	18%	28%	82%	34%	31%	42%	46%
Town and Fringe	745	341	404	70	134	131	157	90	163	200	177	150	217	62	32	101	63	76	68	38	78	48	112	65	121	308
	36%	34%	39%	31%	38%	40%	43%	30%	35%	37%	31%	36%	43%	35%	38%	43%	37%	41%	44%	38%	40%	18%	40%	36%	40%	35%
NET: Rural	445	203	242	39	52	51	61	89	152	114	121	107	103	46	14	31	38	33	41	45	63	*	75	58	55	159
	22%	20%	23%	17%	15%	16%	17%	30%	32%	21%	21%	25%	20%	25%	16%	13%	22%	18%	27%	44%	32%	*	27%	32%	18%	18%
Village	404	188	216	37	50	43	55	84	135	100	110	94	99	35	14	23	35	30	38	42	56	*	74	56	51	142
	20%	19%	21%	16%	14%	13%	15%	28%	29%	18%	19%	22%	20%	20%	16%	10%	21%	16%	25%	41%	29%	*	26%	31%	17%	16%
Hamlet & Isolated Dwelling	41	15	26	2	1	9	7	5	17	14	10	13	3	10	-	8	3	3	4	3	7	-	2	2	4	17
	2%	2%	2%	1%	*	3%	2%	2%	4%	3%	2%	3%	1%	6%	-	4%	1%	2%	3%	3%	3%	-	1%	1%	1%	2%

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Absolutes/col percents

Table 44
Which of the following best describes where you live?
Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents	
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Urban	1596	1135	457	165	215	173	85	389
	78%	77%	81%	80%	82%	80%	76%	71%
Urban - Population over 10,000	852	636	215	77	104	78	39	176
	42%	43%	38%	38%	39%	36%	35%	32%
Town and Fringe	745	499	243	88	111	94	46	214
	36%	34%	43%	43%	42%	43%	41%	39%
NET: Rural	445	336	107	40	48	44	27	162
	22%	23%	19%	20%	18%	20%	24%	29%
Village	404	302	100	37	45	42	25	147
	20%	21%	18%	18%	17%	19%	22%	27%
Hamlet & Isolated Dwelling	41	34	7	3	3	2	2	15
	2%	2%	1%	2%	1%	1%	2%	3%

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Absolutes/col percents

Table 45
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
NET: Working	1176	588	588	146	288	264	272	158	47	328	369	279	200	96	42	135	107	101	85	59	110	169	167	105	304	872
	58%	59%	56%	64%	82%	80%	75%	53%	10%	60%	65%	66%	40%	53%	49%	57%	62%	55%	56%	58%	56%	62%	59%	59%	100%	100%
Working full time - working 30 hours per week or more	927	522	404	120	228	225	223	107	23	276	297	211	143	69	33	106	85	78	73	49	83	137	137	78	252	675
	45%	52%	39%	52%	65%	69%	61%	36%	5%	50%	52%	50%	28%	39%	39%	45%	50%	42%	48%	48%	42%	50%	48%	43%	83%	77%
Working part time - working between 8 and 29 hours per week	249	65	184	27	60	38	49	52	23	52	72	68	57	27	9	29	22	23	12	11	27	32	30	27	52	197
	12%	7%	18%	12%	17%	12%	13%	17%	5%	9%	13%	16%	11%	15%	10%	12%	13%	13%	8%	10%	14%	12%	11%	15%	17%	23%
NET: Not working	865	408	457	82	62	65	91	142	423	219	200	141	306	84	44	100	65	83	68	43	86	102	117	74	-	-
	42%	41%	44%	36%	18%	20%	25%	47%	90%	40%	35%	34%	60%	47%	51%	43%	38%	45%	44%	42%	44%	38%	41%	41%	-	-
Not working but seeking work or temporarily unemployed or sick	78	46	32	11	15	16	22	14	-	4	10	12	52	6	2	13	6	7	6	5	9	10	12	1	-	-
	4%	5%	3%	5%	4%	5%	6%	5%	-	1%	2%	3%	10%	3%	3%	6%	4%	4%	4%	5%	4%	4%	4%	*	-	-
Not working and not seeking work/ student	159	86	73	67	13	15	27	34	3	27	36	14	84	17	8	20	13	15	14	6	15	17	14	20	-	-
	8%	9%	7%	29%	4%	5%	7%	11%	1%	5%	6%	3%	17%	10%	9%	9%	8%	8%	9%	5%	8%	6%	5%	11%	-	-
Retired on a state pension only	126	41	85	-	-	*	1	10	114	10	17	19	79	7	8	15	5	16	10	5	11	17	21	12	-	-
	6%	4%	8%	-	-	*	*	3%	24%	2%	3%	5%	16%	4%	9%	6%	3%	9%	6%	5%	5%	6%	7%	7%	-	-
Retired with a private pension	356	219	136	-	-	1	4	49	302	151	121	52	32	35	16	41	28	33	27	15	31	48	49	31	-	-
	17%	22%	13%	-	-	*	1%	16%	64%	28%	21%	12%	6%	19%	18%	18%	17%	18%	18%	15%	16%	18%	17%	18%	-	-
House person, housewife, househusband, etc.	146	16	131	4	34	32	37	35	5	27	16	44	59	18	10	11	12	11	10	12	21	10	21	10	-	-
	7%	2%	13%	2%	10%	10%	10%	12%	1%	5%	3%	10%	12%	10%	12%	5%	7%	6%	7%	12%	11%	4%	8%	6%	-	-

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Table 45
Which of the following best describes your current working status?
Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No childr en aged 18 or under	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand-par-ents	
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Working	1176	732	439	156	199	166	81	146
	58%	50%	78%	76%	75%	76%	72%	26%
Working full time - working 30 hours per week or more	927	584	339	125	144	127	61	106
	45%	40%	60%	61%	55%	58%	54%	19%
Working part time - working between 8 and 29 hours per week	249	148	100	31	54	39	20	40
	12%	10%	18%	15%	21%	18%	18%	7%
NET: Not working	865	739	125	49	65	51	31	406
	42%	50%	22%	24%	25%	24%	28%	74%
Not working but seeking work or temporarily unemployed or sick	78	53	25	4	12	15	5	12
	4%	4%	4%	2%	5%	7%	5%	2%
Not working and not seeking work/ student	159	148	11	6	2	1	6	22
	8%	10%	2%	3%	1%	1%	5%	4%
Retired on a state pension only	126	125	*	-	-	*	-	97
	6%	9%	*	-	-	*	-	18%
Retired with a private pension	356	351	5	-	2	1	2	243
	17%	24%	1%	-	1%	1%	2%	44%
House person, housewife, househusband, etc.	146	62	84	39	48	33	18	31
	7%	4%	15%	19%	18%	15%	16%	6%

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Absolutes/col percents

Table 46
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1115	546	569	121	257	272	276	143	46	330	368	215	202	105	43	118	110	82	78	56	123	147	159	94	284	831
Weighted base	1176	588	588	146	288	264	272	158	47	328	369	279	200	96	42	135	107	101	85	59	110	169	167	105	304	872
NET: Public Sector	304	134	170	38	77	66	74	41	8	98	105	61	39	28	15	32	32	31	21	20	28	36	37	24	304	-
	26%	23%	29%	26%	27%	25%	27%	26%	18%	30%	28%	22%	19%	29%	35%	24%	30%	31%	25%	34%	25%	22%	22%	23%	100%	-
A nationalised industry/state corporation	10	10	-	-	4	3	2	1	-	7	1	-	2	-	1	2	-	-	-	-	1	2	2	1	10	-
	1%	2%	-	-	1%	1%	1%	1%	-	2%	*	-	1%	-	2%	1%	-	-	-	-	1%	1%	1%	1%	3%	-
Central government or civil service (including Courts service and Bank of England)	31	12	19	4	8	8	6	5	-	14	12	5	-	3	3	5	2	2	1	3	2	4	3	3	31	-
	3%	2%	3%	3%	3%	3%	2%	3%	-	4%	3%	2%	-	3%	7%	3%	2%	2%	1%	6%	2%	2%	2%	3%	10%	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	112	43	68	7	27	28	28	19	2	32	57	15	8	15	7	8	14	9	8	10	8	10	16	6	112	-
	10%	7%	12%	5%	9%	11%	10%	12%	5%	10%	15%	5%	4%	15%	17%	6%	13%	9%	10%	17%	7%	6%	10%	6%	37%	-
A university, or other grant funded establishment (include opted-out schools)	28	21	7	6	9	4	6	2	1	17	7	2	1	1	1	6	*	5	3	3	3	2	2	2	28	-
	2%	4%	1%	4%	3%	2%	2%	2%	3%	5%	2%	1%	1%	1%	1%	4%	*	5%	3%	5%	3%	1%	1%	2%	9%	-
A health authority or NHS Trust	65	19	46	15	11	17	12	7	3	17	16	17	15	5	2	9	6	8	3	4	7	9	5	7	65	-
	6%	3%	8%	10%	4%	7%	5%	5%	5%	5%	4%	6%	8%	6%	5%	7%	6%	8%	4%	6%	7%	5%	3%	6%	22%	-
The armed forces	5	4	1	-	1	1	2	-	-	-	3	2	-	1	-	-	-	-	1	-	1	-	1	-	5	-
	*	1%	*	-	*	1%	1%	-	-	-	1%	1%	-	1%	-	-	-	-	2%	-	1%	-	1%	-	2%	-
Other public sector occupation (Please specify as much detail as possible)	53	24	29	6	17	4	17	6	2	11	9	20	12	3	1	3	9	6	4	-	5	10	7	5	53	-
	4%	4%	5%	4%	6%	2%	6%	4%	5%	4%	2%	7%	6%	3%	3%	2%	9%	6%	5%	-	4%	6%	4%	5%	17%	-

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Table 46
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age							Social Grade				Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	1176	588	588	146	288	264	272	158	47	328	369	279	200	96	42	135	107	101	85	59	110	169	167	105	304	872
NET: Private Sector	872	454	418	108	212	198	198	118	38	229	264	218	161	68	27	103	75	70	64	39	82	133	130	81	-	872
	74%	77%	71%	74%	73%	75%	73%	74%	82%	70%	72%	78%	81%	71%	65%	76%	70%	69%	75%	66%	75%	78%	78%	77%	-	100%
A charity, voluntary organisation or trust	35	14	22	5	11	3	4	12	1	11	18	1	6	3	-	3	3	2	-	1	2	11	3	7	-	35
	3%	2%	4%	4%	4%	1%	1%	8%	1%	3%	5%	*	3%	3%	-	2%	3%	2%	-	2%	2%	6%	2%	6%	-	4%
Self-employed (Private sector)	132	71	61	14	23	25	30	25	14	30	40	38	25	6	7	21	8	7	6	13	10	20	27	9	-	132
	11%	12%	10%	10%	8%	10%	11%	16%	31%	9%	11%	13%	12%	6%	16%	15%	8%	7%	7%	21%	9%	12%	16%	9%	-	15%
None of the above/ I work in the Private sector	704	370	335	89	177	170	165	80	23	188	207	179	130	59	20	79	64	60	58	25	70	102	101	65	-	704
	60%	63%	57%	61%	61%	64%	61%	51%	50%	57%	56%	64%	65%	61%	48%	59%	60%	60%	69%	43%	64%	60%	60%	62%	-	81%

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Table 46
Do you work in any of the following occupations?
Base: All respondents who work

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents	
Unweighted base	1115	683	428	146	193	168	83	137
Weighted base	1176	732	439	156	199	166	81	146
NET: Public Sector	304	177	125	45	60	44	25	37
	26%	24%	28%	29%	30%	27%	31%	25%
A nationalised industry/state corporation	10	6	4	4	4	1	-	-
	1%	1%	1%	3%	2%	1%	-	-
Central government or civil service (including Courts service and Bank of England)	31	21	11	4	6	2	-	5
	3%	3%	2%	3%	3%	1%	-	3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	112	56	54	20	20	19	15	13
	10%	8%	12%	13%	10%	11%	18%	9%
A university, or other grant funded establishment (include opted-out schools)	28	19	9	4	3	-	3	1
	2%	3%	2%	3%	1%	-	3%	1%
A health authority or NHS Trust	65	42	23	7	14	10	2	9
	6%	6%	5%	4%	7%	6%	2%	6%
The armed forces	5	2	2	1	-	-	1	-
	*	*	1%	1%	-	-	2%	-
Other public sector occupation (Please specify as much detail as possible)	53	31	22	5	12	12	5	8
	4%	4%	5%	3%	6%	7%	6%	5%

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Absolutes/col percents

Table 46
Do you work in any of the following occupations?
Base: All respondents who work

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Weighted base	1176	732	439	156	199	166	81	146
NET: Private Sector	872	555	314	111	139	122	56	109
	74%	76%	72%	71%	70%	73%	69%	75%
A charity, voluntary organisation or trust	35	30	6	1	4	-	1	2
	3%	4%	1%	1%	2%	-	2%	2%
Self-employed (Private sector)	132	96	36	14	18	17	7	18
	11%	13%	8%	9%	9%	10%	8%	12%
None of the above/ I work in the Private sector	704	429	273	96	117	105	48	89
	60%	59%	62%	62%	59%	63%	59%	61%

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Absolutes/col percents

Table 47
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
No children aged 18 or under	1471	761	710	200	180	135	215	277	464	415	417	261	379	120	63	172	113	132	105	67	137	212	206	142	177	555
	72%	76%	68%	88%	51%	41%	59%	92%	99%	76%	73%	62%	75%	67%	74%	73%	66%	72%	69%	66%	70%	78%	73%	79%	58%	64%
NET: Yes	564	235	330	24	171	194	147	23	6	131	148	159	126	59	23	63	58	51	46	35	59	59	74	37	125	314
	28%	24%	32%	10%	49%	59%	41%	8%	1%	24%	26%	38%	25%	33%	26%	27%	34%	28%	30%	34%	30%	22%	26%	21%	41%	36%
NET: Any 5-18	451	189	262	8	111	161	144	23	6	102	115	128	106	52	22	53	45	41	39	25	45	48	50	30	99	244
	22%	19%	25%	4%	31%	49%	40%	8%	1%	19%	20%	31%	21%	29%	25%	23%	26%	23%	25%	25%	23%	18%	18%	17%	33%	28%
NET: Any 11-18	288	113	176	7	27	102	126	23	5	59	66	91	74	31	13	32	33	22	30	17	28	35	30	16	64	155
	14%	11%	17%	3%	8%	31%	35%	8%	1%	11%	12%	22%	15%	17%	15%	14%	19%	12%	20%	17%	14%	13%	11%	9%	21%	18%
Yes - children aged under 5 years old	205	82	123	18	110	66	11	-	-	52	57	58	37	17	6	19	21	23	11	14	21	21	39	13	45	111
	10%	8%	12%	8%	31%	20%	3%	-	-	10%	10%	14%	7%	9%	7%	8%	12%	13%	7%	13%	11%	8%	14%	7%	15%	13%
Yes - children aged 5 to 10 years old	263	111	153	3	101	108	46	3	2	64	72	68	59	32	12	35	22	29	18	12	30	25	32	17	60	139
	13%	11%	15%	1%	29%	33%	13%	1%	*	12%	13%	16%	12%	18%	14%	15%	13%	16%	12%	12%	15%	9%	11%	9%	20%	16%
Yes - children aged 11 to 15 years old	217	87	130	2	27	91	82	12	3	47	40	72	58	20	8	24	29	13	19	16	22	30	23	13	44	122
	11%	9%	12%	1%	8%	28%	23%	4%	1%	9%	7%	17%	11%	11%	10%	10%	17%	7%	13%	15%	11%	11%	8%	7%	14%	14%
Yes - children aged 16 to 18 years old	112	40	72	5	-	26	65	14	2	17	34	37	25	15	5	12	12	12	14	7	9	12	10	4	25	56
	5%	4%	7%	2%	-	8%	18%	5%	*	3%	6%	9%	5%	8%	6%	5%	7%	7%	9%	6%	5%	4%	3%	2%	8%	6%
Refused	6	-	6	5	-	-	1	-	-	-	4	-	1	-	-	-	-	-	2	-	-	-	4	-	2	3
	*	-	1%	2%	-	-	*	-	-	-	1%	-	*	-	-	-	-	-	1%	-	-	-	1%	-	1%	*

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Table 47
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	Grand-parents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
No children aged 18 or under	1471 72%	1471 100%	-	-	-	-	-	504 91%
NET: Yes	564 28%	-	564 100%	205 100%	263 100%	217 100%	112 100%	47 9%
NET: Any 5-18	451 22%	-	451 80%	92 45%	263 100%	217 100%	112 100%	45 8%
NET: Any 11-18	288 14%	-	288 51%	27 13%	100 38%	217 100%	112 100%	42 8%
Yes - children aged under 5 years old	205 10%	-	205 36%	205 100%	77 29%	22 10%	10 9%	6 1%
Yes - children aged 5 to 10 years old	263 13%	-	263 47%	77 38%	263 100%	91 42%	18 16%	12 2%
Yes - children aged 11 to 15 years old	217 11%	-	217 38%	22 11%	91 34%	217 100%	40 36%	25 4%
Yes - children aged 16 to 18 years old	112 5%	-	112 20%	10 5%	18 7%	40 19%	112 100%	20 4%
Refused	6 *	-	-	-	-	-	-	1 *

BBC Supermovers Survey

ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 48
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Anglia	210	90	120	14	48	35	42	35	37	56	63	39	52	-	-	-	-	-	16	-	174	-	19	1	33	96
	10%	9%	11%	6%	14%	11%	11%	12%	8%	10%	11%	9%	10%	-	-	-	-	-	10%	-	89%	-	7%	*	11%	11%
Border	23	6	18	1	3	1	5	4	9	9	4	6	3	13	-	10	-	-	-	-	-	-	-	-	4	11
	1%	1%	2%	*	1%	*	1%	1%	2%	2%	1%	1%	1%	7%	-	4%	-	-	-	-	-	-	-	-	1%	1%
Central	280	160	120	30	45	41	57	38	69	60	73	65	82	2	-	1	-	162	103	-	1	-	6	6	42	106
	14%	16%	11%	13%	13%	12%	16%	13%	15%	11%	13%	16%	16%	1%	-	*	-	88%	67%	-	1%	-	2%	4%	14%	12%
Granada	221	112	109	31	32	38	37	29	55	63	53	45	61	-	-	221	-	-	-	1	-	-	-	-	30	95
	11%	11%	10%	13%	9%	11%	10%	10%	12%	11%	9%	11%	12%	-	-	94%	-	-	-	1%	-	-	-	-	10%	11%
London	377	168	210	48	56	44	67	72	89	125	110	64	78	-	-	2	-	1	3	-	19	271	81	1	51	167
	18%	17%	20%	21%	16%	13%	18%	24%	19%	23%	19%	15%	15%	-	-	1%	-	1%	2%	-	10%	100%	28%	*	17%	19%
Meridian	211	127	84	23	54	31	26	20	56	69	59	42	41	-	-	-	-	5	-	-	-	1	176	29	21	111
	10%	13%	8%	10%	15%	10%	7%	7%	12%	13%	10%	10%	8%	-	-	-	-	3%	-	-	-	*	62%	16%	7%	13%
STV	165	77	89	13	29	35	35	19	34	38	50	38	39	165	-	-	-	-	-	-	-	-	-	-	26	63
	8%	8%	8%	6%	8%	11%	10%	6%	7%	7%	9%	9%	8%	92%	-	-	-	-	-	-	-	-	-	-	9%	7%
Tyne Tees	89	34	55	11	11	14	17	14	23	24	26	7	32	-	84	-	4	-	-	-	1	-	-	-	14	27
	4%	3%	5%	5%	3%	4%	5%	5%	5%	4%	5%	2%	6%	-	98%	-	2%	-	-	-	1%	-	-	-	5%	3%
Wales	99	48	51	12	13	21	16	20	17	25	24	32	18	-	-	-	-	-	-	99	-	-	-	-	19	38
	5%	5%	5%	5%	4%	6%	4%	7%	4%	5%	4%	8%	4%	-	-	-	-	-	-	97%	-	-	-	-	6%	4%
West	75	39	36	8	18	14	9	9	17	16	18	12	29	-	1	2	1	13	4	1	-	-	-	54	18	26
	4%	4%	3%	4%	5%	4%	3%	3%	4%	3%	3%	3%	6%	-	1%	1%	1%	7%	3%	1%	-	-	-	30%	6%	3%
Westcountry	94	49	45	14	12	16	17	14	20	14	28	21	30	-	-	-	-	3	-	1	-	-	1	89	13	48
	5%	5%	4%	6%	4%	5%	5%	5%	4%	3%	5%	5%	6%	-	-	-	-	2%	-	1%	-	-	*	50%	4%	5%
Yorkshire	195	88	107	23	28	40	34	26	43	48	58	48	41	-	1	-	166	-	28	-	-	-	-	-	33	83
	10%	9%	10%	10%	8%	12%	9%	9%	9%	9%	10%	11%	8%	-	1%	-	97%	-	18%	-	-	-	-	-	11%	10%

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ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 48
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
UTV	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1

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Absolutes/col percents

Table 48
Which of the following ITV regions do you live in?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Anglia	210 10%	140 10%	70 12%	29 14%	32 12%	23 11%	10 9%	52 9%
Border	23 1%	22 2%	1 *	1 *	1 *	1 *	1 1%	9 2%
Central	280 14%	205 14%	72 13%	27 13%	42 16%	23 10%	20 18%	84 15%
Granada	221 11%	160 11%	62 11%	18 9%	35 13%	24 11%	11 10%	59 11%
London	377 18%	299 20%	76 14%	27 13%	31 12%	39 18%	13 11%	99 18%
Meridian	211 10%	152 10%	57 10%	28 14%	25 10%	19 9%	9 8%	57 10%
STV	165 8%	107 7%	58 10%	16 8%	31 12%	19 9%	14 13%	32 6%
Tyne Tees	89 4%	66 4%	24 4%	6 3%	12 5%	8 4%	5 4%	26 5%
Wales	99 5%	64 4%	35 6%	14 7%	12 5%	16 7%	7 6%	30 5%
West	75 4%	54 4%	21 4%	6 3%	9 4%	8 4%	5 4%	23 4%
Westcountry	94 5%	71 5%	22 4%	10 5%	11 4%	5 2%	2 1%	26 5%
Yorkshire	195 10%	130 9%	65 11%	22 11%	21 8%	32 15%	17 15%	55 10%

BBC Supermovers Survey
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Absolutes/col percents

Table 48
Which of the following ITV regions do you live in?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents	
Weighted base	2041	1471	564	205	263	217	112	552
UTV	1 *	- -	1 *	1 1%	1 *	- -	- -	- -

BBC Supermovers Survey

ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 49
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Single	590 29%	306 31%	283 27%	180 79%	120 34%	104 32%	90 25%	63 21%	33 7%	155 28%	179 31%	96 23%	160 32%	45 25%	18 21%	72 31%	51 30%	56 30%	36 23%	30 29%	47 24%	97 36%	85 30%	53 29%	101 33%	289 33%
NET: Married/ Civil partnership/ co habiting	1190 58%	590 59%	600 57%	43 19%	221 63%	203 62%	220 60%	184 61%	320 68%	340 62%	317 56%	288 69%	245 49%	107 60%	52 60%	141 60%	97 56%	107 58%	90 59%	66 65%	122 62%	138 51%	165 58%	105 59%	172 57%	505 58%
Married	868 43%	448 45%	420 40%	5 2%	105 30%	130 40%	165 45%	160 53%	302 64%	259 47%	226 40%	212 50%	171 34%	71 39%	33 38%	106 45%	62 36%	86 47%	76 50%	51 50%	88 45%	97 36%	120 42%	77 43%	121 40%	317 36%
Civil Partnership	22 1%	13 1%	9 1%	7 3%	9 3%	3 1%	3 1%	- -	- -	5 1%	8 1%	6 1%	3 1%	5 3%	- -	- -	2 1%	* *	- -	2 2%	1 1%	6 2%	6 2%	- -	2 1%	19 2%
Co Habiting	301 15%	129 13%	171 16%	30 13%	107 31%	69 21%	52 14%	25 8%	17 4%	76 14%	82 14%	70 17%	71 14%	32 18%	19 22%	35 15%	32 19%	21 11%	14 9%	13 13%	33 17%	35 13%	39 14%	29 16%	49 16%	169 19%
NET: Widowed/ separated/ divorced	239 12%	93 9%	147 14%	- -	2 1%	18 5%	53 15%	51 17%	115 24%	46 8%	64 11%	36 8%	94 19%	26 14%	16 19%	18 8%	22 13%	18 10%	25 17%	6 6%	27 14%	29 11%	31 11%	22 12%	25 8%	67 8%
Widowed	58 3%	21 2%	37 4%	- -	2 1%	* *	1 *	4 1%	50 11%	9 2%	20 4%	9 2%	21 4%	7 4%	3 3%	4 2%	5 3%	1 1%	7 4%	1 1%	9 5%	8 3%	7 3%	6 3%	3 1%	7 1%
Separated	43 2%	15 2%	28 3%	- -	- -	7 2%	20 5%	9 3%	7 2%	10 2%	15 3%	7 2%	12 2%	5 3%	4 5%	3 1%	4 2%	4 2%	3 2%	2 2%	3 2%	5 2%	6 2%	3 2%	9 3%	15 2%
Divorced	138 7%	56 6%	82 8%	- -	- -	10 3%	33 9%	38 13%	57 12%	27 5%	29 5%	20 5%	62 12%	13 7%	9 11%	11 5%	13 8%	12 7%	16 10%	4 4%	14 7%	17 6%	17 6%	13 7%	13 4%	45 5%
Prefer not to answer	22 1%	7 1%	15 1%	6 3%	7 2%	5 1%	- -	2 1%	2 *	6 1%	10 2%	- -	7 1%	1 1%	- -	4 2%	1 1%	2 1%	2 1%	- -	- -	8 3%	3 1%	- -	6 2%	11 1%

BBC Supermovers Survey
ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 49
Marital Status
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Single	590 29%	509 35%	79 14%	27 13%	28 11%	35 16%	6 5%	21 4%
NET: Married/ Civil partnership/ co habiting	1190 58%	739 50%	450 80%	177 87%	219 83%	162 75%	92 82%	401 73%
Married	868 43%	566 38%	301 53%	106 52%	148 56%	121 56%	69 62%	365 66%
Civil Partnership	22 1%	10 1%	12 2%	5 2%	7 3%	2 1%	3 3%	- -
Co Habiting	301 15%	164 11%	137 24%	66 32%	64 24%	38 18%	20 18%	37 7%
NET: Widowed/ separated/ divorced	239 12%	206 14%	34 6%	- -	14 5%	19 9%	12 11%	126 23%
Widowed	58 3%	56 4%	2 *	- -	1 *	- -	1 1%	41 7%
Separated	43 2%	30 2%	13 2%	- -	7 3%	6 3%	6 5%	13 2%
Divorced	138 7%	120 8%	18 3%	- -	7 3%	13 6%	6 5%	72 13%
Prefer not to answer	22 1%	17 1%	2 *	1 *	2 1%	1 1%	1 1%	4 1%

BBC Supermovers Survey

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Absolutes/col percents

Table 50
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Glasgow	89	41	48	8	19	10	19	16	16	16	23	22	28	89	-	-	-	-	-	-	-	-	-	-	13	34
	4%	4%	5%	4%	5%	3%	5%	5%	3%	3%	4%	5%	6%	49%	-	-	-	-	-	-	-	-	-	-	4%	4%
Edinburgh	72	32	40	5	12	19	11	6	20	25	22	13	12	71	-	1	-	-	-	-	-	-	-	-	13	27
	4%	3%	4%	2%	3%	6%	3%	2%	4%	5%	4%	3%	2%	40%	-	*	-	-	-	-	-	-	-	-	4%	3%
Newcastle	87	35	52	10	11	13	17	14	21	24	27	7	28	-	82	4	-	-	-	-	1	-	-	-	16	27
	4%	4%	5%	4%	3%	4%	5%	5%	5%	4%	5%	2%	6%	-	95%	2%	-	-	-	-	1%	-	-	-	5%	3%
Leeds	93	48	45	14	12	24	11	17	15	30	22	21	21	-	1	-	91	-	-	-	-	-	2	-	16	39
	5%	5%	4%	6%	3%	7%	3%	6%	3%	5%	4%	5%	4%	-	1%	-	53%	-	-	-	-	-	1%	-	5%	4%
Hull	35	14	20	6	4	4	7	9	6	5	9	9	11	-	1	-	29	-	4	-	-	-	-	-	5	15
	2%	1%	2%	2%	1%	1%	2%	3%	1%	1%	2%	2%	2%	-	1%	-	17%	-	3%	-	-	-	-	-	2%	2%
Sheffield	53	19	34	4	11	9	10	4	15	14	22	10	7	-	-	-	45	-	9	-	-	-	-	-	12	22
	3%	2%	3%	2%	3%	3%	3%	1%	3%	3%	4%	2%	1%	-	-	-	26%	-	6%	-	-	-	-	-	4%	3%
Manchester	170	85	85	24	24	26	31	18	47	51	37	34	47	-	-	162	2	3	2	1	-	-	-	-	20	79
	8%	9%	8%	10%	7%	8%	9%	6%	10%	9%	7%	8%	9%	-	-	69%	1%	1%	1%	1%	-	-	-	-	7%	9%
Liverpool	74	35	38	11	16	14	10	10	12	15	18	24	17	-	1	56	-	-	-	17	-	-	-	-	9	29
	4%	4%	4%	5%	5%	4%	3%	3%	3%	3%	3%	6%	3%	-	1%	24%	-	-	-	17%	-	-	-	-	3%	3%
Nottingham	98	63	35	10	19	12	19	12	25	21	30	18	29	-	-	-	-	4	91	-	3	-	-	-	13	43
	5%	6%	3%	4%	5%	4%	5%	4%	5%	4%	5%	4%	6%	-	-	-	-	2%	59%	-	2%	-	-	-	4%	5%
Birmingham	173	85	88	23	30	31	33	19	37	38	48	39	48	-	-	-	-	161	9	2	-	-	-	-	31	67
	8%	9%	8%	10%	8%	9%	9%	6%	8%	7%	8%	9%	10%	-	-	-	-	88%	6%	2%	-	-	-	-	10%	8%
Norwich	100	45	56	7	28	18	19	12	17	23	33	22	22	-	-	-	-	-	-	-	98	-	2	-	18	47
	5%	4%	5%	3%	8%	5%	5%	4%	4%	4%	6%	5%	4%	-	-	-	-	-	-	-	50%	-	1%	-	6%	5%
Milton Keynes	58	24	34	4	10	10	13	7	14	16	17	11	14	-	-	-	-	-	21	-	23	-	12	1	10	27
	3%	2%	3%	2%	3%	3%	4%	2%	3%	3%	3%	3%	3%	-	-	-	-	-	14%	-	12%	-	4%	*	3%	3%

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ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 50
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
Brighton	48 2%	28 3%	20 2%	3 1%	10 3%	11 3%	7 2%	6 2%	11 2%	11 2%	18 3%	9 2%	10 2%	-	-	-	-	-	-	-	-	*	48 17%	-	7 2%	23 3%
Oxford	30 1%	16 2%	14 1%	1 *	14 4%	3 1%	1 *	3 1%	7 2%	9 2%	7 1%	9 2%	4 1%	-	-	-	-	3 1%	1 *	-	-	-	23 8%	4 2%	5 2%	14 2%
London	455 22%	211 21%	244 23%	52 23%	71 20%	59 18%	80 22%	83 28%	109 23%	151 28%	131 23%	73 17%	99 20%	1 *	-	-	-	-	1 1%	-	47 24%	270 99%	133 47%	3 2%	58 19%	206 24%
Southampton	81 4%	50 5%	31 3%	13 6%	19 5%	11 3%	7 2%	6 2%	24 5%	30 5%	19 3%	17 4%	15 3%	-	-	-	-	-	1 *	-	-	1 *	57 20%	22 12%	8 3%	41 5%
Bristol	88 4%	44 4%	44 4%	13 5%	12 3%	17 5%	16 4%	10 3%	21 4%	17 3%	24 4%	20 5%	26 5%	-	-	-	-	1 1%	-	-	-	-	1 *	85 47%	12 4%	41 5%
Plymouth	44 2%	26 3%	18 2%	4 2%	5 1%	5 1%	11 3%	7 2%	11 2%	11 2%	11 2%	9 2%	13 2%	-	-	-	-	-	-	-	-	-	-	44 24%	8 3%	20 2%
Cardiff	70 3%	33 3%	37 4%	11 5%	10 3%	15 4%	12 3%	14 5%	9 2%	16 3%	22 4%	21 5%	11 2%	-	-	-	-	-	-	70 69%	-	-	-	-	18 6%	27 3%
None of these	125 6%	62 6%	64 6%	7 3%	14 4%	17 5%	29 8%	27 9%	31 7%	24 4%	29 5%	31 7%	41 8%	19 11%	2 2%	12 5%	4 3%	12 7%	14 9%	11 11%	23 12%	-	6 2%	21 12%	11 4%	42 5%

BBC Supermovers Survey

ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 50
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
Glasgow	89 4%	63 4%	26 5%	4 2%	13 5%	10 5%	8 7%	20 4%
Edinburgh	72 4%	45 3%	27 5%	10 5%	16 6%	7 3%	6 5%	14 2%
Newcastle	87 4%	64 4%	23 4%	6 3%	12 5%	8 4%	5 4%	27 5%
Leeds	93 5%	53 4%	40 7%	15 7%	19 7%	21 9%	5 4%	22 4%
Hull	35 2%	28 2%	7 1%	2 1%	1 *	4 2%	4 3%	8 2%
Sheffield	53 3%	39 3%	14 3%	3 1%	3 1%	8 4%	5 5%	16 3%
Manchester	170 8%	122 8%	48 9%	13 7%	27 10%	16 7%	10 9%	47 9%
Liverpool	74 4%	49 3%	24 4%	12 6%	12 4%	10 5%	3 3%	18 3%
Nottingham	98 5%	71 5%	26 5%	5 2%	13 5%	10 4%	9 8%	35 6%
Birmingham	173 8%	121 8%	50 9%	21 10%	30 11%	15 7%	11 10%	43 8%
Norwich	100 5%	66 4%	34 6%	13 6%	19 7%	7 3%	5 5%	21 4%
Milton Keynes	58 3%	39 3%	19 3%	8 4%	7 3%	8 4%	5 4%	19 3%

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Absolutes/col percents

Table 50
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5	Yes - childr en aged 5 to 10	Yes - childr en aged 11 to 15	Yes - childr en aged 16 to 18	Grand- par- ents
Weighted base	2041	1471	564	205	263	217	112	552
Brighton	48 2%	34 2%	14 2%	5 2%	5 2%	4 2%	3 3%	18 3%
Oxford	30 1%	23 2%	5 1%	4 2%	3 1%	1 1%	-	8 1%
London	455 22%	349 24%	103 18%	40 20%	45 17%	51 23%	18 16%	118 21%
Southampton	81 4%	58 4%	23 4%	13 7%	7 3%	5 2%	3 2%	19 3%
Bristol	88 4%	64 4%	24 4%	8 4%	11 4%	8 4%	3 3%	26 5%
Plymouth	44 2%	34 2%	9 2%	4 2%	6 2%	2 1%	1 1%	14 3%
Cardiff	70 3%	47 3%	23 4%	8 4%	7 3%	10 5%	4 4%	18 3%
None of these	125 6%	102 7%	23 4%	11 5%	9 3%	12 6%	4 4%	41 7%

BBC Supermovers Survey

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Absolutes/col percents

Table 51
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831	
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872	
Up to £7,000	(3.5)	79 4%	34 3%	45 4%	12 5%	14 4%	17 5%	15 4%	18 6%	3 1%	4 1%	12 2%	6 1%	58 11%	9 5%	2 2%	14 6%	6 4%	8 4%	9 6%	4 4%	7 4%	10 4%	8 3%	1 1%	3 1%	22 2%
£7,001 to £14,000	(10.5)	267 13%	138 14%	129 12%	18 8%	24 7%	42 13%	49 13%	58 19%	76 16%	14 3%	55 10%	36 9%	161 32%	25 14%	17 20%	30 13%	24 14%	21 11%	19 19%	21 11%	31 11%	25 9%	31 17%	11 4%	70 8%	
£14,001 to £21,000	(17.5)	318 16%	145 15%	173 17%	21 9%	51 15%	44 13%	59 16%	34 11%	108 23%	48 9%	106 19%	63 15%	100 20%	27 15%	14 17%	35 15%	26 15%	41 22%	27 18%	15 15%	35 18%	30 11%	43 15%	26 15%	42 14%	119 14%
£21,001 to £28,000	(24.5)	347 17%	191 19%	156 15%	17 8%	63 18%	50 15%	66 18%	63 21%	88 19%	88 16%	99 17%	77 18%	82 16%	26 15%	18 21%	36 16%	37 22%	42 23%	28 18%	24 23%	30 15%	27 10%	48 17%	29 16%	59 20%	137 16%
£28,001 to £34,000	(31)	245 12%	120 12%	125 12%	18 8%	46 13%	45 14%	46 13%	35 12%	55 12%	70 13%	77 14%	68 16%	30 6%	30 17%	10 11%	36 15%	16 9%	15 8%	11 7%	15 14%	19 10%	31 12%	35 12%	27 15%	43 14%	115 13%
£34,001 to £41,000	(37.5)	241 12%	127 13%	115 11%	20 9%	50 14%	54 16%	39 11%	31 10%	46 10%	91 17%	69 12%	60 14%	22 4%	12 7%	9 10%	38 16%	16 9%	23 13%	14 9%	10 10%	30 16%	36 13%	29 10%	23 13%	46 15%	134 15%
£41,001 to £48,000	(44.5)	139 7%	75 8%	64 6%	18 8%	33 9%	28 9%	22 6%	13 4%	25 5%	56 10%	47 8%	28 7%	9 2%	11 6%	5 4%	8 4%	12 7%	11 6%	9 6%	4 4%	18 9%	12 4%	31 11%	19 10%	27 9%	80 9%
£48,001 to £55,000	(51.5)	67 3%	31 3%	36 3%	5 2%	18 5%	9 3%	15 4%	7 2%	12 2%	29 5%	16 3%	14 3%	8 2%	9 5%	- 2%	6 5%	9 2%	4 2%	5 3%	3 3%	5 2%	6 2%	19 7%	1 1%	14 5%	35 4%
£55,001 to £62,000	(58.5)	34 2%	18 2%	16 2%	8 3%	11 3%	1 *	11 3%	- -	3 1%	16 3%	9 2%	6 1%	2 *	3 2%	1 1%	8 4%	4 2%	- -	1 1%	- -	2 1%	5 2%	6 2%	2 1%	7 2%	23 3%
£62,001 to £69,000	(65.5)	40 2%	20 2%	20 2%	9 4%	11 3%	8 3%	6 2%	3 1%	3 1%	24 4%	7 1%	7 2%	1 *	3 2%	1 1%	1 *	2 1%	1 1%	6 4%	- -	4 2%	15 6%	3 1%	4 2%	12 4%	17 2%
£69,001 to £76,000	(72.5)	25 1%	13 1%	11 1%	5 2%	5 2%	4 1%	5 2%	1 *	3 1%	15 3%	7 1%	2 *	1 *	2 1%	1 1%	- -	- -	4 2%	- -	- -	3 1%	7 3%	6 2%	2 1%	3 1%	16 2%
£76,001 to £83,000	(79.5)	16 1%	9 1%	7 1%	6 3%	- -	4 1%	5 1%	- -	2 *	6 1%	6 1%	4 1%	- -	- -	- 1%	2 -	- 1%	1 3%	5 -	- -	6 2%	2 1%	- -	3 1%	11 1%	

BBC Supermovers Survey

ONLINE Fieldwork: 18th-19th December 2017

Absolutes/col percents

Table 51
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872	
£83,001 or more	(86)	29	16	13	17	1	3	4	3	-	19	6	2	1	5	1	1	4	1	-	1	3	9	2	2	9	13
		1%	2%	1%	7%	*	1%	1%	1%	-	4%	1%	*	*	3%	1%	1%	2%	1%	-	1%	2%	3%	1%	1%	3%	1%
Prefer not to answer	194	60	134	54	23	19	19	33	46	65	52	47	31	18	7	19	15	11	15	7	18	46	26	13	24	80	
	10%	6%	13%	24%	6%	6%	5%	11%	10%	12%	9%	11%	6%	10%	9%	8%	8%	6%	10%	7%	9%	17%	9%	7%	8%	9%	
Average income (£000's)	29.00	29.44	28.54	38.46	31.32	29.40	29.30	24.74	25.45	38.44	29.69	29.85	18.01	28.72	25.30	27.38	28.21	26.54	27.63	24.35	29.52	34.32	31.42	28.66	34.72	32.61	

BBC Supermovers Survey
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Absolutes/col percents

Table 51
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?							Grand- par- ents
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged under 5 years old	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old		
Unweighted base	2041	1470	566	200	265	222	117	557	
Weighted base	2041	1471	564	205	263	217	112	552	
Up to £7,000	(3.5) 4%	79 4%	59 4%	21 4%	9 5%	8 3%	7 3%	2 2%	9 2%
£7,001 to £14,000	(10.5) 13%	267 13%	212 14%	55 10%	16 8%	23 9%	26 12%	14 13%	95 17%
£14,001 to £21,000	(17.5) 16%	318 16%	228 16%	89 16%	24 12%	44 17%	30 14%	16 14%	112 20%
£21,001 to £28,000	(24.5) 17%	347 17%	252 17%	94 17%	32 16%	51 19%	37 17%	17 15%	101 18%
£28,001 to £34,000	(31) 12%	245 12%	166 11%	79 14%	26 12%	40 15%	32 15%	18 16%	71 13%
£34,001 to £41,000	(37.5) 12%	241 12%	162 11%	79 14%	36 18%	37 14%	30 14%	14 13%	54 10%
£41,001 to £48,000	(44.5) 7%	139 7%	96 7%	43 8%	17 8%	20 8%	17 8%	9 8%	28 5%
£48,001 to £55,000	(51.5) 3%	67 3%	37 3%	29 5%	13 5%	12 4%	9 4%	3 3%	12 2%
£55,001 to £62,000	(58.5) 2%	34 2%	28 2%	5 1%	1 1%	3 1%	3 1%	2 2%	2 *
£62,001 to £69,000	(65.5) 2%	40 2%	20 1%	20 3%	11 6%	7 3%	7 3%	4 3%	9 2%
£69,001 to £76,000	(72.5) 1%	25 1%	17 1%	8 1%	3 2%	5 2%	3 1%	- -	1 *
£76,001 to £83,000	(79.5) 1%	16 1%	9 1%	7 1%	- -	3 1%	5 2%	1 1%	1 *

BBC Supermovers Survey
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Absolutes/col percents

Table 51
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?							
		No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand-par-ents		
Weighted base	2041	1471	564	205	263	217	112	552	
£83,001 or more	(86)	29 1%	22 1%	7 1%	3 1%	5 2%	6 3%	- -	2 *
Prefer not to answer	194	162 10%	28 5%	13 7%	7 3%	5 2%	12 11%	56 10%	
Average income (£000's)	29.00	28.13	31.14	32.72	31.35	32.10	29.38	25.18	

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Absolutes/col percents

Table 52

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2041	1012	1029	210	322	351	385	279	494	583	599	333	526	202	89	218	188	166	143	106	228	242	289	170	284	831
Weighted base	2041	996	1045	229	351	328	363	300	470	546	569	420	506	180	86	235	171	184	153	102	196	271	284	180	304	872
NET: Yes	484	242	241	39	47	63	91	104	139	85	104	94	200	41	25	57	43	47	42	27	48	44	66	44	46	124
	24%	24%	23%	17%	13%	19%	25%	35%	30%	16%	18%	22%	40%	23%	29%	24%	25%	25%	28%	26%	25%	16%	23%	25%	15%	14%
Yes - physical condition	296	154	142	5	14	33	59	78	108	52	66	60	117	31	14	36	24	24	31	14	28	29	35	31	18	67
	14%	15%	14%	2%	4%	10%	16%	26%	23%	9%	12%	14%	23%	17%	16%	15%	14%	13%	20%	13%	14%	10%	12%	18%	6%	8%
Yes - disability	169	90	79	5	14	20	33	51	46	23	35	23	89	14	9	18	15	15	17	13	15	9	27	18	14	28
	8%	9%	8%	2%	4%	6%	9%	17%	10%	4%	6%	5%	18%	8%	11%	8%	9%	8%	11%	12%	8%	3%	9%	10%	5%	3%
Yes - mental condition	164	79	85	29	21	38	45	25	5	21	24	31	87	17	7	26	14	20	15	9	13	8	24	10	17	47
	8%	8%	8%	13%	6%	12%	12%	8%	1%	4%	4%	7%	17%	9%	8%	11%	8%	11%	10%	9%	7%	3%	9%	5%	6%	5%
Yes - other	24	13	10	2	4	6	3	4	6	2	11	3	8	2	2	4	2	-	2	1	5	4	2	2	2	5
	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	3%	2%	1%	1%	1%	1%
No	1518	735	783	188	292	260	264	185	327	454	454	316	294	133	59	168	125	134	108	72	148	223	216	132	249	734
	74%	74%	75%	82%	83%	79%	73%	62%	70%	83%	80%	75%	58%	74%	69%	72%	73%	73%	71%	70%	75%	82%	76%	73%	82%	84%
Prefer not to say	40	19	21	2	12	5	8	10	4	7	11	10	12	6	2	9	4	3	3	3	-	5	2	4	9	14
	2%	2%	2%	1%	3%	1%	2%	3%	1%	1%	2%	2%	2%	3%	2%	4%	2%	1%	2%	3%	-	2%	1%	2%	3%	2%

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Absolutes/col percents

Table 52

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?							
	Total	No childr en aged 18 or under	NET: Yes	Yes - childr en aged 5 to 10 years old	Yes - childr en aged 11 to 15 years old	Yes - childr en aged 16 to 18 years old	Grand- par- ents	
Unweighted base	2041	1470	566	200	265	222	117	557
Weighted base	2041	1471	564	205	263	217	112	552
NET: Yes	484	388	95	28	34	46	26	172
	24%	26%	17%	13%	13%	21%	23%	31%
Yes - physical condition	296	243	53	15	17	29	15	133
	14%	17%	9%	7%	7%	13%	13%	24%
Yes - disability	169	143	26	10	10	11	6	71
	8%	10%	5%	5%	4%	5%	5%	13%
Yes - mental condition	164	126	38	8	12	17	15	21
	8%	9%	7%	4%	4%	8%	13%	4%
Yes - other	24	15	8	4	5	4	1	7
	1%	1%	1%	2%	2%	2%	1%	1%
No	1518	1053	459	173	223	168	84	374
	74%	72%	81%	85%	85%	77%	75%	68%
Prefer not to say	40	30	10	4	6	3	2	6
	2%	2%	2%	2%	2%	2%	2%	1%