

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 1

Absolutes/col percents

Q1. From the following list of words and phrases please select the 3 that most closely describe your view of ... Summary

Base : All respondents

	David Cameron	Ed Miliband	Nick Clegg
Unweighted Base	2050	2050	2050
Weighted Base	2050	2050	2050
Determined	693 34%	324 16%	273 13%
Arrogant	593 29%	305 15%	212 10%
Smug	573 28%	448 22%	273 13%
Stands up for Britain	486 24%	192 9%	192 9%
Competent	473 23%	264 13%	237 12%
Out of touch	462 23%	445 22%	502 24%
Up to the job	450 22%	195 10%	140 7%
Doesn't listen	434 21%	235 11%	339 17%
Principled	402 20%	279 14%	307 15%
Ruthless	260 13%	77 4%	64 3%
Dishonest	248 12%	121 6%	351 17%
Likeable	217 11%	284 14%	434 21%
Out of his depth	182 9%	841 41%	1021 50%
Fair	162 8%	288 14%	287 14%

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Absolutes/col percents

Base : All respondents

	<u>David Cameron</u>	<u>Ed Miliband</u>	<u>Nick Clegg</u>
Weighted Base	2050	2050	2050
Shares my values	115 6%	171 8%	99 5%
Down to earth	113 6%	213 10%	164 8%
Weak	106 5%	576 28%	726 35%
Indecisive	105 5%	373 18%	399 19%
Weird	40 2%	422 21%	85 4%
On my side	36 2%	96 5%	47 2%

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Table 2

Absolutes/col percents

Q1. From the following list of words and phrases please select the 3 that most closely describe your view of ... David Cameron

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Determined	693	347	346	84	93	120	107	125	164	218	212	147	116	52	26	63	61	73	67	34	75	91	81	71	98	274
	34%	35%	33%	34%	28%	31%	31%	41%	38%	39%	36%	34%	25%	29%	28%	26%	34%	38%	42%	32%	39%	35%	31%	38%	29%	34%
Arrogant	593	293	300	67	101	119	100	84	122	150	166	121	155	61	34	85	48	48	39	32	41	72	73	60	122	208
	29%	29%	29%	27%	31%	31%	29%	27%	28%	27%	28%	28%	33%	34%	36%	35%	26%	25%	24%	30%	21%	28%	28%	32%	36%	26%
Smug	573	264	308	55	119	130	109	57	103	153	176	100	143	62	34	78	47	42	35	33	46	66	70	60	118	214
	28%	26%	29%	22%	36%	33%	31%	18%	24%	28%	30%	23%	30%	35%	37%	32%	26%	22%	22%	30%	24%	26%	26%	32%	35%	26%
Stands up for Britain	486	247	239	40	72	85	77	83	129	141	144	119	83	35	16	53	40	43	42	20	47	69	74	47	70	220
	24%	25%	23%	16%	22%	22%	22%	27%	30%	25%	24%	28%	18%	20%	18%	22%	22%	23%	26%	18%	25%	27%	28%	25%	21%	27%
Competent	473	259	214	47	68	80	76	74	129	160	143	103	67	28	9	40	40	56	36	28	54	73	67	42	66	207
	23%	26%	20%	19%	21%	21%	22%	24%	30%	29%	24%	24%	14%	16%	9%	17%	22%	30%	23%	26%	28%	28%	25%	22%	20%	26%
Out of touch	462	206	256	61	65	89	90	72	84	116	148	97	101	44	31	54	47	41	32	22	38	54	58	42	88	177
	23%	20%	24%	25%	20%	23%	26%	23%	20%	21%	25%	22%	21%	25%	33%	23%	26%	22%	20%	20%	21%	22%	22%	22%	26%	22%
Up to the job	450	258	192	36	52	78	81	85	118	142	138	94	77	24	14	50	30	44	40	23	60	55	66	44	66	188
	22%	26%	18%	15%	16%	20%	23%	28%	27%	26%	23%	22%	16%	14%	15%	21%	17%	23%	25%	21%	31%	21%	25%	23%	20%	23%
Doesn't listen	434	183	251	69	86	86	68	51	74	81	110	90	154	55	21	50	45	44	34	39	27	45	40	33	62	172
	21%	18%	24%	28%	26%	22%	20%	17%	17%	15%	18%	21%	33%	31%	23%	21%	25%	23%	22%	35%	14%	18%	15%	18%	18%	21%
Principled	402	209	193	55	61	58	75	74	79	115	134	88	66	27	21	49	40	32	33	15	41	51	54	39	61	172
	20%	21%	18%	22%	19%	15%	21%	24%	18%	21%	23%	20%	14%	15%	22%	20%	22%	17%	21%	14%	21%	20%	21%	18%	21%	17%
Ruthless	260	117	143	27	51	57	46	39	41	66	68	52	75	39	7	46	27	16	14	11	23	27	26	23	59	89
	13%	12%	14%	11%	16%	15%	13%	13%	10%	12%	11%	12%	16%	22%	8%	19%	15%	9%	9%	10%	12%	11%	10%	12%	17%	11%
Dishonest	248	120	128	44	50	54	38	25	37	49	65	41	92	20	15	38	22	24	13	13	25	26	34	19	48	82
	12%	12%	12%	18%	15%	14%	11%	8%	9%	9%	11%	10%	19%	11%	16%	16%	12%	12%	8%	12%	13%	10%	13%	10%	14%	10%
Likeable	217	102	115	22	21	39	44	39	52	58	57	49	53	14	10	25	15	16	18	6	23	29	32	29	29	88
	11%	10%	11%	9%	7%	10%	13%	13%	12%	11%	10%	11%	11%	8%	11%	10%	8%	9%	12%	5%	12%	11%	12%	16%	9%	11%

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Table 2

Absolutes/col percents

Q1. From the following list of words and phrases please select the 3 that most closely describe your view of ... David Cameron

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	Yorks & Hum 'side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Out of his depth	182	86	97	23	30	40	37	29	23	44	48	34	56	24	8	20	19	26	16	11	15	16	22	5	29	73
	9%	9%	9%	9%	9%	10%	11%	9%	5%	8%	8%	8%	12%	13%	9%	8%	11%	14%	10%	10%	8%	6%	8%	3%	8%	9%
Fair	162	87	75	19	26	33	24	23	38	49	36	43	34	7	7	14	12	16	17	11	23	15	28	13	24	59
	8%	9%	7%	8%	8%	8%	7%	7%	9%	9%	6%	10%	7%	4%	8%	6%	7%	9%	10%	10%	12%	6%	11%	7%	7%	7%
Shares my values	115	54	61	15	6	18	18	23	35	43	35	11	25	8	2	9	13	13	2	5	12	16	25	9	13	46
	6%	5%	6%	6%	2%	5%	5%	7%	8%	8%	6%	3%	5%	4%	3%	4%	7%	7%	1%	4%	6%	6%	10%	5%	4%	6%
Down to earth	113	44	69	17	26	22	15	14	19	26	33	33	21	9	6	11	10	14	10	5	7	17	17	7	22	45
	6%	4%	7%	7%	8%	6%	4%	5%	4%	5%	6%	8%	5%	5%	7%	4%	6%	7%	6%	5%	4%	7%	6%	4%	6%	6%
Weak	106	46	60	23	18	20	23	12	11	12	23	29	43	10	4	11	12	9	12	10	6	16	10	7	13	40
	5%	5%	6%	9%	6%	5%	6%	4%	2%	2%	4%	7%	9%	6%	4%	5%	6%	5%	7%	9%	3%	6%	4%	4%	4%	5%
Indecisive	105	40	65	19	19	20	15	12	20	16	33	28	28	10	6	14	13	10	11	3	5	18	8	8	17	33
	5%	4%	6%	8%	6%	5%	4%	4%	5%	3%	6%	6%	6%	6%	7%	6%	7%	5%	7%	3%	3%	7%	3%	4%	5%	4%
Weird	40	28	12	11	10	10	4	2	3	7	6	11	17	5	5	8	-	1	1	4	3	10	1	2	3	27
	2%	3%	1%	4%	3%	3%	1%	1%	1%	1%	1%	2%	4%	3%	5%	3%	-	1%	1%	4%	2%	4%	*	1%	1%	3%
On my side	36	23	13	4	9	8	1	3	12	15	9	3	9	1	2	5	2	*	5	2	6	7	6	-	5	16
	2%	2%	1%	2%	3%	2%	*	1%	3%	3%	2%	1%	2%	*	2%	2%	1%	*	3%	2%	3%	3%	2%	-	2%	2%

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Table 3

Absolutes/col percents

Q1. From the following list of words and phrases please select the 3 that most closely describe your view of ... Ed Miliband

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Out of his depth	841 41%	448 45%	393 38%	73 30%	120 37%	152 39%	138 40%	150 49%	208 48%	267 48%	242 41%	190 44%	142 30%	69 39%	32 35%	86 36%	72 40%	85 45%	75 47%	44 40%	80 42%	104 40%	116 44%	78 42%	121 36%	334 41%
Weak	576 28%	330 33%	247 24%	64 26%	76 23%	110 28%	120 34%	97 32%	109 25%	166 30%	166 28%	127 30%	117 25%	48 27%	23 25%	65 27%	51 28%	56 30%	47 30%	30 28%	61 32%	77 30%	70 27%	48 26%	87 26%	238 29%
Smug	448 22%	223 22%	225 21%	47 19%	59 18%	80 20%	68 19%	82 27%	112 26%	122 22%	142 24%	89 21%	94 20%	41 23%	19 20%	48 20%	40 22%	38 20%	40 25%	11 10%	44 23%	53 20%	58 22%	57 30%	55 16%	197 24%
Out of touch	445 22%	235 23%	210 20%	52 21%	58 18%	76 19%	96 28%	63 20%	100 23%	127 23%	118 20%	104 24%	96 20%	37 21%	32 34%	35 15%	35 19%	43 23%	46 29%	20 18%	53 28%	63 24%	49 19%	33 18%	56 17%	192 24%
Weird	422 21%	218 22%	204 19%	70 29%	77 23%	82 21%	62 18%	51 16%	80 19%	122 22%	133 22%	81 19%	86 18%	37 21%	22 24%	40 16%	32 18%	53 28%	32 20%	29 26%	36 19%	46 18%	57 22%	38 21%	81 24%	179 22%
Indecisive	373 18%	205 20%	168 16%	36 15%	50 15%	73 19%	59 17%	74 24%	82 19%	99 18%	114 19%	86 20%	75 16%	32 18%	10 11%	43 18%	41 22%	33 17%	29 18%	23 21%	27 14%	48 19%	50 19%	38 20%	63 19%	146 18%
Determined	324 16%	117 12%	207 20%	51 21%	65 20%	52 13%	51 15%	32 10%	72 17%	77 14%	96 16%	61 14%	90 19%	29 16%	11 12%	55 23%	26 14%	24 13%	26 16%	16 14%	25 13%	37 14%	43 16%	32 17%	58 17%	109 13%
Arrogant	305 15%	145 14%	160 15%	42 17%	33 10%	60 15%	47 13%	53 17%	71 16%	76 14%	83 14%	74 17%	72 15%	35 20%	8 8%	35 15%	28 16%	30 16%	23 14%	10 9%	26 14%	34 13%	43 16%	33 18%	42 12%	130 16%
Fair	288 14%	136 14%	152 14%	28 12%	56 17%	70 18%	50 14%	38 13%	46 11%	73 13%	95 16%	53 12%	67 14%	29 16%	18 19%	36 15%	23 13%	25 13%	18 12%	13 12%	31 16%	46 18%	23 9%	25 13%	61 18%	105 13%
Likeable	284 14%	125 12%	159 15%	34 14%	51 15%	55 14%	47 13%	42 14%	57 13%	63 11%	80 14%	72 17%	69 15%	25 14%	18 20%	34 14%	24 13%	26 14%	18 11%	22 21%	23 12%	31 12%	36 14%	27 14%	57 17%	106 13%
Principled	279 14%	148 15%	131 13%	31 13%	53 16%	66 17%	44 13%	36 12%	50 12%	96 17%	83 14%	50 12%	49 10%	30 17%	14 15%	32 13%	18 10%	21 11%	14 9%	15 14%	24 13%	45 17%	38 14%	27 15%	64 19%	107 13%
Competent	264 13%	126 12%	139 13%	37 15%	58 18%	43 11%	43 12%	31 10%	52 12%	68 12%	79 13%	46 11%	72 15%	12 7%	13 14%	40 17%	24 13%	26 14%	19 12%	20 18%	25 13%	31 12%	29 11%	25 13%	59 17%	95 12%

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Q1. From the following list of words and phrases please select the 3 that most closely describe your view of ... Ed Miliband

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Doesn't listen	235 11%	90 9%	145 14%	30 12%	38 12%	33 8%	44 13%	41 13%	48 11%	46 8%	58 10%	64 15%	68 14%	24 14%	12 13%	25 10%	28 16%	16 9%	18 11%	18 17%	17 9%	28 11%	30 12%	17 9%	23 7%	96 12%
Down to earth	213 10%	78 8%	135 13%	20 8%	33 10%	47 12%	45 13%	27 9%	40 9%	51 9%	58 10%	42 10%	62 13%	26 15%	8 9%	30 12%	21 12%	17 9%	9 5%	11 11%	15 8%	22 9%	41 16%	13 7%	38 11%	79 10%
Up to the job	195 10%	87 9%	109 10%	26 11%	27 8%	44 11%	37 11%	23 7%	38 9%	43 8%	61 10%	26 6%	66 14%	14 8%	5 6%	31 13%	20 11%	15 8%	12 7%	11 10%	29 15%	28 11%	18 7%	13 7%	29 9%	71 9%
Stands up for Britain	192 9%	87 9%	105 10%	17 7%	45 14%	45 12%	30 8%	29 9%	27 6%	36 7%	52 9%	34 8%	69 15%	21 12%	9 10%	31 13%	17 9%	16 8%	13 8%	8 8%	18 9%	27 10%	25 9%	7 4%	37 11%	72 9%
Shares my values	171 8%	84 8%	88 8%	28 11%	32 10%	34 9%	20 6%	20 7%	37 9%	49 9%	42 7%	33 8%	46 10%	14 8%	7 8%	31 13%	17 9%	12 6%	13 8%	7 7%	14 7%	15 6%	21 8%	20 11%	35 10%	64 8%
Dishonest	121 6%	69 7%	51 5%	24 10%	21 6%	21 5%	20 6%	14 5%	20 5%	33 6%	37 6%	18 4%	32 7%	3 2%	5 5%	8 3%	13 7%	16 9%	9 6%	9 8%	14 7%	16 6%	15 6%	11 6%	11 3%	59 7%
On my side	96 5%	33 3%	63 6%	12 5%	18 6%	13 3%	15 4%	9 3%	28 6%	18 3%	23 4%	24 6%	32 7%	5 3%	10 11%	10 4%	10 6%	9 5%	8 5%	5 5%	6 3%	8 3%	12 5%	12 6%	23 7%	23 3%
Ruthless	77 4%	31 3%	45 4%	16 7%	13 4%	10 3%	10 3%	11 3%	18 4%	28 5%	21 4%	17 4%	11 2%	2 1%	1 1%	6 3%	2 1%	7 4%	9 6%	5 4%	9 5%	16 6%	13 5%	6 3%	15 4%	31 4%

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Table 4

Absolutes/col percents

Q1. From the following list of words and phrases please select the 3 that most closely describe your view of ... Nick Clegg

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Out of his depth	1021	469	552	92	156	202	179	145	246	274	296	233	217	96	54	124	86	86	67	57	107	126	132	87	169	390
	50%	47%	53%	38%	48%	52%	52%	47%	57%	49%	50%	54%	46%	54%	58%	51%	48%	45%	42%	53%	56%	49%	50%	46%	50%	48%
Weak	726	350	377	100	126	177	119	74	130	166	223	167	170	64	51	74	61	72	57	49	56	98	92	53	139	306
	35%	35%	36%	41%	38%	46%	34%	24%	30%	30%	38%	39%	36%	36%	55%	31%	34%	38%	36%	45%	29%	38%	35%	28%	41%	38%
Out of touch	502	252	250	61	84	94	98	59	106	103	153	115	131	62	22	54	52	56	26	25	59	50	53	42	71	196
	24%	25%	24%	25%	26%	24%	28%	19%	25%	19%	26%	27%	28%	35%	24%	23%	29%	30%	16%	23%	31%	19%	20%	22%	21%	24%
Likeable	434	205	229	34	56	74	84	69	116	131	139	93	70	28	12	46	33	38	34	15	55	53	70	48	64	177
	21%	20%	22%	14%	17%	19%	24%	22%	27%	24%	23%	22%	15%	16%	13%	19%	18%	20%	21%	14%	29%	21%	27%	26%	19%	22%
Indecisive	399	197	202	43	62	84	74	50	86	111	114	93	81	30	24	48	38	31	37	28	33	38	59	32	67	155
	19%	20%	19%	17%	19%	22%	21%	16%	20%	20%	19%	22%	17%	17%	26%	20%	21%	16%	23%	26%	17%	15%	23%	17%	20%	19%
Dishonest	351	186	165	83	52	66	48	44	58	78	101	66	106	33	19	51	30	34	22	19	32	46	46	20	67	129
	17%	18%	16%	34%	16%	17%	14%	14%	13%	14%	17%	15%	22%	18%	20%	21%	16%	18%	14%	17%	18%	17%	11%	20%	16%	
Doesn't listen	339	148	191	49	60	53	54	57	67	65	83	68	124	39	16	50	33	31	30	20	26	44	34	16	37	131
	17%	15%	18%	20%	18%	14%	15%	18%	16%	12%	14%	16%	26%	22%	17%	21%	18%	16%	19%	18%	13%	17%	13%	9%	11%	16%
Principled	307	158	148	30	38	62	45	62	70	117	90	55	45	24	10	31	21	26	25	7	27	47	46	44	62	115
	15%	16%	14%	12%	12%	16%	13%	20%	16%	21%	15%	13%	10%	13%	11%	13%	12%	14%	16%	6%	14%	18%	17%	23%	18%	14%
Fair	287	151	136	30	31	53	53	54	66	107	83	49	49	22	5	34	29	28	23	16	24	35	44	28	49	113
	14%	15%	13%	12%	10%	14%	15%	18%	15%	19%	14%	11%	10%	12%	5%	14%	16%	15%	15%	15%	12%	14%	17%	15%	14%	14%
Determined	273	138	135	22	50	53	44	51	52	89	83	51	50	13	6	28	23	21	29	14	24	48	35	31	51	117
	13%	14%	13%	9%	15%	14%	13%	17%	12%	16%	14%	12%	11%	8%	7%	12%	13%	11%	19%	13%	12%	18%	13%	17%	15%	14%
Smug	273	135	138	30	46	51	43	46	56	56	75	77	64	21	14	36	32	28	28	18	20	23	27	25	45	94
	13%	13%	13%	12%	14%	13%	12%	15%	13%	10%	13%	18%	14%	12%	15%	15%	18%	15%	18%	17%	10%	9%	10%	13%	13%	12%
Competent	237	130	108	15	31	48	40	49	55	85	67	40	46	16	5	30	14	23	24	8	24	37	32	24	37	98
	12%	13%	10%	6%	10%	12%	11%	16%	13%	15%	11%	9%	10%	9%	5%	13%	8%	12%	15%	7%	13%	15%	12%	13%	11%	12%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 4

Absolutes/col percents

Q1. From the following list of words and phrases please select the 3 that most closely describe your view of ... Nick Clegg

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Arrogant	212	107	105	21	34	31	42	39	45	53	53	41	66	29	13	23	16	26	18	11	16	22	18	21	38	59
	10%	11%	10%	8%	10%	8%	12%	13%	11%	9%	9%	10%	14%	16%	14%	10%	9%	14%	11%	10%	8%	8%	7%	11%	11%	7%
Stands up for Britain	192	96	96	18	27	22	39	37	49	51	63	43	35	14	5	25	15	18	12	18	15	20	31	19	25	87
	9%	10%	9%	7%	8%	6%	11%	12%	11%	9%	11%	10%	7%	8%	6%	10%	8%	10%	8%	16%	8%	8%	12%	10%	8%	11%
Down to earth	164	73	91	20	44	33	24	17	26	48	52	34	30	15	7	19	19	9	13	8	14	26	15	18	26	77
	8%	7%	9%	8%	13%	9%	7%	6%	6%	9%	9%	8%	6%	9%	7%	8%	11%	5%	8%	8%	7%	10%	6%	10%	8%	9%
Up to the job	140	82	58	18	19	26	24	28	26	48	35	23	34	5	-	12	10	16	16	3	17	22	26	13	28	58
	7%	8%	6%	7%	6%	7%	7%	9%	6%	9%	6%	5%	7%	3%	-	5%	6%	8%	10%	3%	9%	9%	10%	7%	8%	7%
Shares my values	99	47	52	21	15	14	13	16	19	34	29	17	19	9	1	15	6	6	5	2	12	17	11	16	9	48
	5%	5%	5%	9%	5%	4%	4%	5%	4%	6%	5%	4%	4%	5%	1%	6%	3%	3%	3%	2%	6%	7%	4%	9%	3%	6%
Weird	85	44	41	30	24	10	12	2	7	13	14	13	45	4	10	11	9	10	4	4	6	10	8	9	9	32
	4%	4%	4%	12%	7%	3%	3%	1%	2%	2%	2%	3%	9%	2%	11%	5%	5%	5%	3%	4%	3%	4%	3%	5%	3%	4%
Ruthless	64	24	39	10	16	10	5	14	9	18	19	4	23	9	3	9	10	5	3	1	4	7	7	6	7	27
	3%	2%	4%	4%	5%	3%	1%	4%	2%	3%	3%	1%	5%	5%	3%	4%	6%	3%	2%	1%	2%	3%	3%	3%	2%	3%
On my side	47	22	25	10	11	5	6	10	3	13	13	9	12	1	1	3	6	4	3	2	6	3	5	11	12	22
	2%	2%	2%	4%	3%	1%	2%	3%	1%	2%	2%	2%	2%	1%	1%	1%	3%	2%	2%	2%	3%	1%	2%	6%	4%	3%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 5

Have you taken a foreign holiday in the last 3 years?

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Yes	1271	653	618	157	198	222	206	196	292	443	379	266	183	112	64	153	104	109	99	59	116	180	157	117	239	530
		62%	65%	59%	64%	60%	57%	59%	64%	80%	64%	62%	39%	63%	69%	63%	58%	57%	62%	55%	61%	70%	60%	63%	71%	65%
No	779	352	427	89	130	167	143	112	139	111	216	164	288	66	29	88	76	81	61	49	76	78	106	70	98	280
		38%	35%	41%	36%	40%	43%	41%	36%	20%	36%	38%	61%	37%	31%	37%	42%	43%	38%	45%	39%	30%	40%	37%	29%	35%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 6

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Owned outright - without mortgage	677	305	372	39	25	32	82	176	323	242	192	135	109	43	24	107	55	66	54	37	65	63	102	61	58	168
	33%	30%	36%	16%	7%	8%	23%	57%	75%	44%	32%	31%	23%	24%	25%	44%	30%	35%	34%	34%	34%	25%	39%	33%	17%	21%
Owned with a mortgage or loan	717	388	329	69	128	212	172	84	52	233	239	158	87	56	36	70	68	63	63	37	80	77	92	75	182	367
	35%	39%	31%	28%	39%	55%	49%	27%	12%	42%	40%	37%	18%	32%	39%	29%	38%	33%	40%	34%	42%	30%	35%	40%	54%	45%
Rented from the council	266	116	150	40	57	65	52	22	31	10	39	59	159	47	21	30	26	28	19	15	10	30	26	15	30	102
	13%	12%	14%	16%	17%	17%	15%	7%	7%	2%	7%	14%	34%	26%	22%	12%	14%	15%	12%	14%	5%	11%	10%	8%	9%	13%
Rented from a housing association	105	46	59	15	22	27	19	10	12	8	19	20	58	7	4	11	11	12	4	4	9	15	16	11	10	28
	5%	5%	6%	6%	7%	7%	5%	3%	3%	1%	3%	5%	12%	4%	5%	5%	6%	6%	2%	4%	5%	6%	6%	6%	3%	3%
Rented from someone else	265	137	128	74	95	49	22	13	12	55	99	54	57	22	8	21	19	19	16	14	26	69	26	23	56	137
	13%	14%	12%	30%	29%	13%	6%	4%	3%	10%	17%	12%	12%	12%	9%	9%	11%	10%	10%	13%	14%	27%	10%	13%	17%	17%
Rent free	20	12	8	9	1	4	2	2	2	6	6	5	2	2	-	1	2	2	3	1	2	4	1	1	3	9
	1%	1%	1%	4%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	-	*	1%	1%	2%	1%	1%	2%	*	1%	1%	1%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 7

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Under 16	684 33%	346 34%	339 32%	24 10%	50 15%	130 33%	148 43%	126 41%	207 48%	93 17%	187 31%	182 42%	222 47%	58 32%	39 42%	99 41%	84 46%	63 33%	62 39%	26 24%	63 33%	50 20%	76 29%	65 35%	63 19%	250 31%
17-18	469 23%	198 20%	271 26%	58 24%	81 25%	85 22%	88 25%	65 21%	92 21%	97 18%	148 25%	110 26%	114 24%	31 17%	25 27%	58 24%	34 19%	42 22%	35 22%	29 27%	53 27%	51 20%	70 27%	42 22%	78 23%	188 23%
19-24	632 31%	335 33%	297 28%	98 40%	140 43%	125 32%	84 24%	92 30%	93 22%	294 53%	164 28%	97 23%	76 16%	56 32%	21 22%	52 21%	43 24%	68 36%	48 30%	37 34%	61 32%	112 44%	79 30%	55 30%	151 45%	278 34%
25-34	77 4%	44 4%	33 3%	- -	26 8%	23 6%	9 3%	9 3%	10 2%	31 6%	27 4%	9 2%	10 2%	12 7%	5 5%	8 3%	* *	5 3%	3 2%	6 5%	6 3%	17 6%	6 2%	9 5%	17 5%	37 5%
35-44	17 1%	6 1%	12 1%	- -	- -	8 2%	3 1%	2 1%	5 1%	7 1%	4 1%	4 1%	3 1%	3 1%	* *	7 3%	1 *	- -	1 1%	3 2%	* *	- -	2 1%	1 *	4 1%	4 1%
45-54	9 *	2 *	7 1%	- -	- -	- -	1 *	3 1%	5 1%	1 *	3 *	2 1%	3 1%	1 *	- -	1 1%	1 1%	2 1%	- -	- -	- -	- -	4 2%	- -	1 *	1 *
55-64	2 *	- -	2 *	- -	- -	- -	- -	2 *	1 *	1 *	- -	- -	2 *	- -	- -	2 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -
65+	2 *	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -
Still in full time education	71 3%	37 4%	34 3%	55 22%	15 4%	1 *	1 *	- -	- -	13 2%	35 6%	12 3%	12 2%	7 4%	1 1%	3 1%	11 6%	7 4%	7 5%	3 3%	6 3%	15 6%	5 2%	6 3%	8 2%	21 3%
Never had any full time education	10 *	7 1%	3 *	3 1%	- -	2 *	3 1%	1 *	1 *	- -	- -	2 *	8 2%	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	4 2%	3 2%	3 1%	2 *
Don't know	28 1%	7 1%	21 2%	4 2%	5 2%	6 2%	2 1%	4 1%	5 1%	7 1%	13 2%	1 *	6 1%	5 3%	- -	3 1%	3 2%	2 1%	1 1%	3 2%	1 *	4 2%	6 2%	1 *	5 1%	10 1%
Prefer not to answer	49 2%	23 2%	26 2%	5 2%	12 4%	10 3%	9 3%	4 1%	10 2%	10 2%	14 2%	11 3%	14 3%	5 3%	2 2%	10 4%	4 2%	3 1%	2 1%	3 3%	- -	7 3%	9 3%	6 3%	8 2%	18 2%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 8

Absolutes/col percents

What is the highest educational level that you have achieved to date?

Base : All respondents

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Secondary school, high school, NVQ levels 1 to 3, etc.	1012	464	547	105	142	198	195	139	233	143	272	249	348	82	59	137	102	101	73	42	94	104	128	88	116	384
	49%	46%	52%	43%	43%	51%	56%	45%	54%	26%	46%	58%	74%	46%	64%	57%	57%	53%	46%	39%	49%	40%	49%	47%	34%	47%
University degree or equivalent professional qualification, NVQ level 4, etc.	716	361	354	79	121	141	103	125	147	273	226	135	82	71	23	70	54	66	61	47	69	96	92	68	147	302
	35%	36%	34%	32%	37%	36%	30%	41%	34%	49%	38%	31%	17%	40%	25%	29%	30%	35%	38%	44%	36%	37%	35%	36%	44%	37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	227	123	104	25	54	40	38	32	38	123	65	22	17	17	7	20	12	20	16	12	22	48	29	25	62	93
	11%	12%	10%	10%	16%	10%	11%	10%	9%	22%	11%	5%	4%	9%	7%	9%	7%	11%	10%	11%	11%	19%	11%	13%	18%	12%
Still in full time education	37	21	16	33	4	1	-	-	-	4	21	6	7	4	1	1	8	1	1	3	7	6	2	4	4	10
	2%	2%	2%	13%	1%	*	-	-	-	1%	4%	1%	1%	2%	1%	*	4%	1%	1%	3%	4%	2%	1%	2%	1%	1%
Don't know	24	18	6	-	1	5	6	7	5	2	5	12	5	-	2	5	2	2	5	2	-	-	6	-	4	9
	1%	2%	1%	-	*	1%	2%	2%	1%	*	1%	3%	1%	-	2%	2%	1%	1%	3%	2%	-	-	2%	-	1%	1%
Prefer not to answer	34	16	18	4	6	6	7	5	8	8	6	7	13	4	1	7	4	-	3	2	1	4	6	2	4	13
	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	3%	3%	2%	3%	2%	-	2%	1%	*	2%	2%	1%	1%	2%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 9

Absolutes/col percents

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base : All respondents

	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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Yes - responsible for half or more of the items bought	1773 87%	789 79%	985 94%	166 68%	292 89%	357 92%	323 93%	268 87%	367 85%	453 82%	515 87%	374 87%	432 92%	164 92%	78 85%	206 86%	160 88%	167 88%	136 85%	86 79%	154 80%	230 89%	229 87%	164 88%	297 88%	694 86%
No - not responsible for most of the items bought	277 13%	216 21%	61 6%	80 32%	35 11%	32 8%	26 7%	40 13%	64 15%	100 18%	80 13%	56 13%	40 8%	14 8%	14 15%	35 14%	21 12%	23 12%	24 15%	23 21%	38 20%	28 11%	34 13%	23 12%	40 12%	116 14%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 10

How many cars are there in your household?

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
None	430	171	260	66	91	100	68	43	64	48	113	62	208	57	28	55	48	26	24	20	19	81	44	30	58	144
	21%	17%	25%	27%	28%	26%	19%	14%	15%	9%	19%	14%	44%	32%	30%	23%	26%	14%	15%	18%	10%	31%	17%	16%	17%	18%
1	840	411	430	76	136	158	130	134	206	209	264	195	172	73	34	99	74	79	61	40	88	119	90	83	132	332
	41%	41%	41%	31%	41%	41%	37%	44%	48%	38%	44%	45%	36%	41%	37%	41%	41%	42%	39%	37%	46%	46%	34%	44%	39%	41%
2	595	311	283	61	83	116	108	94	133	224	163	133	74	43	26	72	51	63	53	33	60	46	93	56	113	251
	29%	31%	27%	25%	25%	30%	31%	31%	31%	40%	27%	31%	16%	24%	28%	30%	28%	33%	33%	30%	31%	18%	35%	30%	33%	31%
3+	185	112	72	43	19	15	43	37	28	72	54	41	18	5	5	15	9	22	21	17	25	12	36	18	35	84
	9%	11%	7%	18%	6%	4%	12%	12%	6%	13%	9%	9%	4%	3%	5%	6%	5%	12%	13%	15%	13%	5%	14%	10%	10%	10%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 11

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
White	1926	938	988	210	284	364	340	300	428	517	560	408	440	170	89	235	169	176	145	103	189	220	251	179	314	757
	94%	93%	94%	85%	87%	94%	97%	97%	99%	93%	94%	95%	93%	95%	96%	97%	94%	93%	91%	95%	98%	85%	95%	93%	93%	
NET: Non-white	97	52	46	29	38	19	7	3	1	29	30	12	26	3	2	5	9	9	14	3	3	34	8	8	19	46
	5%	5%	4%	12%	12%	5%	2%	1%	*	5%	5%	3%	6%	2%	2%	2%	5%	5%	9%	3%	2%	13%	3%	4%	6%	6%
Mixed	25	12	13	7	10	5	1	2	1	8	5	5	7	1	-	-	-	5	5	2	-	10	3	-	5	14
	1%	1%	1%	3%	3%	1%	*	1%	*	1%	1%	1%	2%	*	-	-	-	2%	3%	2%	-	4%	1%	-	1%	2%
Asian	40	27	13	15	16	6	3	-	-	12	11	4	12	*	2	2	4	4	4	-	3	15	3	3	12	15
	2%	3%	1%	6%	5%	1%	1%	-	-	2%	2%	1%	3%	*	2%	1%	2%	2%	3%	-	1%	6%	1%	2%	4%	1%
Black	14	4	10	2	6	3	3	-	-	5	8	-	1	1	-	-	1	1	*	-	-	6	2	3	2	10
	1%	*	1%	1%	2%	1%	1%	-	-	1%	1%	-	*	*	-	-	*	*	*	-	-	2%	1%	1%	1%	1%
Chinese	8	5	3	2	3	3	-	-	-	3	3	-	2	1	-	1	3	-	-	1	1	*	-	1	-	4
	*	1%	*	1%	1%	1%	-	-	-	*	1%	-	1%	1%	-	*	2%	-	-	1%	*	*	-	*	-	*
Other ethnic group	10	3	7	3	4	2	-	1	*	2	2	3	4	-	-	2	1	1	4	-	-	1	*	1	-	2
	1%	*	1%	1%	1%	1%	-	*	*	*	*	1%	1%	-	-	1%	1%	*	2%	-	-	1%	*	1%	-	*
Prefer not to answer	27	15	12	6	6	6	2	5	2	7	4	10	5	5	2	1	3	4	*	2	-	4	4	1	5	8
	1%	1%	1%	3%	2%	2%	*	2%	*	1%	1%	2%	1%	3%	2%	*	2%	2%	*	2%	-	2%	2%	*	1%	1%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 12

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Christian	1133	519	614	92	139	179	208	209	306	316	329	246	241	95	54	150	94	118	94	64	107	119	152	86	179	416
	55%	52%	59%	38%	42%	46%	60%	68%	71%	57%	55%	57%	51%	53%	59%	62%	52%	62%	59%	59%	56%	46%	58%	46%	53%	51%
Muslim	39	22	17	22	9	7	-	1	-	6	6	11	16	-	2	3	3	3	-	3	18	1	3	10	18	
	2%	2%	2%	9%	3%	2%	-	*	-	1%	1%	3%	3%	-	2%	1%	2%	2%	-	1%	7%	1%	2%	3%	2%	
Hindu	10	6	4	1	8	1	1	-	-	6	4	-	1	*	-	1	*	*	2	-	-	6	1	-	3	4
	1%	1%	*	*	2%	*	*	-	-	1%	1%	-	*	*	*	*	*	*	1%	-	-	3%	*	-	1%	1%
Jew	19	10	9	-	1	2	4	-	13	8	4	1	6	-	-	4	-	2	1	*	4	6	2	-	7	
	1%	1%	1%	-	*	*	1%	-	3%	1%	1%	*	1%	-	-	2%	-	1%	1%	*	2%	2%	1%	-	1%	
Sikh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buddist	6	3	2	1	-	-	3	2	*	3	1	-	2	1	-	-	-	1	-	*	2	1	-	1	2	
	*	*	*	*	-	-	1%	1%	*	*	*	-	*	*	-	-	-	*	-	*	1%	*	-	1%	*	*
Other	38	16	23	4	8	8	6	6	6	7	10	10	13	3	5	1	6	5	2	2	1	7	5	3	9	10
	2%	2%	2%	2%	3%	2%	2%	2%	1%	1%	2%	2%	3%	1%	5%	*	3%	3%	1%	2%	1%	3%	2%	2%	3%	1%
Prefer not to say	41	25	16	6	8	13	5	3	6	9	9	17	6	5	1	2	4	4	1	1	2	11	7	3	10	15
	2%	2%	2%	2%	2%	3%	1%	1%	1%	2%	2%	4%	1%	3%	1%	1%	2%	2%	*	1%	1%	4%	3%	2%	3%	2%
None	763	404	360	121	155	179	122	87	100	200	232	145	186	74	31	80	74	56	58	42	73	90	95	91	125	340
	37%	40%	34%	49%	47%	46%	35%	28%	23%	36%	39%	34%	40%	42%	34%	33%	41%	29%	36%	38%	38%	35%	36%	48%	37%	42%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 13

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Urban - Population over 10,000	797	433	364	120	171	175	113	95	123	231	232	168	167	70	40	89	61	79	48	28	39	209	82	54	166	339
	39%	43%	35%	49%	52%	45%	32%	31%	29%	42%	39%	39%	35%	39%	43%	37%	34%	41%	30%	25%	20%	81%	31%	29%	49%	42%
Town and Fringe	798	352	447	86	119	131	154	127	182	186	239	160	214	65	38	113	65	82	74	37	80	44	122	78	103	306
	39%	35%	43%	35%	36%	34%	44%	41%	42%	34%	40%	37%	45%	37%	41%	47%	36%	43%	46%	34%	42%	17%	46%	42%	31%	38%
Village	403	191	212	35	36	76	73	73	111	120	107	93	82	36	13	38	52	26	34	29	67	4	56	48	67	144
	20%	19%	20%	14%	11%	20%	21%	24%	26%	22%	18%	22%	17%	20%	14%	16%	29%	13%	21%	27%	35%	2%	21%	26%	20%	18%
Hamlet & Isolated Dwelling	52	29	23	5	2	7	9	14	15	17	17	9	8	8	2	2	3	3	4	14	6	-	3	7	2	22
	3%	3%	2%	2%	1%	2%	3%	4%	3%	3%	3%	2%	2%	4%	2%	1%	1%	2%	2%	13%	3%	-	1%	4%	1%	3%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 14

Absolutes/col percents

Which of the following best describes your current working status?

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Working full time - working 30 hours per week or more	902	568	334	120	229	246	199	92	16	270	311	209	113	88	43	96	75	85	69	54	69	133	108	84	268	634
	44%	57%	32%	49%	70%	63%	57%	30%	4%	49%	52%	49%	24%	49%	46%	40%	41%	45%	43%	50%	36%	52%	41%	45%	79%	78%
Working part time - working between 8 and 29 hours per week	246	80	166	45	30	46	45	44	36	56	76	76	37	21	10	27	19	22	17	10	25	35	30	31	70	176
	12%	8%	16%	18%	9%	12%	13%	14%	8%	10%	13%	18%	8%	12%	11%	11%	10%	11%	10%	13%	14%	11%	17%	21%	22%	
Not working but seeking work or temporarily unemployed or sick	139	72	67	36	21	26	37	16	2	9	18	16	96	6	4	12	19	15	16	13	13	17	18	7	-	-
	7%	7%	6%	15%	7%	7%	11%	5%	*	2%	3%	4%	20%	4%	5%	5%	10%	8%	10%	12%	7%	6%	7%	4%	-	-
Not working and not seeking work	105	56	50	33	9	21	25	18	-	10	24	10	62	9	9	8	16	11	6	4	13	12	9	9	-	-
	5%	6%	5%	13%	3%	5%	7%	6%	-	2%	4%	2%	13%	5%	10%	3%	9%	6%	4%	4%	7%	5%	3%	5%	-	-
Retired on a state pension only	130	31	98	-	-	-	1	21	108	10	20	18	81	13	10	19	5	10	3	11	12	27	10	-	-	
	6%	3%	9%	-	-	-	*	7%	25%	2%	3%	4%	17%	7%	11%	8%	3%	5%	6%	3%	5%	10%	5%	-	-	
Retired with a private pension	368	193	175	-	-	-	10	96	262	165	118	63	22	30	12	55	31	31	27	18	44	33	52	35	-	-
	18%	19%	17%	-	-	-	3%	31%	61%	30%	20%	15%	5%	17%	13%	23%	17%	16%	17%	16%	23%	13%	20%	19%	-	-
House person, housewife, househusband, etc.	160	4	156	11	39	51	31	21	7	33	27	39	61	11	5	24	17	17	14	7	18	16	19	11	-	-
	8%	*	15%	5%	12%	13%	9%	7%	2%	6%	5%	9%	13%	6%	6%	10%	9%	9%	9%	7%	9%	6%	7%	6%	-	-

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 15

Do you work in any of the following occupations?

Absolutes/col percents

Base : All 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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	1095	622	473	95	226	322	255	137	60	483	318	159	135	102	53	111	91	103	87	60	86	140	149	113	345	750
Weighted Base	1148	649	499	165	259	292	244	136	52	326	387	285	150	108	52	123	93	106	86	64	94	168	138	115	338	810
Central government including all administrative departments and central government agencies such as the Bank of England	29 3%	19 3%	10 2%	5 3%	6 2%	5 2%	13 5%	-	-	18 5%	11 3%	-	-	2 2%	5 9%	2 1%	2 2%	1 *	3 4%	1 2%	2 2%	5 3%	4 3%	2 2%	29 9%	-
HM Forces	5 *	2 *	2 *	-	2 1%	1 *	2 1%	-	-	2 1%	3 1%	-	-	-	-	-	-	-	3 4%	-	1 1%	-	-	1 *	5 1%	-
National Health Service	65 6%	27 4%	38 8%	5 3%	23 9%	18 6%	13 5%	4 3%	2 4%	13 4%	33 9%	11 4%	7 5%	7 7%	5 10%	3 2%	5 5%	4 4%	9 10%	8 13%	4 4%	7 4%	6 5%	7 6%	65 19%	-
Universities and Academies funded by government	22 2%	8 1%	14 3%	2 1%	11 4%	2 1%	2 1%	2 2%	2 4%	8 2%	11 3%	3 1%	-	1 1%	-	1 1%	1 1%	-	4 5%	3 4%	4 4%	3 2%	1 1%	4 4%	22 6%	-
Courts service	2 *	2 *	1 *	-	-	1 *	1 *	-	1 1%	1 *	2 *	-	-	-	-	-	-	-	-	-	1 1%	1 *	-	1 1%	2 1%	-
Local government administration	47 4%	22 3%	25 5%	2 1%	14 5%	12 4%	10 4%	6 4%	3 7%	15 4%	28 7%	3 1%	1 1%	7 6%	1 3%	5 4%	6 6%	4 3%	3 3%	5 8%	1 2%	3 2%	6 4%	7 6%	47 14%	-
Police service	11 1%	8 1%	3 1%	-	5 2%	3 1%	3 1%	1 1%	-	-	8 2%	3 1%	-	-	1 2%	3 2%	2 2%	1 1%	-	-	-	1 *	1 1%	3 2%	11 3%	-
Public sector housing	22 2%	13 2%	10 2%	10 6%	6 2%	3 1%	2 1%	-	-	6 2%	6 2%	9 3%	1 1%	5 5%	-	-	-	5 5%	-	-	-	10 6%	2 1%	-	22 7%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	64 6%	11 2%	52 10%	6 4%	11 4%	13 4%	19 8%	11 8%	3 6%	39 12%	15 4%	8 3%	3 2%	3 2%	1 2%	8 7%	5 5%	5 5%	2 3%	1 1%	5 5%	9 5%	18 13%	7 6%	64 19%	-

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 15

Do you work in any of the following occupations?

Absolutes/col percents

Base : All 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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	1148	649	499	165	259	292	244	136	52	326	387	285	150	108	52	123	93	106	86	64	94	168	138	115	338	810
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13	11	2	1	3	8	1	-	-	1	5	4	3	1	-	1	2	2	1	2	2	1	-	13	-	
	1%	2%	*	1%	1%	3%	*	-	-	*	1%	1%	2%	1%	-	1%	2%	1%	1%	3%	2%	1%	1%	4%	-	
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation	58	42	16	6	12	15	17	7	-	13	13	24	8	8	7	6	6	*	2	3	5	6	7	58	-	
	5%	6%	3%	4%	5%	5%	7%	5%	-	4%	3%	8%	5%	8%	14%	5%	7%	6%	*	3%	3%	3%	5%	6%	17%	
None of the above	810	483	327	128	167	210	160	104	40	210	252	221	127	75	32	95	64	79	60	42	72	124	92	76	810	
	71%	75%	65%	77%	65%	72%	66%	77%	78%	64%	65%	77%	85%	69%	60%	77%	69%	74%	70%	66%	76%	73%	67%	66%	100%	

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 16

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

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
No	1478	741	737	195	186	154	226	292	425	401	466	299	312	122	64	173	126	143	118	68	160	181	196	128	203	559
	72%	74%	71%	79%	57%	40%	65%	95%	99%	72%	78%	70%	66%	69%	69%	72%	70%	75%	74%	62%	83%	70%	74%	68%	60%	69%
Net: Yes	564	259	305	47	139	235	122	15	6	151	128	129	156	54	29	68	52	47	42	41	32	75	67	59	135	248
	28%	26%	29%	19%	43%	60%	35%	5%	1%	27%	22%	30%	33%	30%	31%	28%	29%	25%	26%	38%	17%	29%	26%	32%	40%	31%
Yes: Aged under 5	212	92	120	28	101	71	9	1	2	59	48	51	54	20	14	29	20	17	14	14	12	37	20	16	37	91
	10%	9%	11%	12%	31%	18%	3%	*	*	11%	8%	12%	11%	11%	15%	12%	11%	9%	13%	6%	14%	8%	8%	8%	11%	11%
Yes: Aged 5-10	255	112	143	23	66	128	32	3	3	56	55	71	74	26	14	28	26	22	19	17	15	36	28	26	51	111
	12%	11%	14%	9%	20%	33%	9%	1%	1%	10%	9%	16%	16%	14%	15%	12%	14%	12%	15%	8%	14%	11%	14%	15%	14%	
Yes: Aged 11-15	217	101	116	10	35	100	60	9	3	51	59	54	52	20	13	23	19	21	18	16	10	20	30	27	59	95
	11%	10%	11%	4%	11%	26%	17%	3%	1%	9%	10%	13%	11%	11%	14%	10%	10%	11%	12%	14%	5%	8%	11%	14%	18%	12%
Yes: Aged 16-18	130	63	67	4	2	54	63	5	1	35	31	22	42	11	8	18	16	8	9	9	6	13	20	12	41	50
	6%	6%	6%	2%	1%	14%	18%	2%	*	6%	5%	5%	9%	6%	9%	8%	9%	4%	6%	8%	3%	5%	8%	6%	12%	6%
Prefer not to answer	8	4	3	4	2	*	*	1	-	1	1	2	3	2	-	*	3	-	-	-	-	2	-	*	*	4
	*	*	*	2%	1%	*	*	*	-	*	*	*	1%	1%	-	*	1%	-	-	-	-	1%	-	*	*	*

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 17

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Male	1005	1005	-	129	153	220	171	139	193	297	260	248	199	86	52	111	93	88	86	62	96	120	117	95	165	483
	49%	100%	-	53%	47%	56%	49%	45%	45%	54%	44%	58%	42%	48%	56%	46%	51%	46%	54%	57%	50%	46%	44%	51%	49%	60%
Female	1045	-	1045	116	175	169	177	169	238	257	334	183	272	92	41	130	88	102	73	47	96	138	146	91	172	327
	51%	-	100%	47%	53%	44%	51%	55%	55%	46%	56%	42%	58%	52%	44%	54%	49%	54%	46%	43%	50%	54%	56%	49%	51%	40%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 18

Which of the following ITV regions do you live in?

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Anglia	224 11%	109 11%	116 11%	39 16%	29 9%	36 9%	38 11%	31 10%	50 12%	60 11%	67 11%	49 11%	49 10%	-	-	-	-	1 *	31 20%	-	166 86%	1 *	26 10%	-	30 9%	78 10%
Border	25 1%	15 1%	11 1%	5 2%	4 1%	8 2%	1 *	3 1%	5 1%	4 1%	11 2%	5 1%	6 1%	16 9%	-	9 4%	-	-	-	-	-	-	-	-	2 1%	15 2%
Central	301 15%	148 15%	152 15%	38 16%	44 13%	55 14%	58 17%	49 16%	56 13%	92 17%	75 13%	63 15%	70 15%	*	-	1 *	-	187 99%	95 60%	1 1%	1 *	-	10 4%	5 3%	47 14%	124 15%
Granada	231 11%	102 10%	129 12%	14 6%	39 12%	40 10%	37 11%	39 13%	61 14%	54 10%	64 11%	45 10%	69 15%	-	1 1%	228 95%	1 *	1 *	1 *	1 *	-	-	-	-	28 8%	89 11%
London	347 17%	157 16%	190 18%	54 22%	73 22%	58 15%	50 14%	47 15%	64 15%	120 22%	103 17%	59 14%	66 14%	-	-	-	-	-	2 1%	-	20 11%	255 99%	69 26%	1 *	52 15%	165 20%
Meridian	182 9%	93 9%	88 8%	15 6%	22 7%	30 8%	35 10%	36 12%	44 10%	62 11%	56 9%	34 8%	30 6%	-	-	-	-	-	2 1%	-	-	2 1%	157 60%	20 11%	36 11%	64 8%
TyneTees	99 5%	58 6%	40 4%	11 5%	19 6%	18 5%	11 3%	12 4%	28 6%	16 3%	28 5%	30 7%	25 5%	2 1%	91 98%	*	6 3%	-	-	-	-	-	-	-	21 6%	31 4%
Wales	108 5%	62 6%	47 4%	16 7%	28 8%	23 6%	10 3%	15 5%	16 4%	21 4%	31 5%	33 8%	23 5%	-	-	1 1%	-	-	-	107 98%	-	-	-	-	22 7%	43 5%
West	69 3%	39 4%	30 3%	5 2%	8 3%	11 3%	16 4%	13 4%	17 4%	20 4%	13 2%	18 4%	19 4%	-	-	-	-	1 1%	-	-	-	-	-	-	67 36%	30 4%
Westcountry	91 4%	39 4%	52 5%	4 2%	8 2%	25 6%	23 7%	10 3%	20 5%	22 4%	42 7%	10 2%	17 4%	-	-	-	*	-	-	-	-	-	-	90 48%	18 5%	36 4%
Yorkshire	209 10%	102 10%	106 10%	25 10%	31 10%	42 11%	44 13%	29 10%	37 9%	42 8%	62 10%	47 11%	58 12%	-	2 2%	-	174 96%	-	28 18%	-	5 3%	-	-	-	32 10%	72 9%
STV	165 8%	80 8%	84 8%	19 8%	23 7%	43 11%	24 7%	23 7%	33 8%	41 7%	45 8%	37 9%	42 9%	160 90%	-	1 *	-	-	-	-	-	-	1 *	3 2%	34 10%	64 8%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 19

Absolutes/col percents

GO Regions**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	Yorks & Hum 'side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Scotland	178 9%	86 9%	92 9%	20 8%	26 8%	48 12%	25 7%	24 8%	36 8%	44 8%	51 9%	40 9%	43 9%	178 100%	-	-	-	-	-	-	-	-	-	-	34 10%	75 9%
North East	93 5%	52 5%	41 4%	10 4%	19 6%	18 5%	11 3%	11 4%	23 5%	14 2%	28 5%	30 7%	22 5%	-	93 100%	-	-	-	-	-	-	-	-	-	21 6%	32 4%
North West	241 12%	111 11%	130 12%	17 7%	40 12%	43 11%	38 11%	41 13%	63 15%	58 10%	67 11%	47 11%	69 15%	-	-	241 100%	-	-	-	-	-	-	-	-	28 8%	95 12%
Yorkshire & Humberside	181 9%	93 9%	88 8%	24 10%	28 9%	37 10%	36 10%	24 8%	31 7%	36 6%	56 9%	37 9%	52 11%	-	-	-	181 100%	-	-	-	-	-	-	-	29 9%	64 8%
West Midlands	190 9%	88 9%	102 10%	28 12%	24 7%	35 9%	32 9%	34 11%	36 8%	60 11%	45 8%	38 9%	47 10%	-	-	-	-	190 100%	-	-	-	-	-	-	27 8%	79 10%
East Midlands	159 8%	86 9%	73 7%	20 8%	23 7%	27 7%	34 10%	25 8%	30 7%	39 7%	45 8%	44 10%	31 7%	-	-	-	-	159 100%	-	-	-	-	-	-	26 8%	60 7%
Wales	109 5%	62 6%	47 5%	15 6%	28 8%	24 6%	11 3%	15 5%	16 4%	20 4%	31 5%	35 8%	23 5%	-	-	-	-	-	-	109 100%	-	-	-	-	22 7%	42 5%
Eastern	192 9%	96 10%	96 9%	31 13%	26 8%	33 8%	36 10%	25 8%	42 10%	57 10%	62 10%	36 8%	37 8%	-	-	-	-	-	-	-	192 100%	-	-	-	22 7%	72 9%
London	258 13%	120 12%	138 13%	54 22%	64 19%	40 10%	34 10%	30 10%	37 9%	88 16%	72 12%	52 12%	47 10%	-	-	-	-	-	-	-	-	258 100%	-	-	45 13%	124 15%
South East	263 13%	117 12%	146 14%	15 6%	29 9%	45 11%	49 14%	49 16%	76 18%	89 16%	77 13%	39 9%	58 12%	-	-	-	-	-	-	-	-	-	263 100%	-	45 13%	92 11%
South West	187 9%	95 10%	91 9%	13 5%	21 6%	40 10%	43 12%	30 10%	40 9%	50 9%	60 10%	34 8%	43 9%	-	-	-	-	-	-	-	-	-	-	187 100%	39 12%	76 9%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 20

Marital Status

Absolutes/col percents

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	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
Single	502 25%	282 28%	220 21%	177 72%	127 39%	94 24%	68 19%	23 7%	13 3%	102 18%	176 30%	82 19%	143 30%	45 25%	20 21%	53 22%	38 21%	54 28%	30 19%	30 27%	47 24%	110 43%	43 17%	33 17%	106 31%	245 30%
Married	1008 49%	504 50%	504 48%	19 8%	104 32%	189 48%	193 55%	208 68%	295 68%	327 59%	263 44%	246 57%	172 37%	80 45%	45 49%	117 49%	87 48%	91 48%	88 55%	60 55%	86 45%	96 37%	147 56%	112 60%	157 47%	334 41%
Civil Partnership	26 1%	18 2%	8 1%	8 3%	4 1%	7 2%	2 1%	2 1%	4 1%	4 1%	6 1%	7 2%	9 2%	4 2%	- -	3 1%	4 2%	1 *	3 2%	- -	1 *	2 1%	2 1%	7 4%	- -	18 2%
Co Habiting	254 12%	127 13%	127 12%	37 15%	79 24%	75 19%	36 10%	16 5%	10 2%	65 12%	69 12%	67 15%	53 11%	26 15%	15 16%	32 13%	25 14%	28 15%	23 14%	14 12%	25 13%	21 8%	26 10%	19 10%	50 15%	134 17%
Widowed	64 3%	13 1%	51 5%	- -	- -	2 *	5 1%	14 5%	44 10%	17 3%	24 4%	2 1%	21 4%	7 4%	6 6%	15 6%	6 4%	3 2%	3 2%	2 2%	4 2%	6 2%	11 4%	2 1%	3 1%	8 1%
Separated	30 1%	12 1%	18 2%	- -	5 1%	5 1%	10 3%	5 2%	5 1%	6 1%	12 2%	5 1%	7 2%	6 3%	1 1%	5 2%	2 1%	3 2%	4 2%	* *	1 1%	3 1%	3 1%	1 1%	8 2%	8 1%
Divorced	149 7%	40 4%	109 10%	- -	3 1%	16 4%	35 10%	39 13%	56 13%	30 5%	44 7%	15 4%	60 13%	9 5%	5 6%	16 7%	15 8%	10 5%	8 5%	4 3%	20 10%	19 7%	29 11%	13 7%	14 4%	53 7%
Prefer not to answer	16 1%	8 1%	8 1%	5 2%	6 2%	1 *	* *	- -	4 1%	2 *	2 *	7 2%	5 1%	* *	1 1%	- -	3 1%	- -	1 *	- -	9 5%	1 *	1 1%	1 *	1 *	10 1%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 21

Absolutes/col percents

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

Base : All respondents

	Gender			Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private	
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750	
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810	
Up to £7,000	(3.5)	111 5%	51 5%	60 6%	23 9%	13 4%	19 5%	28 8%	13 4%	15 3%	5 1%	18 3%	8 2%	79 17%	11 6%	4 5%	11 4%	9 5%	19 10%	4 3%	9 8%	10 5%	10 4%	17 7%	6 3%	8 2%	14 2%
£7,001 to £14,000	(10.5)	269 13%	98 10%	170 16%	33 13%	43 13%	38 10%	44 13%	39 13%	72 17%	18 3%	64 11%	43 10%	143 30%	23 13%	17 18%	47 20%	25 14%	17 9%	15 9%	14 13%	21 11%	28 11%	35 13%	27 14%	22 6%	64 8%
£14,001 to £21,000	(17.5)	276 13%	104 10%	172 16%	24 10%	43 13%	49 13%	39 11%	48 16%	74 17%	28 5%	106 18%	57 13%	85 18%	25 14%	11 12%	35 15%	30 17%	24 13%	18 11%	25 13%	40 15%	32 12%	24 13%	32 9%	103 13%	
£21,001 to £28,000	(24.5)	310 15%	174 17%	136 13%	38 15%	41 12%	66 17%	57 16%	42 14%	66 15%	59 11%	101 17%	97 23%	53 11%	35 19%	22 24%	25 10%	21 12%	29 15%	23 15%	18 17%	33 17%	44 17%	38 14%	22 12%	60 18%	127 16%
£28,001 to £34,000	(31)	212 10%	123 12%	89 9%	26 11%	39 12%	36 9%	31 9%	33 11%	46 11%	59 11%	65 11%	63 15%	25 5%	20 11%	10 11%	32 13%	18 10%	17 9%	19 12%	10 10%	25 13%	11 4%	24 9%	26 14%	25 7%	107 13%
£34,001 to £41,000	(37.5)	168 8%	91 9%	78 7%	15 6%	39 12%	36 9%	28 8%	21 7%	30 7%	62 11%	57 10%	40 9%	9 2%	14 8%	8 9%	27 11%	10 6%	19 10%	12 8%	8 8%	12 7%	19 8%	21 8%	16 9%	39 12%	73 9%
£41,001 to £48,000	(44.5)	140 7%	76 8%	64 6%	9 4%	21 6%	40 10%	32 9%	15 5%	23 5%	56 10%	40 7%	37 9%	7 2%	9 5%	4 4%	11 5%	19 11%	16 8%	16 10%	6 6%	13 7%	15 6%	16 6%	14 8%	41 12%	68 8%
£48,001 to £55,000	(51.5)	103 5%	61 6%	42 4%	10 4%	24 7%	15 4%	18 5%	21 7%	14 3%	51 9%	36 6%	16 4%	-	6 3%	6 7%	10 4%	7 4%	10 5%	14 9%	7 7%	8 4%	17 6%	11 4%	8 4%	31 9%	53 7%
£55,001 to £62,000	(58.5)	51 2%	30 3%	20 2%	* *	11 3%	13 3%	16 5%	7 2%	3 1%	32 6%	9 1%	10 2%	-	7 4%	2 2%	3 1%	2 1%	3 2%	2 2%	* *	10 5%	8 3%	7 3%	5 3%	18 5%	26 3%
£62,001 to £69,000	(65.5)	34 2%	23 2%	11 1%	3 1%	7 2%	8 2%	5 1%	4 1%	8 2%	28 5%	5 1%	-	1 *	3 2%	-	1 1%	3 1%	3 2%	-	3 3%	5 2%	7 3%	4 2%	5 3%	11 3%	15 2%
£69,001 to £76,000	(72.5)	28 1%	10 1%	18 2%	5 2%	2 1%	7 2%	5 2%	5 2%	4 1%	15 3%	7 1%	7 2%	-	2 1%	-	1 1%	2 1%	4 2%	1 1%	* *	2 1%	4 2%	8 3%	3 2%	7 2%	18 2%
£76,001 to £83,000	(79.5)	32 2%	21 2%	11 1%	4 1%	7 2%	5 1%	9 3%	5 2%	2 1%	23 4%	9 1%	-	-	3 2%	1 1%	3 1%	1 1%	4 2%	3 2%	-	2 1%	7 3%	6 2%	3 2%	11 3%	15 2%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 21

Absolutes/col percents

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

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
£83,001 or more	(86)	44	32	12	7	7	9	11	5	3	38	5	-	1	*	-	4	4	2	1	4	15	8	4	7	31
		2%	3%	1%	3%	2%	2%	3%	2%	1%	7%	1%	-	1%	1%	-	2%	2%	1%	1%	2%	6%	3%	2%	2%	4%
Prefer not to answer	273	110	162	49	31	48	24	51	70	79	73	52	69	19	7	33	30	21	29	20	22	33	35	24	26	95
	13%	11%	16%	20%	10%	12%	7%	17%	16%	14%	12%	12%	15%	11%	8%	14%	17%	11%	18%	18%	11%	13%	13%	13%	8%	12%
Mean (£'000s)	30.14	32.92	27.33	28.39	31.87	32.10	31.92	30.03	26.31	44.97	29.35	28.65	15.08	28.21	26.20	26.09	28.38	30.62	31.91	27.17	31.02	34.62	31.43	31.72	37.61	35.18
Standard deviation	19.40	20.06	18.30	20.90	19.32	19.35	21.34	19.19	16.23	21.26	16.86	13.69	9.88	17.81	15.06	15.87	18.51	20.36	17.38	16.93	19.09	23.13	21.63	19.56	19.56	20.00
Standard error	0.46	0.66	0.62	1.92	1.19	0.99	1.15	1.15	0.82	0.79	0.80	0.93	0.51	1.41	1.60	1.11	1.52	1.54	1.52	1.76	1.47	1.66	1.39	1.52	1.10	0.78

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 22

Absolutes/col percents

Age**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
18 to 24	246	129	116	246	-	-	-	-	-	54	72	53	66	20	10	17	24	28	20	15	31	54	15	13	37	128
	12%	13%	11%	100%	-	-	-	-	-	10%	12%	12%	14%	11%	11%	7%	13%	15%	13%	14%	16%	21%	6%	7%	11%	16%
25 to 34	328	153	175	-	328	-	-	-	-	83	120	55	70	26	19	40	28	24	23	28	26	64	29	21	91	167
	16%	15%	17%	-	100%	-	-	-	-	15%	20%	13%	15%	15%	21%	17%	16%	13%	14%	26%	13%	25%	11%	11%	27%	21%
35 to 44	389	220	169	-	-	389	-	-	-	94	98	109	88	48	18	43	37	35	27	24	33	40	45	40	82	210
	19%	22%	16%	-	-	100%	-	-	-	17%	17%	25%	19%	27%	19%	18%	21%	18%	17%	22%	17%	15%	17%	22%	24%	26%
45 to 54	348	171	177	-	-	-	348	-	-	81	99	73	96	25	11	38	36	32	34	11	36	34	49	43	84	160
	17%	17%	17%	-	-	-	100%	-	-	15%	17%	17%	20%	14%	12%	16%	20%	17%	22%	10%	19%	13%	19%	23%	25%	20%
55 to 64	308	139	169	-	-	-	-	308	-	84	95	61	67	24	11	41	24	34	25	15	25	30	49	30	32	104
	15%	14%	16%	-	-	-	-	100%	-	15%	16%	14%	14%	14%	12%	17%	13%	18%	16%	14%	13%	12%	19%	16%	9%	13%
65 or older	431	193	238	-	-	-	-	-	431	157	110	79	85	36	23	63	31	36	30	16	42	37	76	40	11	40
	21%	19%	23%	-	-	-	-	-	100%	28%	19%	18%	18%	20%	25%	26%	17%	19%	19%	15%	22%	14%	29%	22%	3%	5%

The Times
ONLINE Fieldwork : 6th - 8th May 2011

Table 23

Social grade

Absolutes/col percents

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	Yorks & Hum 'side	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted Base	2050	1033	1017	147	294	440	375	331	463	852	503	243	450	183	97	235	180	198	163	112	185	225	282	190	345	750
Weighted Base	2050	1005	1045	246	328	389	348	308	431	554	594	431	471	178	93	241	181	190	159	109	192	258	263	187	338	810
AB	554	297	257	54	83	94	81	84	157	554	-	-	-	44	14	58	36	60	39	20	57	88	89	50	116	210
	27%	30%	25%	22%	25%	24%	23%	27%	36%	100%	-	-	-	25%	15%	24%	20%	32%	24%	18%	30%	34%	34%	27%	34%	26%
C1	594	260	334	72	120	98	99	95	110	-	594	-	-	51	28	67	56	45	45	31	62	72	77	60	135	252
	29%	26%	32%	29%	36%	25%	28%	31%	26%	-	100%	-	-	29%	30%	28%	31%	24%	28%	29%	32%	28%	29%	32%	40%	31%
C2	431	248	183	53	55	109	73	61	79	-	-	431	-	40	30	47	37	38	44	35	36	52	39	34	64	221
	21%	25%	17%	22%	17%	28%	21%	20%	18%	-	-	100%	-	23%	32%	19%	20%	20%	28%	32%	18%	20%	15%	18%	19%	27%
DE	471	199	272	66	70	88	96	67	85	-	-	471	-	43	22	69	52	47	31	23	37	47	58	43	23	127
	23%	20%	26%	27%	21%	23%	27%	22%	20%	-	-	100%	-	24%	23%	29%	29%	25%	20%	21%	19%	18%	22%	23%	7%	16%