

Sunday Opening Survey

Fieldwork : March 31st- April 2nd 2006

Absolutes/col percents

Q1 I am going to read out some statements that have been made about shopping on Sundays. Please say in each case if you agree or disagree ...

- The question of how long shops can open on Sunday should be a matter for consumers and retailers and staff, not for politicians to decide.

Base: All respondents

	Total	Sex		Age						Social Class				Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	464	542	94	164	221	175	160	192	323	230	157	296	272	262	246	137	89
Weighted base	1006	483	523	111	171	201	171	151	201	252	292	211	251	268	262	247	140	88
NET: Agree	770	376	394	92	139	157	132	113	137	184	235	167	184	187	205	190	109	79
	77%	78%	75%	83%	81%	78%	77%	75%	68%	73%	80%	79%	73%	70%	78%	77%	78%	89%
Agree Strongly	(5) 533	267	265	59	93	113	88	84	95	129	160	108	136	133	143	139	65	53
	53%	55%	51%	54%	55%	56%	51%	56%	47%	51%	55%	51%	54%	50%	55%	56%	46%	60%
Agree Slightly	(4) 238	109	128	33	45	44	45	29	42	55	75	60	48	54	62	51	44	26
	24%	23%	25%	29%	26%	22%	26%	19%	21%	22%	26%	28%	19%	20%	23%	21%	32%	30%
Neither Agree nor Disagree	(3) 38	17	21	4	4	9	9	3	9	10	11	8	9	7	11	12	8	-
	4%	4%	4%	3%	3%	4%	5%	2%	5%	4%	4%	4%	4%	3%	4%	5%	6%	-
Disagree Slightly	(2) 83	36	47	12	13	14	11	12	20	21	18	17	26	29	20	19	9	6
	8%	7%	9%	11%	8%	7%	7%	8%	10%	8%	6%	8%	10%	11%	8%	8%	6%	7%
Disagree Strongly	(1) 109	50	59	3	15	20	17	19	35	33	28	17	30	42	24	26	14	3
	11%	10%	11%	2%	9%	10%	10%	13%	17%	13%	10%	8%	12%	16%	9%	11%	10%	3%
NET: Disagree	192	86	106	15	28	34	28	31	55	55	47	34	56	72	44	45	22	8
	19%	18%	20%	14%	16%	17%	17%	21%	27%	22%	16%	16%	22%	27%	17%	18%	16%	10%
Don't know	6	4	3	-	-	2	1	4	-	2	-	2	2	2	2	1	1	1
	1%	1%	1%	-	-	1%	1%	2%	-	1%	-	1%	1%	1%	1%	*	1%	1%
Mean	4.00	4.06	3.95	4.21	4.11	4.08	4.03	4.00	3.71	3.90	4.09	4.07	3.94	3.78	4.07	4.04	3.99	4.38
Standard deviation	1.37	1.35	1.39	1.10	1.29	1.34	1.32	1.45	1.55	1.45	1.30	1.27	1.45	1.53	1.32	1.37	1.29	1.00
Standard error	0.04	0.06	0.06	0.11	0.10	0.09	0.10	0.12	0.11	0.08	0.09	0.10	0.08	0.09	0.08	0.09	0.11	0.11

Sunday Opening Survey

Fieldwork : March 31st- April 2nd 2006

Absolutes/col percents

Q1 I am going to read out some statements that have been made about shopping on Sundays. Please say in each case if you agree or disagree ...

- At present the law restricts the hours that shops are allowed to open on Sundays in England and Wales, but not in Scotland, where shops can open for as long as they choose. The restrictions on shops in England and Wales should now be scrapped so that the law is consistent for the whole of Britain

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	464	542	94	164	221	175	160	192	323	230	157	296	272	262	246	137	89
Weighted base	1006	483	523	111	171	201	171	151	201	252	292	211	251	268	262	247	140	88
NET: Agree	661 66%	334 69%	327 63%	76 69%	124 72%	140 69%	114 66%	93 62%	115 57%	167 66%	192 66%	152 72%	151 60%	166 62%	170 65%	168 68%	90 64%	66 75%
Agree Strongly (5)	408 41%	221 46%	187 36%	42 38%	71 42%	93 46%	72 42%	54 36%	76 38%	101 40%	114 39%	85 40%	108 43%	107 40%	101 39%	105 43%	49 35%	44 50%
Agree Slightly (4)	253 25%	112 23%	141 27%	34 31%	53 31%	47 23%	42 24%	39 26%	38 19%	66 26%	78 27%	67 32%	43 17%	59 22%	69 26%	62 25%	41 29%	22 25%
Neither Agree nor Disagree (3)	67 7%	26 5%	40 8%	9 8%	15 9%	12 6%	13 8%	7 5%	10 5%	21 8%	21 7%	12 6%	13 5%	16 6%	22 8%	12 5%	7 5%	9 10%
Disagree Slightly (2)	128 13%	57 12%	71 14%	16 15%	18 11%	25 12%	18 10%	16 11%	34 17%	26 10%	37 13%	24 11%	41 16%	43 16%	30 12%	23 9%	23 17%	7 8%
Disagree Strongly (1)	141 14%	62 13%	79 15%	8 7%	13 7%	23 11%	26 15%	31 21%	40 20%	36 14%	40 14%	23 11%	42 17%	40 15%	36 14%	42 17%	18 13%	5 5%
NET: Disagree	269 27%	119 25%	150 29%	25 22%	31 18%	48 24%	44 25%	48 32%	74 37%	62 25%	77 26%	47 22%	83 33%	83 31%	66 25%	66 27%	42 30%	12 14%
Don't know	10 1%	4 1%	6 1%	1 1%	1 1%	1 1%	1 1%	3 2%	3 1%	2 1%	2 1%	1 *	5 2%	2 1%	4 1%	2 1%	1 1%	1 1%
Mean	3.66	3.78	3.55	3.77	3.89	3.81	3.68	3.46	3.39	3.68	3.65	3.79	3.54	3.57	3.66	3.67	3.57	4.07
Standard deviation	1.47	1.45	1.47	1.30	1.27	1.43	1.48	1.57	1.60	1.46	1.45	1.36	1.57	1.51	1.44	1.52	1.45	1.21
Standard error	0.05	0.07	0.06	0.14	0.10	0.10	0.11	0.13	0.12	0.08	0.10	0.11	0.09	0.09	0.09	0.10	0.12	0.13

Sunday Opening Survey

Fieldwork : March 31st- April 2nd 2006

Absolutes/col percents

Q1 I am going to read out some statements that have been made about shopping on Sundays. Please say in each case if you agree or disagree ...

- If shops opened earlier and/or stayed open later on Sundays I would be more likely to shop on Sundays, or to do more shopping on Sunday, than I do now

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	464	542	94	164	221	175	160	192	323	230	157	296	272	262	246	137	89
Weighted base	1006	483	523	111	171	201	171	151	201	252	292	211	251	268	262	247	140	88
NET: Agree	447	233	214	77	107	105	69	44	44	113	129	105	100	133	110	104	56	44
	44%	48%	41%	70%	63%	52%	41%	29%	22%	45%	44%	50%	40%	50%	42%	42%	40%	50%
Agree Strongly	(5) 300	154	146	57	77	69	40	29	29	78	80	69	73	89	73	71	34	33
	30%	32%	28%	51%	45%	34%	23%	19%	14%	31%	27%	33%	29%	33%	28%	29%	24%	38%
Agree Slightly	(4) 147	79	68	21	31	36	29	15	15	35	49	35	27	44	37	33	22	11
	15%	16%	13%	19%	18%	18%	17%	10%	8%	14%	17%	17%	11%	16%	14%	13%	16%	13%
Neither Agree nor Disagree	(3) 79	44	35	5	11	19	17	12	14	24	24	19	11	17	26	24	7	5
	8%	9%	7%	5%	7%	9%	10%	8%	7%	10%	8%	9%	5%	6%	10%	10%	5%	6%
Disagree Slightly	(2) 176	79	97	15	29	32	33	26	41	36	59	35	45	37	49	42	27	21
	17%	16%	18%	14%	17%	16%	20%	17%	20%	14%	20%	17%	18%	14%	19%	17%	19%	24%
Disagree Strongly	(1) 299	122	177	13	24	44	50	66	101	75	79	52	93	80	77	76	48	18
	30%	25%	34%	12%	14%	22%	29%	44%	50%	30%	27%	25%	37%	30%	29%	31%	35%	20%
NET: Disagree	474	201	273	28	53	76	84	92	142	112	138	87	138	117	126	118	75	39
	47%	42%	52%	25%	31%	38%	49%	61%	70%	44%	47%	41%	55%	43%	48%	48%	54%	44%
Don't know	6	5	1	-	-	1	1	3	1	3	1	1	2	2	1	2	2	-
	1%	1%	*	-	-	1%	1%	2%	1%	1%	*	*	1%	1%	*	1%	1%	-
Mean	2.97	3.14	2.83	3.84	3.63	3.27	2.85	2.43	2.15	3.02	2.97	3.17	2.77	3.10	2.92	2.93	2.75	3.24
Standard deviation	1.65	1.62	1.66	1.47	1.52	1.59	1.58	1.59	1.47	1.66	1.60	1.62	1.70	1.69	1.62	1.65	1.64	1.63
Standard error	0.05	0.08	0.07	0.15	0.12	0.11	0.12	0.13	0.11	0.09	0.11	0.13	0.10	0.10	0.10	0.11	0.14	0.17

Sunday Opening Survey

Fieldwork : March 31st- April 2nd 2006

Absolutes/col percents

Q1 I am going to read out some statements that have been made about shopping on Sundays. Please say in each case if you agree or disagree ...

- Even though I would probably not do more shopping on Sundays if shops were open for longer, I can see that this could make life easier for many other people, so I would not be opposed to the current restrictions on Sunday shopping hours being scrapped

Base: All unlikely to shop for longer personally with deregulated Sunday opening hours

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	473	190	283	26	48	84	86	96	133	141	107	64	161	120	126	116	73	38
Weighted base	474	201	273	28	53	76	84	92	142	112	138	87	138	117	126	118	75	39
NET: Agree	247 52%	96 48%	152 55%	12 43%	33 63%	33 44%	42 50%	52 57%	76 53%	57 51%	69 50%	38 44%	83 60%	52 45%	71 57%	56 47%	42 55%	27 69%
Agree Strongly (5)	131 28%	43 21%	88 32%	4 15%	21 39%	14 19%	23 27%	31 34%	38 27%	34 31%	34 25%	23 27%	39 28%	26 22%	38 30%	33 28%	21 28%	13 34%
Agree Slightly (4)	117 25%	53 26%	64 23%	8 28%	12 23%	19 25%	19 22%	21 23%	38 27%	23 20%	35 26%	15 18%	43 32%	26 23%	33 26%	23 20%	20 27%	14 35%
Neither Agree nor Disagree (3)	28 6%	10 5%	17 6%	1 5%	3 6%	10 13%	4 4%	4 4%	6 4%	8 7%	6 4%	6 7%	8 6%	4 4%	10 8%	2 2%	7 10%	3 9%
Disagree Slightly (2)	61 13%	30 15%	31 11%	11 39%	6 11%	9 12%	14 17%	6 6%	15 11%	7 6%	26 19%	13 15%	15 11%	15 13%	9 7%	20 17%	13 18%	4 11%
Disagree Strongly (1)	136 29%	63 32%	73 27%	4 13%	11 20%	24 31%	25 29%	30 33%	43 31%	38 34%	37 27%	30 34%	31 22%	45 38%	34 27%	39 33%	13 18%	5 12%
NET: Disagree	197 42%	94 47%	104 38%	15 52%	16 31%	33 44%	39 46%	36 39%	58 41%	45 41%	63 46%	43 49%	46 34%	60 52%	43 34%	59 50%	27 35%	9 22%
Don't know	2 *	1 1%	1 *	- -	- -	- -	- -	- -	2 1%	1 1%	- -	- -	1 1%	- -	1 1%	1 1%	- -	- -
Mean	3.09	2.91	3.23	2.92	3.50	2.87	3.01	3.19	3.08	3.07	3.02	2.87	3.33	2.77	3.25	2.92	3.31	3.69
Standard deviation	1.62	1.60	1.63	1.36	1.59	1.54	1.64	1.72	1.65	1.71	1.59	1.67	1.54	1.66	1.62	1.69	1.49	1.36
Standard error	0.07	0.12	0.10	0.27	0.23	0.17	0.18	0.18	0.14	0.14	0.15	0.21	0.12	0.15	0.14	0.16	0.17	0.22