

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 1

**Q.1 Based on what you have heard or understand about the term "outsourcing", to what extent do you agree or disagree that outsourcing benefits the UK job market/economy?**

**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
NET: Agree	414 20%	246 24%	168 16%	66 27%	83 25%	86 22%	56 16%	37 12%	87 20%	136 25%	113 19%	83 19%	83 18%	37 21%	19 21%	48 20%	43 24%	31 16%	31 19%	20 18%	31 16%	71 28%	49 18%	35 19%	76 24%	165 20%
Strongly agree (+2)	68 3%	49 5%	19 2%	13 5%	17 5%	18 5%	3 1%	4 1%	13 3%	19 3%	23 4%	11 3%	15 3%	8 4%	3 3%	7 3%	6 3%	6 3%	1 1%	1 1%	6 3%	16 6%	8 3%	6 3%	17 5%	28 3%
Slightly agree (+1)	346 17%	197 20%	149 14%	53 22%	66 20%	68 17%	53 15%	32 11%	74 17%	117 21%	90 15%	71 17%	68 14%	30 17%	17 18%	41 17%	37 20%	25 13%	30 19%	19 17%	24 13%	55 21%	41 16%	29 15%	58 18%	137 16%
Neither agree nor disagree (0)	901 44%	358 36%	543 52%	134 54%	143 43%	163 42%	157 45%	125 40%	180 42%	188 34%	257 43%	196 45%	260 55%	77 43%	46 50%	111 46%	78 43%	77 41%	66 42%	45 42%	89 46%	110 43%	125 47%	75 40%	127 40%	343 41%
Slightly disagree (-1)	362 18%	183 18%	179 17%	29 12%	50 15%	73 19%	64 18%	58 19%	87 20%	129 23%	108 18%	79 18%	46 10%	34 19%	12 13%	39 16%	28 16%	44 23%	29 18%	22 20%	33 17%	36 14%	51 20%	33 18%	53 17%	166 20%
Strongly disagree (-2)	376 18%	219 22%	157 15%	17 7%	53 16%	68 17%	73 21%	89 29%	76 18%	101 18%	118 20%	74 17%	83 18%	31 17%	15 17%	43 18%	32 18%	37 20%	33 21%	22 20%	39 20%	41 16%	39 15%	43 23%	64 20%	156 19%
NET: Disagree	738 36%	402 40%	336 32%	46 19%	103 31%	142 36%	137 39%	147 48%	163 38%	230 41%	226 38%	153 35%	129 27%	64 36%	27 30%	82 34%	61 33%	81 43%	62 39%	44 40%	72 38%	77 30%	90 34%	77 41%	117 37%	321 39%
Mean	-0.31	-0.32	-0.29	0.06	-0.17	-0.27	-0.43	-0.63	-0.32	-0.32	-0.35	-0.31	-0.24	-0.28	-0.23	-0.29	-0.24	-0.43	-0.40	-0.41	-0.39	-0.12	-0.28	-0.42	-0.28	-0.34
Standard deviation	1.06	1.16	0.95	0.91	1.09	1.08	1.01	1.05	1.05	1.10	1.08	1.02	1.01	1.07	1.02	1.04	1.07	1.05	1.04	1.03	1.05	1.11	0.99	1.11	1.14	1.07
Standard error	0.02	0.04	0.03	0.06	0.06	0.05	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.06	0.08	0.08	0.08	0.11	0.07	0.07	0.06	0.08	0.06	0.04

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Table 2  
**Q.2 To what extent do you agree or disagree that outsourcing can help get the UK out of recession?**  
**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-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
NET: Agree	383 19%	219 22%	164 16%	54 22%	78 24%	85 22%	44 13%	35 11%	87 20%	111 20%	121 20%	79 18%	71 15%	27 15%	17 18%	46 19%	39 21%	34 18%	22 14%	18 17%	28 15%	69 27%	51 19%	32 17%	64 20%	152 18%
Strongly agree (+2)	71 3%	46 5%	25 2%	12 5%	23 7%	21 5%	4 1%	* *	11 3%	16 3%	26 4%	16 4%	12 3%	9 5%	5 5%	3 1%	5 3%	7 3%	2 1%	1 1%	3 2%	19 8%	11 4%	5 3%	18 6%	31 4%
Slightly agree (+1)	312 15%	173 17%	139 13%	42 17%	56 17%	64 16%	40 11%	34 11%	76 18%	95 17%	95 16%	63 15%	59 12%	18 10%	12 13%	43 18%	34 19%	27 14%	20 13%	17 16%	25 13%	49 19%	40 15%	27 14%	47 15%	121 15%
Neither agree nor disagree (0)	917 45%	374 37%	543 52%	146 59%	143 43%	161 41%	166 47%	124 40%	178 41%	210 38%	260 44%	192 45%	254 54%	83 47%	49 53%	108 45%	82 45%	80 42%	71 44%	44 41%	91 47%	116 45%	123 47%	70 38%	129 40%	361 44%
Slightly disagree (-1)	385 19%	195 19%	190 18%	30 12%	63 19%	77 20%	70 20%	61 20%	84 19%	128 23%	106 18%	85 20%	65 14%	31 18%	10 11%	45 19%	28 16%	46 24%	39 24%	29 27%	35 18%	34 13%	47 18%	40 22%	57 18%	177 21%
Strongly disagree (-2)	369 18%	218 22%	151 14%	17 7%	45 14%	67 17%	69 20%	88 29%	82 19%	105 19%	108 18%	74 17%	81 17%	37 21%	17 18%	42 18%	33 18%	31 16%	28 17%	17 16%	39 20%	40 15%	42 16%	44 24%	70 22%	139 17%
NET: Disagree	753 37%	413 41%	340 33%	47 19%	108 33%	144 37%	139 40%	149 49%	166 38%	233 42%	214 36%	159 37%	147 31%	68 38%	27 29%	88 36%	61 34%	76 40%	67 42%	46 42%	74 38%	73 28%	89 34%	84 45%	126 39%	316 38%
Mean	-0.33	-0.36	-0.29	0.01	-0.16	-0.27	-0.46	-0.66	-0.35	-0.38	-0.29	-0.32	-0.31	-0.39	-0.24	-0.34	-0.27	-0.35	-0.44	-0.40	-0.42	-0.10	-0.26	-0.48	-0.36	-0.33
Standard deviation	1.04	1.13	0.95	0.87	1.08	1.10	0.97	1.01	1.06	1.07	1.08	1.04	0.98	1.07	1.06	1.00	1.05	1.02	0.96	0.98	1.01	1.11	1.04	1.09	1.14	1.04
Standard error	0.02	0.04	0.03	0.06	0.06	0.05	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.06	0.08	0.08	0.08	0.10	0.07	0.07	0.06	0.08	0.06	0.04

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Table 3  
**Q.3 Which of the following do you think describe an example of outsourcing?**  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Barclays Bank opening a call centre in India	1186	596	590	97	176	225	208	208	272	366	357	222	240	100	50	128	102	125	107	56	111	146	148	115	183	492
	58%	59%	56%	39%	53%	58%	60%	67%	63%	66%	60%	52%	51%	56%	54%	53%	56%	66%	67%	51%	58%	57%	56%	61%	57%	59%
Nike setting up a factory in China to manufacture trainers offshore	971	488	483	92	143	182	166	163	225	290	289	204	188	77	37	120	93	101	81	55	88	98	121	99	136	410
	47%	48%	46%	37%	44%	47%	47%	53%	52%	52%	49%	47%	40%	43%	40%	50%	51%	53%	51%	51%	46%	38%	46%	53%	43%	49%
A government department buying software licenses from a French supplier	654	339	315	68	91	123	109	104	158	181	187	133	151	63	29	79	66	63	55	41	52	66	84	56	105	253
	32%	34%	30%	27%	28%	32%	31%	34%	37%	33%	31%	31%	32%	35%	31%	33%	37%	33%	35%	37%	27%	26%	32%	30%	33%	30%
A local computer company providing IT support to small business	562	294	268	51	68	109	108	89	137	201	151	102	108	57	22	64	45	51	52	31	53	62	77	49	103	214
	27%	29%	26%	21%	21%	28%	31%	29%	32%	36%	25%	24%	23%	32%	24%	26%	25%	27%	33%	28%	27%	24%	29%	26%	32%	26%
Hiring an accountant to help with getting your tax return right	289	152	138	32	47	66	42	36	67	86	85	51	68	28	10	27	28	23	37	12	22	37	41	24	47	120
	14%	15%	13%	13%	14%	17%	12%	12%	16%	16%	14%	12%	14%	16%	11%	11%	15%	12%	23%	11%	11%	14%	16%	13%	15%	14%
Lastminute.com selling holidays on the internet	132	71	61	20	25	33	22	8	24	35	33	30	34	14	10	12	10	11	11	3	9	22	18	12	26	50
	6%	7%	6%	8%	8%	8%	6%	3%	6%	6%	6%	7%	7%	8%	11%	5%	6%	6%	7%	3%	5%	8%	7%	7%	8%	6%
None of these	301	123	178	73	55	52	46	32	42	51	76	69	106	27	18	35	26	20	12	17	39	46	38	21	41	114
	15%	12%	17%	30%	17%	13%	13%	10%	10%	9%	13%	16%	22%	15%	20%	15%	15%	11%	7%	15%	20%	18%	14%	11%	13%	14%

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Table 4

**Q.4 In which of the following ways does outsourcing touch your life?****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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
I/ my company outsource some business activities i.e. accounting	236 11%	140 14%	96 9%	31 13%	48 15%	71 18%	47 14%	24 8%	14 3%	102 18%	74 12%	31 7%	29 6%	12 7%	10 10%	27 11%	16 9%	24 13%	25 15%	10 9%	24 13%	38 15%	36 14%	13 7%	67 21%	140 17%
I/ my work have a cleaner	166 8%	81 8%	84 8%	24 10%	30 9%	50 13%	21 6%	20 7%	21 5%	54 10%	60 10%	29 7%	22 5%	15 9%	3 4%	11 5%	13 7%	24 12%	12 7%	11 10%	18 9%	20 8%	24 9%	15 8%	47 15%	89 11%
My friend works in a specialist IT/ accounting/ marketing firm	125 6%	70 7%	55 5%	28 12%	34 10%	30 8%	11 3%	9 3%	11 3%	54 10%	30 5%	25 6%	15 3%	8 4%	5 6%	12 5%	13 7%	13 7%	6 4%	2 2%	10 5%	25 10%	21 8%	10 5%	30 9%	53 6%
I have lost my job as a result of outsourcing	75 4%	40 4%	35 3%	10 4%	10 3%	17 4%	12 4%	14 5%	10 2%	19 3%	18 3%	19 4%	19 4%	5 3%	4 4%	9 4%	6 3%	10 5%	2 1%	6 5%	8 4%	14 5%	7 3%	6 3%	7 2%	31 4%
I work as an outsourcer	42 2%	31 3%	11 1%	7 3%	11 3%	6 2%	7 2%	6 2%	5 1%	16 3%	8 1%	7 2%	11 2%	4 2%	-	10 4%	3 2%	2 1%	2 1%	1 1%	2 1%	4 1%	8 3%	6 3%	6 2%	29 3%
None of these	1537 75%	713 71%	823 79%	168 68%	226 69%	251 64%	260 75%	250 81%	382 89%	366 66%	437 73%	337 78%	396 84%	145 81%	71 77%	183 76%	137 76%	141 74%	126 79%	87 80%	135 70%	182 71%	186 71%	142 76%	196 61%	554 67%

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Table 5  
**Q.5 Which of these words do you associate with outsourcing?**  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Cost cutting	1329	650	678	105	197	263	235	213	316	404	400	265	259	121	57	147	118	128	110	70	123	160	173	123	220	521
	65%	65%	65%	43%	60%	67%	67%	69%	73%	73%	67%	62%	55%	68%	61%	61%	65%	68%	69%	64%	64%	62%	66%	66%	69%	63%
Job losses	1092	523	569	90	145	202	202	197	257	307	334	213	238	98	44	146	94	94	100	55	101	116	141	104	185	418
	53%	52%	54%	37%	44%	52%	58%	64%	60%	55%	56%	49%	50%	55%	47%	60%	52%	49%	63%	50%	52%	45%	54%	55%	58%	50%
Call centre	986	490	496	87	134	184	161	185	235	296	307	192	191	89	37	127	80	94	87	40	96	113	128	95	141	389
	48%	49%	47%	35%	41%	47%	46%	60%	54%	53%	52%	45%	40%	50%	40%	52%	44%	50%	54%	36%	50%	44%	49%	51%	44%	47%
India	916	470	446	66	129	168	154	160	241	287	270	176	184	81	36	121	72	87	74	32	93	107	130	84	123	374
	45%	47%	43%	27%	39%	43%	44%	52%	56%	52%	45%	41%	39%	46%	39%	50%	40%	46%	46%	29%	49%	41%	49%	45%	39%	45%
Rip off	324	170	155	21	39	60	56	73	75	84	96	64	80	33	14	38	21	29	33	15	30	37	44	29	54	123
	16%	17%	15%	8%	12%	15%	16%	24%	17%	15%	16%	15%	17%	19%	15%	16%	12%	16%	21%	14%	16%	14%	17%	15%	17%	15%
Disgust	277	149	128	15	35	56	54	66	52	67	76	63	72	37	10	30	31	19	30	11	19	26	33	32	49	94
	13%	15%	12%	6%	11%	14%	15%	21%	12%	12%	13%	15%	15%	20%	11%	13%	17%	10%	19%	10%	10%	10%	13%	17%	15%	11%
Wasteful	228	127	101	24	25	38	33	51	58	68	66	31	63	18	7	24	20	21	30	10	25	21	32	21	39	78
	11%	13%	10%	10%	8%	10%	9%	16%	14%	12%	11%	7%	13%	10%	7%	10%	11%	11%	19%	9%	13%	8%	12%	11%	12%	9%
Fear	198	101	98	23	26	41	36	33	40	56	58	47	37	16	5	33	19	17	17	9	22	24	21	17	39	74
	10%	10%	9%	9%	8%	10%	10%	11%	9%	10%	10%	11%	8%	9%	5%	14%	10%	9%	11%	8%	11%	9%	8%	9%	12%	9%
Trust	81	52	29	15	18	18	10	11	8	24	21	17	19	5	*	12	9	4	4	-	7	17	18	5	20	39
	4%	5%	3%	6%	5%	5%	3%	4%	2%	4%	4%	4%	4%	3%	*	5%	5%	2%	3%	-	3%	7%	7%	2%	6%	5%
Courage	51	33	19	11	13	15	5	4	4	11	15	9	16	5	2	7	2	5	4	-	1	17	6	2	13	27
	2%	3%	2%	5%	4%	4%	1%	1%	1%	2%	3%	2%	3%	3%	2%	3%	1%	3%	3%	-	1%	7%	2%	1%	4%	3%
Pride	28	18	10	10	6	6	2	3	2	12	8	1	8	1	1	2	3	3	4	-	2	7	4	1	8	9
	1%	2%	1%	4%	2%	1%	1%	1%	*	2%	1%	*	2%	*	1%	1%	1%	1%	2%	-	1%	3%	2%	*	3%	1%
None of the above	305	130	175	74	49	46	51	33	52	61	76	64	104	26	18	33	29	26	12	23	34	47	37	19	38	109
	15%	13%	17%	30%	15%	12%	15%	11%	12%	11%	13%	15%	22%	15%	19%	14%	16%	14%	8%	21%	18%	18%	14%	10%	12%	13%

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Absolutes/col percents

Table 6

**Q.6 Which of the following do you think would make outsourcing more acceptable to you? (First Mention)****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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Evidence of how many UK jobs are created by outsourcing	664 32%	321 32%	344 33%	73 29%	104 32%	133 34%	115 33%	115 37%	124 29%	172 31%	218 37%	121 28%	153 32%	60 34%	28 30%	89 37%	55 31%	63 33%	55 35%	38 35%	53 28%	77 30%	79 30%	68 36%	112 35%	288 35%
Proof of how much outsourcing positively contributes to UK economy	582 28%	282 28%	300 29%	53 21%	80 24%	103 26%	114 33%	96 31%	137 32%	174 31%	170 29%	133 31%	106 22%	45 25%	21 23%	70 29%	63 35%	56 30%	44 28%	31 28%	56 29%	58 22%	86 33%	52 28%	87 27%	240 29%
Less wasting of taxpayers cash in public sector contracts	254 12%	130 13%	125 12%	30 12%	38 12%	38 10%	21 6%	38 12%	90 21%	87 16%	68 11%	44 10%	55 12%	20 11%	12 13%	33 14%	24 13%	29 15%	12 8%	11 10%	27 14%	33 13%	33 13%	20 11%	37 12%	82 10%
Getting a job in outsourcing yourself	95 5%	53 5%	42 4%	22 9%	25 8%	18 5%	19 5%	7 2%	5 1%	11 2%	25 4%	33 8%	25 5%	12 7%	6 6%	13 5%	7 4%	6 3%	6 4%	10 9%	4 2%	15 6%	10 4%	7 4%	12 4%	43 5%
Proof of how much more your TV license would cost if the BBC didn't use outsourcing	47 2%	18 2%	29 3%	5 2%	11 3%	8 2%	10 3%	6 2%	7 2%	8 1%	16 3%	8 2%	14 3%	2 1%	3 4%	2 1%	5 3%	3 2%	1 1%	- -	8 4%	7 3%	11 4%	3 2%	9 3%	20 2%
Proof of how much more an iPad would cost without outsourcing	33 2%	19 2%	13 1%	8 3%	11 3%	9 2%	1 *	- -	4 1%	8 1%	13 2%	5 1%	6 1%	3 2%	3 4%	1 *	2 1%	2 1%	3 2%	1 1%	1 1%	10 4%	3 1%	4 2%	9 3%	17 2%
None of these	378 18%	183 18%	194 19%	56 23%	60 18%	81 21%	71 20%	45 15%	65 15%	94 17%	85 14%	87 20%	113 24%	36 20%	19 21%	33 14%	25 14%	30 16%	37 23%	19 17%	43 22%	60 23%	42 16%	33 18%	55 17%	139 17%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 7

#### Q.6 Which of the following do you think would make outsourcing more acceptable to you? (Second Mention)

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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Proof of how much outsourcing positively contributes to UK economy	592 29%	293 29%	299 29%	58 24%	90 28%	113 29%	97 28%	90 29%	143 33%	165 30%	183 31%	109 25%	135 29%	54 31%	31 33%	68 28%	41 23%	69 36%	49 31%	41 38%	46 24%	57 22%	71 27%	64 34%	89 28%	246 30%
Evidence of how many UK jobs are created by outsourcing	509 25%	237 24%	272 26%	45 18%	78 24%	91 23%	81 23%	92 30%	122 28%	149 27%	150 25%	111 26%	100 21%	54 30%	21 22%	63 26%	57 31%	49 26%	28 18%	28 25%	46 24%	49 19%	66 25%	49 26%	84 26%	197 24%
Less wasting of taxpayers cash in public sector contracts	297 14%	149 15%	148 14%	34 14%	38 11%	46 12%	60 17%	50 16%	69 16%	79 14%	94 16%	63 15%	61 13%	26 15%	10 10%	37 15%	29 16%	17 9%	23 14%	10 9%	28 14%	43 17%	54 21%	21 11%	45 14%	124 15%
Proof of how much more your TV license would cost if the BBC didn't use outsourcing	88 4%	50 5%	37 4%	15 6%	20 6%	17 4%	12 3%	15 5%	9 2%	23 4%	17 3%	25 6%	22 5%	2 1%	3 4%	16 7%	10 6%	10 5%	8 5%	5 4%	10 5%	12 4%	9 3%	3 2%	16 5%	37 4%
Getting a job in outsourcing yourself	73 4%	36 4%	37 4%	16 6%	18 5%	20 5%	12 3%	4 1%	4 1%	16 3%	22 4%	13 3%	23 5%	3 2%	1 2%	4 2%	8 5%	10 5%	6 4%	3 3%	5 3%	13 5%	10 4%	8 4%	17 5%	35 4%
Proof of how much more an iPad would cost without outsourcing	57 3%	32 3%	26 2%	16 7%	18 5%	10 2%	5 1%	3 1%	6 1%	15 3%	22 4%	12 3%	9 2%	2 1%	5 6%	9 4%	6 3%	1 *	2 1%	4 3%	5 3%	15 6%	6 2%	3 1%	9 3%	27 3%
None of these	437 21%	209 21%	228 22%	61 25%	67 20%	95 24%	82 23%	53 17%	79 18%	108 19%	108 18%	99 23%	122 26%	37 21%	22 24%	43 18%	30 16%	35 18%	44 27%	19 17%	52 27%	70 27%	47 18%	39 21%	60 19%	164 20%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 8  
**Q.6 Which of the following do you think would make outsourcing more acceptable to you? (Third Mention)**  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Less wasting of taxpayers cash in public sector contracts	576 28%	282 28%	295 28%	50 20%	84 26%	109 28%	102 29%	95 31%	136 32%	166 30%	178 30%	109 25%	123 26%	57 32%	19 21%	82 34%	54 30%	54 29%	42 26%	34 31%	54 28%	60 23%	77 29%	45 24%	88 27%	232 28%
Evidence of how many UK jobs are created by outsourcing	257 13%	137 14%	120 11%	28 11%	31 9%	37 9%	47 13%	33 11%	81 19%	77 14%	68 11%	58 13%	53 11%	19 11%	13 14%	31 13%	24 13%	19 10%	24 15%	16 15%	21 11%	27 10%	38 14%	24 13%	36 11%	93 11%
Proof of how much outsourcing positively contributes to UK economy	248 12%	122 12%	126 12%	27 11%	52 16%	47 12%	30 9%	45 15%	47 11%	68 12%	77 13%	51 12%	53 11%	21 12%	13 14%	32 13%	30 16%	20 10%	14 9%	13 12%	20 10%	34 13%	27 10%	25 13%	43 14%	107 13%
Proof of how much more your TV license would cost if the BBC didn't use outsourcing	208 10%	97 10%	111 11%	25 10%	41 12%	40 10%	27 8%	37 12%	38 9%	47 9%	67 11%	48 11%	46 10%	17 9%	8 8%	17 7%	14 8%	23 12%	12 7%	12 11%	23 12%	30 11%	27 10%	25 14%	32 10%	86 10%
Getting a job in outsourcing yourself	109 5%	54 5%	55 5%	30 12%	28 8%	23 6%	14 4%	7 2%	8 2%	27 5%	36 6%	16 4%	30 6%	7 4%	7 7%	14 6%	16 9%	12 7%	10 6%	1 1%	5 2%	17 7%	12 5%	9 5%	20 6%	53 6%
Proof of how much more an iPad would cost without outsourcing	75 4%	38 4%	36 3%	16 7%	9 3%	15 4%	14 4%	8 3%	12 3%	19 3%	21 3%	21 5%	13 3%	6 3%	3 3%	12 5%	2 1%	13 7%	5 3%	3 3%	5 3%	10 4%	12 5%	4 2%	10 3%	37 5%
None of these	580 28%	276 27%	304 29%	70 28%	83 25%	119 31%	116 33%	84 27%	109 25%	150 27%	148 25%	129 30%	153 32%	52 29%	30 32%	54 22%	42 23%	48 25%	52 33%	29 27%	65 34%	81 31%	71 27%	56 30%	91 28%	221 27%



## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 9

**Q.6 Which of the following do you think would make outsourcing more acceptable to you? (First-Third Mention)****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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Evidence of how many UK jobs are created by outsourcing	1430 70%	695 69%	736 70%	145 59%	213 65%	261 67%	243 70%	241 78%	327 76%	398 72%	436 73%	290 67%	306 65%	133 74%	61 66%	183 76%	136 75%	132 69%	108 68%	82 75%	120 63%	152 59%	182 69%	141 75%	231 72%	578 70%
Proof of how much outsourcing positively contributes to UK economy	1423 69%	697 69%	726 69%	138 56%	222 68%	263 67%	241 69%	232 75%	327 76%	407 73%	430 72%	292 68%	293 62%	120 67%	65 71%	171 71%	133 74%	145 76%	108 67%	85 78%	122 64%	149 58%	184 70%	141 75%	219 68%	594 72%
Less wasting of taxpayers cash in public sector contracts	1127 55%	560 56%	567 54%	114 46%	160 49%	193 49%	183 52%	183 59%	295 68%	332 60%	339 57%	216 50%	240 51%	104 58%	41 44%	152 63%	107 59%	100 52%	77 48%	54 50%	108 56%	136 53%	164 62%	86 46%	170 53%	437 53%
Proof of how much more your TV license would cost if the BBC didn't use outsourcing	342 17%	165 16%	177 17%	46 19%	71 22%	64 16%	49 14%	58 19%	54 13%	78 14%	101 17%	80 19%	83 18%	21 12%	15 16%	35 15%	30 16%	36 19%	21 13%	17 16%	41 21%	49 19%	47 18%	32 17%	58 18%	144 17%
Getting a job in outsourcing yourself	278 14%	144 14%	134 13%	68 28%	70 21%	61 16%	44 13%	18 6%	17 4%	54 10%	83 14%	62 14%	79 17%	21 12%	14 15%	31 13%	31 17%	29 15%	22 14%	14 13%	14 7%	45 18%	33 12%	23 13%	48 15%	130 16%
Proof of how much more an iPad would cost without outsourcing	164 8%	89 9%	75 7%	40 16%	38 12%	34 9%	20 6%	11 4%	21 5%	42 8%	55 9%	38 9%	29 6%	11 6%	11 12%	22 9%	9 5%	16 8%	10 6%	7 7%	12 6%	34 13%	22 8%	10 6%	28 9%	82 10%
None of these	378 18%	183 18%	194 19%	56 23%	60 18%	81 21%	71 20%	45 15%	65 15%	94 17%	85 14%	87 20%	113 24%	36 20%	19 21%	33 14%	25 14%	30 16%	37 23%	19 17%	43 22%	60 23%	42 16%	33 18%	55 17%	139 17%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 10  
**Q.7 Which of the following professions do you dislike most? (First Mention)**  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Politicians	767 37%	356 35%	412 39%	91 37%	137 42%	157 40%	143 41%	106 35%	133 31%	183 33%	219 37%	186 43%	179 38%	71 40%	41 44%	80 33%	79 43%	73 39%	58 37%	43 40%	68 35%	83 32%	103 39%	68 36%	126 39%	324 39%
Bankers	424 21%	233 23%	191 18%	39 16%	49 15%	69 18%	78 22%	92 30%	95 22%	130 23%	118 20%	93 22%	83 18%	40 23%	11 12%	67 28%	37 21%	40 21%	30 19%	27 25%	45 24%	37 14%	43 16%	46 25%	75 24%	165 20%
Traffic wardens	239 12%	121 12%	118 11%	33 13%	49 15%	40 10%	37 11%	30 10%	50 12%	72 13%	74 12%	41 9%	52 11%	10 6%	14 15%	33 14%	21 12%	20 10%	21 13%	7 7%	18 9%	49 19%	35 13%	10 5%	32 10%	113 14%
Journalists	134 7%	67 7%	67 6%	14 6%	19 6%	26 7%	15 4%	24 8%	36 8%	36 6%	44 7%	25 6%	29 6%	7 4%	5 5%	14 6%	9 5%	14 7%	14 9%	8 8%	17 9%	10 4%	21 8%	15 8%	11 4%	49 6%
Estate agents	88 4%	50 5%	38 4%	10 4%	16 5%	21 5%	12 3%	9 3%	21 5%	34 6%	21 3%	13 3%	21 4%	5 3%	5 5%	7 3%	8 4%	6 3%	6 4%	2 2%	8 4%	18 7%	18 7%	5 3%	12 4%	38 5%
Outsourcers	74 4%	32 3%	42 4%	9 4%	9 3%	11 3%	17 5%	15 5%	11 3%	21 4%	20 3%	13 3%	20 4%	6 4%	3 4%	7 3%	5 3%	5 3%	6 4%	4 4%	8 4%	7 3%	9 4%	12 6%	14 4%	26 3%
Police	62 3%	37 4%	25 2%	24 10%	10 3%	13 3%	6 2%	* *	7 2%	13 2%	15 3%	13 3%	20 4%	6 3%	1 1%	3 1%	7 4%	9 5%	5 3%	5 4%	6 3%	10 4%	7 3%	5 2%	10 3%	22 3%
None of these	266 13%	110 11%	156 15%	27 11%	39 12%	52 13%	40 11%	31 10%	77 18%	65 12%	83 14%	48 11%	70 15%	33 18%	14 15%	31 13%	15 8%	24 13%	19 12%	11 10%	23 12%	44 17%	27 10%	26 14%	39 12%	92 11%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 11  
**Q.7 Which of the following professions do you dislike most? (Second Mention)**  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Bankers	443 22%	219 22%	224 21%	40 16%	78 24%	97 25%	74 21%	75 24%	80 18%	117 21%	130 22%	101 24%	95 20%	43 24%	15 17%	43 18%	37 21%	52 27%	37 23%	26 24%	37 19%	47 18%	73 28%	32 17%	74 23%	180 22%
Politicians	400 19%	215 21%	184 18%	54 22%	62 19%	68 18%	66 19%	66 21%	85 20%	106 19%	110 18%	83 19%	101 21%	34 19%	17 18%	64 27%	26 14%	32 17%	38 24%	24 22%	26 14%	51 20%	50 19%	39 21%	53 17%	168 20%
Journalists	278 14%	140 14%	138 13%	32 13%	32 10%	65 17%	54 15%	50 16%	45 11%	81 15%	71 12%	65 15%	61 13%	24 14%	16 17%	33 14%	28 15%	35 18%	17 10%	12 11%	32 17%	30 12%	29 11%	22 12%	42 13%	135 16%
Traffic wardens	220 11%	107 11%	113 11%	35 14%	33 10%	42 11%	48 14%	23 7%	40 9%	55 10%	60 10%	48 11%	57 12%	18 10%	3 4%	21 9%	23 12%	18 10%	23 14%	6 5%	28 15%	24 9%	29 11%	27 15%	35 11%	98 12%
Estate agents	148 7%	84 8%	64 6%	12 5%	32 10%	21 5%	26 8%	26 9%	30 7%	53 9%	48 8%	20 5%	27 6%	3 2%	3 3%	17 7%	15 8%	10 5%	12 7%	3 3%	17 9%	25 10%	28 11%	17 9%	30 9%	58 7%
Outsourcers	136 7%	54 5%	81 8%	13 5%	24 7%	23 6%	20 6%	20 6%	37 9%	27 5%	49 8%	37 9%	23 5%	8 5%	10 11%	18 8%	15 8%	8 4%	9 5%	10 9%	15 8%	20 8%	10 4%	12 7%	27 9%	41 5%
Police	56 3%	32 3%	24 2%	20 8%	11 3%	5 1%	6 2%	6 2%	9 2%	18 3%	13 2%	10 2%	16 3%	3 2%	4 4%	7 3%	11 6%	1 *	2 1%	6 6%	5 3%	7 3%	8 3%	2 1%	7 2%	18 2%
None of these	373 18%	155 15%	218 21%	41 17%	58 18%	69 18%	56 16%	42 14%	106 25%	98 18%	114 19%	66 15%	94 20%	45 26%	25 26%	37 16%	26 15%	35 19%	23 14%	22 20%	32 17%	54 21%	37 14%	35 19%	51 16%	131 16%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 12  
**Q.7 Which of the following professions do you dislike most? (Third Mention)**  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Journalists	301 15%	162 16%	139 13%	35 14%	63 19%	59 15%	58 17%	38 12%	49 11%	75 14%	93 16%	63 15%	70 15%	24 14%	10 11%	46 19%	30 16%	26 14%	23 15%	19 18%	24 13%	29 11%	36 14%	34 18%	45 14%	129 16%
Bankers	252 12%	134 13%	117 11%	24 10%	35 11%	60 15%	44 12%	33 11%	56 13%	65 12%	72 12%	67 16%	48 10%	21 12%	15 16%	27 11%	23 13%	24 13%	24 15%	17 15%	25 13%	32 13%	27 10%	17 9%	38 12%	104 13%
Outsourcers	239 12%	116 12%	123 12%	16 7%	28 9%	43 11%	43 12%	44 14%	64 15%	66 12%	60 10%	55 13%	58 12%	21 12%	6 7%	29 12%	18 10%	25 13%	18 11%	12 11%	19 10%	35 13%	41 15%	15 8%	29 9%	99 12%
Traffic wardens	232 11%	113 11%	120 11%	45 18%	33 10%	39 10%	44 13%	38 12%	34 8%	54 10%	67 11%	53 12%	58 12%	15 8%	9 9%	31 13%	29 16%	20 10%	12 8%	6 6%	22 11%	27 11%	33 13%	27 15%	31 10%	103 12%
Estate agents	206 10%	108 11%	98 9%	22 9%	44 13%	30 8%	31 9%	40 13%	39 9%	65 12%	58 10%	40 9%	43 9%	16 9%	10 10%	21 9%	20 11%	14 7%	21 13%	5 4%	11 6%	31 12%	38 14%	20 11%	40 12%	82 10%
Politicians	204 10%	97 10%	107 10%	30 12%	27 8%	34 9%	30 9%	42 14%	40 9%	63 11%	60 10%	37 8%	44 9%	15 8%	7 8%	26 11%	18 10%	24 12%	22 14%	10 9%	24 12%	21 8%	18 7%	19 10%	40 13%	83 10%
Police	79 4%	47 5%	31 3%	14 6%	20 6%	23 6%	8 2%	4 1%	9 2%	19 3%	21 3%	16 4%	23 5%	6 3%	1 1%	10 4%	5 3%	4 2%	8 5%	5 5%	15 8%	15 6%	7 3%	4 2%	14 4%	34 4%
None of these	541 26%	228 23%	312 30%	60 24%	79 24%	103 26%	90 26%	68 22%	140 33%	147 27%	165 28%	100 23%	128 27%	61 34%	35 38%	51 21%	38 21%	55 29%	29 18%	35 32%	53 27%	68 26%	64 24%	50 27%	83 26%	196 24%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 13  
**Q.7 Which of the following professions do you dislike most? (First-Third Mention)**  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Politicians	1371	668	703	175	225	260	239	214	258	353	389	305	324	119	65	170	123	129	118	77	118	156	170	127	220	576
	67%	66%	67%	71%	69%	67%	68%	70%	60%	64%	65%	71%	69%	67%	70%	70%	68%	68%	74%	71%	61%	60%	65%	68%	69%	69%
Bankers	1119	587	532	103	162	227	196	200	231	312	320	262	225	104	41	138	98	115	92	70	107	116	143	95	187	449
	54%	58%	51%	42%	49%	58%	56%	65%	54%	56%	54%	61%	48%	58%	44%	57%	54%	61%	58%	64%	56%	45%	54%	51%	58%	54%
Journalists	713	369	344	81	113	150	127	112	130	192	209	153	159	56	31	93	66	74	54	39	74	70	85	71	99	313
	35%	37%	33%	33%	34%	38%	36%	36%	30%	35%	35%	35%	34%	31%	34%	39%	37%	39%	34%	36%	38%	27%	32%	38%	31%	38%
Traffic wardens	691	341	350	112	115	120	129	91	125	181	202	142	167	43	26	85	73	58	57	20	68	100	97	65	98	314
	34%	34%	33%	45%	35%	31%	37%	30%	29%	33%	34%	33%	35%	24%	28%	35%	40%	30%	35%	18%	36%	39%	37%	35%	30%	38%
Outsourcers	448	202	246	38	61	78	81	79	112	114	130	105	100	35	20	54	39	38	33	26	41	61	60	40	70	166
	22%	20%	23%	16%	19%	20%	23%	26%	26%	21%	22%	24%	21%	20%	22%	23%	21%	20%	20%	24%	22%	24%	23%	21%	22%	20%
Estate agents	442	242	200	44	92	72	69	76	89	151	127	73	91	25	17	44	43	29	39	10	35	74	84	43	82	179
	22%	24%	19%	18%	28%	18%	20%	25%	21%	27%	21%	17%	19%	14%	18%	18%	24%	15%	24%	9%	18%	29%	32%	23%	25%	22%
Police	196	116	80	58	41	41	20	11	25	50	49	39	59	14	5	20	22	13	15	16	26	32	22	10	31	73
	10%	12%	8%	24%	12%	11%	6%	4%	6%	9%	8%	9%	12%	8%	6%	8%	12%	7%	9%	15%	13%	12%	8%	5%	10%	9%
None of these	266	110	156	27	39	52	40	31	77	65	83	48	70	33	14	31	15	24	19	11	23	44	27	26	39	92
	13%	11%	15%	11%	12%	13%	11%	10%	18%	12%	14%	11%	15%	18%	15%	13%	8%	13%	12%	10%	12%	17%	10%	14%	12%	11%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 14  
**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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Male	1006	1006	-	126	146	176	165	154	239	292	254	228	232	91	47	114	92	93	78	54	99	128	128	81	132	458
	49%	100%	-	51%	44%	45%	47%	50%	55%	53%	43%	53%	49%	51%	51%	47%	51%	49%	49%	50%	52%	49%	48%	43%	41%	55%
Female	1047	-	1047	121	182	214	184	154	192	262	342	203	240	87	46	127	89	97	81	54	93	131	136	106	188	372
	51%	-	100%	49%	56%	55%	53%	50%	45%	47%	57%	47%	51%	49%	49%	53%	49%	51%	50%	48%	51%	52%	57%	59%	45%	

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 15  
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	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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
18-24	246 12%	126 13%	121 12%	246 100%	-	-	-	-	-	46 8%	91 15%	41 9%	69 15%	15 8%	11 12%	33 14%	23 13%	21 11%	19 12%	8 8%	20 11%	42 16%	36 14%	18 9%	30 9%	97 12%
25-34	329 16%	146 15%	182 17%	-	329 100%	-	-	-	-	68 12%	116 19%	80 19%	65 14%	25 14%	16 17%	33 14%	26 14%	27 14%	21 13%	30 27%	21 11%	54 21%	46 18%	28 15%	79 25%	183 22%
35-44	390 19%	176 18%	214 20%	-	-	390 100%	-	-	-	100 18%	107 18%	101 24%	82 17%	30 17%	14 16%	46 19%	37 21%	42 22%	36 22%	18 17%	48 25%	59 23%	32 12%	28 15%	78 25%	231 28%
45-54	349 17%	165 16%	184 18%	-	-	-	349 100%	-	-	94 17%	81 14%	82 19%	92 19%	37 21%	16 17%	34 14%	32 18%	33 18%	29 18%	17 16%	37 19%	28 11%	52 20%	32 17%	86 27%	178 21%
55-64	308 15%	154 15%	154 15%	-	-	-	-	308 100%	-	80 14%	79 13%	58 13%	91 19%	23 13%	16 17%	52 22%	32 18%	31 16%	25 16%	14 13%	27 14%	27 10%	33 12%	28 15%	35 11%	108 13%
65+	431 21%	239 24%	192 18%	-	-	-	-	-	431 100%	167 30%	121 20%	69 16%	74 16%	49 27%	20 22%	42 17%	30 17%	36 19%	29 18%	21 20%	39 20%	48 19%	64 24%	53 28%	11 4%	33 4%
Average age	46.75	47.83	45.71	21.20	29.65	39.84	49.55	59.21	69.49	50.63	44.58	45.48	46.10	49.92	46.92	46.17	45.94	46.97	46.94	45.45	47.22	43.28	46.98	49.54	41.36	41.10

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 16  
**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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
AB	554 27%	292 29%	262 25%	46 19%	68 21%	100 26%	94 27%	80 26%	167 39%	554 100%	-	-	-	51 29%	21 23%	60 25%	56 31%	48 25%	38 24%	24 22%	44 23%	79 31%	85 32%	47 25%	110 34%	207 25%
C1	595 29%	254 25%	342 33%	91 37%	116 35%	107 27%	81 23%	79 26%	121 28%	-	595 100%	-	-	45 25%	30 32%	77 32%	45 25%	57 30%	53 33%	38 34%	59 31%	82 32%	69 26%	42 22%	121 38%	264 32%
C2	431 21%	228 23%	203 19%	41 17%	80 24%	101 26%	82 23%	58 19%	69 16%	-	-	431 100%	-	37 21%	17 18%	42 17%	39 21%	41 22%	31 19%	27 25%	46 24%	42 16%	57 22%	52 28%	55 17%	216 26%
DE	472 23%	232 23%	240 23%	69 28%	65 20%	82 21%	92 26%	91 30%	74 17%	-	-	-	472 100%	44 25%	25 27%	62 26%	41 23%	43 23%	38 24%	21 19%	43 22%	55 21%	53 20%	47 25%	35 11%	142 17%



## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 17  
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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Scotland	178 9%	91 9%	87 8%	15 6%	25 8%	30 8%	37 11%	23 7%	49 11%	51 9%	45 8%	37 9%	44 9%	178 100%	-	-	-	-	-	-	-	-	-	-	29 9%	65 8%
North East	93 5%	47 5%	46 4%	11 4%	16 5%	14 4%	16 5%	16 5%	20 5%	21 4%	30 5%	17 4%	25 5%	-	93 100%	-	-	-	-	-	-	-	-	-	12 4%	40 5%
North West	241 12%	114 11%	127 12%	33 14%	33 10%	46 12%	34 10%	52 17%	42 10%	60 11%	77 13%	42 10%	62 13%	-	-	241 100%	-	-	-	-	-	-	-	-	32 10%	103 12%
Yorkshire & Humberside	181 9%	92 9%	89 8%	23 9%	26 8%	37 10%	32 9%	32 10%	30 7%	56 10%	45 7%	39 9%	41 9%	-	-	181 100%	-	-	-	-	-	-	-	-	31 10%	73 9%
West Midlands	190 9%	93 9%	97 9%	21 8%	27 8%	42 11%	33 10%	31 10%	36 8%	48 9%	57 10%	41 10%	43 9%	-	-	-	-	190 100%	-	-	-	-	-	-	26 8%	84 10%
East Midlands	160 8%	78 8%	81 8%	19 8%	21 6%	36 9%	29 8%	25 8%	29 7%	38 7%	53 9%	31 7%	38 8%	-	-	-	-	-	160 100%	-	-	-	-	-	30 9%	62 7%
Wales	109 5%	54 5%	54 5%	8 3%	30 9%	18 5%	17 5%	14 5%	21 5%	24 4%	38 6%	27 6%	21 4%	-	-	-	-	-	-	109 100%	-	-	-	-	21 7%	41 5%
Eastern	192 9%	99 10%	93 9%	20 8%	21 6%	48 12%	37 11%	27 9%	39 9%	44 8%	59 10%	46 11%	43 9%	-	-	-	-	-	-	-	192 100%	-	-	-	31 10%	79 10%
London	258 13%	128 13%	131 12%	42 17%	54 17%	59 15%	28 8%	27 9%	48 11%	79 14%	82 14%	42 10%	55 12%	-	-	-	-	-	-	-	-	258 100%	-	-	41 13%	107 13%
South East	263 13%	128 13%	136 13%	36 15%	46 14%	32 8%	52 15%	33 11%	64 15%	85 15%	69 12%	57 13%	53 11%	-	-	-	-	-	-	-	-	-	263 100%	-	36 11%	111 13%
South West	187 9%	81 8%	106 10%	18 7%	28 8%	28 7%	32 9%	28 9%	53 12%	47 8%	42 7%	52 12%	47 10%	-	-	-	-	-	-	-	-	-	-	187 100%	31 10%	65 8%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 18  
**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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Yes	1273	626	646	144	203	213	227	173	312	432	381	261	199	105	62	155	101	116	92	65	111	178	177	110	218	529
	62%	62%	62%	59%	62%	55%	65%	56%	72%	78%	64%	61%	42%	59%	67%	64%	56%	61%	58%	60%	58%	69%	67%	59%	68%	64%
No	780	380	400	102	126	177	122	134	119	122	215	170	274	73	31	86	81	74	67	44	81	80	86	77	102	301
	38%	38%	38%	41%	38%	45%	35%	44%	28%	22%	36%	39%	58%	41%	33%	36%	44%	39%	42%	40%	42%	31%	33%	41%	32%	36%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 19  
**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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
NET: Homeowners	1396	694	702	99	163	259	259	235	381	477	422	303	194	109	49	164	131	142	118	83	147	125	190	139	240	546
	68%	69%	67%	40%	49%	66%	74%	76%	88%	86%	71%	70%	41%	61%	53%	68%	72%	75%	74%	77%	76%	48%	72%	74%	75%	66%
Owned outright - without mortgage	677	359	318	32	35	56	79	145	331	249	187	135	106	59	22	77	64	71	59	36	60	63	93	74	70	159
	33%	36%	30%	13%	11%	14%	23%	47%	77%	45%	31%	31%	22%	33%	24%	32%	36%	37%	37%	33%	31%	24%	35%	40%	22%	19%
Owned with a mortgage or loan	719	335	384	67	128	203	180	90	50	227	235	168	89	50	27	87	66	71	59	48	87	62	97	65	170	387
	35%	33%	37%	27%	39%	52%	52%	29%	12%	41%	39%	39%	19%	28%	29%	36%	37%	37%	37%	44%	45%	24%	37%	35%	53%	47%
NET: Renters	635	303	331	137	162	126	89	72	49	74	167	123	270	68	41	73	50	46	41	25	46	127	72	46	75	276
	31%	30%	32%	55%	49%	32%	25%	23%	11%	13%	28%	29%	57%	38%	44%	30%	28%	24%	26%	23%	24%	49%	27%	25%	23%	33%
Rented from the council	267	139	128	56	53	53	42	37	26	11	57	48	151	39	24	27	29	16	23	8	14	54	20	13	28	95
	13%	14%	12%	23%	16%	14%	12%	12%	6%	2%	9%	11%	32%	22%	26%	11%	16%	8%	14%	8%	7%	21%	8%	7%	9%	11%
Rented from a housing association	112	51	61	19	21	24	19	19	11	13	28	22	49	10	5	18	5	9	3	5	15	19	12	11	9	42
	5%	5%	6%	8%	6%	6%	5%	6%	3%	2%	5%	5%	10%	6%	5%	7%	3%	5%	2%	5%	8%	7%	4%	6%	3%	5%
Rented from someone else	256	113	143	61	88	50	29	16	12	51	83	53	70	19	12	28	16	22	15	12	17	54	40	22	38	139
	12%	11%	14%	25%	27%	13%	8%	5%	3%	9%	14%	12%	15%	11%	13%	11%	9%	11%	10%	11%	9%	21%	15%	12%	12%	17%
Rent free	22	9	13	11	4	5	1	1	1	3	6	5	8	1	3	5	*	2	1	1	-	6	2	2	5	8
	1%	1%	1%	4%	1%	1%	*	*	*	1%	1%	1%	2%	1%	3%	2%	*	1%	*	*	-	2%	1%	1%	2%	1%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 20  
**At what age did you finish your full time education?**  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Under 16	781 38%	398 40%	383 37%	44 18%	72 22%	130 33%	158 45%	165 54%	211 49%	116 21%	212 36%	214 50%	239 51%	59 33%	40 43%	100 42%	89 49%	73 38%	69 43%	30 28%	91 47%	67 26%	94 36%	68 36%	79 25%	297 36%
17-18	452 22%	202 20%	250 24%	46 19%	68 21%	91 23%	92 26%	62 20%	93 22%	111 20%	133 22%	109 25%	100 21%	35 20%	16 17%	57 23%	29 16%	43 23%	37 23%	25 23%	48 25%	40 15%	69 26%	54 29%	71 22%	213 26%
19-24	534 26%	257 25%	277 27%	59 24%	138 42%	103 27%	72 21%	60 20%	102 24%	244 44%	155 26%	65 15%	70 15%	54 30%	20 21%	48 20%	44 24%	53 28%	33 21%	41 38%	30 15%	97 37%	65 25%	50 26%	122 38%	228 28%
25-34	82 4%	40 4%	41 4%	- -	21 6%	29 7%	10 3%	7 2%	14 3%	38 7%	21 3%	8 2%	15 3%	11 6%	3 3%	9 4%	3 2%	8 4%	8 5%	1 1%	7 3%	15 6%	9 3%	7 4%	29 9%	26 3%
35+	17 1%	8 1%	9 1%	- -	1 *	5 1%	4 1%	3 1%	4 1%	7 1%	3 1%	5 1%	2 *	1 *	3 3%	1 *	- -	- -	1 1%	1 1%	- -	5 2%	4 1%	1 *	2 1%	7 1%
Still in full time education	97 5%	51 5%	46 4%	77 31%	10 3%	7 2%	1 *	1 *	- -	21 4%	48 8%	11 3%	16 3%	8 4%	5 6%	13 5%	8 5%	6 3%	5 3%	6 6%	11 6%	19 7%	11 4%	4 2%	3 1%	15 2%
Never had any full time education	7 *	4 *	3 *	- -	3 1%	1 *	- -	1 *	1 *	- -	3 1%	1 *	3 1%	- -	- -	- -	1 1%	- -	- -	2 2%	- -	1 *	2 1%	1 *	3 1%	- -
Don't know	32 2%	19 2%	13 1%	6 2%	5 1%	11 3%	5 2%	5 2%	1 *	2 *	6 1%	11 3%	13 3%	5 3%	3 3%	9 4%	4 2%	1 1%	1 1%	- -	3 1%	5 2%	1 *	- -	2 1%	19 2%
Prefer not to answer	52 3%	29 3%	23 2%	14 6%	10 3%	13 3%	7 2%	3 1%	5 1%	15 3%	15 3%	7 2%	15 3%	5 3%	3 4%	5 2%	2 1%	5 2%	5 3%	2 1%	4 2%	10 4%	8 3%	3 2%	10 3%	24 3%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 21  
**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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Secondary school, high school, NVQ levels 1 to 3, etc.	1095 53%	516 51%	579 55%	124 50%	147 45%	203 52%	209 60%	184 60%	227 53%	164 30%	307 52%	285 66%	338 72%	73 41%	46 49%	143 59%	108 60%	89 47%	86 54%	51 47%	123 64%	120 46%	150 57%	107 57%	130 41%	460 55%
University degree or equivalent professional qualification, NVQ level 4, etc.	661 32%	343 34%	318 30%	60 24%	123 37%	129 33%	111 32%	83 27%	155 36%	267 48%	213 36%	100 23%	81 17%	74 42%	31 34%	59 24%	53 29%	76 40%	54 34%	40 37%	50 26%	88 34%	78 30%	56 30%	130 41%	273 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	185 9%	94 9%	91 9%	12 5%	41 13%	44 11%	19 5%	29 9%	40 9%	107 19%	43 7%	20 5%	16 3%	19 10%	11 11%	27 11%	10 5%	13 7%	13 8%	10 9%	12 6%	32 12%	25 9%	14 8%	49 15%	66 8%
Still in full time education	45 2%	22 2%	23 2%	37 15%	5 1%	1 *	1 *	1 *	- -	10 2%	22 4%	6 1%	7 2%	4 2%	1 1%	6 2%	6 3%	3 2%	3 2%	6 5%	2 1%	10 4%	2 1%	3 1%	2 *	3 *
Don't know	17 1%	6 1%	11 1%	3 1%	2 1%	5 1%	1 *	1 *	5 1%	- -	- -	3 1%	14 3%	4 2%	- -	1 *	1 1%	3 2%	1 *	2 2%	1 *	- -	3 1%	1 1%	2 *	3 *
Prefer not to answer	50 2%	24 2%	25 2%	10 4%	10 3%	8 2%	8 2%	10 3%	4 1%	7 1%	11 2%	17 4%	15 3%	5 3%	4 5%	5 2%	3 2%	6 3%	3 2%	1 1%	4 2%	8 3%	4 2%	6 3%	7 2%	23 3%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 22

**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Yes - responsible for half or more of the items bought	1829 89%	828 82%	1001 96%	172 70%	304 92%	371 95%	334 96%	287 93%	362 84%	474 85%	538 90%	392 91%	425 90%	161 90%	89 96%	219 91%	154 85%	168 88%	139 87%	100 92%	171 89%	241 93%	226 86%	162 86%	299 93%	756 91%
No - not responsible for most of the items bought	224 11%	178 18%	46 4%	75 30%	25 8%	19 5%	15 4%	21 7%	69 16%	81 15%	57 10%	39 9%	47 10%	18 10%	4 4%	23 9%	27 15%	22 12%	20 13%	9 8%	21 11%	18 7%	37 14%	26 14%	21 7%	74 9%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 23  
**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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
No cars in the household	415 20%	196 19%	219 21%	85 35%	80 24%	85 22%	59 17%	66 21%	40 9%	54 10%	128 22%	57 13%	175 37%	43 24%	19 21%	44 18%	43 24%	30 16%	28 17%	18 17%	28 15%	95 37%	41 15%	26 14%	40 12%	157 19%
1	850 41%	418 42%	432 41%	58 24%	133 40%	168 43%	141 40%	124 40%	226 53%	201 36%	239 40%	208 48%	202 43%	81 45%	45 48%	98 40%	62 34%	72 38%	71 45%	47 43%	87 45%	114 44%	94 36%	80 43%	129 40%	324 39%
2	601 29%	288 29%	314 30%	53 22%	87 27%	117 30%	117 33%	92 30%	135 31%	219 39%	187 31%	129 30%	67 14%	51 29%	21 22%	77 32%	61 34%	64 33%	45 28%	32 29%	61 31%	40 15%	88 34%	63 34%	117 37%	263 32%
3+	187 9%	105 10%	82 8%	50 20%	29 9%	20 5%	32 9%	26 9%	29 7%	80 14%	41 7%	37 9%	28 6%	3 2%	8 9%	22 9%	16 9%	24 13%	16 10%	12 11%	17 9%	10 4%	40 15%	18 10%	34 11%	85 10%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 24  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
White	1868	928	940	206	276	334	330	302	420	495	530	405	438	171	91	223	176	172	150	103	186	176	238	182	288	744
	91%	92%	90%	83%	84%	86%	95%	98%	97%	89%	89%	94%	93%	96%	98%	92%	97%	90%	94%	95%	97%	68%	90%	97%	90%	90%
NET: Non-white	150	60	90	38	42	48	16	4	3	45	56	22	27	5	2	13	2	14	8	4	7	72	19	5	29	73
	7%	6%	9%	15%	13%	12%	5%	1%	1%	8%	9%	5%	6%	3%	2%	5%	1%	8%	5%	3%	3%	28%	7%	3%	9%	9%
Mixed	30	18	12	6	5	10	5	1	3	8	13	4	5	1	*	4	-	2	3	1	1	10	5	1	3	20
	1%	2%	1%	3%	1%	3%	2%	*	1%	1%	2%	1%	1%	1%	1%	2%	-	1%	2%	1%	1%	4%	2%	1%	1%	2%
Asian	68	27	42	21	17	26	2	1	1	23	23	14	9	1	1	5	2	9	4	1	3	33	6	2	15	31
	3%	3%	4%	9%	5%	7%	1%	*	*	4%	4%	3%	2%	1%	2%	2%	1%	5%	2%	1%	2%	13%	2%	1%	5%	4%
Black	34	8	26	7	13	7	7	-	-	9	12	1	11	*	-	2	*	2	1	-	2	20	4	1	10	13
	2%	1%	2%	3%	4%	2%	2%	-	-	2%	2%	*	2%	*	-	1%	*	1%	1%	-	1%	8%	1%	1%	3%	2%
Chinese	8	4	5	1	3	1	1	1	-	1	6	-	1	1	-	1	-	-	-	1	-	2	2	-	1	3
	*	*	*	*	1%	*	*	*	-	*	1%	-	*	1%	-	1%	-	-	-	1%	-	1%	1%	-	*	*
Other ethnic group	10	4	6	2	3	4	*	-	-	4	3	3	*	*	-	-	*	-	-	-	-	6	2	1	*	6
	*	*	1%	1%	1%	1%	*	-	-	1%	*	1%	*	*	-	-	-	*	-	-	-	2%	1%	*	*	1%
Prefer not to answer	35	19	17	3	10	9	3	3	8	14	9	4	7	2	-	5	3	4	2	2	-	11	6	-	3	13
	2%	2%	2%	1%	3%	2%	1%	1%	2%	3%	2%	1%	2%	1%	-	2%	2%	2%	1%	2%	-	4%	2%	-	1%	2%



## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 25

**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 & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Christian	1128 55%	521 52%	607 58%	81 33%	141 43%	178 46%	212 61%	201 65%	315 73%	320 58%	342 57%	207 48%	258 55%	93 52%	45 48%	128 53%	101 56%	113 59%	86 54%	68 62%	105 54%	140 54%	149 57%	101 54%	186 58%	411 50%
NET: Other	164 8%	81 8%	83 8%	29 12%	41 13%	54 14%	15 4%	12 4%	13 3%	46 8%	45 8%	45 10%	29 6%	9 5%	7 7%	15 6%	7 4%	18 10%	8 5%	7 7%	11 6%	50 19%	22 8%	12 6%	35 11%	75 9%
Muslim	34 2%	14 1%	20 2%	8 3%	9 3%	12 3%	4 1%	- -	- -	6 1%	12 2%	8 2%	7 2%	3 2%	1 2%	4 2%	* *	5 2%	2 1%	- -	3 1%	13 5%	4 1%	- -	7 2%	14 2%
Hindu	31 2%	16 2%	15 1%	9 4%	11 3%	9 2%	- -	1 *	1 *	15 3%	8 1%	5 1%	2 *	- -	- -	2 1%	2 1%	2 1%	1 *	1 1%	1 *	22 8%	1 *	1 1%	10 3%	12 2%
Jewish	13 1%	8 1%	5 *	- -	1 *	4 1%	1 *	2 1%	5 1%	6 1%	2 *	- -	5 1%	1 1%	1 1%	3 1%	- -	- -	- -	- -	- -	4 2%	3 1%	1 *	2 1%	5 1%
Sikh	8 *	1 *	7 1%	4 2%	3 1%	1 *	* *	- -	- -	1 *	5 1%	2 1%	- -	- -	- -	* *	- -	* *	2 2%	- -	- -	3 1%	2 1%	- -	3 1%	4 1%
Buddhist	20 1%	16 2%	5 *	1 *	6 2%	10 3%	1 *	3 1%	- -	2 *	1 *	16 4%	2 *	- -	- -	1 1%	1 1%	3 2%	- -	2 2%	3 1%	1 *	2 1%	8 4%	2 1%	16 2%
Other	58 3%	26 3%	31 3%	7 3%	10 3%	18 5%	8 2%	7 2%	7 2%	15 3%	17 3%	12 3%	13 3%	5 3%	5 5%	4 2%	3 2%	9 4%	3 2%	4 4%	5 2%	8 3%	10 4%	2 1%	12 4%	23 3%
None	712 35%	378 38%	334 32%	128 52%	138 42%	146 37%	115 33%	90 29%	94 22%	172 31%	194 33%	171 40%	175 37%	73 41%	38 41%	94 39%	68 37%	57 30%	63 40%	32 30%	74 38%	60 23%	86 33%	66 35%	90 28%	326 39%
Prefer not to say	49 2%	26 3%	23 2%	8 3%	9 3%	12 3%	7 2%	4 1%	8 2%	16 3%	14 2%	8 2%	10 2%	3 2%	3 4%	5 2%	6 3%	2 1%	3 2%	1 1%	3 1%	8 3%	6 2%	8 4%	8 3%	18 2%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 26  
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Urban - Population over 10,000	777 38%	430 43%	347 33%	112 46%	152 46%	152 39%	115 33%	105 34%	140 32%	210 38%	256 43%	133 31%	178 38%	71 40%	20 22%	85 35%	66 36%	61 32%	52 32%	34 31%	57 30%	211 82%	74 28%	46 24%	128 40%	340 41%
Town and Fringe	827 40%	365 36%	461 44%	81 33%	127 39%	165 42%	159 46%	130 42%	165 38%	202 37%	210 35%	202 47%	212 45%	59 33%	56 60%	121 50%	70 38%	86 45%	59 37%	39 36%	78 41%	43 16%	131 50%	85 46%	138 43%	333 40%
Village	406 20%	187 19%	219 21%	50 20%	47 14%	68 17%	69 20%	61 20%	110 26%	126 23%	114 19%	91 21%	76 16%	39 22%	16 17%	34 14%	43 24%	37 19%	46 29%	30 28%	51 27%	5 2%	55 21%	50 27%	51 16%	148 18%
Hamlet & Isolated Dwelling	43 2%	24 2%	19 2%	2 1%	2 1%	5 1%	6 2%	12 4%	16 4%	16 3%	15 3%	5 1%	6 1%	10 6%	1 1%	1 1%	2 1%	6 3%	2 1%	5 5%	6 3%	-	3 1%	6 3%	2 1%	10 1%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 27  
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
NET: Working	1150	590	560	127	261	310	263	143	45	317	385	271	177	94	52	135	104	110	91	62	111	148	147	96	320	830
	56%	59%	53%	52%	80%	79%	75%	47%	10%	57%	65%	63%	37%	53%	56%	56%	57%	58%	57%	57%	58%	57%	56%	51%	100%	100%
Working full time - working 30 hours per week or more	903	509	394	90	229	257	213	98	16	261	307	203	134	68	46	105	87	90	75	49	88	118	112	66	258	645
	44%	51%	38%	37%	70%	66%	61%	32%	4%	47%	52%	47%	28%	38%	49%	44%	48%	47%	45%	46%	46%	43%	35%	81%	78%	
Working part time - working between 8 and 29 hours per week	246	81	166	37	33	53	51	45	28	57	78	69	43	26	6	30	16	20	17	13	23	30	35	29	62	185
	12%	8%	16%	15%	10%	14%	15%	15%	7%	10%	13%	16%	9%	15%	7%	12%	9%	10%	11%	12%	12%	12%	13%	16%	19%	22%
NET: Not working	903	416	487	119	67	80	86	165	386	237	211	160	296	84	41	106	77	80	68	47	82	110	116	91	-	-
	44%	41%	47%	48%	20%	21%	25%	53%	90%	43%	35%	37%	63%	47%	44%	44%	43%	42%	43%	43%	42%	43%	44%	49%	-	-
Not working but seeking work or temporarily unemployed or sick	143	70	73	44	24	26	28	21	-	7	19	16	101	13	5	18	14	10	8	7	12	24	20	12	-	-
	7%	7%	7%	18%	7%	7%	8%	7%	-	1%	3%	4%	21%	7%	5%	7%	8%	5%	5%	7%	6%	9%	7%	7%	-	-
Not working and not seeking work	123	68	55	67	14	7	15	20	-	16	41	10	56	14	6	15	14	11	10	8	10	18	10	8	-	-
	6%	7%	5%	27%	4%	2%	4%	6%	-	3%	7%	2%	12%	8%	6%	6%	8%	6%	6%	7%	5%	7%	4%	4%	-	-
Retired on a state pension only	123	50	74	-	*	-	-	15	108	11	22	22	67	9	7	9	5	13	12	6	9	20	23	10	-	-
	6%	5%	7%	-	*	-	-	5%	25%	2%	4%	5%	14%	5%	7%	4%	3%	7%	8%	6%	5%	8%	9%	5%	-	-
Retired with a private pension	371	219	152	-	-	-	7	89	275	174	109	68	20	35	18	44	32	37	24	17	37	37	45	45	-	-
	18%	22%	14%	-	-	-	2%	29%	64%	31%	18%	16%	4%	20%	19%	18%	18%	20%	15%	16%	19%	14%	17%	24%	-	-
House person, housewife, househusband, etc.	143	9	134	8	29	48	35	19	3	28	19	44	52	14	5	21	11	10	14	8	14	12	19	15	-	-
	7%	1%	13%	3%	9%	12%	10%	6%	1%	5%	3%	10%	11%	8%	6%	9%	6%	5%	9%	8%	7%	5%	7%	8%	-	-

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 28

**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
Unweighted base	1090	515	575	118	249	301	250	135	37	415	331	188	156	84	47	133	104	97	84	45	104	138	157	97	307	783
Weighted base	1150	590	560	127	261	310	263	143	45	317	385	271	177	94	52	135	104	110	91	62	111	148	147	96	320	830
NET: Public Sector	320 28%	132 22%	188 34%	30 24%	79 30%	78 25%	86 33%	35 25%	11 26%	110 35%	121 31%	55 20%	35 20%	29 30%	12 24%	32 24%	31 30%	26 24%	30 32%	21 34%	31 28%	41 28%	36 25%	31 32%	320 100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	15 1%	5 1%	10 2%	1 1%	4 1%	4 1%	4 1%	3 2%	-	11 4%	3 1%	1 *	-	1 1%	1 1%	1 1%	-	2 2%	1 1%	3 4%	2 2%	1 1%	4 3%	-	15 5%	-
HM Forces	6 1%	6 1%	-	1 1%	3 1%	1 *	1 *	-	-	2 1%	1 *	3 1%	-	-	-	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	1 1%	6 2%	-
National Health Service	70 6%	19 3%	51 9%	7 6%	18 7%	14 4%	16 6%	11 8%	4 9%	17 5%	31 8%	12 4%	9 5%	5 6%	7 14%	10 7%	10 9%	2 2%	7 8%	1 1%	5 5%	7 4%	7 5%	9 9%	70 22%	-
Universities and Academies funded by government	23 2%	11 2%	12 2%	-	6 2%	5 1%	9 3%	-	3 7%	8 3%	9 2%	5 2%	-	1 1%	-	1 *	1 1%	1 1%	2 2%	-	6 5%	3 2%	4 3%	5 5%	23 7%	-
Courts service	3 *	1 *	1 *	-	-	3 1%	-	-	-	* *	1 *	-	1 1%	-	-	* *	1 1%	-	-	-	-	-	-	1 1%	3 1%	-
Local government administration	41 4%	15 2%	26 5%	2 1%	12 4%	9 3%	12 4%	4 3%	2 5%	14 4%	22 6%	-	5 3%	2 2%	1 1%	5 4%	3 3%	6 5%	7 7%	3 5%	4 3%	7 5%	2 1%	1 1%	41 13%	-
Police service	18 2%	9 2%	8 2%	-	6 2%	6 2%	4 1%	2 1%	-	5 2%	8 2%	4 2%	1 1%	2 2%	2 3%	1 1%	-	1 1%	1 2%	6 9%	3 2%	-	-	2 2%	18 6%	-
Public sector housing	8 1%	2 *	6 1%	-	2 1%	1 *	5 2%	-	-	4 1%	2 *	1 *	1 *	1 1%	-	-	1 1%	-	-	1 1%	2 2%	1 1%	1 1%	2 2%	8 2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	54 5%	14 2%	40 7%	2 2%	12 5%	17 5%	9 3%	14 10%	-	28 9%	20 5%	3 1%	2 1%	5 5%	* 1%	8 6%	6 6%	7 6%	2 2%	4 7%	3 3%	9 6%	6 4%	4 4%	54 17%	-

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 28

**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
Weighted base	1150	590	560	127	261	310	263	143	45	317	385	271	177	94	52	135	104	110	91	62	111	148	147	96	320	830
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	16 1%	13 2%	3 *	1 1%	2 1%	4 1%	7 3%	1 1%	- -	1 *	3 1%	6 2%	6 4%	1 1%	- -	1 1%	1 1%	3 2%	2 2%	2 3%	3 2%	2 1%	2 1%	1 1%	16 5%	- -
Bradford and Bingley or Northern Rock Building societies	2 *	2 *	- -	1 1%	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%	2 1%	- -
Other public sector occupation (please specify as much detail as possible)	65 6%	34 6%	31 6%	15 12%	13 5%	15 5%	20 7%	1 1%	2 5%	18 6%	20 5%	19 7%	9 5%	11 11%	1 3%	4 3%	8 8%	4 4%	7 8%	3 5%	4 4%	9 6%	9 6%	4 4%	65 20%	- -
None of the above (Private Sector)	830 72%	458 78%	372 66%	97 76%	183 70%	231 75%	178 67%	108 75%	33 74%	207 65%	264 69%	216 80%	142 80%	65 70%	40 76%	103 76%	73 70%	84 76%	62 68%	41 66%	79 72%	107 72%	111 75%	65 68%	- -	830 100%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 29  
**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	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
No children aged 18 or under	1432 70%	730 73%	702 67%	188 76%	185 56%	149 38%	211 61%	279 91%	421 98%	380 69%	446 75%	275 64%	331 70%	131 73%	62 66%	166 69%	118 65%	133 70%	114 71%	75 69%	132 68%	176 68%	190 72%	137 73%	170 53%	522 63%
NET: Yes	598 29%	264 26%	334 32%	49 20%	140 42%	237 61%	133 38%	29 9%	10 2%	167 30%	145 24%	153 35%	133 28%	45 25%	28 30%	75 31%	62 34%	56 30%	44 28%	32 30%	58 30%	77 30%	73 28%	47 25%	147 46%	299 36%
Yes - children aged under 5 years old	218 11%	98 10%	120 11%	32 13%	93 28%	78 20%	14 4%	- -	* *	58 10%	49 8%	61 14%	50 11%	16 9%	13 14%	30 12%	21 12%	24 13%	14 9%	12 11%	16 8%	30 12%	25 9%	18 9%	55 17%	107 13%
Yes - children aged 5 to 10 years old	231 11%	94 9%	137 13%	10 4%	66 20%	126 32%	25 7%	4 1%	- -	61 11%	52 9%	66 15%	52 11%	20 11%	14 15%	25 11%	19 10%	25 13%	14 9%	9 8%	24 12%	37 14%	23 9%	21 11%	54 17%	113 14%
Yes - children aged 11 to 15 years old	245 12%	102 10%	143 14%	11 4%	25 8%	119 30%	74 21%	15 5%	2 *	71 13%	73 12%	55 13%	46 10%	19 11%	7 8%	39 16%	22 12%	24 13%	18 11%	13 12%	31 16%	22 8%	32 12%	18 10%	62 19%	117 14%
Yes - children aged 16 to 18 years old	148 7%	68 7%	80 8%	3 1%	3 1%	56 14%	66 19%	13 4%	8 2%	41 7%	26 4%	43 10%	38 8%	18 10%	8 8%	17 7%	18 10%	9 5%	6 4%	10 9%	14 7%	18 7%	21 8%	9 5%	32 10%	77 9%
Refused	23 1%	12 1%	11 1%	10 4%	4 1%	4 1%	5 1%	- -	- -	6 1%	5 1%	3 1%	8 2%	2 1%	3 4%	- -	2 1%	- -	1 1%	2 1%	3 2%	6 2%	1 *	3 2%	3 1%	9 1%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 30  
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 & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Anglia	221 11%	108 11%	114 11%	29 12%	33 10%	54 14%	38 11%	28 9%	39 9%	47 8%	68 11%	62 14%	45 10%	-	-	-	-	2 1%	27 17%	-	175 91%	1 *	13 5%	2 1%	42 13%	97 12%
Border	22 1%	10 1%	12 1%	2 1%	3 1%	3 1%	3 1%	4 1%	7 2%	5 1%	5 1%	5 1%	7 1%	9 5%	1 1%	10 4%	-	-	-	-	-	-	2 1%	-	2 1%	10 1%
Central	294 14%	148 15%	147 14%	26 11%	35 11%	66 17%	55 16%	49 16%	63 15%	83 15%	84 14%	61 14%	66 14%	1 1%	-	1 *	-	174 91%	100 62%	-	* *	2 1%	8 3%	8 4%	47 15%	122 15%
Granada	224 11%	106 10%	118 11%	26 11%	33 10%	44 11%	32 9%	48 16%	41 10%	59 11%	72 12%	37 8%	57 12%	1 1%	-	220 91%	1 1%	1 *	-	1 *	-	-	-	-	30 9%	97 12%
London	350 17%	176 18%	174 17%	55 22%	73 22%	67 17%	47 13%	40 13%	68 16%	107 19%	117 20%	53 12%	72 15%	-	-	-	-	1 *	2 1%	-	15 8%	256 99%	76 29%	1 *	45 14%	146 18%
Meridian	186 9%	87 9%	99 9%	22 9%	24 7%	24 6%	40 11%	23 8%	52 12%	59 11%	46 8%	37 9%	44 9%	-	-	-	-	-	1 1%	-	* *	-	164 62%	20 11%	27 9%	74 9%
TyneTees	92 4%	46 5%	46 4%	10 4%	16 5%	15 4%	17 5%	15 5%	20 5%	23 4%	27 5%	18 4%	24 5%	-	89 96%	1 *	2 1%	-	-	-	-	-	-	-	12 4%	40 5%
Wales	108 5%	54 5%	53 5%	8 3%	30 9%	18 5%	17 5%	14 5%	21 5%	23 4%	38 6%	27 6%	20 4%	-	-	-	-	-	-	108 99%	-	-	-	-	21 6%	41 5%
West	82 4%	36 4%	46 4%	17 7%	18 5%	10 3%	9 3%	12 4%	16 4%	13 2%	23 4%	32 7%	14 3%	-	-	7 3%	-	12 6%	-	1 *	-	-	-	62 33%	17 5%	28 3%
Westcountry	95 5%	43 4%	52 5%	10 4%	12 4%	16 4%	18 5%	13 4%	25 6%	26 5%	19 3%	20 5%	29 6%	-	-	1 *	-	-	-	-	-	-	-	94 50%	15 5%	34 4%
Yorkshire	211 10%	103 10%	107 10%	27 11%	28 8%	43 11%	40 11%	38 12%	34 8%	61 11%	55 9%	42 10%	54 11%	-	2 2%	1 *	178 98%	1 *	29 18%	-	1 *	-	-	-	34 11%	81 10%
STV	169 8%	89 9%	79 8%	15 6%	24 7%	28 7%	33 10%	23 7%	45 10%	47 8%	43 7%	38 9%	41 9%	166 93%	1 1%	-	-	-	-	-	-	-	-	1 1%	27 9%	60 7%
UTV	* *	- -	* *	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 31  
**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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Single	520 25%	276 27%	245 23%	190 77%	126 38%	98 25%	60 17%	35 11%	12 3%	87 16%	188 32%	88 20%	158 33%	46 26%	18 19%	71 30%	49 27%	39 20%	44 28%	33 30%	32 16%	96 37%	54 21%	37 20%	78 24%	244 29%
NET: Married/ Civil partnership/ co habiting	1284 63%	625 62%	659 63%	46 19%	193 59%	261 67%	241 69%	208 68%	335 78%	425 77%	330 55%	300 70%	228 48%	108 61%	54 59%	144 60%	113 62%	133 70%	100 62%	72 66%	127 66%	124 48%	182 69%	128 68%	205 64%	511 62%
Married	1003 49%	517 51%	486 46%	9 4%	115 35%	192 49%	187 53%	183 60%	316 73%	365 66%	247 41%	225 52%	166 35%	83 46%	44 47%	114 47%	88 49%	109 57%	76 47%	60 55%	94 49%	94 36%	142 54%	100 53%	160 50%	359 43%
Civil Partnership	19 1%	6 1%	13 1%	7 3%	6 2%	3 1%	3 1%	- -	- -	7 1%	2 *	1 *	7 2%	2 1%	1 1%	4 2%	1 1%	- -	4 2%	- -	1 *	2 1%	3 1%	2 1%	2 1%	11 1%
Co Habiting	262 13%	102 10%	160 15%	30 12%	72 22%	66 17%	51 15%	24 8%	19 4%	52 9%	81 14%	74 17%	55 12%	23 13%	10 11%	25 11%	24 13%	23 12%	20 13%	11 10%	32 17%	28 11%	38 14%	26 14%	43 13%	141 17%
NET: Widowed/ separated/ divorced	227 11%	92 9%	135 13%	- -	4 1%	26 7%	47 13%	65 21%	84 20%	37 7%	68 11%	43 10%	79 17%	22 12%	17 19%	24 10%	18 10%	16 9%	15 10%	3 3%	31 16%	35 13%	22 8%	22 12%	33 10%	65 8%
Widowed	69 3%	23 2%	46 4%	- -	1 *	2 1%	3 1%	16 5%	47 11%	14 3%	26 4%	12 3%	18 4%	4 2%	5 6%	8 3%	6 3%	7 4%	4 3%	1 1%	7 4%	13 5%	7 2%	7 4%	6 2%	16 2%
Separated	32 2%	16 2%	16 2%	- -	2 *	11 3%	13 4%	5 2%	2 *	4 1%	13 2%	5 1%	10 2%	3 2%	1 2%	3 1%	2 1%	2 1%	2 1%	* *	9 5%	5 2%	4 1%	* *	6 2%	14 2%
Divorced	126 6%	52 5%	73 7%	- -	2 1%	13 3%	31 9%	44 14%	36 8%	19 3%	30 5%	26 6%	52 11%	15 8%	11 11%	13 5%	10 6%	7 4%	9 6%	2 2%	15 8%	17 7%	12 4%	15 8%	21 7%	34 4%
Prefer not to answer	22 1%	14 1%	8 1%	10 4%	5 2%	5 1%	2 *	1 *	- -	6 1%	10 2%	- -	7 1%	3 1%	3 4%	2 1%	1 1%	2 1%	- -	1 1%	2 1%	4 1%	4 2%	- -	4 1%	10 1%



## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 32  
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Glasgow	75 4%	36 4%	39 4%	8 3%	10 3%	12 3%	15 4%	12 4%	17 4%	18 3%	17 3%	16 4%	24 5%	74 42%	-	*	-	-	-	-	-	-	-	-	13 4%	23 3%
Edinburgh	81 4%	41 4%	40 4%	1 1%	14 4%	13 3%	19 5%	10 3%	23 5%	22 4%	20 3%	20 5%	18 4%	78 44%	2 2%	-	-	-	-	-	-	-	-	-	12 4%	32 4%
Newcastle	92 5%	46 5%	46 4%	12 5%	16 5%	14 4%	18 5%	13 4%	19 4%	23 4%	25 4%	20 5%	24 5%	-	84 91%	7 3%	1 *	-	-	-	-	-	-	-	13 4%	42 5%
Leeds	87 4%	42 4%	44 4%	11 4%	14 4%	19 5%	13 4%	17 5%	12 3%	29 5%	23 4%	19 4%	17 4%	-	-	1 *	86 48%	-	-	-	-	-	-	-	14 4%	35 4%
Hull	41 2%	24 2%	17 2%	-	5 2%	6 2%	5 2%	7 2%	17 4%	13 2%	10 2%	6 1%	12 2%	-	-	-	38 21%	-	3 2%	-	-	-	-	-	4 1%	15 2%
Sheffield	54 3%	25 2%	29 3%	12 5%	6 2%	13 3%	12 3%	10 3%	2 *	17 3%	13 2%	13 3%	12 2%	-	-	-	46 26%	-	8 5%	-	-	-	-	-	11 3%	21 3%
Manchester	188 9%	93 9%	96 9%	24 10%	31 9%	40 10%	20 6%	36 12%	38 9%	50 9%	63 11%	30 7%	46 10%	-	-	172 71%	1 1%	11 6%	-	4 4%	-	-	-	-	22 7%	88 11%
Liverpool	60 3%	26 3%	34 3%	9 4%	5 2%	7 2%	13 4%	18 6%	7 2%	14 2%	17 3%	11 3%	18 4%	-	-	50 21%	-	1 1%	-	9 8%	-	-	-	-	10 3%	19 2%
Nottingham	95 5%	47 5%	48 5%	7 3%	11 3%	25 6%	17 5%	16 5%	19 4%	20 4%	27 4%	21 5%	28 6%	-	-	-	-	*	89 56%	-	6 3%	-	-	-	16 5%	34 4%
Birmingham	172 8%	90 9%	82 8%	24 10%	22 7%	35 9%	34 10%	25 8%	32 7%	45 8%	52 9%	35 8%	40 9%	-	-	*	-	159 84%	10 7%	2 1%	-	-	-	-	26 8%	75 9%
Norwich	94 5%	48 5%	46 4%	13 5%	9 3%	25 6%	19 5%	13 4%	16 4%	18 3%	24 4%	28 6%	24 5%	-	-	-	-	-	1 *	-	93 48%	1 *	-	-	16 5%	42 5%
Milton Keynes	60 3%	28 3%	32 3%	4 2%	16 5%	12 3%	12 3%	10 3%	7 2%	18 3%	19 3%	19 4%	5 1%	-	-	-	-	1 1%	16 10%	-	32 17%	1 *	10 4%	-	9 3%	30 4%
Brighton	42 2%	16 2%	26 2%	9 4%	7 2%	6 1%	6 2%	6 2%	9 2%	16 3%	9 1%	4 1%	12 3%	-	-	-	-	-	-	-	-	-	42 16%	-	5 1%	20 2%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 32  
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Oxford	34 2%	16 2%	18 2%	3 1%	7 2%	4 1%	8 2%	1 *	10 2%	12 2%	9 2%	10 2%	3 1%	-	-	-	-	*	2 1%	-	-	-	24 9%	7 4%	2 1%	18 2%
London	429 21%	219 22%	210 20%	63 25%	78 24%	84 22%	71 20%	48 16%	86 20%	127 23%	143 24%	69 16%	90 19%	-	1 1%	-	-	1 *	4 2%	-	44 23%	254 98%	125 48%	1 *	69 22%	173 21%
Southampton	69 3%	31 3%	38 4%	8 3%	11 3%	10 3%	10 3%	8 3%	23 5%	20 4%	16 3%	18 4%	15 3%	-	-	-	-	-	-	-	-	-	47 18%	22 12%	14 4%	20 2%
Bristol	83 4%	35 3%	48 5%	8 3%	16 5%	10 2%	14 4%	14 5%	22 5%	19 3%	19 3%	25 6%	20 4%	-	-	-	-	1 1%	-	-	1 *	-	1 *	81 43%	16 5%	28 3%
Plymouth	66 3%	33 3%	34 3%	8 3%	5 2%	10 3%	15 4%	10 3%	17 4%	19 3%	14 2%	17 4%	17 4%	-	-	-	-	-	-	-	-	-	2 1%	65 35%	11 3%	25 3%
Cardiff	84 4%	42 4%	42 4%	5 2%	27 8%	16 4%	14 4%	12 4%	11 3%	14 3%	33 6%	23 5%	15 3%	-	-	-	-	-	-	84 77%	-	1 *	-	-	20 6%	35 4%
None of these	146 7%	70 7%	76 7%	16 7%	20 6%	30 8%	14 4%	24 8%	42 10%	41 7%	43 7%	28 6%	34 7%	26 14%	6 6%	11 5%	9 5%	14 8%	25 16%	11 10%	17 9%	2 1%	13 5%	12 6%	17 5%	54 6%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 33

**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 & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2053	939	1114	237	334	400	353	315	414	732	535	311	475	158	90	259	189	184	158	89	201	235	297	193	307	783	
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830	
Up to £7,000	(3.5)	84 4%	35 4%	49 5%	27 11%	17 5%	19 5%	11 3%	8 3%	2 *	2 *	16 3%	9 2%	58 12%	11 6%	5 5%	10 4%	12 6%	7 4%	2 1%	5 4%	9 5%	6 2%	8 3%	11 6%	4 1%	13 2%
£7,001 to £14,000	(10.5)	288 14%	125 12%	163 16%	40 16%	33 10%	28 7%	51 15%	73 24%	63 15%	17 3%	73 12%	46 11%	153 32%	20 11%	21 22%	35 15%	26 14%	28 15%	32 20%	14 13%	26 13%	32 12%	24 9%	31 16%	19 6%	81 10%
£14,001 to £21,000	(17.5)	270 13%	130 13%	139 13%	17 7%	42 13%	62 16%	34 10%	42 14%	72 17%	38 7%	91 15%	64 15%	76 16%	22 12%	12 13%	33 14%	25 14%	31 16%	15 10%	15 14%	29 15%	31 12%	30 12%	26 14%	32 10%	118 14%
£21,001 to £28,000	(24.5)	279 14%	155 15%	124 12%	24 10%	47 14%	44 11%	48 14%	42 14%	74 17%	56 10%	81 14%	88 21%	53 11%	24 14%	14 15%	26 11%	24 13%	22 12%	23 15%	15 14%	27 14%	32 13%	47 18%	24 13%	40 13%	121 15%
£28,001 to £34,000	(31)	216 11%	104 10%	112 11%	20 8%	22 7%	59 15%	35 10%	27 9%	53 12%	73 13%	57 10%	60 14%	25 5%	24 14%	11 12%	27 11%	27 15%	18 9%	16 10%	7 6%	18 9%	26 10%	27 10%	16 8%	29 9%	96 12%
£34,001 to £41,000	(37.5)	213 10%	116 12%	97 9%	23 9%	36 11%	49 13%	35 10%	33 11%	37 9%	76 14%	64 11%	48 11%	26 5%	20 11%	16 18%	30 13%	20 11%	17 9%	17 11%	10 9%	24 13%	26 10%	15 6%	17 9%	39 12%	106 13%
£41,001 to £48,000	(44.5)	139 7%	74 7%	65 6%	12 5%	38 12%	29 8%	25 7%	19 6%	16 4%	57 10%	49 8%	28 7%	5 1%	16 9%	3 3%	19 8%	9 5%	9 5%	15 14%	11 6%	11 4%	17 7%	20 10%	39 12%	68 8%	
£48,001 to £55,000	(51.5)	102 5%	54 5%	48 5%	6 2%	19 6%	17 4%	31 9%	14 5%	15 3%	50 9%	24 4%	16 4%	12 3%	8 4%	-	10 4%	5 3%	15 8%	5 3%	8 8%	7 4%	19 7%	16 6%	9 5%	35 11%	45 5%
£55,001 to £62,000	(58.5)	71 3%	32 3%	39 4%	5 2%	17 5%	16 4%	15 4%	7 2%	12 3%	33 6%	27 4%	11 3%	1 *	7 4%	2 2%	7 3%	4 2%	7 3%	4 3%	1 1%	14 7%	7 3%	14 5%	6 3%	26 8%	29 4%
£62,001 to £69,000	(65.5)	46 2%	30 3%	16 2%	5 2%	5 2%	13 3%	9 3%	7 2%	7 2%	25 4%	14 2%	7 2%	-	1 *	2 2%	5 2%	3 1%	3 1%	1 1%	5 4%	4 2%	8 3%	12 4%	3 2%	6 2%	30 4%
£69,001 to £76,000	(72.5)	22 1%	10 1%	12 1%	8 3%	1 *	5 1%	5 2%	2 1%	2 *	13 2%	2 *	2 1%	5 1%	3 2%	-	4 2%	1 1%	3 2%	1 1%	-	-	3 1%	3 1%	2 1%	6 2%	9 1%
£76,001 to £83,000	(79.5)	12 1%	9 1%	2 *	3 1%	3 1%	3 1%	1 *	-	2 1%	9 2%	3 *	-	-	1 1%	-	1 *	3 2%	2 1%	-	-	-	4 2%	1 *	-	3 1%	6 1%
£83,001 or more	(86)	38 2%	19 2%	19 2%	4 2%	9 3%	11 3%	6 2%	5 2%	2 1%	30 5%	6 1%	-	2 *	2 1%	-	5 2%	1 1%	1 1%	8 5%	-	3 1%	8 3%	8 3%	2 1%	15 5%	17 2%

## Outsourcing Survey

### ONLINE Fieldwork : 5th-9th April 2012

Absolutes/col percents

Table 33

**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	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	178	93	241	181	190	160	109	192	258	263	187	320	830
Prefer not to answer	273	112	161	53	40	34	42	28	75	75	88	52	57	18	8	30	21	27	26	14	21	45	41	21	26	90
	13%	11%	15%	22%	12%	9%	12%	9%	17%	14%	15%	12%	12%	10%	9%	12%	12%	14%	16%	13%	11%	17%	15%	11%	8%	11%
Average income (£000's)	30.31	31.41	29.19	28.27	32.54	32.80	32.19	27.44	27.74	42.26	30.30	28.44	18.22	30.04	24.68	30.38	27.58	29.71	30.25	29.84	29.84	33.42	33.74	28.72	39.29	33.13