

Bank Bonuses Survey

CATI Fieldwork : February 11th-12th 2009

Absolutes/col percents

Table 1
Q.1 Please say if you agree or disagree with each of the following statements..
Before bailing out the banks with taxpayers money, the government should have ensured that there would be no possibility of any of that money ending up being used to pay bonuses to bank employees
Base: All respondents

	Gender			Age						Social Grade				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	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Agree strongly	(4) 396 79%	193 80%	204 78%	37 61%	61 76%	72 73%	76 90%	62 83%	89 85%	91 70%	116 80%	88 83%	101 84%	95 72%	108 82%	101 81%	59 83%	34 77%
Agree somewhat	(3) 52 10%	17 7%	35 13%	15 25%	7 9%	8 8%	5 6%	8 10%	9 9%	20 15%	16 11%	7 6%	9 8%	18 14%	12 9%	13 11%	3 4%	5 12%
Disagree somewhat	(2) 35 7%	20 8%	15 6%	6 11%	9 12%	14 14%	1 1%	3 3%	2 2%	16 12%	10 7%	6 6%	3 3%	15 11%	10 8%	2 2%	4 6%	3 8%
Disagree strongly	(1) 16 3%	10 4%	5 2%	1 1%	3 4%	5 5%	2 2%	2 3%	3 2%	4 3%	2 2%	3 3%	6 5%	4 3%	1 1%	7 6%	3 5%	1 2%
Don't know	4 1%	2 1%	2 1%	1 2%	- -	1 1%	1 1%	- -	2 2%	1 1%	1 1%	2 2%	1 1%	1 1%	* *	* *	2 2%	1 2%
Mean	3.66	3.64	3.69	3.49	3.57	3.48	3.86	3.73	3.79	3.52	3.70	3.73	3.71	3.56	3.73	3.68	3.69	3.67
Standard deviation	0.75	0.81	0.68	0.74	0.84	0.93	0.53	0.69	0.60	0.83	0.67	0.70	0.76	0.80	0.64	0.78	0.80	0.70
Standard error	0.03	0.05	0.04	0.13	0.10	0.11	0.05	0.07	0.05	0.07	0.06	0.08	0.06	0.07	0.06	0.07	0.09	0.11

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Table 2

Q.1 Please say if you agree or disagree with each of the following statements..

Those senior bank employees responsible for decisions that led to huge losses should not get bonuses, but those who have worked in profit-making parts of the banks should be able to receive bonuses as usual

Base: All respondents

	Gender			Age						Social Grade				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	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Agree strongly	(4) 159 32%	106 44%	53 20%	12 20%	33 42%	28 28%	35 41%	20 26%	31 29%	40 30%	50 34%	36 34%	33 27%	41 31%	40 31%	41 33%	25 36%	11 25%
Agree somewhat	(3) 180 36%	70 29%	109 42%	27 45%	29 36%	38 38%	21 25%	26 35%	39 37%	59 45%	46 32%	33 31%	41 34%	47 35%	50 38%	40 32%	25 35%	18 41%
Disagree somewhat	(2) 60 12%	21 9%	39 15%	10 17%	8 10%	10 10%	12 14%	8 11%	11 11%	13 10%	21 15%	8 8%	18 15%	25 19%	12 9%	14 12%	8 12%	* 1%
Disagree strongly	(1) 96 19%	39 16%	57 22%	11 18%	8 11%	20 20%	16 18%	21 28%	21 20%	17 13%	28 20%	26 25%	24 20%	19 14%	25 19%	27 22%	12 17%	13 29%
Don't know	9 2%	5 2%	4 1%	- -	1 2%	3 3%	1 2%	* 1%	3 3%	2 2%	- -	2 2%	4 4%	- -	5 3%	2 2%	* 1%	2 5%
Mean	2.81	3.03	2.61	2.67	3.11	2.78	2.90	2.60	2.78	2.94	2.81	2.76	2.72	2.84	2.84	2.77	2.90	2.64
Standard deviation	1.09	1.10	1.04	1.00	0.98	1.09	1.15	1.16	1.09	0.97	1.11	1.18	1.09	1.03	1.08	1.14	1.08	1.18
Standard error	0.05	0.07	0.06	0.18	0.12	0.13	0.11	0.12	0.10	0.08	0.11	0.13	0.09	0.09	0.10	0.10	0.13	0.18

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Table 3

Q.1 Please say if you agree or disagree with each of the following statements..

It is in the country's best interests to allow bank bonuses to be paid out as in the past, because the most capable senior staff may otherwise leave and go to work instead for foreign banks that do still offer big bonuses

Base: All respondents

	Gender			Age						Social Grade				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	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Agree strongly	(4) 95 19%	64 27%	30 12%	5 9%	12 15%	17 17%	17 20%	20 26%	23 22%	20 15%	30 20%	22 21%	23 19%	19 15%	31 24%	22 17%	19 27%	3 8%
Agree somewhat	(3) 138 27%	59 25%	78 30%	26 44%	36 45%	28 28%	12 14%	17 23%	18 18%	41 31%	38 26%	31 30%	27 23%	49 37%	35 27%	26 21%	14 19%	14 31%
Disagree somewhat	(2) 78 16%	30 12%	49 19%	7 12%	15 19%	14 14%	13 15%	10 14%	19 18%	23 18%	20 14%	12 11%	23 19%	17 13%	28 22%	18 14%	11 15%	5 11%
Disagree strongly	(1) 173 34%	84 35%	89 34%	15 25%	16 20%	38 38%	42 50%	26 34%	36 35%	41 31%	57 39%	36 35%	39 32%	43 33%	35 27%	49 39%	26 36%	20 44%
Don't know	20 4%	4 2%	16 6%	6 10%	1 1%	3 3%	1 1%	2 3%	7 7%	6 5%	1 1%	4 4%	8 7%	3 2%	2 1%	10 8%	2 2%	3 6%
Mean	2.32	2.44	2.21	2.41	2.56	2.25	2.05	2.43	2.29	2.32	2.29	2.39	2.31	2.35	2.48	2.18	2.37	2.03
Standard deviation	1.15	1.23	1.07	1.01	0.98	1.16	1.22	1.23	1.20	1.09	1.19	1.19	1.15	1.10	1.13	1.18	1.25	1.08
Standard error	0.05	0.08	0.07	0.19	0.12	0.14	0.12	0.12	0.11	0.09	0.11	0.14	0.09	0.10	0.10	0.11	0.15	0.17

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Table 4

Q.1 Please say if you agree or disagree with each of the following statements..

Banks which had to be bailed out by the government, and which are now partly nationalised, should not be permitted to pay any bonuses at all to their staff

Base: All respondents

	Gender			Age						Social Grade				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	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Agree strongly	(4) 221 44%	99 41%	123 47%	21 35%	24 31%	34 34%	44 52%	45 60%	54 52%	38 29%	66 45%	53 50%	64 53%	60 45%	52 40%	58 47%	34 48%	17 37%
Agree somewhat	(3) 102 20%	44 18%	58 22%	9 15%	21 27%	28 28%	13 15%	5 7%	26 25%	31 24%	25 17%	22 21%	24 20%	24 18%	27 20%	25 20%	17 24%	9 21%
Disagree somewhat	(2) 115 23%	65 27%	50 19%	21 35%	19 24%	27 27%	24 28%	17 23%	8 7%	40 31%	41 28%	18 17%	16 14%	29 22%	33 25%	26 21%	10 14%	17 38%
Disagree strongly	(1) 53 11%	29 12%	25 9%	7 12%	13 17%	10 10%	3 4%	6 8%	13 13%	18 14%	13 9%	11 10%	11 9%	20 15%	12 9%	13 10%	8 11%	1 2%
Don't know	11 2%	5 2%	6 2%	2 3%	2 3%	1 1%	1 1%	2 2%	3 3%	3 3%	1 1%	2 1%	5 4%	- -	7 5%	2 2%	1 2%	1 2%
Mean	3.00	2.90	3.09	2.75	2.73	2.86	3.16	3.22	3.19	2.70	3.00	3.12	3.22	2.94	2.95	3.06	3.12	2.96
Standard deviation	1.06	1.08	1.03	1.08	1.09	1.01	0.98	1.07	1.06	1.05	1.05	1.05	1.02	1.13	1.04	1.05	1.05	0.93
Standard error	0.05	0.07	0.06	0.19	0.14	0.12	0.09	0.11	0.10	0.08	0.10	0.12	0.08	0.10	0.09	0.10	0.12	0.14

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Table 5

Q.1 Please say if you agree or disagree with each of the following statements..

Those senior bankers who took decisions that led to the need for taxpayer-funded bail-outs in order to stay afloat should not only not get bonuses, they should be forced to repay the big bonuses they have received in previous years

Base: All respondents

	Gender			Age						Social Grade				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	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Agree strongly	(4) 225 45%	111 46%	114 44%	7 12%	26 33%	39 39%	44 52%	37 50%	71 68%	45 34%	64 44%	47 44%	69 58%	55 42%	58 44%	57 46%	40 56%	15 34%
Agree somewhat	(3) 96 19%	44 18%	52 20%	19 32%	18 22%	18 18%	13 16%	16 21%	13 12%	22 17%	25 17%	28 26%	21 18%	23 17%	23 18%	27 22%	12 17%	11 25%
Disagree somewhat	(2) 104 21%	51 21%	53 20%	18 30%	24 31%	23 23%	16 19%	14 19%	9 9%	39 29%	27 19%	21 20%	18 15%	31 23%	32 24%	22 17%	12 17%	8 19%
Disagree strongly	(1) 67 13%	31 13%	36 14%	12 20%	11 13%	19 19%	9 10%	6 9%	10 10%	24 18%	23 16%	9 9%	11 9%	18 14%	14 11%	18 15%	7 9%	9 21%
Don't know	11 2%	4 2%	7 2%	3 5%	1 1%	1 1%	3 4%	1 2%	1 1%	2 2%	7 5%	1 1%	1 1%	5 4%	5 3%	- -	1 1%	1 1%
Mean	2.97	2.99	2.96	2.39	2.75	2.79	3.12	3.14	3.41	2.68	2.93	3.07	3.24	2.90	2.98	2.99	3.20	2.72
Standard deviation	1.10	1.10	1.10	0.97	1.06	1.17	1.08	1.02	1.01	1.14	1.15	1.00	1.02	1.12	1.08	1.11	1.04	1.16
Standard error	0.05	0.07	0.07	0.18	0.13	0.14	0.10	0.10	0.09	0.09	0.11	0.11	0.08	0.10	0.10	0.10	0.12	0.18

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Table 6
Q.1 Please say if you agree or disagree with each of the following statements..
The salaries of senior bank staff should be capped by the government, so that never again will bankers earn the enormous sums that they have in the past
Base: All respondents

	Gender		Age						Social Grade				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	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Agree strongly	(4) 333 66%	154 64%	179 68%	23 39%	46 57%	65 66%	61 72%	53 71%	85 81%	74 56%	87 60%	77 73%	95 79%	75 57%	85 65%	91 74%	54 76%	27 61%
Agree somewhat	(3) 82 16%	33 14%	49 19%	22 38%	17 21%	8 8%	13 15%	9 13%	13 12%	22 17%	33 23%	13 13%	13 11%	23 17%	25 19%	17 13%	7 10%	10 23%
Disagree somewhat	(2) 56 11%	32 13%	24 9%	13 22%	11 14%	14 14%	7 9%	7 10%	4 3%	24 18%	17 11%	11 10%	5 4%	23 17%	18 13%	2 2%	7 10%	6 14%
Disagree strongly	(1) 27 5%	20 8%	7 3%	1 2%	6 8%	12 12%	3 4%	3 4%	2 2%	11 8%	7 5%	4 4%	5 4%	10 8%	3 2%	11 9%	2 3%	1 2%
Don't know	5 1%	2 1%	3 1%	- -	- -	1 1%	* *	2 3%	2 2%	1 1%	2 1%	- -	2 2%	1 1%	1 1%	3 2%	- -	- -
Mean	3.45	3.34	3.55	3.14	3.27	3.28	3.56	3.55	3.76	3.22	3.39	3.55	3.67	3.25	3.48	3.55	3.60	3.43
Standard deviation	0.89	1.00	0.77	0.81	0.99	1.10	0.81	0.84	0.59	1.02	0.87	0.84	0.76	1.00	0.80	0.92	0.80	0.81
Standard error	0.04	0.07	0.05	0.14	0.12	0.13	0.08	0.08	0.05	0.08	0.08	0.09	0.06	0.09	0.07	0.08	0.09	0.12

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Table 7

Q.1 Please say if you agree or disagree with each of the following statements..

The bonuses paid to senior bank staff should be capped by the government, so that regardless of how profitable they may become in the future, never again will bankers earn the enormous sums that they have in the past

Base: All respondents

	Gender			Age						Social Grade				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	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Agree strongly	(4) 336 67%	170 70%	166 64%	21 35%	47 59%	62 62%	62 74%	56 75%	88 84%	70 53%	93 64%	87 82%	86 71%	79 60%	84 64%	91 73%	56 79%	26 59%
Agree somewhat	(3) 93 18%	33 14%	60 23%	27 45%	19 24%	13 13%	13 15%	11 14%	11 11%	30 23%	35 24%	8 8%	19 16%	25 19%	32 25%	19 15%	7 10%	10 22%
Disagree somewhat	(2) 38 8%	17 7%	21 8%	5 9%	6 7%	14 14%	6 7%	4 6%	3 3%	18 13%	10 7%	3 3%	7 6%	18 14%	8 6%	5 4%	4 5%	3 7%
Disagree strongly	(1) 29 6%	15 6%	14 5%	4 7%	8 10%	8 8%	4 5%	4 5%	1 1%	9 7%	7 5%	7 7%	6 5%	7 5%	6 4%	7 6%	4 6%	5 11%
Don't know	7 1%	6 2%	1 *	2 4%	- -	3 3%	- -	- -	1 1%	5 4%	- -	- -	2 2%	3 2%	2 1%	2 2%	- -	- -
Mean	3.48	3.52	3.45	3.14	3.32	3.33	3.57	3.58	3.80	3.28	3.47	3.65	3.56	3.36	3.50	3.58	3.62	3.29
Standard deviation	0.87	0.89	0.86	0.85	0.99	1.01	0.82	0.83	0.55	0.95	0.84	0.84	0.83	0.92	0.80	0.83	0.85	1.03
Standard error	0.04	0.06	0.05	0.15	0.12	0.12	0.08	0.08	0.05	0.08	0.08	0.09	0.07	0.08	0.07	0.08	0.10	0.15

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Table 8

Q.1 Please say if you agree or disagree with each of the following statements..

The senior executives who were running the banks that had to be bailed out by the taxpayer have now made clear by their public apologies that they accept responsibility for the mistakes that were made, and are truly sorry

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South West	Scotland
Unweighted base	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Agree strongly	(4) 112 22%	66 27%	46 18%	8 13%	22 27%	21 21%	17 20%	19 25%	25 24%	25 19%	24 16%	31 30%	32 26%	26 20%	23 17%	34 28%	22 31%	7 16%
Agree somewhat	(3) 118 23%	52 22%	66 25%	25 41%	23 29%	23 23%	13 16%	14 19%	20 20%	36 27%	41 28%	13 12%	28 23%	36 27%	29 22%	26 21%	12 16%	15 34%
Disagree somewhat	(2) 102 20%	38 16%	64 24%	20 33%	18 22%	21 21%	13 16%	14 19%	16 15%	26 20%	29 20%	29 28%	18 15%	26 20%	30 23%	26 21%	7 10%	13 29%
Disagree strongly	(1) 150 30%	77 32%	73 28%	8 13%	16 20%	26 26%	39 46%	27 37%	35 33%	39 30%	49 34%	28 27%	34 28%	40 30%	41 31%	33 27%	27 38%	9 21%
Don't know	21 4%	8 4%	13 5%	- -	2 2%	9 9%	2 3%	1 1%	8 7%	6 4%	3 2%	4 4%	9 7%	4 3%	9 7%	5 4%	3 4%	- -
Mean	2.40	2.46	2.34	2.55	2.65	2.43	2.10	2.33	2.38	2.37	2.28	2.47	2.52	2.37	2.28	2.51	2.42	2.45
Standard deviation	1.15	1.22	1.09	0.89	1.10	1.13	1.21	1.22	1.22	1.12	1.11	1.20	1.20	1.13	1.12	1.18	1.31	1.01
Standard error	0.05	0.08	0.07	0.16	0.14	0.14	0.12	0.12	0.11	0.09	0.11	0.14	0.10	0.10	0.10	0.11	0.16	0.15

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Table 9
Classification
Base: All respondents

	Gender			Age						Social Grade				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	503	230	273	32	65	72	108	102	124	156	109	79	159	133	131	122	73	44
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Gender																		
Male	241 48%	241 100%	-	24 40%	39 49%	53 54%	45 53%	32 43%	48 46%	67 51%	71 48%	57 54%	47 39%	58 44%	61 46%	65 52%	42 59%	16 36%
Female	262 52%	-	262 100%	36 60%	41 51%	46 46%	40 47%	42 57%	56 54%	64 49%	75 52%	49 46%	74 61%	74 56%	71 54%	60 48%	29 41%	28 64%
Age																		
18-24	(21) 12%	24 10%	36 14%	60 100%	-	-	-	-	-	19 14%	24 16%	11 11%	6 5%	22 16%	9 6%	17 13%	-	13 29%
25-34	(29.5) 16%	39 16%	41 16%	-	80 100%	-	-	-	-	23 18%	26 18%	20 19%	10 8%	19 15%	28 21%	15 12%	12 17%	6 13%
35-44	(39.5) 20%	53 22%	46 18%	-	-	100 100%	-	-	-	26 20%	33 23%	21 19%	20 17%	27 20%	22 17%	27 22%	13 19%	10 23%
45-54	(49.5) 17%	45 19%	40 15%	-	-	-	85 100%	-	-	22 17%	22 15%	19 18%	21 17%	21 16%	26 20%	18 14%	15 21%	6 13%
55-64	(59.5) 15%	32 13%	42 16%	-	-	-	-	75 100%	-	20 15%	23 16%	15 14%	17 14%	23 17%	18 14%	16 13%	13 19%	4 10%
65+	(70) 21%	48 20%	56 21%	-	-	-	-	-	104 100%	21 16%	17 12%	20 19%	47 39%	21 16%	29 22%	31 25%	18 25%	6 13%
Average age	46.70	46.72	46.68	21.00	29.50	39.50	49.50	59.50	70.00	44.57	42.88	46.01	54.22	44.87	47.57	47.48	51.23	40.06

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Table 9
Classification
Base: All respondents

	Gender		Age						Social Grade				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
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
<u>Social Grade</u>																		
AB	131 26%	67 28%	64 24%	19 31%	23 29%	26 26%	22 26%	20 26%	21 20%	131 100%	-	-	-	48 36%	23 17%	30 24%	18 26%	13 28%
C1	146 29%	71 29%	75 29%	24 40%	26 33%	33 33%	22 26%	23 31%	17 16%	-	146 100%	-	-	42 32%	45 34%	26 21%	18 25%	15 34%
C2	106 21%	57 23%	49 19%	11 19%	20 25%	21 21%	19 23%	15 20%	20 19%	-	-	106 100%	-	19 15%	31 24%	30 24%	16 23%	9 20%
DE	121 24%	47 19%	74 28%	6 9%	10 13%	20 20%	21 25%	17 23%	47 45%	-	-	-	121 100%	23 17%	33 25%	38 31%	19 26%	8 18%
<u>Region</u>																		
North	169 34%	80 33%	88 34%	30 50%	21 26%	37 37%	23 28%	21 28%	37 35%	42 32%	41 28%	39 37%	46 38%	-	-	124 100%	-	44 100%
Midlands	158 31%	76 32%	82 31%	9 14%	32 40%	26 26%	30 35%	23 31%	39 37%	29 22%	48 33%	40 38%	41 34%	-	132 100%	-	26 37%	-
South	177 35%	85 35%	92 35%	22 36%	27 34%	36 37%	32 37%	31 41%	29 27%	60 46%	56 39%	27 25%	34 28%	132 100%	-	-	45 63%	-

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Table 9
Classification
Base: All respondents

	Gender		Age						Social Grade				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
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Working status																		
Full-time	227 45%	150 62%	77 29%	34 57%	54 67%	53 54%	59 70%	23 31%	2 2%	71 55%	79 54%	51 48%	25 21%	63 48%	65 49%	46 37%	32 45%	21 46%
Part-time	60 12%	12 5%	49 19%	14 23%	6 8%	18 18%	8 10%	9 12%	5 5%	12 9%	21 14%	16 15%	11 9%	11 9%	13 10%	17 14%	9 13%	9 21%
Not working but seeking work or temporarily unemployed/sick	37 7%	17 7%	20 8%	2 4%	10 12%	13 13%	5 6%	7 9%	- -	5 3%	11 7%	6 6%	16 13%	12 9%	8 6%	11 9%	5 7%	2 3%
Not working/not seeking work	42 8%	7 3%	35 13%	2 3%	8 10%	16 16%	8 9%	8 11%	1 1%	7 6%	8 6%	11 10%	15 13%	10 8%	11 8%	14 11%	3 5%	3 7%
Retired	125 25%	53 22%	72 27%	- -	- -	- -	5 5%	25 34%	95 91%	28 21%	24 17%	22 20%	52 43%	29 22%	34 26%	33 27%	22 31%	7 16%
Student	10 2%	2 1%	8 3%	8 13%	1 2%	- -	- -	* 1%	- -	6 5%	2 1%	- -	2 2%	4 3%	2 2%	2 2%	- -	1 3%
Refused	3 1%	2 1%	1 *	- -	1 1%	- -	- -	2 2%	1 1%	1 1%	2 1%	- -	- -	2 1%	* *	- -	- -	1 2%

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	Gender		Age						Social Grade				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
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Tenure																		
Own outright	164 33%	69 28%	95 37%	10 17%	9 12%	12 12%	17 20%	34 45%	81 78%	40 30%	42 29%	37 35%	46 38%	37 28%	52 40%	41 33%	23 32%	11 25%
Own with a mortgage	195 39%	99 41%	95 37%	25 41%	42 53%	56 57%	41 48%	24 33%	6 6%	66 50%	66 46%	45 42%	17 14%	60 46%	40 31%	47 38%	29 41%	19 42%
Council	65 13%	28 12%	37 14%	7 12%	9 12%	18 18%	10 12%	9 12%	11 11%	4 3%	8 5%	15 14%	38 32%	9 7%	15 11%	24 20%	10 14%	7 15%
Housing Assoc.	24 5%	12 5%	12 5%	1 2%	4 6%	4 4%	7 8%	4 5%	4 4%	6 4%	5 3%	4 4%	9 8%	8 6%	4 3%	3 2%	6 9%	4 8%
Rented from someone else	47 9%	27 11%	20 8%	14 24%	13 17%	9 9%	7 9%	2 2%	1 1%	14 11%	20 14%	4 3%	9 8%	15 12%	18 14%	9 7%	3 4%	1 3%
Rent free	2 *	1 1%	* *	- -	- -	- -	1 1%	* *	* *	* *	- -	1 1%	* *	* *	1 1%	- -	- -	- -
Refused	7 1%	5 2%	1 *	2 4%	1 1%	- -	1 1%	2 3%	1 1%	1 1%	5 3%	1 1%	- -	2 1%	1 1%	1 *	- -	3 7%

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	Gender			Age						Social Grade				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
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Foreign Holiday in last 3 years																		
Yes	302	136	166	39	59	52	53	47	52	105	95	55	47	86	77	70	40	29
	60%	56%	64%	64%	74%	53%	62%	63%	50%	80%	65%	52%	39%	65%	58%	56%	57%	66%
No	201	106	95	21	21	47	32	28	52	26	51	51	73	46	55	54	31	15
	40%	44%	36%	36%	26%	47%	38%	37%	50%	20%	35%	48%	61%	35%	42%	44%	43%	34%
Number of cars																		
None	105	44	60	11	7	17	16	14	39	7	24	15	59	21	22	37	14	10
	21%	18%	23%	19%	9%	17%	19%	19%	38%	5%	16%	14%	49%	16%	17%	30%	20%	22%
1	209	105	105	16	27	49	29	38	49	57	66	39	47	60	55	49	32	12
	42%	43%	40%	28%	34%	50%	34%	51%	47%	44%	45%	37%	39%	46%	42%	40%	45%	27%
2	144	70	74	17	39	30	28	20	12	47	44	42	11	35	42	28	18	21
	29%	29%	28%	29%	48%	30%	33%	26%	11%	36%	30%	40%	9%	27%	32%	22%	25%	48%
3+	45	22	23	15	7	4	12	2	5	20	12	10	3	15	12	10	7	2
	9%	9%	9%	25%	9%	4%	14%	3%	4%	15%	8%	9%	3%	11%	9%	8%	10%	3%

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Base: All respondents

	Gender		Age						Social Grade				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
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Internet Access																		
At all	398 79%	198 82%	200 76%	56 94%	78 98%	92 93%	70 83%	55 74%	45 44%	123 94%	130 89%	81 77%	64 53%	112 85%	103 78%	93 75%	51 72%	39 88%
At home (net)	371 74%	187 77%	184 70%	50 84%	75 94%	86 86%	64 76%	51 69%	44 42%	119 91%	123 84%	71 67%	57 47%	108 82%	91 69%	87 70%	50 70%	35 80%
At work (net)	154 31%	89 37%	65 25%	30 49%	37 47%	44 44%	30 36%	10 14%	2 2%	62 47%	69 47%	14 13%	9 7%	52 40%	36 27%	33 27%	18 26%	14 32%
At home	229 46%	101 42%	129 49%	21 34%	40 50%	46 46%	38 45%	42 56%	42 41%	59 45%	59 41%	60 57%	51 42%	57 43%	64 48%	56 45%	32 45%	21 47%
At work	12 2%	2 1%	10 4%	- -	2 3%	4 5%	4 5%	1 1%	- -	1 1%	6 4%	3 3%	3 2%	1 1%	8 6%	2 2%	* 1%	- -
Both at home and at work	141 28%	86 36%	55 21%	30 49%	35 44%	40 40%	26 31%	9 13%	2 2%	61 46%	64 44%	11 10%	6 5%	51 39%	27 21%	31 25%	18 25%	14 32%
Somewhere else	15 3%	9 4%	6 2%	6 10%	1 2%	2 2%	1 1%	3 4%	1 1%	3 2%	1 1%	7 7%	4 3%	3 2%	4 3%	3 3%	1 2%	4 9%
Not at all	103 20%	42 18%	61 23%	4 6%	1 2%	7 7%	15 17%	18 24%	58 56%	7 5%	15 10%	24 23%	57 47%	19 14%	29 22%	31 25%	20 28%	4 10%
Refused	2 *	1 *	1 *	- -	- -	- -	- -	1 2%	1 1%	1 1%	1 1%	- -	- -	1 1%	- -	- -	- -	1 2%

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Table 9
Classification
Base: All respondents

	Gender		Age							Social Grade				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
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
What is the highest educational level that you have achieved to date?																		
Secondary/ high school/ NVQ 1-3	285 57%	132 55%	153 58%	39 66%	37 46%	57 57%	51 61%	37 50%	63 60%	57 43%	86 59%	67 63%	76 63%	67 51%	77 58%	77 62%	39 56%	24 54%
University degree or equivalent professional qualification/ NVQ4	135 27%	71 30%	64 24%	18 29%	33 41%	31 31%	23 27%	17 23%	15 14%	54 41%	46 31%	25 23%	11 9%	46 35%	31 24%	26 21%	18 26%	14 32%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	24 5%	16 7%	8 3%	3 5%	7 8%	5 5%	3 3%	4 6%	2 2%	14 10%	7 5%	- -	3 3%	5 4%	10 7%	4 4%	2 3%	3 6%
No formal education	50 10%	18 8%	32 12%	- -	2 2%	7 7%	7 8%	15 20%	20 19%	5 4%	6 4%	13 12%	27 22%	10 8%	13 10%	15 12%	9 13%	3 7%
None of these	3 1%	- -	3 1%	- -	- -	- -	- -	- -	3 3%	- -	- -	1 1%	1 1%	- -	- -	1 1%	1 2%	- -
Refused	6 1%	3 1%	3 1%	- -	2 2%	- -	1 1%	1 2%	2 2%	2 1%	2 1%	- -	2 2%	3 2%	2 1%	- -	1 1%	1 2%

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	Gender			Age						Social Grade				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
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
Marital Status																		
Single	119 24%	66 27%	52 20%	47 78%	25 32%	25 25%	11 13%	4 6%	7 6%	32 25%	43 29%	13 13%	30 25%	39 30%	32 24%	28 22%	6 9%	13 29%
Married/ co-habiting	301 60%	142 59%	159 61%	12 20%	53 67%	72 72%	61 73%	52 70%	50 48%	84 64%	83 57%	82 78%	52 43%	72 54%	80 61%	77 62%	49 69%	23 52%
Widowed/ separated/ divorced	80 16%	31 13%	49 19%	1 2%	1 1%	3 3%	12 14%	16 22%	47 45%	13 10%	18 12%	10 10%	39 32%	19 14%	19 14%	20 16%	15 22%	7 16%
Refused	3 1%	2 1%	1 *	- -	1 1%	- -	- -	2 2%	1 1%	1 1%	2 1%	- -	- -	2 1%	* *	- -	- -	1 2%
Children																		
None aged 18 or under	364 72%	187 77%	177 68%	47 78%	50 63%	38 38%	54 64%	71 95%	104 100%	95 73%	101 69%	73 69%	95 79%	99 75%	95 72%	91 73%	49 69%	30 68%
NET: Yes	136 27%	53 22%	83 32%	13 22%	30 37%	62 62%	28 34%	2 3%	- -	35 27%	43 30%	32 30%	26 21%	31 23%	36 27%	33 27%	22 31%	14 32%
NET: Yes any aged 15 or under	123 25%	49 20%	74 28%	13 22%	30 37%	60 60%	20 24%	- -	- -	32 25%	40 27%	31 29%	21 17%	27 21%	34 26%	31 25%	17 24%	14 32%
- Aged under 5	62 12%	19 8%	43 16%	13 22%	22 28%	22 22%	5 5%	- -	- -	17 13%	21 15%	16 15%	8 7%	15 11%	16 12%	18 14%	6 9%	7 15%
- Aged 5-10	48 10%	17 7%	31 12%	3 5%	9 11%	31 31%	5 6%	- -	- -	16 12%	19 13%	8 8%	6 5%	12 9%	12 9%	11 9%	8 11%	6 14%
- Aged 11-15	51 10%	25 10%	27 10%	- -	8 10%	29 29%	14 17%	- -	- -	11 9%	16 11%	11 11%	13 11%	8 6%	17 13%	12 9%	9 13%	6 13%
- Aged 16-18	33 7%	18 7%	15 6%	- -	1 1%	14 14%	16 19%	2 3%	- -	6 5%	8 6%	10 9%	9 7%	9 7%	9 7%	6 5%	7 9%	3 7%
Refused	3 1%	2 1%	2 1%	- -	- -	- -	2 2%	2 2%	- -	* *	2 1%	1 1%	- -	2 2%	1 1%	- -	- -	- -

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Base: All respondents

	Gender		Age						Social Grade				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
Weighted base	503	241	262	60	80	100	85	75	104	131	146	106	121	132	132	124	71	44
<u>Grocery shopping status</u>																		
Yes - do half or more	400 79%	161 67%	239 91%	40 66%	68 85%	80 80%	61 72%	60 80%	91 87%	98 75%	110 75%	85 80%	107 89%	103 78%	105 80%	105 84%	54 77%	33 75%
No - do less than half	101 20%	80 33%	22 8%	20 34%	12 15%	19 20%	24 28%	13 18%	13 12%	32 24%	35 24%	21 20%	14 11%	28 21%	27 20%	20 16%	16 23%	10 23%
Refused	2 *	1 *	1 *	- -	- -	- -	- -	1 2%	1 1%	1 1%	1 1%	- -	- -	1 1%	- -	- -	- -	1 2%