

Nuclear
ONLINE Fieldwork : 25th - 27th March 2011

Table 1

Q1. Which of the following best describes your opinion of nuclear power?
Base : All respondents

Absolutes/col percents

	Total	Gender		Age						Social grade					Region							Employment Sector				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
I support it entirely and think it is the best way to tackle climate change	386	310	75	34	68	51	48	62	122	145	101	72	67	18	15	37	26	39	23	22	50	72	45	40	47	167
	19%	31%	7%	14%	21%	13%	14%	20%	28%	26%	17%	17%	14%	10%	16%	16%	14%	20%	14%	20%	26%	28%	17%	21%	15%	20%
I think it may have a role to play in our overall energy mix in the future	1339	596	743	170	201	271	248	190	259	334	414	287	304	119	66	172	128	123	105	66	109	141	188	122	215	559
	65%	59%	71%	69%	61%	70%	71%	62%	60%	60%	70%	67%	64%	67%	71%	71%	71%	65%	66%	61%	57%	55%	72%	65%	69%	67%
I oppose the use of nuclear power under any circumstance	325	98	227	42	58	67	53	55	50	75	79	71	100	41	12	32	27	28	32	20	33	45	30	25	50	111
	16%	10%	22%	17%	18%	17%	15%	18%	12%	13%	13%	17%	21%	23%	13%	13%	15%	15%	20%	19%	17%	17%	11%	14%	16%	13%

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Table 2

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

Absolutes/col percents

	Total	Gender		Age							Social grade			Region										Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private	
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720	
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837	
Yes	1271	653	618	139	205	224	212	185	305	436	377	252	206	105	63	153	84	103	95	64	130	189	179	106	220	558	
		62%	55%	57%	63%	58%	61%	60%	71%	79%	63%	58%	44%	59%	68%	64%	47%	54%	59%	59%	68%	73%	68%	57%	71%	67%	
No	779	351	428	106	122	165	136	123	126	117	217	179	265	73	29	88	97	87	65	45	62	69	84	81	91	279	
		38%	35%	41%	43%	37%	42%	39%	40%	29%	21%	37%	42%	56%	41%	32%	36%	53%	46%	41%	41%	32%	27%	32%	43%	29%	33%

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Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 3

Tenure

Base : All respondents

Absolutes/col percents

	Total	Gender		Age						Social grade					Region										Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
Owned outright - withou	677	405	271	46	36	49	71	134	341	242	190	128	117	45	29	81	73	63	61	34	87	44	86	74	41	197
	33%	40%	26%	19%	11%	13%	20%	43%	79%	44%	32%	30%	25%	25%	32%	34%	40%	33%	38%	31%	45%	17%	33%	40%	13%	24%
Owned with a mortgage	717	324	393	52	123	198	190	104	51	225	223	166	103	62	35	93	56	73	52	40	67	73	102	63	184	360
	35%	32%	38%	21%	37%	51%	55%	34%	12%	41%	37%	39%	22%	35%	38%	39%	31%	38%	33%	36%	35%	28%	39%	34%	59%	43%
Rented from the council	266	107	160	31	57	76	38	44	21	21	55	56	135	45	18	26	28	19	10	10	11	49	28	23	24	102
	13%	11%	15%	13%	17%	19%	11%	14%	5%	4%	9%	13%	29%	25%	19%	11%	15%	10%	7%	9%	6%	19%	11%	12%	8%	12%
Rented from a housing as	112	50	62	19	31	21	23	9	9	15	21	24	51	9	2	17	7	7	11	5	9	23	11	10	18	37
	5%	5%	6%	8%	9%	5%	7%	3%	2%	3%	4%	6%	11%	5%	2%	7%	4%	4%	7%	4%	5%	9%	4%	5%	6%	4%
Rented from someone el	252	107	145	80	77	44	26	16	9	43	95	54	61	17	8	22	15	26	18	17	17	68	27	16	39	129
	12%	11%	14%	32%	23%	11%	7%	5%	2%	8%	16%	12%	13%	9%	8%	9%	8%	14%	11%	16%	9%	26%	10%	9%	13%	15%
Rent free	26	11	15	18	4	1	1	*	1	7	11	3	4	-	1	1	2	1	7	3	1	2	8	-	6	11
	1%	1%	1%	7%	1%	*	*	*	*	1%	2%	1%	1%	-	1%	*	1%	1%	4%	3%	1%	1%	3%	-	2%	1%

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Table 4

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

Absolutes/col percents

	Total	Gender		Age							Social grade			Region										Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private	
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720	
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837	
Under 16	731	386	345	36	54	143	134	151	213	107	183	194	247	70	26	103	79	79	76	32	85	49	76	56	72	254	
	36%	38%	33%	15%	16%	37%	38%	49%	49%	19%	31%	45%	52%	39%	28%	43%	44%	42%	48%	29%	44%	19%	29%	30%	23%	30%	
17-18	438	199	239	48	59	83	97	68	83	116	155	90	77	32	19	39	42	42	17	32	41	36	75	62	78	197	
	21%	20%	23%	20%	18%	21%	28%	22%	19%	21%	26%	21%	16%	18%	21%	16%	23%	22%	10%	30%	21%	14%	29%	33%	25%	24%	
19-24	542	251	290	65	151	99	75	52	99	249	149	93	51	49	29	52	41	44	35	28	45	86	86	46	110	258	
	26%	25%	28%	26%	46%	25%	22%	17%	23%	45%	25%	22%	11%	28%	32%	22%	23%	23%	22%	25%	23%	33%	33%	25%	35%	31%	
25-34	91	58	33	-	24	29	12	10	16	32	28	9	22	12	6	7	2	5	2	3	10	35	6	3	24	45	
	4%	6%	3%	-	7%	7%	4%	3%	4%	6%	5%	2%	5%	7%	6%	3%	1%	2%	2%	3%	5%	14%	2%	2%	8%	5%	
35-44	12	5	7	-	-	6	1	1	5	9	-	3	1	1	-	4	-	-	-	-	1	4	1	2	1	4	
	1% *	-	1%	-	-	1% *	-	-	1%	2%	-	1% *	-	-	-	2%	-	-	-	-	-	2%	-	1% *	-	1%	
45-54	4	1	3	-	-	-	1	3	-	2	1	-	1	-	-	-	1	-	-	1	2	-	-	-	1	2	
	*	*	*	-	-	-	*	1%	-	*	*	-	*	-	-	-	*	-	-	1%	1%	-	-	-	*	*	
55-64	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
	*	*	*	-	-	-	-	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	
65+	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
	*	-	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	
Still in full time educator	110	55	55	89	11	4	3	2	-	21	53	20	16	6	7	15	5	7	14	8	4	30	7	6	13	35	
	5%	5%	5%	36%	3%	1%	1%	1%	-	4%	9%	5%	3%	3%	7%	6%	3%	4%	9%	7%	2%	12%	3%	3%	4%	4%	
Never had any full time e	10	7	3	-	3	-	5	2	-	1	1	5	4	1	-	-	2	-	-	-	2	-	1	4	-	8	
	*	1%	*	-	1%	-	1%	1%	-	*	*	1%	1%	-	-	1%	-	-	-	-	1%	-	*	2%	-	1%	
Don't know	46	16	29	1	14	12	6	6	7	5	10	5	26	4	2	7	6	4	10	1	1	7	2	2	3	13	
	2%	2%	3% *	-	4%	3%	2%	2%	2%	1%	2%	1%	6%	2%	2%	3%	3%	2%	6%	1% *	-	3%	1%	1%	1%	2%	
Prefer not to answer	64	24	40	7	12	13	14	12	6	10	15	11	27	3	4	13	2	9	5	2	3	11	7	5	9	22	
	3%	2%	4%	3%	4%	3%	4%	4%	1%	2%	3%	3%	6%	2%	5%	5%	1%	5%	3%	2%	2%	4%	3%	3%	3%	3%	

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Table 5

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

Absolutes/col percents

	Total	Gender		Age						Social grade			Region										Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
Secondary school, high st	1027	462	565	110	125	198	189	175	231	173	295	260	299	84	42	140	99	105	89	54	99	85	129	101	110	420
		50%	46%	54%	45%	38%	51%	54%	57%	54%	31%	50%	60%	63%	47%	45%	58%	55%	56%	50%	51%	33%	49%	54%	35%	50%
University degree or equi	694	363	332	71	147	142	113	84	139	259	212	137	86	62	34	73	53	55	48	35	70	112	91	61	145	299
		34%	36%	32%	29%	45%	36%	32%	27%	32%	47%	36%	32%	18%	35%	37%	30%	29%	30%	32%	37%	44%	35%	33%	47%	36%
Higher university degree,	189	120	69	16	35	27	28	29	54	102	52	8	27	22	9	13	9	17	12	14	16	41	26	11	46	70
		9%	12%	7%	11%	7%	8%	10%	12%	18%	9%	2%	6%	12%	9%	5%	5%	9%	8%	13%	8%	16%	10%	6%	15%	8%
Still in full time educatior	47	18	29	38	8	1	-	-	-	10	23	6	9	2	5	5	6	3	3	-	1	10	7	3	-	18
		2%	2%	3%	15%	2%	*	-	-	2%	4%	1%	2%	1%	6%	2%	3%	2%	2%	-	1%	4%	3%	2%	-	2%
Don't know	38	19	19	1	5	11	8	8	4	5	4	10	20	5	-	2	8	4	4	5	2	4	4	1	6	13
		2%	2%	2%	1%	2%	3%	2%	3%	1%	1%	1%	2%	4%	3%	-	1%	5%	2%	2%	4%	1%	2%	1%	*	2%
Prefer not to answer	54	21	33	10	8	10	10	12	3	4	9	10	31	2	3	8	6	5	4	1	4	5	6	10	5	17
		3%	2%	3%	4%	3%	3%	3%	4%	1%	1%	1%	2%	7%	1%	3%	3%	3%	2%	2%	1%	2%	2%	2%	6%	2%

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Table 6

Absolutes/col percents

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

	Total	Gender		Age						Social grade			Region										Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
Yes - responsible for half	1806	797	1009	187	308	369	326	275	341	469	523	377	437	162	82	208	156	166	138	96	165	232	237	165	291	753
	88%	79%	96%	76%	94%	95%	94%	89%	79%	85%	88%	87%	93%	91%	89%	86%	87%	87%	88%	86%	90%	90%	88%	93%	90%	90%
No - not responsible for i	244	207	37	59	19	20	22	33	91	85	71	54	34	16	10	33	24	24	21	13	28	26	26	22	20	84
	12%	21%	4%	24%	6%	5%	6%	11%	21%	15%	12%	13%	7%	9%	11%	14%	14%	13%	13%	12%	14%	10%	10%	12%	7%	10%

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Table 7

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

Absolutes/col percents

	Total	Gender		Age							Social grade			Region										Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private	
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720	
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837	
None	430	173	257	70	85	96	82	64	33	62	117	73	179	58	17	57	53	32	31	24	14	89	32	23	47	150	
		21%	17%	25%	28%	26%	25%	24%	21%	8%	11%	20%	17%	38%	33%	18%	24%	29%	17%	20%	22%	7%	35%	12%	12%	15%	18%
1	840	443	398	64	134	169	124	142	208	192	266	180	202	68	38	100	79	91	68	49	92	85	98	74	127	327	
		41%	44%	38%	26%	41%	43%	36%	46%	48%	35%	45%	42%	43%	38%	41%	41%	44%	48%	43%	45%	48%	33%	37%	39%	41%	39%
2	595	304	291	58	79	111	108	82	156	239	157	124	74	46	24	69	41	51	44	26	68	64	90	71	103	277	
		29%	30%	28%	23%	24%	29%	31%	27%	36%	43%	26%	29%	16%	26%	26%	29%	23%	27%	27%	24%	36%	25%	34%	38%	33%	33%
3+	185	84	100	55	29	13	34	19	34	61	54	53	17	6	14	15	8	16	16	10	18	20	43	19	34	83	
		9%	8%	10%	22%	9%	3%	10%	6%	8%	11%	9%	12%	4%	4%	15%	6%	4%	8%	10%	9%	9%	8%	16%	10%	11%	10%

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Table 8

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

Absolutes/col percents

	Total	Gender		Age							Social grade			Region										Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private	
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720	
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837	
White	1853	914	940	205	260	340	327	298	423	495	530	407	422	171	91	223	170	172	151	106	188	160	239	181	270	749	
	90%	91%	90%	83%	79%	87%	94%	97%	98%	90%	89%	94%	89%	96%	99%	93%	94%	91%	95%	97%	98%	62%	91%	97%	87%	90%	
NET: Non-white	168	74	94	34	63	42	19	6	4	48	59	18	43	7	1	14	8	17	5	3	1	94	14	4	37	80	
	8%	7%	9%	14%	19%	11%	5%	2%	1%	9%	10%	4%	9%	4%	1%	6%	5%	9%	3%	3%	1%	36%	5%	2%	12%	10%	
Mixed	30	5	25	2	8	11	5	1	2	5	15	2	8	2	2	2	3	-	1	1	11	6	1	8	13		
	1% *		2%	1%	3%	3%	1% *			1%	2% *		2%	1% -		1%	2%	-	1%	1%	4%	2%	1%	3%	2%		
Asian	88	49	39	23	41	19	2	3	1	32	16	16	24	4	1	9	4	4	2	-	-	54	6	3	13	51	
	4%	5%	4%	9%	12%	5%	1%	1% *		6%	3%	4%	5%	2%	1%	4%	2%	2%	1%	-	-	21%	2%	2%	4%	6%	
Black	40	12	28	8	11	10	8	2	1	9	22	1	8	1	1	1	8	3	-	-	-	25	2	-	13	11	
	2%	1%	3%	3%	3%	3%	2%	1% *		2%	4% *		2%	1% -	*	*	4%	2%	-	-	-	10%	1%	-	4%	1%	
Chinese	6	5	1	1	3	1	1	-	-	1	3	-	2	-	-	2	1	1	-	2	-	-	-	-	1	3	
	* 1%	* 1%		1%	1% *	*	-	-	*		1%	-	*	-	-	1%	1% *	-	-	1%	-	-	-	-	*	*	
Other ethnic group	5	3	2	-	*	2	3	-	-	1	3	-	1	-	-	1	-	-	-	-	-	4	-	-	2	1	
	* 1%	* 3%	* 2%	-	* 1%	* 2%	1% -	-	-	* 1%	* 3%	-	* 1%	-	-	* 1%	-	-	-	-	-	2%	-	-	1% *	1%	
Prefer not to answer	29	17	12	6	5	7	2	4	5	10	6	6	7	-	-	3	2	1	3	-	3	4	11	1	5	8	
	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	-	-	1%	1% *	-	2%	-	2%	2%	4%	1%	2%	1%	

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Table 9

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

Absolutes/col percents

	Total	Gender		Age							Social grade					Region										Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private	
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720	
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837	
Christian	1182	584	598	87	141	191	222	221	321	330	348	240	264	100	52	137	95	135	85	61	118	140	156	103	167	458	
	58%	58%	57%	35%	43%	49%	64%	72%	74%	60%	58%	56%	56%	56%	56%	57%	53%	71%	53%	56%	62%	54%	59%	55%	54%	55%	
Muslim	35	17	18	12	12	10	1	1	-	12	5	7	12	4	-	6	1	1	1	-	-	21	1	1	5	21	
	2%	2%	2%	5%	4%	3%	*	*	-	2%	1%	2%	3%	2%	-	2%	1%	1%	*	-	-	8%	*	*	2%	2%	
Hindu	24	14	10	6	13	2	1	1	1	16	5	2	-	-	1	1	2	3	1	-	-	14	1	*	9	9	
	1%	1%	1%	3%	4%	*	*	*	*	3%	1%	1%	-	-	1%	*	1%	2%	*	-	-	5%	1%	*	3%	1%	
Jew	20	10	9	-	-	2	5	5	8	12	1	-	7	-	1	4	-	1	-	-	2	4	6	1	5	1	
	1%	1%	1%	-	-	1%	1%	2%	2%	2%	*	-	1%	-	1%	2%	-	1%	-	-	1%	2%	2%	1%	2%	*	
Sikh	3	2	1	1	-	-	-	2	-	-	-	-	3	-	-	-	-	-	-	-	-	3	-	-	-	-	
	*	*	*	*	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	-	-	
Buddist	14	11	3	3	7	2	1	*	-	2	4	4	4	-	-	2	1	-	-	3	4	2	2	*	2	9	
	1%	1%	*	1%	2%	*	*	*	-	*	1%	1%	1%	-	-	1%	1%	-	-	2%	2%	1%	1%	*	1%	1%	
Other	27	15	12	-	5	9	7	3	3	5	8	6	7	1	1	4	1	1	-	1	1	6	7	3	4	13	
	1%	1%	1%	-	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	-	1%	*	2%	3%	2%	1%	2%	
Prefer not to say	54	27	27	4	7	12	14	6	11	15	15	12	13	3	4	5	5	6	1	1	*	7	12	9	13	21	
	3%	3%	3%	1%	2%	3%	4%	2%	3%	3%	2%	3%	3%	2%	4%	2%	3%	3%	1%	1%	*	3%	5%	5%	4%	2%	
None	691	325	367	134	141	163	97	68	88	162	210	158	162	70	34	81	75	42	71	43	67	62	77	68	106	305	
	34%	32%	35%	54%	43%	42%	28%	22%	20%	29%	35%	37%	34%	39%	37%	34%	41%	22%	45%	40%	35%	24%	29%	37%	34%	36%	

Prepared by Populus



Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 10

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

Absolutes/col percents

	Total	Gender		Age						Social grade					Region										Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
Urban - Population over 1000	793	429	363	101	149	166	146	104	126	226	264	143	160	74	29	89	70	73	30	27	54	208	83	56	135	358
	39%	43%	35%	41%	45%	43%	42%	34%	29%	41%	44%	33%	34%	42%	32%	37%	39%	38%	19%	25%	28%	81%	31%	30%	43%	43%
Town and Fringe	814	371	443	99	143	151	126	139	156	178	230	180	226	59	46	114	70	93	79	48	72	42	110	79	121	311
	40%	37%	42%	40%	44%	39%	36%	45%	36%	32%	39%	42%	48%	33%	50%	47%	39%	49%	50%	44%	38%	16%	42%	42%	39%	37%
Village	397	178	219	45	32	68	71	52	128	128	88	102	79	36	16	34	41	19	50	30	59	8	65	38	53	145
	19%	18%	21%	18%	10%	18%	20%	17%	30%	23%	15%	24%	17%	20%	18%	14%	22%	10%	32%	27%	31%	3%	25%	21%	17%	17%
Hamlet & Isolated Dwelling	47	26	20	1	3	3	5	12	21	20	12	7	7	8 *		3 *		4 -		4	7 -		5	14	2	23
	2%	3%	2% *		1%	1%	2%	4%	5%	4%	2%	2%	1%	5% *		1% *		2% -		4%	4% -		2%	7%	1%	3%

Prepared by Populus



Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 11

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

Absolutes/col percents

	Total	Gender		Age							Social grade			Region										Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
Working full time workin	902	472	430	111	209	237	219	105	22	251	326	224	102	61	37	87	76	75	70	49	87	154	121	86	254	648
	44%	47%	41%	45%	64%	61%	63%	34%	5%	45%	55%	52%	22%	34%	40%	36%	42%	40%	44%	45%	45%	60%	46%	46%	82%	77%
Working part time workin	246	75	171	38	42	53	38	39	36	68	79	61	38	27	10	21	17	22	13	20	23	36	31	24	57	189
	12%	8%	16%	15%	13%	14%	11%	13%	8%	12%	13%	14%	8%	15%	11%	9%	10%	12%	8%	18%	12%	14%	12%	13%	18%	23%
Not working but seeking	176	76	100	51	26	40	33	24	2	14	33	28	102	23	10	29	15	18	16	11	6	25	13	11	-	-
	9%	8%	10%	21%	8%	10%	9%	8%	*	3%	6%	6%	22%	13%	11%	12%	8%	9%	10%	3%	10%	5%	6%	-	-	-
Not working and not seel	92	42	50	28	11	17	17	20	-	6	30	9	47	7	8	11	7	6	6	5	7	12	13	10	-	-
	4%	4%	5%	11%	3%	4%	5%	6%	-	1%	5%	2%	10%	4%	9%	5%	4%	3%	4%	4%	4%	5%	5%	5%	-	-
Retired on a state pensio	136	69	67	-	2	-	1	30	104	14	15	18	89	18	9	18	15	16	13	5	13	6	10	14	-	-
	7%	7%	6%	-	*	-	*	10%	24%	3%	3%	4%	19%	10%	10%	8%	8%	8%	8%	5%	7%	2%	4%	7%	-	-
Retired with a private pei	336	253	83	-	-	-	8	62	266	176	88	50	22	25	12	54	31	42	34	8	42	15	47	27	-	-
	16%	25%	8%	-	-	-	2%	20%	62%	32%	15%	12%	5%	14%	13%	23%	17%	22%	21%	7%	22%	6%	18%	15%	-	-
House person, housewife	161	15	146	19	38	42	33	27	2	25	24	40	73	16	6	20	20	11	8	12	14	11	27	16	-	-
	8%	2%	14%	8%	12%	11%	9%	9%	1%	5%	4%	9%	15%	9%	7%	8%	11%	6%	5%	11%	7%	4%	10%	8%	-	-

Prepared by Populus



Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 12

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

Absolutes/col percents

	Total	Gender		Age						Social grade					Region								Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	1024	434	590	88	247	280	228	131	50	385	328	185	126	80	46	92	86	80	64	58	99	180	143	96	304	720
Weighted Base	1148	548	600	149	251	290	258	144	57	318	405	285	140	88	47	109	94	98	83	69	110	189	152	109	311	837
Central government inclu	32	15	17	4	3	16	6	3	1	15	15	2	-	3	3	6	2	2 *	-	1	2	5	5	4	32	-
	3%	3%	3%	3%	1%	5%	2%	2%	2%	5%	4%	1%	-	3%	6%	5%	2%	2% *	-	1%	2%	3%	3%	4%	10%	-
HM Forces	1	1	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	*	-
National Health Service	80	24	55	7	13	24	28	5	3	25	40	6	9	8	7	7	11	7	1	7	1	18	6	8	80	-
	7%	4%	9%	5%	5%	8%	11%	4%	6%	8%	10%	2%	7%	9%	16%	7%	11%	7%	1%	9%	1%	9%	4%	7%	26%	-
Universities and Academ	25	10	15	5	8	2	5	4	1	12	10	1	2	3	-	1	4	-	2	4	3	1	7	-	25	-
	2%	2%	2%	3%	3%	1%	2%	3%	1%	4%	2%	1%	1%	3%	-	1%	4%	-	3%	6%	3% *	1	4%	-	8%	-
Courts service	1	1	1	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-
	*	*	*	-	-	-	-	-	2% *	-	-	-	-	-	-	2%	-	-	-	-	*	-	-	-	*	-
Local government admin	43	15	28	3	9	11	17	2	-	14	19	7	2	1	1	5	2	2	-	6	2	15	7	1	43	-
	4%	3%	5%	2%	3%	4%	7%	1%	-	4%	5%	2%	2%	1%	1%	5%	2%	2%	-	9%	2%	8%	5%	1%	14%	-
Police service	20	8	12	5	5	3	6	1	-	4	11	4	*	2	3	-	*	1	1	*	1	1	9	-	20	-
	2%	1%	2%	3%	2%	1%	2%	1%	-	1%	3%	2% *	1%	2%	7%	-	*	1%	1% *	-	1%	1%	6%	-	6%	-
Public sector housing	6	3	3	2	1	2	2	*	-	4	-	2	*	1	1	-	-	-	-	-	1	2	2	-	6	-
	1%	1%	1%	1% *	-	1%	1% *	-	-	1%	-	1% *	1%	1%	1%	-	-	-	-	-	1%	1%	1%	-	2%	-
Teaching employed by lo	38	9	28	3	3	5	13	13	1	19	11	8	-	5	1	5	2	5	1	4	3	1	6	5	38	-
	3%	2%	5%	2%	1%	2%	5%	9%	2%	6%	3%	3%	-	5%	1%	5%	3%	5%	2%	5%	2%	1%	4%	5%	12%	-

Prepared by Populus



Nuclear
ONLINE Fieldwork : 25th - 27th March 2011

Table 12

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

Absolutes/col percents

	Total	Gender		Age							Social grade			Region										Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Weighted Base	1148	548	600	149	251	290	258	144	57	318	405	285	140	88	47	109	94	98	83	69	110	189	152	109	311	837
Public corporations such	9	8	1	-	-	3	3	3	-	-	1	6	2	3	-	1	-	-	-	-	2	-	2	1	9	-
Bradford and Bingley or t	2	2	2	-	*	1	1	2	-	*	1	2	2	3	-	1	-	-	-	-	2	-	2	1	3	-
Other public sector occu	55	18	37	8	7	16	14	10	-	10	15	21	8	9	-	9	1	9	1	*	1	8	11	5	55	-
None of the above	837	434	402	113	201	205	164	104	50	213	283	226	114	54	31	73	71	71	76	47	93	138	97	86	-	837
	73%	79%	67%	76%	80%	71%	64%	72%	88%	67%	70%	79%	82%	61%	66%	67%	76%	73%	92%	68%	84%	73%	64%	79%	-	100%

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Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 13

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

Absolutes/col percents

	Total	Gender		Age							Social grade			Region										Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
No	1459	789	670	206	169	163	218	279	423	395	456	275	332	125	65	167	134	142	113	77	155	150	189	142	195	557
	71%	79%	64%	84%	52%	42%	63%	91%	98%	71%	77%	64%	70%	70%	70%	69%	74%	75%	71%	71%	81%	58%	72%	76%	63%	67%
Net: Yes	577	208	369	38	156	220	128	27	8	156	133	154	134	54	28	70	46	47	45	31	35	104	74	44	115	273
	28%	21%	35%	15%	48%	57%	37%	9%	2%	28%	22%	36%	28%	30%	29%	25%	25%	28%	28%	18%	40%	28%	24%	37%	33%	
Yes: Aged under 5	236	66	170	28	112	84	9	2	1	65	46	72	53	21	8	25	23	27	18	9	12	48	32	13	30	115
	11%	7%	16%	12%	34%	22%	3%	1% *		12%	8%	17%	11%	12%	9%	10%	12%	14%	11%	8%	6%	19%	12%	7%	10%	14%
Yes: Aged 5-10	215	73	142	8	68	92	39	6	1	54	53	57	50	14	17	32	16	19	15	13	17	35	26	13	36	109
	10%	7%	14%	3%	21%	24%	11%	2% *		10%	9%	13%	11%	8%	18%	13%	9%	10%	9%	12%	9%	13%	10%	7%	12%	13%
Yes: Aged 11-15	204	90	114	5	14	102	68	11	5	53	49	49	53	18	12	23	17	10	20	12	13	29	33	16	60	79
	10%	9%	11%	2%	4%	26%	19%	3%	1%	10%	8%	11%	11%	10%	13%	10%	10%	5%	13%	11%	7%	11%	13%	8%	19%	9%
Yes: Aged 16-18	148	64	84	2	5	58	65	16	2	34	49	34	31	16	9	13	9	11	6	10	6	26	22	21	45	65
	7%	6%	8%	1%	1%	15%	19%	5% *		6%	8%	8%	7%	9%	10%	5%	5%	6%	4%	9%	3%	10%	8%	11%	14%	8%
Prefer not to answer	14	7	7	3	2	6	2	2	-	3	5	1	6	-	-	3	1	*	1	1	2	4	1	1	1	6
	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	*	1%	-	-	1%	*	*	*	1%	1%	2% *	1%	1% *	1%	1%

Prepared by Populus




Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 14

Gender
 Base : All respondents

Absolutes/col percents

	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 We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
Male	1004	1004	-	109	119	161	146	164	304	331	263	218	192	83	45	122	75	81	86	62	124	135	113	78	113	434
	49%	100%	-	44%	36%	41%	42%	53%	71%	60%	44%	51%	41%	47%	48%	51%	42%	43%	54%	57%	65%	52%	43%	42%	36%	52%
Female	1046	-	1046	137	208	228	202	143	127	222	331	213	280	95	48	119	106	109	73	47	68	123	150	109	198	402
	51%	-	100%	56%	64%	59%	58%	47%	29%	40%	56%	49%	59%	53%	52%	49%	58%	57%	46%	43%	35%	48%	57%	58%	64%	48%

Prepared by Populus


Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 15

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

Absolutes/col percents

	Total	Gender		Age						Social grade				Region										Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & H.	West Midl.	East Midla	Wales	Eastern	London	South East	South West	Public	Private	
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720	
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837	
Anglia	236	134	103	24	32	50	36	29	65	78	62	56	40	-	1	4	-	9	25	1	171	*	22	4	32	111	
	12%	13%	10%	10%	10%	13%	10%	9%	15%	14%	11%	13%	8%	-	1%	2%	-	5%	15%	1%	89%	*	8%	2%	10%	13%	
Border	20	7	14	3	5	2	8	3	-	3	7	9	2	2	3	15	-	-	1	-	-	-	-	-	2	12	
	1%	1%	1%	1%	1%	*	2%	1%	-	1%	1%	2%	*	1%	3%	6%	-	*	-	-	-	-	-	-	1%	1%	
Central	316	155	160	30	68	48	52	41	77	89	82	69	76	2	1	3	162	106	-	3	17	17	6	32	136		
	15%	15%	15%	12%	21%	12%	15%	13%	18%	16%	14%	16%	16%	1%	-	*	2%	85%	66%	-	2%	6%	6%	3%	10%	16%	
Granada	231	121	110	21	19	46	37	39	69	61	48	46	75	-	-	215	*	3	*	10	*	-	2	-	34	71	
	11%	12%	11%	9%	6%	12%	11%	13%	16%	11%	8%	11%	16%	-	-	89%	*	1%	*	9%	*	-	1%	-	11%	8%	
London	351	184	167	50	74	87	62	35	43	105	121	54	71	-	1	-	-	2	-	9	239	97	3	72	165		
	17%	18%	16%	20%	22%	22%	18%	11%	10%	19%	20%	12%	15%	-	1%	-	-	1%	-	5%	93%	37%	2%	23%	20%		
Meridian	146	56	90	19	20	18	31	25	33	47	32	34	33	-	-	-	1	1	-	-	2	121	21	26	51		
	7%	6%	9%	8%	6%	5%	9%	8%	8%	9%	5%	8%	7%	-	-	-	1%	*	-	-	1%	46%	11%	8%	6%		
TyneTees	88	43	45	12	15	17	14	9	21	22	38	11	18	-	83	*	4	-	-	-	-	*	-	15	29		
	4%	4%	4%	5%	5%	4%	4%	3%	5%	4%	6%	3%	4%	-	90%	*	2%	-	-	-	-	*	-	5%	3%		
Wales	99	56	43	23	25	13	13	19	5	20	37	25	17	-	-	-	-	-	-	98	-	*	-	21	41		
	5%	6%	4%	9%	8%	3%	4%	6%	1%	4%	6%	6%	4%	-	-	-	-	-	90%	-	-	*	-	7%	5%		
West	79	32	47	14	12	10	14	17	12	20	37	9	14	1	-	4	-	15	-	*	-	-	58	13	41		
	4%	3%	4%	6%	4%	3%	4%	6%	3%	4%	6%	2%	3%	1%	-	2%	-	8%	-	*	-	-	31%	4%	5%		
Westcountry	94	41	54	9	13	14	19	15	24	25	24	21	25	-	-	-	-	-	-	-	-	1	93	6	40		
	5%	4%	5%	4%	4%	4%	5%	5%	6%	4%	4%	5%	5%	-	-	-	-	-	-	-	-	*	50%	2%	5%		
Yorkshire	212	93	119	22	27	46	35	39	43	47	64	57	44	-	3	1	174	-	25	-	8	-	1	23	87		
	10%	9%	11%	9%	8%	12%	10%	13%	10%	9%	11%	13%	9%	-	4%	1%	96%	-	16%	-	4%	-	*	8%	10%		
STV	179	85	94	19	20	37	27	37	39	36	42	41	59	173	2	*	-	-	-	-	-	-	3	-	34	54	
	9%	8%	9%	8%	6%	9%	8%	12%	9%	7%	7%	9%	13%	97%	2%	*	-	-	-	-	-	-	1%	-	11%	6%	

Prepared by Populus



Nuclear
ONLINE Fieldwork : 25th - 27th March 2011

Table 16
GO Regions
Base : All respondents
Absolutes/col percents

	Total	Gender		Age							Social grade				Region										Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
Scotland	178	83	95	19	19	38	30	35	38	35	43	40	60	178	-	-	-	-	-	-	-	-	-	-	34	54
	9%	8%	9%	8%	6%	10%	8%	11%	9%	6%	7%	9%	13%	100%	-	-	-	-	-	-	-	-	-	-	11%	6%
North East	93	45	48	13	19	16	15	9	20	21	38	15	19	-	93	-	-	-	-	-	-	-	-	-	16	31
	5%	4%	5%	5%	6%	4%	4%	3%	5%	4%	6%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	5%	4%
North West	241	122	119	25	24	44	43	41	64	63	47	54	77	-	-	241	-	-	-	-	-	-	-	-	35	73
	12%	12%	11%	10%	7%	11%	12%	13%	15%	11%	8%	13%	16%	-	-	100%	-	-	-	-	-	-	-	-	11%	9%
Yorkshire & Humberside	181	75	106	20	24	41	28	30	37	45	54	45	37	-	-	-	181	-	-	-	-	-	-	-	22	71
	9%	7%	10%	8%	7%	11%	8%	10%	9%	8%	9%	10%	8%	-	-	-	100%	-	-	-	-	-	-	-	7%	9%
West Midlands	190	81	109	18	29	34	33	27	48	55	48	37	50	-	-	-	-	190	-	-	-	-	-	-	27	71
	9%	8%	10%	7%	9%	9%	10%	9%	11%	10%	8%	9%	11%	-	-	-	-	100%	-	-	-	-	-	-	9%	8%
East Midlands	159	86	73	21	24	22	25	24	44	38	48	37	36	-	-	-	-	-	159	-	-	-	-	-	7	76
	8%	9%	7%	8%	7%	6%	7%	8%	10%	7%	8%	8%	8%	-	-	-	-	-	100%	-	-	-	-	-	2%	9%
Wales	109	62	47	23	26	17	15	21	7	21	42	26	20	-	-	-	-	-	109	-	-	-	-	-	22	47
	5%	6%	4%	9%	8%	4%	4%	7%	2%	4%	7%	6%	4%	-	-	-	-	-	100%	-	-	-	-	-	7%	6%
Eastern	192	124	68	15	19	42	30	26	60	63	53	45	32	-	-	-	-	-	-	-	192	-	-	-	17	93
	9%	12%	6%	6%	11%	9%	9%	9%	14%	11%	9%	10%	7%	-	-	-	-	-	-	-	100%	-	-	-	6%	11%
London	258	135	123	42	71	68	38	19	20	78	93	40	48	-	-	-	-	-	-	-	-	258	-	-	52	138
	13%	13%	12%	17%	22%	18%	11%	6%	5%	14%	16%	9%	10%	-	-	-	-	-	-	-	-	100%	-	-	17%	16%
South East	263	113	150	31	44	43	52	42	52	84	70	60	50	-	-	-	-	-	-	-	-	-	263	-	55	97
	13%	11%	14%	12%	13%	11%	15%	14%	12%	15%	12%	14%	11%	-	-	-	-	-	-	-	-	-	100%	-	18%	12%
South West	187	78	109	21	28	24	40	32	42	51	61	32	43	-	-	-	-	-	-	-	-	-	-	187	23	86
	9%	8%	10%	8%	8%	6%	11%	11%	10%	9%	10%	7%	9%	-	-	-	-	-	-	-	-	-	-	100%	7%	10%

Prepared by Populus
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Nuclear
ONLINE Fieldwork : 25th - 27th March 2011

Table 17

Marital Status
Base : All respondents

Absolutes/col percents

	Total	Gender		Age							Social grade				Region										Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private	
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720	
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837	
Single	475	234	241	169	100	106	57	29	14	82	179	88	127	34	26	50	37	40	37	32	41	94	44	40	78	233	
	23%	23%	23%	69%	31%	27%	16%	9%	3%	15%	30%	20%	27%	19%	28%	21%	20%	21%	23%	29%	21%	37%	17%	21%	25%	28%	
Married	1023	548	475	19	115	184	192	191	322	349	262	225	187	84	43	132	93	94	84	36	111	111	142	95	146	375	
	50%	55%	45%	8%	35%	47%	55%	62%	75%	63%	44%	52%	40%	47%	46%	55%	52%	50%	53%	33%	58%	43%	54%	51%	47%	45%	
Civil Partnership	28	12	15	8	7	3	4	2	4	5	6	9	7	2	-	7	3	1	2	-	3	-	4	6	4	11	
	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%	-	3%	2%	*	1%	-	2%	-	1%	3%	1%	1%	
Co Habiting	273	106	167	42	88	66	39	25	14	61	78	80	53	33	9	23	31	24	16	24	13	33	45	23	49	140	
	13%	11%	16%	17%	27%	17%	11%	8%	3%	11%	13%	19%	11%	18%	9%	10%	17%	13%	10%	22%	7%	13%	17%	12%	16%	17%	
Widowed	60	25	36	-	-	4	5	13	38	19	13	9	21	6	6	5	7	8	5	-	4	8	5	5	2	18	
	3%	2%	3%	-	-	1%	1%	4%	9%	3%	2%	2%	4%	4%	6%	2%	4%	4%	3%	-	2%	3%	2%	3%	1%	2%	
Separated	37	16	21	-	9	7	9	8	3	5	11	3	17	7	1	3	1	4	3	6	5	-	5	3	9	12	
	2%	2%	2%	-	3%	2%	3%	3%	1%	1%	2%	1%	4%	4%	1%	1%	*	2%	2%	5%	3%	-	2%	2%	3%	1%	
Divorced	132	49	83	2	5	16	36	37	36	26	39	16	51	12	6	17	7	19	10	10	11	9	17	13	22	38	
	6%	5%	8%	1%	1%	4%	10%	12%	8%	5%	7%	4%	11%	7%	7%	7%	4%	10%	6%	9%	6%	3%	6%	7%	7%	5%	
Prefer not to answer	22	13	9	6	4	3	6	3	-	6	6	-	9	-	2	4	2	-	1	1	5	3	1	2	1	11	
	1%	1%	1%	2%	1%	1%	2%	1%	-	1%	1%	-	2%	-	2%	2%	1%	-	1%	1%	2%	1%	*	1%	*	1%	

Prepared by Populus



Nuclear
ONLINE Fieldwork : 25th - 27th March 2011

Table 18

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

Absolutes/col percents

	Total	Gender		Age							Social grade				Region								Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
Up to £7,000 (3.5)	95	53	42	17	12	20	22	14	10	6	18	4	67	8	7	21	3	11	7	8	5	12	4	11	4	16
	5%	5%	4%	7%	4%	5%	6%	5%	2%	1%	3%	1%	14%	4%	7%	9%	1%	6%	4%	7%	2%	4%	2%	6%	1%	2%
£7,001 to £14,000 (10.5)	248	106	142	41	32	42	36	37	61	18	46	44	140	33	7	26	36	19	28	10	27	30	17	15	12	65
	12%	11%	14%	17%	10%	11%	10%	12%	14%	3%	8%	10%	30%	18%	7%	11%	20%	10%	17%	9%	14%	12%	6%	8%	4%	8%
£14,001 to £21,000 (17.5)	273	123	150	23	43	51	41	47	69	31	96	75	71	22	17	38	29	30	28	11	27	20	29	24	32	105
	13%	12%	14%	9%	13%	13%	12%	15%	16%	6%	16%	17%	15%	12%	18%	16%	16%	16%	17%	10%	14%	8%	11%	13%	10%	13%
£21,001 to £28,000 (24.5)	267	124	143	14	57	52	35	36	73	77	88	59	43	12	12	29	23	32	12	19	28	39	44	17	38	107
	13%	12%	14%	6%	17%	13%	10%	12%	17%	14%	15%	14%	9%	7%	13%	12%	13%	17%	8%	17%	15%	15%	17%	9%	12%	13%
£28,001 to £34,000 (31)	233	110	124	25	52	50	34	28	45	60	72	77	24	21	10	24	27	19	14	12	17	36	31	21	43	118
	11%	11%	12%	10%	16%	13%	10%	9%	10%	11%	12%	18%	5%	12%	11%	10%	15%	10%	9%	11%	9%	14%	12%	11%	14%	14%
£34,001 to £41,000 (37.5)	174	100	74	24	34	29	32	33	23	68	59	38	9	21	7	14	12	16	12	19	20	23	14	16	36	96
	8%	10%	7%	10%	10%	7%	9%	11%	5%	12%	10%	9%	2%	12%	8%	6%	6%	8%	8%	18%	10%	9%	5%	8%	11%	12%
£41,001 to £48,000 (44.5)	116	62	54	17	14	33	23	7	21	50	32	22	11	15	2	11	5	12	4	8	16	18	16	10	23	59
	6%	6%	5%	7%	4%	8%	7%	2%	5%	9%	5%	5%	2%	8%	3%	4%	3%	6%	2%	7%	8%	7%	6%	6%	8%	7%
£48,001 to £55,000 (51.5)	106	61	46	12	9	28	20	23	14	44	30	32	10	9	16	9	7	6	3	3	9	9	16	11	29	58
	5%	6%	4%	5%	3%	7%	6%	7%	3%	8%	5%	7%	*	5%	10%	7%	5%	3%	4%	3%	5%	4%	6%	6%	9%	7%
£55,001 to £62,000 (58.5)	58	33	24	16	6	7	14	3	12	29	19	8	1	3	-	7	2	3	6	1	4	10	12	9	20	24
	3%	3%	2%	7%	2%	2%	4%	1%	3%	5%	3%	2%	*	2%	-	3%	1%	2%	3%	1%	2%	4%	5%	5%	6%	3%
£62,001 to £69,000 (65.5)	32	20	12	1	10	6	9	2	3	20	9	2	-	2	1	6	2	4	1	1	1	5	6	2	10	17
	2%	2%	1%	1%	3%	2%	3%	1%	1%	4%	2%	*	-	1%	1%	2%	1%	2%	*	1%	1%	2%	2%	1%	3%	2%
£69,001 to £76,000 (72.5)	26	18	8	3	7	3	2	3	8	16	8	1	-	2	-	-	-	2	3	3	2	6	3	5	6	15
	1%	2%	1%	1%	2%	1%	1%	1%	2%	3%	1%	*	-	1%	-	-	-	1%	2%	3%	1%	2%	1%	3%	2%	2%
£76,001 to £83,000 (79.5)	31	25	6	2	1	5	14	2	7	23	8	-	-	2	-	1	2	1	1	-	7	7	7	2	18	7
	2%	2%	1%	1%	*	1%	4%	1%	2%	4%	1%	-	-	1%	-	*	1%	1%	1%	-	4%	3%	3%	1%	6%	1%

Prepared by Populus



Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 18

Absolutes/col percents

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 We	Yorks & H	West Midl	East Midl	Wales	Eastern	London	South East	South Wes	Public	Private
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
£83,001 or more (86)	35	18	17	1	7	6	10	3	8	26	5	5	-	1	4	1	3	1	1	-	5	6	11	3	8	22
Prefer not to answer	356	151	204	49	45	57	57	69	78	84	103	63	106	28	16	48	27	34	36	13	23	38	52	40	32	128
	17%	15%	20%	20%	14%	15%	16%	22%	18%	15%	17%	15%	22%	16%	17%	20%	15%	18%	23%	12%	12%	15%	20%	21%	10%	15%
Mean (£'000s)	30.39	32.42	28.33	29.76	30.56	30.61	33.77	28.23	29.07	42.25	30.94	29.38	15.44	28.49	30.28	26.96	26.73	27.75	26.77	29.23	32.04	33.24	36.26	32.69	40.26	33.99
Standard deviation	19.07	20.13	17.71	19.38	17.94	18.34	21.93	17.36	18.78	20.61	17.39	14.89	10.36	17.25	20.26	17.4	16.72	16.62	18.42	15.84	20.22	20.44	21.1	20.31	20.22	18.47
Standard error	0.46	0.72	0.58	1.71	1.03	0.98	1.3	1.09	0.96	0.83	0.84	0.92	0.52	1.38	2.22	1.23	1.34	1.39	1.73	1.73	1.56	1.37	1.4	1.64	1.22	0.74

Prepared by Populus



Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 19

What is your personal annual income, prior to tax being deducted?
 Base : All respondents

Absolutes/col percents

	Total	Gender		Age							Social grade				Region									Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private	
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720	
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837	
Up to £7,000 (3.5)	274	90	184	70	45	44	45	39	30	34	62	68	109	27	11	37	21	22	22	21	27	31	32	25	13	55	
	13%	9%	18%	29%	14%	11%	13%	13%	7%	6%	11%	16%	23%	15%	11%	15%	12%	11%	14%	19%	14%	12%	12%	13%	4%	7%	
£7,001 to £14,000 (10.5)	395	168	227	47	58	68	62	62	98	55	80	99	161	44	18	54	45	38	32	20	39	32	37	36	36	130	
	19%	17%	22%	19%	18%	18%	18%	20%	23%	10%	14%	23%	34%	24%	19%	23%	25%	20%	20%	18%	20%	12%	14%	19%	12%	16%	
£14,001 to £21,000 (17.5)	369	175	194	51	73	70	51	54	71	74	153	89	54	32	20	42	38	43	37	22	37	24	38	36	52	200	
	18%	17%	19%	21%	22%	18%	15%	17%	13%	13%	26%	21%	11%	18%	22%	17%	21%	23%	23%	21%	19%	9%	15%	19%	17%	24%	
£21,001 to £28,000 (24.5)	245	127	118	15	44	55	39	33	58	88	88	44	24	18	9	23	18	32	15	11	23	43	36	17	53	116	
	12%	13%	11%	6%	14%	14%	11%	11%	14%	16%	15%	10%	5%	10%	10%	10%	17%	10%	10%	12%	17%	13%	9%	17%	14%		
£28,001 to £34,000 (31)	169	112	57	9	31	38	34	19	38	63	51	42	13	10	13	19	15	7	11	9	12	23	28	22	42	89	
	8%	11%	5%	4%	9%	10%	10%	6%	9%	11%	9%	10%	3%	6%	14%	8%	4%	7%	7%	8%	6%	9%	11%	12%	13%	11%	
£34,001 to £41,000 (37.5)	119	71	48	5	22	23	24	21	24	62	38	15	4	10	5	4	11	7	15	5	10	30	13	8	42	55	
	6%	7%	5%	2%	7%	6%	7%	7%	6%	11%	6%	3%	1%	6%	6%	2%	6%	4%	10%	5%	5%	11%	5%	4%	13%	7%	
£41,001 to £48,000 (44.5)	72	61	11	2	16	23	14	5	12	39	17	13	3	8	2	7	3	3	1	3	9	20	13	2	18	43	
	4%	6%	1%	1%	5%	6%	4%	2%	3%	7%	3%	3%	1%	4%	2%	3%	2%	2%	1%	3%	5%	8%	5%	1%	6%	5%	
£48,001 to £55,000 (51.5)	31	23	8	-	*	5	11	11	4	16	7	5	4	4	2	5	1	3	1	2	1	8	4	1	7	15	
	2%	2%	1%	-	*	1%	3%	4%	1%	3%	1%	1%	1%	2%	2%	2%	*	2%	*	1%	1%	3%	2%	1%	2%	2%	
£55,001 to £62,000 (58.5)	18	13	5	1	1	4	3	2	7	13	3	3	-	2	-	1	1	-	-	1	4	1	4	2	9	3	
	1%	1%	*	*	*	1%	1%	1%	2%	2%	1%	1%	-	1%	-	1%	1%	1%	-	1%	2%	*	1%	1%	3%	*	
£62,001 to £69,000 (65.5)	7	3	4	-	*	1	1	3	1	2	7	*	-	-	-	-	1	-	1	1	2	1	*	-	-	3	
	*	*	*	-	*	*	1%	*	*	1%	*	-	-	-	-	1%	-	*	-	1%	1%	*	*	-	-	*	
£69,001 to £76,000 (72.5)	8	6	1	-	*	1	-	1	4	5	3	-	-	1	-	-	-	1	-	-	2	1	-	3	1	7	
	*	1%	*	-	*	*	-	*	1%	1%	*	-	-	1%	-	-	-	*	-	-	1%	1%	-	1%	*	1%	
£76,001 to £83,000 (79.5)	8	4	4	2	-	1	3	-	1	8	-	-	-	-	-	-	-	-	-	-	1	6	-	5	1		
	*	*	*	1%	-	*	1%	-	*	1%	-	-	-	-	-	-	-	-	-	-	1%	2%	-	2%	*		

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Nuclear
 ONLINE Fieldwork : 25th - 27th March 2011

Table 19

What is your personal annual income, prior to tax being deducted?
 Base : All respondents

Absolutes/col percents

	Total	Gender		Age							Social grade					Region										Employment Sector			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private			
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837			
£83,001 or more (86)	15	13	3	-	2	2	4	2	5	12	3	-	-	1	-	-	1	-	-	-	3	3	4	3	2	12			
	1%	1%	*	-	1%	1%	1%	1%	1%	2%	1%	-	-	*	-	-	1%	-	-	-	1%	1%	2%	2%	1%	1%			
Prefer not to answer	320	138	182	43	33	55	55	57	76	79	89	53	99	23	13	47	26	32	24	14	24	38	49	32	32	106			
	16%	14%	17%	18%	10%	14%	16%	19%	18%	14%	15%	12%	21%	13%	14%	20%	14%	17%	15%	12%	12%	15%	18%	17%	10%	13%			
Mean (£'000s)	20.85	24.39	17.31	13.85	20.36	22.08	23.18	20.44	22.47	29.86	21.07	17.89	12.08	19.49	20.06	17.75	19.1	18.59	18.57	18.63	21.74	26.02	24.31	20.85	27.83	23.91			
Standard deviation	15.28	16.45	13.08	12.2	13.58	14.83	17.35	14.91	15.92	18.52	13.13	11.92	8.99	14.64	12.52	12.54	13.55	11.77	12	13.56	17.26	17.1	18.44	16.41	15.41	15.5			
Standard error	0.37	0.59	0.43	1.07	0.77	0.79	1.02	0.92	0.81	0.74	0.63	0.73	0.45	1.15	1.35	0.89	1.08	0.98	1.09	1.49	1.33	1.15	1.22	1.31	0.93	0.62			

Prepared by Populus



Nuclear
ONLINE Fieldwork : 25th - 27th March 2011

Table 20

Age
Base : All respondents

Absolutes/col percents

	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 We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
18 to 24	246	109	137	246	-	-	-	-	-	55	101	48	43	19	13	25	20	18	21	23	15	42	31	21	35	113
	12%	11%	13%	100%	-	-	-	-	-	10%	17%	11%	9%	10%	14%	10%	11%	9%	13%	21%	8%	16%	12%	11%	11%	14%
25 to 34	328	119	208	-	328	-	-	-	-	76	97	94	60	19	19	24	24	29	24	26	19	71	44	28	50	201
	16%	12%	20%	-	100%	-	-	-	-	14%	16%	22%	13%	11%	20%	10%	13%	15%	15%	24%	10%	27%	17%	15%	16%	24%
35 to 44	389	161	228	-	-	389	-	-	-	89	102	108	90	38	16	44	41	34	22	17	42	68	43	24	85	205
	19%	16%	22%	-	-	100%	-	-	-	16%	17%	25%	19%	21%	17%	18%	23%	18%	14%	16%	22%	26%	16%	13%	27%	24%
45 to 54	348	146	202	-	-	-	348	-	-	73	113	62	101	30	15	43	28	33	25	15	30	38	52	40	94	164
	17%	15%	19%	-	-	-	100%	-	-	13%	19%	14%	21%	17%	16%	18%	16%	18%	16%	13%	16%	15%	20%	21%	30%	20%
55 to 64	308	164	143	-	-	-	-	308	-	81	82	54	91	35	9	41	30	27	24	21	26	19	42	32	40	104
	15%	16%	14%	-	-	-	-	100%	-	15%	14%	13%	19%	20%	10%	17%	17%	14%	15%	20%	14%	7%	16%	17%	13%	12%
65 or older	431	304	127	-	-	-	-	-	431	181	100	64	86	38	20	64	37	48	44	7	60	20	52	42	7	50
	21%	30%	12%	-	-	-	-	-	100%	33%	17%	15%	18%	21%	22%	26%	20%	25%	27%	6%	31%	8%	20%	23%	2%	6%

Prepared by Populus

Nuclear
ONLINE Fieldwork : 25th - 27th March 2011

Table 21

Absolutes/col percents

Social grade

Base : All respondents

	Total	Gender		Age						Social grade					Region										Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North We	Yorks & H	West Midl	East Midla	Wales	Eastern	London	South East	South Wes	Public	Private
Unweighted Base	2050	919	1131	160	353	411	343	320	463	734	512	307	496	186	99	246	182	174	141	99	193	259	280	191	304	720
Weighted Base	2050	1004	1046	246	328	389	348	308	431	554	595	430	471	178	93	241	181	190	159	109	192	258	263	187	311	837
AB	554	331	222	55	76	89	73	81	181	554	-	-	-	35	21	63	45	55	38	21	63	78	84	51	105	213
	27%	33%	21%	22%	23%	23%	21%	26%	42%	100%	-	-	-	20%	22%	26%	25%	29%	24%	20%	33%	30%	32%	27%	34%	25%
C1	595	263	331	101	97	102	113	82	100	-	595	-	-	43	38	47	54	48	48	42	53	93	70	61	122	283
	29%	26%	32%	41%	30%	26%	32%	27%	23%	-	100%	-	-	24%	41%	19%	30%	25%	30%	38%	27%	36%	26%	33%	39%	34%
C2	430	218	213	48	94	108	62	54	64	-	-	430	-	40	15	54	45	37	37	26	45	40	60	32	58	226
	21%	22%	20%	19%	29%	28%	18%	18%	15%	-	-	100%	-	23%	16%	22%	25%	20%	23%	24%	23%	15%	23%	17%	19%	27%
DE	471	192	280	43	60	90	101	91	86	-	-	-	471	60	19	77	37	50	36	20	32	48	50	43	26	114
	23%	19%	27%	17%	18%	23%	29%	30%	20%	-	-	-	100%	34%	21%	32%	21%	26%	23%	18%	16%	18%	19%	23%	8%	14%

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