Nesta – Innovation Population

METHODOLOGY NOTE

ComRes interviewed 4,121 UK adults online between 25th September and 10th October 2013. Data were weighted to be representative of all UK adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Innovation Population Segmentation Survey
ONLINE Fieldwork : 25th September - 10th October 2013

Absolutes/col percents

Table 2
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
Summary
Base: All respondents

		Statements					
		I am creative and often come up with new ways of doing or thinking about things	I am generally a cautious person	I tend to plan for the future in life, even if that means making sacrifices in the short-term	I don't worry too much about the ethics of products and services	I get excited about new innovations even if they don't serve an obvious purpose	I spend most of my spare time socialising or communicating with my friends and family
Unweighted base		4121	4121	4121	4121	4121	4121
Weighted base		4121	4121	4121	4121	4121	4121
NET: Agree		2247 55%	2679 65%	2294 56%	1352 33%	1556 38%	1807 44%
Strongly agree	(7)	456 11%	512 12%	422 10%	193 5%	218 5%	363 9%
	(6)	817 20%	1020 25%	892 22%	451 11%	525 13%	656 16%
	(5)	975 24%	1148 28%	980 24%	708 17%	813 20%	788 19%
	(4)	882 21%	888 22%	918 22%	988 24%	988 24%	852 21%
	(3)	486 12%	368 9%	494 12%	740 18%	688 17%	657 16%
	(2)	317 8%	133 3%	266 6%	597 14%	526 13%	510 12%
Strongly disagree	(1)	188 5%	53 1%	149 4%	444 11%	363 9%	295 7%
NET: Disagree		991 24%	554 13%	909 22%	1781 43%	1577 38%	1462 35%
Mean		4.56	4.95	4.62	3.74	3.92	4.15
Standard deviation		1.60	1.35	1.53	1.64	1.63	1.70
Standard error		0.02	0.02	0.02	0.03	0.03	0.03

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Innovation Population Segmentation Survey
ONLINE Fieldwork : 25th September - 10th October 2013

Table 3
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I am creative and often come up with new ways of doing or thinking about things
Base: All respondents

		Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2247	349	384	481	688	137	1095	1153	762	752	733	637	614	478	519	324	1009
		55%	47%	63%	65%	53%	31%	54%	55%	64%	53%	49%	58%	54%	53%	53%	56%	58%
Strongly agree	(7)	456	54	87	108	114	27	196	260	165	165	126	128	112	96	119	70	205
		11%	7%	14%	15%	9%	6%	10%	12%	14%	12%	8%	12%	10%	11%	12%	12%	12%
	(6)	817	111	144	192	227	48	414	403	294	245	278	226	234	181	176	110	381
		20%	15%	24%	26%	17%	11%	21%	19%	25%	17%	18%	20%	20%	20%	18%	19%	22%
	(5)	975	184	154	182	348	63	485	490	303	342	330	283	268	200	223	143	423
		24%	25%	25%	25%	27%	14%	24%	23%	26%	24%	22%	26%	23%	22%	23%	25%	25%
	(4)	882	193	101	188	293	82	436	446	238	329	315	222	261	200	199	122	375
		21%	26%	17%	25%	23%	18%	22%	21%	20%	23%	21%	20%	23%	22%	20%	21%	22%
	(3)	486	102	75	55	162	79	250	237	106	172	208	119	138	109	121	66	195
		12%	14%	12%	7%	12%	18%	12%	11%	9%	12%	14%	11%	12%	12%	12%	11%	11%
	(2)	317	74	32	12	101	73	164	153	52	105	160	86	79	70	81	45	104
		8%	10%	5%	2%	8%	16%	8%	7%	4%	7%	11%	8%	7%	8%	8%	8%	6%
Strongly disagree	(1)	188	29	17	4	52	74	75	113	26	70	92	37	51	41	59	25	42
		5%	4%	3%	1%	4%	17%	4%	5%	2%	5%	6%	3%	4%	5%	6%	4%	2%
NET: Disagree		991	205	125	71	315	227	489	502	184	347	460	242	268	220	261	136	341
		24%	27%	20%	10%	24%	51%	24%	24%	16%	24%	31%	22%	23%	25%	27%	23%	20%
Mean		4.56	4.31	4.83	5.08	4.48	3.53	4.54	4.57	4.93	4.51	4.30	4.65	4.55	4.53	4.48	4.59	4.74
Standard deviation		1.60	1.51	1.54	1.27	1.53	1.80	1.56	1.64	1.45	1.60	1.65	1.56	1.56	1.60	1.67	1.60	1.49
Standard error		0.02	0.06	0.06	0.05	0.04	0.08	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.07	0.04

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Innovation Population Segmentation Survey
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Absolutes/col percents

Table 3
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I am creative and often come up with new ways of doing or thinking about things
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
					Region										Voting Intention				Location					
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2247	195	82	247	186	199	167	122	189	332	292	184	53	527	641	151	252	1783	932	850	465	391	74
		55%	54%	51%	56%	52%	55%	60%	61%	47%	64%	52%	51%	44%	57%	59%	58%	50%	55%	58%	52%	53%	51%	64%
Strongly agree	(7)	456	35	17	66	28	43	39	18	36	67	63	38	6	100	144	35	47	385	203	182	71	61	10
		11%	10%	11%	15%	8%	12%	14%	9%	9%	13%	11%	11%	5%	11%	13%	14%	9%	12%	13%	11%	8%	8%	8%
	(6)	817	90	33	80	61	61	58	52	73	134	91	67	16	198	203	51	100	634	335	299	183	154	29
		20%	25%	21%	18%	17%	17%	21%	26%	18%	26%	16%	19%	14%	22%	19%	20%	20%	20%	21%	18%	21%	20%	25%
	(5)	975	71	31	101	97	94	70	52	80	132	138	78	30	230	294	65	105	764	394	370	211	176	35
		24%	20%	19%	23%	27%	26%	25%	26%	20%	25%	25%	22%	25%	25%	27%	25%	21%	24%	24%	23%	24%	23%	30%
	(4)	882	79	36	81	87	78	54	36	96	109	107	87	33	167	211	53	119	707	344	363	175	159	16
		21%	22%	23%	18%	24%	22%	19%	18%	24%	21%	19%	24%	27%	18%	19%	20%	23%	22%	21%	22%	20%	21%	13%
	(3)	486	45	19	65	46	45	28	18	51	44	66	48	12	106	126	36	64	386	170	216	100	95	6
		12%	13%	12%	15%	13%	13%	10%	9%	13%	8%	12%	13%	10%	12%	12%	14%	13%	12%	11%	13%	11%	12%	5%
	(2)	317	29	18	28	19	22	22	18	43	24	58	25	11	79	72	12	45	224	109	115	93	80	13
		8%	8%	11%	6%	5%	6%	8%	9%	11%	5%	10%	7%	9%	9%	7%	5%	9%	7%	7%	7%	11%	10%	11%
Strongly disagree	(1)	188	12	6	20	22	15	9	6	21	12	37	17	11	41	42	7	26	143	62	81	45	37	8
		5%	3%	4%	5%	6%	4%	3%	3%	5%	2%	7%	5%	10%	4%	4%	3%	5%	4%	4%	5%	5%	5%	7%
NET: Disagree		991	86	42	112	87	83	60	41	116	79	161	90	35	226	240	56	136	753	341	412	238	212	27
		24%	24%	26%	26%	24%	23%	21%	21%	29%	15%	29%	25%	29%	25%	22%	22%	27%	23%	21%	25%	27%	28%	23%
Mean		4.56	4.60	4.49	4.63	4.42	4.58	4.73	4.70	4.33	4.91	4.39	4.50	4.11	4.58	4.67	4.73	4.42	4.59	4.68	4.51	4.42	4.39	4.58
Standard deviation		1.60	1.57	1.63	1.65	1.53	1.56	1.59	1.53	1.64	1.44	1.70	1.58	1.61	1.61	1.57	1.52	1.62	1.59	1.57	1.61	1.62	1.61	1.69
Standard error		0.02	0.09	0.12	0.08	0.08	0.08	0.09	0.11	0.09	0.07	0.07	0.08	0.16	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.06	0.06	0.16

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Absolutes/col percents

Table 4
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I am generally a cautious person
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2679	439	519	275	920	322	1296	1383	802	891	986	684	765	562	669	363	1089
		65%	59%	85%	37%	71%	72%	64%	66%	68%	62%	65%	62%	67%	63%	68%	62%	63%
Strongly agree	(7)	512	34	170	24	123	85	189	322	171	158	182	127	110	115	160	85	170
		12%	5%	28%	3%	9%	19%	9%	15%	14%	11%	12%	12%	10%	13%	16%	15%	10%
	(6)	1020	159	238	69	353	107	497	522	305	339	376	267	309	195	250	131	419
		25%	21%	39%	9%	27%	24%	25%	25%	26%	24%	25%	24%	27%	22%	25%	23%	24%
	(5)	1148	245	110	181	445	131	610	538	326	394	428	291	346	252	260	147	500
		28%	33%	18%	24%	34%	29%	30%	26%	28%	28%	28%	26%	30%	28%	27%	25%	29%
	(4)	888	201	67	249	260	74	434	454	252	327	309	232	233	231	192	146	378
		22%	27%	11%	34%	20%	17%	21%	22%	21%	23%	20%	21%	20%	26%	20%	25%	22%
	(3)	368	68	22	133	92	35	187	181	85	145	138	127	98	78	66	48	171
		9%	9%	4%	18%	7%	8%	9%	9%	7%	10%	9%	11%	9%	9%	7%	8%	10%
	(2)	133	35	2	54	17	13	68	65	32	50	51	44	34	17	37	21	63
		3%	5%	*	7%	1%	3%	3%	3%	3%	4%	3%	4%	3%	2%	4%	4%	4%
Strongly disagree	(1)	53	6	-	29	7	2	34	18	12	15	25	14	13	10	15	4	24
		1%	1%	-	4%	1%	*	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
NET: Disagree		554	108	24	216	117	49	289	265	130	210	214	186	145	105	118	73	258
		13%	14%	4%	29%	9%	11%	14%	13%	11%	15%	14%	17%	13%	12%	12%	13%	15%
Mean		4.95	4.69	5.76	4.09	5.06	5.20	4.87	5.04	5.07	4.88	4.93	4.86	4.95	4.94	5.07	4.97	4.86
Standard deviation		1.35	1.21	1.11	1.32	1.16	1.33	1.33	1.36	1.32	1.34	1.37	1.39	1.28	1.30	1.40	1.35	1.34
Standard error		0.02	0.04	0.05	0.05	0.03	0.06	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

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Table 4
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I am generally a cautious person
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
							Region									Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2679	243	103	307	232	218	184	120	248	366	362	221	75	578	720	165	332	2133	1062	1071	546	475	71
		65%	67%	65%	70%	65%	61%	66%	60%	62%	70%	65%	61%	63%	63%	66%	64%	66%	66%	66%	66%	62%	62%	61%
Strongly agree	(7)	512	40	16	81	32	45	44	29	40	73	56	44	11	95	150	18	75	405	183	222	106	99	7
		12%	11%	10%	18%	9%	13%	16%	15%	10%	14%	10%	12%	9%	10%	14%	7%	15%	12%	11%	14%	12%	13%	6%
	(6)	1020	93	47	116	100	78	56	43	94	148	137	82	26	216	291	70	126	816	402	414	204	174	29
		25%	26%	29%	26%	28%	22%	20%	21%	24%	28%	24%	23%	22%	23%	27%	27%	25%	25%	25%	25%	23%	23%	25%
	(5)	1148	110	40	110	100	95	84	48	114	145	170	95	37	267	278	78	131	912	477	435	236	202	34
		28%	30%	25%	25%	28%	26%	30%	24%	28%	28%	30%	26%	31%	29%	25%	30%	26%	28%	29%	27%	27%	26%	30%
	(4)	888	59	32	92	79	86	64	47	103	103	117	85	22	219	227	59	106	688	333	355	200	173	27
		22%	16%	20%	21%	22%	24%	23%	23%	26%	20%	21%	24%	18%	24%	21%	23%	21%	21%	21%	22%	23%	23%	23%
	(3)	368	41	14	26	39	40	26	21	28	31	53	34	18	82	99	18	44	283	146	137	86	74	12
		9%	11%	8%	6%	11%	11%	9%	10%	7%	6%	9%	9%	15%	9%	9%	7%	9%	9%	9%	8%	10%	10%	10%
	(2)	133	13	8	9	9	12	3	12	14	15	19	16	4	29	35	12	19	98	56	41	35	31	5
		3%	3%	5%	2%	2%	3%	1%	6%	4%	3%	3%	4%	3%	3%	3%	5%	4%	3%	3%	3%	4%	4%	4%
Strongly disagree	(1)	53	5	3	7	*	4	3	1	7	6	10	5	1	13	12	5	4	42	20	22	11	9	1
		1%	2%	2%	2%	*	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
NET: Disagree		554	59	25	42	48	56	32	34	50	51	81	54	23	124	146	35	68	422	223	200	132	114	18
		13%	16%	15%	9%	13%	16%	11%	17%	12%	10%	15%	15%	19%	13%	13%	13%	13%	13%	14%	12%	15%	15%	16%
Mean		4.95	4.92	4.90	5.18	4.94	4.86	5.03	4.87	4.86	5.12	4.88	4.86	4.79	4.88	5.01	4.82	5.01	4.97	4.93	5.01	4.88	4.90	4.78
Standard deviation		1.35	1.37	1.42	1.36	1.24	1.37	1.30	1.43	1.33	1.31	1.34	1.38	1.33	1.32	1.36	1.32	1.37	1.34	1.33	1.34	1.37	1.38	1.29
Standard error		0.02	0.07	0.11	0.06	0.07	0.07	0.08	0.10	0.07	0.06	0.05	0.07	0.13	0.04	0.04	0.08	0.06	0.02	0.03	0.03	0.05	0.05	0.12

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Absolutes/col percents

Table 5
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I tend to plan for the future in life, even if that means making sacrifices in the short-term
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2294	549	445	218	776	97	1189	1105	747	667	880	714	668	454	458	352	985
		56%	73%	73%	29%	60%	22%	59%	53%	63%	47%	58%	65%	58%	51%	47%	61%	57%
Strongly agree	(7)	422	107	109	26	106	10	218	204	180	103	139	143	116	61	103	83	167
		10%	14%	18%	3%	8%	2%	11%	10%	15%	7%	9%	13%	10%	7%	10%	14%	10%
	(6)	892	232	193	52	271	32	480	413	305	247	340	289	269	181	153	133	399
		22%	31%	32%	7%	21%	7%	24%	20%	26%	17%	23%	26%	24%	20%	16%	23%	23%
	(5)	980	210	144	140	399	55	492	488	262	317	401	283	283	212	202	137	420
		24%	28%	24%	19%	31%	12%	24%	23%	22%	22%	27%	26%	25%	24%	21%	23%	24%
	(4)	918	121	123	223	338	103	412	506	246	352	319	212	243	214	248	124	358
		22%	16%	20%	30%	26%	23%	20%	24%	21%	25%	21%	19%	21%	24%	25%	21%	21%
	(3)	494	63	28	142	121	117	224	270	115	205	174	99	133	123	140	67	214
		12%	8%	5%	19%	9%	26%	11%	13%	10%	14%	12%	9%	12%	14%	14%	11%	12%
	(2)	266	11	9	110	42	73	128	138	51	127	88	49	66	71	80	25	116
		6%	1%	1%	15%	3%	16%	6%	7%	4%	9%	6%	4%	6%	8%	8%	4%	7%
Strongly disagree	(1)	149	3	5	48	20	56	67	81	25	76	47	26	33	36	53	14	53
		4%	*	1%	6%	2%	12%	3%	4%	2%	5%	3%	2%	3%	4%	5%	2%	3%
NET: Disagree		909	77	42	300	182	246	419	490	190	409	309	175	232	230	273	106	383
		22%	10%	7%	41%	14%	55%	21%	23%	16%	29%	20%	16%	20%	26%	28%	18%	22%
Mean		4.62	5.21	5.30	3.75	4.77	3.37	4.71	4.54	4.95	4.30	4.67	4.92	4.70	4.43	4.37	4.85	4.65
Standard deviation		1.53	1.24	1.26	1.45	1.28	1.50	1.53	1.53	1.48	1.57	1.48	1.45	1.49	1.51	1.61	1.49	1.51
Standard error		0.02	0.05	0.05	0.05	0.04	0.07	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

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Absolutes/col percents

Table 5
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I tend to plan for the future in life, even if that means making sacrifices in the short-term
Base: All respondents

		Total	Region Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Voting Intention Con	Lab	LibDem	UKIP	Location NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2294	199	85	250	184	195	152	115	223	340	300	194	59	593	618	164	264	1830	959	871	464	404	60
		56%	55%	53%	57%	51%	54%	54%	57%	56%	65%	54%	54%	49%	64%	57%	63%	52%	56%	59%	54%	53%	53%	52%
Strongly agree	(7)	422	30	12	63	28	41	33	26	33	63	46	34	13	110	120	31	47	353	191	162	69	62	7
		10%	8%	7%	14%	8%	11%	12%	13%	8%	12%	8%	10%	10%	12%	11%	12%	9%	11%	12%	10%	8%	8%	6%
	(6)	892	91	37	95	66	80	51	44	79	137	111	85	18	244	237	61	108	699	372	327	193	169	24
		22%	25%	23%	21%	18%	22%	18%	22%	20%	26%	20%	23%	15%	26%	22%	24%	21%	22%	23%	20%	22%	22%	21%
	(5)	980	78	36	93	90	74	68	45	110	139	143	75	28	240	261	72	109	778	396	382	202	174	28
		24%	22%	23%	21%	25%	21%	24%	22%	28%	27%	26%	21%	24%	26%	24%	28%	22%	24%	25%	23%	23%	23%	24%
	(4)	918	79	37	86	99	81	63	38	85	108	119	97	27	171	246	48	114	725	333	392	193	174	19
		22%	22%	23%	19%	28%	22%	23%	19%	21%	21%	21%	27%	23%	19%	23%	19%	23%	22%	21%	24%	22%	23%	16%
	(3)	494	41	30	52	43	49	36	26	54	31	71	45	17	90	115	27	71	370	162	207	125	107	18
		12%	11%	19%	12%	12%	14%	13%	13%	14%	6%	13%	12%	14%	10%	11%	10%	14%	11%	10%	13%	14%	14%	15%
	(2)	266	23	5	37	29	21	21	14	19	28	39	19	10	44	76	10	36	198	109	89	68	53	15
		6%	6%	3%	8%	8%	6%	8%	7%	5%	5%	7%	5%	8%	5%	7%	4%	7%	6%	7%	6%	8%	7%	13%
Strongly disagree	(1)	149	18	3	15	5	14	7	8	19	14	32	6	8	23	37	10	21	120	54	66	28	23	6
		4%	5%	2%	3%	1%	4%	3%	4%	5%	3%	6%	2%	7%	3%	3%	4%	4%	4%	3%	4%	3%	3%	5%
NET: Disagree		909	82	38	104	77	84	65	48	93	73	141	69	34	157	228	47	128	688	325	362	221	184	38
		22%	23%	24%	24%	21%	23%	23%	24%	23%	14%	25%	19%	28%	17%	21%	18%	25%	21%	20%	22%	25%	24%	32%
Mean		4.62	4.58	4.60	4.68	4.53	4.62	4.60	4.67	4.54	4.91	4.46	4.69	4.35	4.88	4.66	4.81	4.51	4.65	4.72	4.58	4.51	4.54	4.31
Standard deviation		1.53	1.57	1.40	1.63	1.40	1.57	1.53	1.61	1.51	1.45	1.58	1.42	1.65	1.46	1.53	1.51	1.56	1.53	1.54	1.52	1.52	1.50	1.63
Standard error		0.02	0.09	0.11	0.07	0.07	0.08	0.09	0.12	0.08	0.07	0.06	0.07	0.17	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.16

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Absolutes/col percents

Table 6
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I don't worry too much about the ethics of products and services
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1352	296	142	218	303	215	785	566	460	423	469	350	377	294	331	174	625
		33%	40%	23%	29%	23%	48%	39%	27%	39%	30%	31%	32%	33%	33%	34%	30%	36%
Strongly agree	(7)	193	42	14	26	23	25	127	66	57	71	65	47	44	41	61	27	92
		5%	6%	2%	3%	2%	6%	6%	3%	5%	5%	4%	4%	4%	5%	6%	5%	5%
	(6)	451	86	39	62	71	85	282	169	167	133	150	113	131	108	99	55	224
		11%	12%	6%	8%	5%	19%	14%	8%	14%	9%	10%	10%	11%	12%	10%	10%	13%
	(5)	708	167	89	130	209	105	376	332	235	218	255	190	201	145	172	91	309
		17%	22%	15%	18%	16%	24%	19%	16%	20%	15%	17%	17%	18%	16%	18%	16%	18%
	(4)	988	225	152	224	276	97	471	517	295	377	316	222	260	264	242	146	428
		24%	30%	25%	30%	21%	22%	23%	25%	25%	26%	21%	20%	23%	29%	25%	25%	25%
	(3)	740	123	116	138	274	84	341	400	182	259	299	221	210	154	155	115	297
		18%	17%	19%	19%	21%	19%	17%	19%	15%	18%	20%	20%	18%	17%	16%	20%	17%
	(2)	597	80	114	93	251	33	262	335	148	211	239	189	179	112	118	90	224
		14%	11%	19%	13%	19%	7%	13%	16%	12%	15%	16%	17%	16%	12%	12%	15%	13%
Strongly disagree	(1)	444	24	87	67	193	17	161	283	99	159	186	119	117	74	133	58	152
		11%	3%	14%	9%	15%	4%	8%	13%	8%	11%	12%	11%	10%	8%	14%	10%	9%
NET: Disagree		1781	227	317	299	718	134	764	1018	429	629	724	530	506	340	406	263	673
		43%	30%	52%	40%	55%	30%	38%	48%	36%	44%	48%	48%	44%	38%	41%	45%	39%
Mean		3.74	4.15	3.35	3.73	3.28	4.34	3.99	3.50	3.97	3.68	3.61	3.64	3.72	3.87	3.76	3.68	3.90
Standard deviation		1.64	1.43	1.55	1.51	1.53	1.49	1.65	1.60	1.61	1.63	1.66	1.64	1.62	1.57	1.72	1.60	1.63
Standard error		0.03	0.05	0.06	0.05	0.04	0.07	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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<div align="right">Absolutes/col percents</div>

Table 6
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I don't worry too much about the ethics of products and services
Base: All respondents

		Total	Region												Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1352	96	53	148	130	129	90	58	126	194	186	111	30	368	352	72	185	1078	547	531	273	241	32
		33%	27%	33%	34%	36%	36%	32%	29%	32%	37%	33%	31%	25%	40%	32%	28%	36%	33%	34%	33%	31%	32%	28%
Strongly agree	(7)	193	15	10	24	15	25	11	15	8	28	22	16	5	35	57	14	36	156	89	67	37	29	8
		5%	4%	6%	5%	4%	7%	4%	8%	2%	5%	4%	4%	4%	4%	5%	5%	7%	5%	6%	4%	4%	4%	7%
	(6)	451	37	19	42	45	37	34	20	42	85	58	24	10	138	114	21	63	365	178	186	86	77	9
		11%	10%	12%	9%	12%	10%	12%	10%	10%	16%	10%	7%	8%	15%	10%	8%	12%	11%	11%	11%	10%	10%	8%
	(5)	708	44	24	82	70	68	45	23	77	81	106	71	16	195	181	37	86	557	280	278	150	135	15
		17%	12%	15%	19%	20%	19%	16%	11%	19%	16%	19%	20%	13%	21%	17%	14%	17%	17%	17%	17%	17%	18%	13%
	(4)	988	79	37	103	108	83	70	40	102	124	133	85	23	206	266	48	139	787	373	413	201	183	18
		24%	22%	23%	23%	30%	23%	25%	20%	25%	24%	24%	24%	20%	22%	24%	18%	27%	24%	23%	25%	23%	24%	16%
	(3)	740	77	31	90	51	65	53	41	75	78	81	68	30	164	186	53	78	585	297	288	155	126	30
		18%	21%	20%	20%	14%	18%	19%	20%	19%	15%	15%	19%	25%	18%	17%	20%	15%	18%	18%	18%	18%	17%	26%
	(2)	597	63	25	52	37	57	37	34	63	63	90	55	23	108	158	56	59	452	219	233	145	125	21
		14%	18%	16%	12%	10%	16%	13%	17%	16%	12%	16%	15%	19%	12%	14%	22%	12%	14%	14%	14%	17%	16%	18%
Strongly disagree	(1)	444	45	13	47	35	27	30	28	34	60	70	42	14	76	130	32	46	341	181	161	102	87	15
		11%	13%	8%	11%	10%	7%	11%	14%	9%	12%	12%	12%	11%	8%	12%	12%	9%	11%	11%	10%	12%	11%	13%
NET: Disagree		1781	185	69	189	122	148	120	102	172	202	241	165	66	348	474	140	183	1378	697	681	403	338	66
		43%	51%	43%	43%	34%	41%	43%	51%	43%	39%	43%	46%	55%	38%	43%	54%	36%	42%	43%	42%	46%	44%	57%
Mean		3.74	3.51	3.82	3.78	3.93	3.88	3.75	3.59	3.70	3.90	3.68	3.62	3.44	3.96	3.71	3.47	3.97	3.77	3.77	3.76	3.64	3.66	3.49
Standard deviation		1.64	1.65	1.65	1.63	1.57	1.64	1.62	1.78	1.51	1.72	1.66	1.60	1.60	1.59	1.67	1.69	1.66	1.64	1.67	1.61	1.64	1.63	1.73
Standard error		0.03	0.09	0.13	0.07	0.08	0.09	0.09	0.13	0.08	0.08	0.07	0.08	0.16	0.05	0.05	0.10	0.07	0.03	0.04	0.04	0.06	0.06	0.17

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Absolutes/col percents

Table 7
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I get excited about new innovations even if they don't serve an obvious purpose
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1556	241	214	337	388	211	894	662	610	489	457	451	448	339	318	197	808
		38%	32%	35%	45%	30%	47%	44%	32%	52%	34%	30%	41%	39%	38%	32%	34%	47%
Strongly agree	(7)	218	33	18	46	28	39	133	85	104	66	48	59	56	51	52	37	110
		5%	4%	3%	6%	2%	9%	7%	4%	9%	5%	3%	5%	5%	6%	5%	6%	6%
	(6)	525	76	58	116	114	77	323	202	205	173	146	159	169	129	68	63	292
		13%	10%	10%	16%	9%	17%	16%	10%	17%	12%	10%	14%	15%	14%	7%	11%	17%
	(5)	813	132	137	175	246	95	438	375	301	250	262	234	223	158	198	96	406
		20%	18%	22%	24%	19%	21%	22%	18%	25%	17%	17%	21%	20%	18%	20%	17%	24%
	(4)	988	175	162	227	293	103	471	517	284	367	338	253	243	226	265	158	403
		24%	23%	26%	31%	23%	23%	23%	25%	24%	26%	22%	23%	21%	25%	27%	27%	23%
	(3)	688	148	117	92	243	58	309	378	149	262	276	173	205	146	164	104	239
		17%	20%	19%	12%	19%	13%	15%	18%	13%	18%	18%	16%	18%	16%	17%	18%	14%
	(2)	526	110	79	52	222	42	209	317	92	193	240	138	143	120	124	75	177
		13%	15%	13%	7%	17%	10%	10%	15%	8%	14%	16%	13%	13%	13%	13%	13%	10%
Strongly disagree	(1)	363	72	39	33	150	32	136	227	48	117	198	86	103	67	108	49	99
		9%	10%	6%	4%	12%	7%	7%	11%	4%	8%	13%	8%	9%	7%	11%	8%	6%
NET: Disagree		1577	331	235	177	616	132	654	923	290	573	715	397	451	333	395	228	514
		38%	44%	39%	24%	47%	30%	32%	44%	24%	40%	47%	36%	40%	37%	40%	39%	30%
Mean		3.92	3.73	3.86	4.34	3.55	4.29	4.17	3.69	4.46	3.86	3.57	4.02	3.94	3.98	3.75	3.89	4.25
Standard deviation		1.63	1.60	1.47	1.45	1.57	1.67	1.61	1.61	1.53	1.59	1.63	1.62	1.65	1.62	1.60	1.62	1.58
Standard error		0.03	0.06	0.06	0.05	0.04	0.08	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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Table 7
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I get excited about new innovations even if they don't serve an obvious purpose
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
															Region					Voting Intention				Location
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1556	122	40	174	104	138	106	88	139	286	184	133	43	383	476	121	161	1271	695	576	285	252	33
		38%	34%	25%	39%	29%	38%	38%	44%	35%	55%	33%	37%	36%	42%	44%	46%	32%	39%	43%	35%	33%	33%	28%
Strongly agree	(7)	218	16	7	34	15	25	16	12	14	37	27	15	2	44	85	15	18	190	120	70	29	28	1
		5%	5%	4%	8%	4%	7%	6%	6%	4%	7%	5%	4%	1%	5%	8%	6%	4%	6%	7%	4%	3%	4%	1%
	(6)	525	30	12	52	32	54	31	29	48	114	71	41	12	149	151	43	55	437	230	206	88	74	14
		13%	8%	7%	12%	9%	15%	11%	15%	12%	22%	13%	11%	10%	16%	14%	17%	11%	13%	14%	13%	10%	10%	12%
	(5)	813	76	21	88	57	59	59	47	78	134	87	78	29	190	240	62	88	645	345	300	169	150	18
		20%	21%	13%	20%	16%	16%	21%	23%	19%	26%	16%	22%	24%	21%	22%	24%	17%	20%	21%	18%	19%	20%	16%
	(4)	988	87	50	113	92	82	64	42	99	103	140	83	32	211	243	57	112	779	367	412	209	174	34
		24%	24%	31%	26%	26%	23%	23%	21%	25%	20%	25%	23%	27%	23%	22%	22%	22%	24%	23%	25%	24%	23%	30%
	(3)	688	66	31	58	71	61	49	38	63	55	111	62	23	141	167	40	105	525	262	263	162	148	14
		17%	18%	19%	13%	20%	17%	17%	19%	16%	10%	20%	17%	19%	15%	15%	16%	21%	16%	16%	16%	18%	19%	12%
	(2)	526	46	28	63	56	43	32	17	52	46	74	53	16	117	130	22	66	398	180	218	128	110	17
		13%	13%	18%	14%	15%	12%	11%	9%	13%	9%	13%	15%	13%	13%	12%	8%	13%	12%	11%	13%	15%	14%	15%
Strongly disagree	(1)	363	39	11	33	38	36	30	14	46	31	50	29	7	68	77	20	61	269	113	156	94	77	17
		9%	11%	7%	7%	10%	10%	11%	7%	12%	6%	9%	8%	6%	7%	7%	8%	12%	8%	7%	10%	11%	10%	15%
NET: Disagree		1577	151	70	154	164	140	110	70	162	132	236	144	45	327	374	82	233	1193	556	638	384	335	48
		38%	42%	44%	35%	46%	39%	39%	35%	40%	25%	42%	40%	38%	35%	34%	32%	46%	37%	34%	39%	44%	44%	42%
Mean		3.92	3.75	3.65	4.02	3.64	3.97	3.88	4.13	3.77	4.45	3.82	3.85	3.86	4.04	4.13	4.20	3.67	3.99	4.13	3.85	3.69	3.72	3.56
Standard deviation		1.63	1.60	1.48	1.66	1.58	1.71	1.65	1.59	1.63	1.61	1.61	1.59	1.40	1.62	1.65	1.61	1.63	1.63	1.64	1.62	1.59	1.59	1.59
Standard error		0.03	0.09	0.11	0.08	0.08	0.09	0.10	0.11	0.09	0.07	0.06	0.08	0.14	0.05	0.05	0.10	0.07	0.03	0.04	0.04	0.05	0.06	0.15

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Innovation Population Segmentation Survey
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Table 8
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I spend most of my spare time socialising or communicating with my friends and family
Base: All respondents

		Total	Segment Futur- ists	Scep- tics	Crea- tives	Real- ists	Roman- tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri- vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1807	239	285	453	514	144	798	1010	691	593	524	466	516	407	418	282	838
		44%	32%	47%	61%	40%	32%	39%	48%	58%	41%	35%	42%	45%	45%	43%	48%	49%
Strongly agree	(7)	363	18	80	103	75	31	147	217	156	124	84	88	87	90	98	63	159
		9%	2%	13%	14%	6%	7%	7%	10%	13%	9%	6%	8%	8%	10%	10%	11%	9%
	(6)	656	71	99	170	188	45	287	370	263	195	198	179	188	142	148	92	303
		16%	9%	16%	23%	15%	10%	14%	18%	22%	14%	13%	16%	16%	16%	15%	16%	18%
	(5)	788	151	107	180	250	68	365	423	272	274	241	199	241	176	172	126	376
		19%	20%	18%	24%	19%	15%	18%	20%	23%	19%	16%	18%	21%	20%	18%	22%	22%
	(4)	852	170	119	164	287	82	426	425	231	318	303	227	230	197	198	120	355
		21%	23%	19%	22%	22%	18%	21%	20%	20%	22%	20%	21%	20%	22%	20%	21%	21%
	(3)	657	144	95	70	229	95	351	306	144	221	293	193	187	128	149	77	256
		16%	19%	15%	9%	18%	21%	17%	15%	12%	15%	19%	18%	16%	14%	15%	13%	15%
	(2)	510	126	70	34	171	83	291	219	79	187	243	154	124	112	120	74	182
		12%	17%	12%	5%	13%	19%	14%	10%	7%	13%	16%	14%	11%	12%	12%	13%	11%
Strongly disagree	(1)	295	68	42	20	97	42	153	142	39	110	147	62	86	54	94	30	95
		7%	9%	7%	3%	7%	9%	8%	7%	3%	8%	10%	6%	8%	6%	10%	5%	6%
NET: Disagree		1462	338	206	124	496	220	796	666	261	518	683	409	397	293	363	180	533
		35%	45%	34%	17%	38%	49%	39%	32%	22%	36%	45%	37%	35%	33%	37%	31%	31%
Mean		4.15	3.66	4.30	4.85	3.99	3.70	3.99	4.31	4.72	4.08	3.78	4.12	4.16	4.24	4.10	4.32	4.32
Standard deviation		1.70	1.54	1.77	1.49	1.63	1.71	1.68	1.71	1.57	1.70	1.69	1.67	1.68	1.69	1.78	1.68	1.65
Standard error		0.03	0.06	0.07	0.05	0.04	0.08	0.04	0.04	0.05	0.04	0.04	0.05	0.05	0.07	0.06	0.07	0.04

Prepared by ComRes

Innovation Population Segmentation Survey
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Absolutes/col percents

Table 8
Q.1 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I spend most of my spare time socialising or communicating with my friends and family
Base: All respondents

		Total	Region												Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1807	154	63	215	159	165	118	93	142	284	249	133	33	418	559	106	170	1513	768	745	294	266	28
		44%	43%	39%	49%	44%	46%	42%	47%	35%	55%	44%	37%	28%	45%	51%	41%	34%	47%	47%	46%	33%	35%	24%
Strongly agree	(7)	363	27	11	53	37	35	20	18	23	52	48	30	9	56	127	22	36	322	160	161	41	37	5
		9%	7%	7%	12%	10%	10%	7%	9%	6%	10%	9%	8%	8%	6%	12%	8%	7%	10%	10%	10%	5%	5%	4%
	(6)	656	65	24	87	48	51	45	31	51	123	83	39	9	162	220	44	54	544	293	251	112	105	7
		16%	18%	15%	20%	13%	14%	16%	15%	13%	24%	15%	11%	7%	18%	20%	17%	11%	17%	18%	15%	13%	14%	6%
	(5)	788	62	28	75	73	78	53	45	68	109	118	64	15	200	213	40	80	648	315	333	140	124	16
		19%	17%	17%	17%	20%	22%	19%	22%	17%	21%	21%	18%	13%	22%	19%	15%	16%	20%	19%	20%	16%	16%	14%
	(4)	852	77	32	70	82	77	67	34	91	95	105	87	36	173	233	60	102	662	320	342	190	171	19
		21%	21%	20%	16%	23%	21%	24%	17%	23%	18%	19%	24%	30%	19%	21%	23%	20%	20%	20%	21%	22%	22%	16%
	(3)	657	60	31	67	54	47	35	32	73	69	105	64	22	154	133	52	94	487	246	241	170	153	17
		16%	17%	20%	15%	15%	13%	12%	16%	18%	13%	19%	18%	18%	17%	12%	20%	18%	15%	15%	15%	19%	20%	14%
	(2)	510	49	24	56	35	42	40	31	59	46	65	42	21	116	109	26	85	372	192	179	138	112	26
		12%	14%	15%	13%	10%	12%	14%	16%	15%	9%	12%	12%	17%	13%	10%	10%	17%	11%	12%	11%	16%	15%	22%
Strongly disagree	(1)	295	20	10	33	31	30	21	10	35	26	37	34	9	60	59	16	55	209	91	119	86	59	27
		7%	6%	6%	7%	9%	8%	7%	5%	9%	5%	7%	9%	8%	6%	5%	6%	11%	6%	6%	7%	10%	8%	23%
NET: Disagree		1462	129	65	155	119	119	95	73	167	141	207	140	51	329	301	94	234	1068	529	539	394	325	69
		35%	36%	40%	35%	33%	33%	34%	37%	42%	27%	37%	39%	43%	36%	28%	36%	46%	33%	33%	33%	45%	43%	60%
Mean		4.15	4.15	4.01	4.30	4.18	4.18	4.09	4.18	3.85	4.53	4.15	3.95	3.75	4.14	4.46	4.16	3.74	4.26	4.30	4.22	3.76	3.85	3.11
Standard deviation		1.70	1.66	1.66	1.82	1.72	1.73	1.68	1.68	1.66	1.65	1.67	1.69	1.62	1.65	1.68	1.65	1.73	1.70	1.69	1.71	1.66	1.62	1.75
Standard error		0.03	0.09	0.13	0.08	0.09	0.09	0.10	0.12	0.09	0.08	0.07	0.09	0.16	0.05	0.05	0.10	0.08	0.03	0.04	0.04	0.06	0.06	0.17

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Table 9
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
Summary
Base: All respondents

		I prefer to have a fixed routine every day	You need to take risks to get ahead in life, even if you can't always be sure what will happen	I prefer to live for today, without thinking too much about what the future holds	I always make an effort to buy ethical products and services	I often find new innovations pointless and wonder why people get so excited about them	I spend most of my spare time pursuing my own hobbies and interests
Unweighted base		4121	4121	4121	4121	4121	4121
Weighted base		4121	4121	4121	4121	4121	4121
NET: Agree		1772 43%	2266 55%	1480 36%	1363 33%	1289 31%	2248 55%
Strongly agree	(7)	283 7%	336 8%	227 6%	234 6%	198 5%	373 9%
	(6)	588 14%	741 18%	512 12%	427 10%	445 11%	850 21%
	(5)	901 22%	1189 29%	741 18%	702 17%	646 16%	1025 25%
	(4)	995 24%	1040 25%	970 24%	1116 27%	902 22%	952 23%
	(3)	717 17%	469 11%	816 20%	785 19%	808 20%	544 13%
	(2)	417 10%	214 5%	544 13%	512 12%	662 16%	256 6%
Strongly disagree	(1)	219 5%	132 3%	310 8%	346 8%	459 11%	121 3%
NET: Disagree		1353 33%	815 20%	1671 41%	1643 40%	1930 47%	921 22%
Mean		4.17	4.58	3.91	3.86	3.67	4.59
Standard deviation		1.56	1.42	1.60	1.59	1.66	1.48
Standard error		0.02	0.02	0.02	0.02	0.03	0.02

Prepared by ComRes

Innovation Population Segmentation Survey
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Absolutes/col percents

Table 10
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I prefer to have a fixed routine every day
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1772	267	357	183	571	219	881	892	636	608	528	429	474	423	446	270	766
		43%	36%	58%	25%	44%	49%	44%	42%	54%	43%	35%	39%	41%	47%	46%	46%	44%
Strongly agree	(7)	283	21	86	19	70	40	128	155	94	108	81	65	60	80	77	43	102
		7%	3%	14%	3%	5%	9%	6%	7%	8%	8%	5%	6%	5%	9%	8%	7%	6%
	(6)	588	96	113	41	175	84	308	280	216	207	165	139	178	121	150	103	258
		14%	13%	19%	5%	13%	19%	15%	13%	18%	15%	11%	13%	16%	14%	15%	18%	15%
	(5)	901	150	158	123	327	95	445	456	327	293	282	224	236	222	219	125	407
		22%	20%	26%	17%	25%	21%	22%	22%	28%	21%	19%	20%	21%	25%	22%	21%	24%
	(4)	995	201	131	205	315	108	498	497	246	373	376	256	277	218	244	136	426
		24%	27%	21%	28%	24%	24%	25%	24%	21%	26%	25%	23%	24%	24%	25%	23%	25%
	(3)	717	156	76	146	242	62	379	339	166	257	294	207	204	146	160	88	300
		17%	21%	12%	20%	19%	14%	19%	16%	14%	18%	19%	19%	18%	16%	16%	15%	17%
	(2)	417	90	34	125	114	34	163	254	91	125	200	149	117	78	73	65	144
		10%	12%	6%	17%	9%	8%	8%	12%	8%	9%	13%	13%	10%	9%	7%	11%	8%
Strongly disagree	(1)	219	33	13	81	54	23	99	120	44	65	110	60	71	33	55	23	88
		5%	4%	2%	11%	4%	5%	5%	6%	4%	5%	7%	5%	6%	4%	6%	4%	5%
NET: Disagree		1353	279	123	352	410	119	641	712	301	447	605	416	392	257	288	176	533
		33%	37%	20%	48%	32%	27%	32%	34%	25%	31%	40%	38%	34%	29%	29%	30%	31%
Mean		4.17	3.96	4.75	3.49	4.19	4.41	4.22	4.13	4.47	4.23	3.89	4.01	4.11	4.34	4.29	4.30	4.22
Standard deviation		1.56	1.43	1.50	1.49	1.47	1.58	1.52	1.60	1.51	1.53	1.58	1.57	1.56	1.52	1.56	1.57	1.51
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.03	0.03	0.05	0.04	0.04	0.05	0.04	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 10
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I prefer to have a fixed routine every day
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
																			Region			Voting Intention			Location
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1772	149	75	175	155	142	111	87	168	267	234	155	53	416	493	113	212	1407	682	725	366	317	49
		43%	42%	47%	40%	43%	40%	40%	43%	42%	51%	42%	43%	44%	45%	45%	43%	42%	43%	42%	45%	42%	42%	42%
Strongly agree	(7)	283	27	11	27	24	33	16	11	23	48	33	22	7	68	89	14	40	220	89	131	63	53	10
		7%	7%	7%	6%	7%	9%	6%	5%	6%	9%	6%	6%	6%	7%	8%	5%	8%	7%	6%	8%	7%	7%	9%
	(6)	588	49	30	58	53	38	37	27	53	94	77	58	14	147	157	44	75	467	251	217	121	100	21
		14%	14%	19%	13%	15%	10%	13%	13%	13%	18%	14%	16%	12%	16%	14%	17%	15%	14%	15%	13%	14%	13%	19%
	(5)	901	73	34	90	78	72	58	49	91	125	124	74	32	202	247	55	97	720	343	377	182	165	17
		22%	20%	21%	20%	22%	20%	21%	25%	23%	24%	22%	21%	26%	22%	23%	21%	19%	22%	21%	23%	21%	22%	15%
	(4)	995	103	44	112	96	92	74	38	97	102	132	83	23	216	250	54	137	793	388	405	202	178	25
		24%	29%	27%	25%	27%	26%	26%	19%	24%	20%	24%	23%	19%	23%	23%	21%	27%	24%	24%	25%	23%	23%	21%
	(3)	717	54	23	83	72	63	47	41	70	79	101	67	16	151	200	46	73	571	301	270	146	127	19
		17%	15%	14%	19%	20%	17%	17%	20%	17%	15%	18%	19%	14%	16%	18%	18%	14%	18%	19%	17%	17%	17%	17%
	(2)	417	42	10	45	26	41	38	25	43	41	61	28	17	94	98	30	55	308	160	147	109	91	18
		10%	12%	6%	10%	7%	11%	13%	13%	11%	8%	11%	8%	14%	10%	9%	12%	11%	9%	10%	9%	12%	12%	15%
Strongly disagree	(1)	219	12	8	24	10	22	11	10	23	30	32	27	11	43	51	17	30	164	86	78	55	49	6
		5%	3%	5%	6%	3%	6%	4%	5%	6%	6%	6%	7%	9%	5%	5%	6%	6%	5%	5%	5%	6%	6%	5%
NET: Disagree		1353	108	41	153	109	126	96	76	136	150	194	122	45	289	350	93	158	1043	547	496	310	267	43
		33%	30%	25%	35%	30%	35%	34%	38%	34%	29%	35%	34%	37%	31%	32%	36%	31%	32%	34%	31%	35%	35%	37%
Mean		4.17	4.22	4.39	4.09	4.28	4.10	4.09	4.08	4.11	4.40	4.11	4.15	3.98	4.25	4.25	4.11	4.19	4.20	4.14	4.25	4.09	4.08	4.16
Standard deviation		1.56	1.51	1.51	1.54	1.45	1.62	1.51	1.56	1.55	1.62	1.56	1.60	1.68	1.57	1.56	1.61	1.61	1.54	1.54	1.55	1.62	1.61	1.70
Standard error		0.02	0.08	0.12	0.07	0.08	0.08	0.09	0.11	0.08	0.07	0.06	0.08	0.17	0.05	0.05	0.10	0.07	0.03	0.04	0.04	0.06	0.06	0.16

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Absolutes/col percents

Table 11
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
You need to take risks to get ahead in life, even if you can't always be sure what will happen
Base: All respondents

		Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2266	404	201	499	807	158	1195	1071	772	722	773	673	665	444	483	312	1042
		55%	54%	33%	67%	62%	35%	59%	51%	65%	51%	51%	61%	58%	49%	49%	54%	60%
Strongly agree	(7)	336	47	34	88	98	9	179	157	151	107	78	106	90	63	78	57	169
		8%	6%	6%	12%	8%	2%	9%	7%	13%	7%	5%	10%	8%	7%	8%	10%	10%
	(6)	741	119	58	159	270	42	391	350	259	220	262	228	222	150	140	95	355
		18%	16%	10%	21%	21%	9%	19%	17%	22%	15%	17%	21%	19%	17%	14%	16%	21%
	(5)	1189	238	109	252	438	108	626	564	362	395	433	339	352	232	266	160	518
		29%	32%	18%	34%	34%	24%	31%	27%	31%	28%	29%	31%	31%	26%	27%	27%	30%
	(4)	1040	212	170	188	313	120	461	579	267	387	387	237	275	252	276	172	383
		25%	28%	28%	25%	24%	27%	23%	28%	23%	27%	26%	22%	24%	28%	28%	30%	22%
	(3)	469	84	120	39	124	82	218	251	80	194	195	115	126	109	119	55	186
		11%	11%	20%	5%	10%	18%	11%	12%	7%	14%	13%	10%	11%	12%	12%	10%	11%
	(2)	214	36	77	11	36	43	94	120	45	78	91	44	54	62	54	30	83
		5%	5%	13%	1%	3%	10%	5%	6%	4%	5%	6%	4%	5%	7%	6%	5%	5%
Strongly disagree	(1)	132	11	42	4	17	42	52	80	21	48	64	32	24	30	47	12	32
		3%	1%	7%	1%	1%	9%	3%	4%	2%	3%	4%	3%	2%	3%	5%	2%	2%
NET: Disagree		815	131	239	54	177	168	364	451	145	320	350	191	203	201	220	98	300
		20%	18%	39%	7%	14%	38%	18%	21%	12%	22%	23%	17%	18%	22%	22%	17%	17%
Mean		4.58	4.57	3.88	5.03	4.79	3.82	4.68	4.48	4.93	4.46	4.41	4.74	4.67	4.44	4.42	4.63	4.75
Standard deviation		1.42	1.28	1.54	1.17	1.24	1.48	1.39	1.44	1.36	1.42	1.42	1.41	1.36	1.44	1.47	1.38	1.38
Standard error		0.02	0.05	0.06	0.04	0.03	0.07	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.03

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Absolutes/col percents

Table 11
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
You need to take risks to get ahead in life, even if you can't always be sure what will happen
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2266	199	77	246	180	207	150	108	215	350	279	199	56	555	588	156	269	1812	982	830	454	386	68
		55%	55%	48%	56%	50%	58%	54%	54%	54%	67%	50%	55%	46%	60%	54%	60%	53%	56%	61%	51%	52%	51%	59%
Strongly agree	(7)	336	22	15	40	21	30	16	13	23	70	50	32	5	88	104	24	32	285	168	117	51	45	6
		8%	6%	10%	9%	6%	8%	6%	6%	6%	13%	9%	9%	4%	10%	10%	9%	6%	9%	10%	7%	6%	6%	5%
	(6)	741	65	20	85	49	71	43	43	73	133	71	64	24	199	189	46	91	591	314	277	150	124	25
		18%	18%	12%	19%	14%	20%	15%	21%	18%	26%	13%	18%	20%	22%	17%	18%	18%	18%	19%	17%	17%	16%	22%
	(5)	1189	112	42	121	109	107	91	52	118	147	159	104	27	268	295	86	147	935	500	436	254	216	38
		29%	31%	26%	27%	30%	30%	33%	26%	30%	28%	28%	29%	22%	29%	27%	33%	29%	29%	31%	27%	29%	28%	32%
	(4)	1040	84	50	100	103	89	70	54	111	108	144	92	36	204	265	70	139	790	364	426	250	220	30
		25%	23%	31%	23%	29%	25%	25%	27%	28%	21%	26%	25%	30%	22%	24%	27%	27%	24%	23%	26%	29%	29%	26%
	(3)	469	42	21	58	44	37	29	18	38	37	83	44	17	103	135	17	53	374	165	209	95	91	4
		11%	12%	13%	13%	12%	10%	10%	9%	9%	7%	15%	12%	14%	11%	12%	7%	11%	12%	10%	13%	11%	12%	3%
	(2)	214	22	8	21	18	18	19	13	22	10	34	20	8	39	61	13	32	165	68	97	48	41	7
		5%	6%	5%	5%	5%	5%	7%	7%	5%	2%	6%	6%	7%	4%	6%	5%	6%	5%	4%	6%	6%	5%	6%
Strongly disagree	(1)	132	14	4	15	14	10	11	6	15	16	19	5	4	20	43	3	14	102	39	63	31	24	7
		3%	4%	2%	3%	4%	3%	4%	3%	4%	3%	3%	1%	3%	2%	4%	1%	3%	3%	2%	4%	3%	3%	6%
NET: Disagree		815	77	33	94	77	64	59	38	75	63	136	69	29	161	240	34	99	641	272	369	174	156	17
		20%	21%	21%	21%	21%	18%	21%	19%	19%	12%	24%	19%	24%	18%	22%	13%	19%	20%	17%	23%	20%	20%	15%
Mean		4.58	4.50	4.49	4.60	4.41	4.66	4.45	4.57	4.52	5.00	4.43	4.63	4.38	4.75	4.55	4.76	4.52	4.61	4.75	4.46	4.48	4.47	4.57
Standard deviation		1.42	1.42	1.39	1.46	1.38	1.39	1.41	1.42	1.39	1.39	1.45	1.37	1.40	1.39	1.49	1.30	1.38	1.43	1.39	1.45	1.38	1.37	1.46
Standard error		0.02	0.08	0.11	0.07	0.07	0.07	0.08	0.10	0.08	0.06	0.06	0.07	0.14	0.05	0.05	0.08	0.06	0.03	0.03	0.04	0.05	0.05	0.14

Region · Voting Intention · Location

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Absolutes/col percents

Table 12
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I prefer to live for today, without thinking too much about what the future holds
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1480	95	54	469	475	218	766	714	468	525	487	360	375	345	400	201	670
		36%	13%	9%	63%	37%	49%	38%	34%	40%	37%	32%	33%	33%	38%	41%	35%	39%
Strongly agree	(7)	227	1	7	76	39	48	118	109	91	84	52	54	52	55	67	38	93
		6%	*	1%	10%	3%	11%	6%	5%	8%	6%	3%	5%	5%	6%	7%	7%	5%
	(6)	512	18	14	167	151	74	276	236	159	178	175	123	132	120	136	53	248
		12%	2%	2%	23%	12%	17%	14%	11%	13%	12%	12%	11%	12%	13%	14%	9%	14%
	(5)	741	75	33	226	286	96	371	370	217	263	260	183	191	169	198	110	328
		18%	10%	5%	30%	22%	21%	18%	18%	18%	18%	17%	17%	17%	19%	20%	19%	19%
	(4)	970	188	110	199	318	131	462	508	266	368	336	229	284	225	232	115	422
		24%	25%	18%	27%	25%	29%	23%	24%	22%	26%	22%	21%	25%	25%	24%	20%	24%
	(3)	816	220	178	63	277	50	372	444	239	267	310	238	245	164	169	127	332
		20%	29%	29%	8%	21%	11%	18%	21%	20%	19%	21%	22%	21%	18%	17%	22%	19%
	(2)	544	167	156	8	150	36	264	280	144	185	216	177	153	109	105	103	194
		13%	22%	26%	1%	12%	8%	13%	13%	12%	13%	14%	16%	13%	12%	11%	18%	11%
Strongly disagree	(1)	310	77	112	2	77	11	157	154	67	83	160	97	85	55	73	37	109
		8%	10%	18%	*	6%	2%	8%	7%	6%	6%	11%	9%	7%	6%	7%	6%	6%
NET: Disagree		1671	464	446	73	503	97	792	878	450	535	686	512	484	328	347	266	634
		41%	62%	73%	10%	39%	22%	39%	42%	38%	37%	45%	46%	42%	37%	35%	46%	37%
Mean		3.91	3.10	2.78	4.95	3.92	4.53	3.96	3.86	4.07	3.99	3.70	3.74	3.83	4.03	4.07	3.81	4.03
Standard deviation		1.60	1.24	1.32	1.18	1.47	1.50	1.63	1.57	1.61	1.56	1.61	1.62	1.56	1.58	1.63	1.61	1.57
Standard error		0.02	0.05	0.05	0.04	0.04	0.07	0.04	0.03	0.05	0.04	0.04	0.05	0.04	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 12
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I prefer to live for today, without thinking too much about what the future holds
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
																			Region				Voting Intention				Location				
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1480	123	56	167	140	161	94	73	143	217	167	109	31	352	432	87	165	1218	639	579	263	223	40
		36%	34%	35%	38%	39%	45%	34%	36%	36%	42%	30%	30%	26%	38%	40%	33%	33%	38%	39%	36%	30%	29%	34%
Strongly agree	(7)	227	24	9	36	9	25	10	4	22	39	31	15	3	42	68	17	24	198	102	96	29	25	5
		6%	7%	6%	8%	2%	7%	4%	2%	5%	7%	6%	4%	3%	5%	6%	7%	5%	6%	6%	6%	3%	3%	4%
	(6)	512	46	23	50	55	45	30	29	51	81	59	34	10	135	158	35	59	411	211	200	101	93	8
		12%	13%	15%	11%	15%	12%	11%	15%	13%	15%	11%	9%	8%	15%	14%	14%	12%	13%	13%	12%	12%	12%	7%
	(5)	741	52	23	80	77	91	54	40	70	98	77	60	18	176	206	34	82	609	326	283	132	105	27
		18%	15%	15%	18%	21%	25%	19%	20%	18%	19%	14%	17%	15%	19%	19%	13%	16%	19%	20%	17%	15%	14%	23%
	(4)	970	75	40	84	91	74	88	43	94	111	154	91	24	214	241	60	109	729	342	387	241	213	28
		24%	21%	25%	19%	25%	21%	31%	21%	24%	21%	28%	25%	20%	23%	22%	23%	22%	22%	21%	24%	27%	28%	24%
	(3)	816	85	35	101	54	53	40	38	78	98	120	80	36	157	214	52	101	630	320	310	187	160	26
		20%	24%	22%	23%	15%	15%	14%	19%	19%	19%	21%	22%	30%	17%	20%	20%	20%	19%	20%	19%	21%	21%	23%
	(2)	544	51	24	60	40	41	36	33	54	50	83	55	18	131	136	39	79	413	189	223	132	115	17
		13%	14%	15%	14%	11%	11%	13%	16%	13%	10%	15%	15%	15%	14%	12%	15%	16%	13%	12%	14%	15%	15%	15%
Strongly disagree	(1)	310	26	5	28	35	32	23	14	31	44	35	25	12	67	69	22	53	254	128	127	56	51	5
		8%	7%	3%	6%	10%	9%	8%	7%	8%	9%	6%	7%	10%	7%	6%	8%	10%	8%	8%	8%	6%	7%	4%
NET: Disagree		1671	163	64	189	129	126	98	85	163	192	238	160	65	355	419	113	232	1297	637	660	374	326	48
		41%	45%	40%	43%	36%	35%	35%	42%	41%	37%	43%	44%	54%	39%	38%	44%	46%	40%	39%	41%	43%	43%	41%
Mean		3.91	3.86	4.00	3.97	3.92	4.07	3.88	3.82	3.90	4.09	3.81	3.75	3.50	3.95	4.03	3.85	3.72	3.94	3.98	3.90	3.78	3.77	3.85
Standard deviation		1.60	1.65	1.53	1.65	1.59	1.66	1.52	1.54	1.61	1.68	1.55	1.53	1.50	1.60	1.61	1.68	1.65	1.63	1.63	1.62	1.50	1.51	1.43
Standard error		0.02	0.09	0.12	0.08	0.08	0.09	0.09	0.11	0.09	0.08	0.06	0.08	0.15	0.05	0.05	0.10	0.07	0.03	0.04	0.04	0.05	0.06	0.14

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Table 13
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I always make an effort to buy ethical products and services
Base: All respondents

					Segment				Gender		Age			Social Grade				Employment Sector	
		Total	Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1363	86	178	226	638	56	613	750	456	439	468	400	378	278	306	211	570
		33%	11%	29%	30%	49%	12%	30%	36%	39%	31%	31%	36%	33%	31%	31%	36%	33%
Strongly agree	(7)	234	7	31	43	85	2	91	142	76	71	86	69	65	38	62	48	93
		6%	1%	5%	6%	7%	*	5%	7%	6%	5%	6%	6%	6%	4%	6%	8%	5%
	(6)	427	13	52	60	194	8	203	224	167	133	127	123	137	76	92	71	195
		10%	2%	9%	8%	15%	2%	10%	11%	14%	9%	8%	11%	12%	8%	9%	12%	11%
	(5)	702	66	95	123	359	45	319	383	213	234	254	208	176	165	152	92	282
		17%	9%	16%	17%	28%	10%	16%	18%	18%	16%	17%	19%	15%	18%	16%	16%	16%
	(4)	1116	202	176	254	376	99	519	596	294	387	434	293	308	246	269	141	459
		27%	27%	29%	34%	29%	22%	26%	28%	25%	27%	29%	27%	27%	27%	27%	24%	27%
	(3)	785	200	125	148	200	109	399	386	225	275	285	194	224	188	180	104	334
		19%	27%	20%	20%	15%	25%	20%	18%	19%	19%	19%	18%	20%	21%	18%	18%	19%
	(2)	512	158	79	79	64	102	277	235	126	191	194	142	143	112	115	78	210
		12%	21%	13%	11%	5%	23%	14%	11%	11%	13%	13%	13%	12%	13%	12%	13%	12%
Strongly disagree	(1)	346	102	51	34	19	80	211	134	82	136	128	73	90	73	109	48	153
		8%	14%	8%	5%	1%	18%	10%	6%	7%	10%	8%	7%	8%	8%	11%	8%	9%
NET: Disagree		1643	460	256	261	283	291	887	755	433	603	607	409	456	374	404	230	697
		40%	62%	42%	35%	22%	65%	44%	36%	37%	42%	40%	37%	40%	42%	41%	40%	40%
Mean		3.86	3.05	3.76	3.95	4.48	2.91	3.71	4.00	4.04	3.75	3.81	3.97	3.88	3.77	3.78	3.95	3.85
Standard deviation		1.59	1.30	1.55	1.43	1.31	1.35	1.60	1.56	1.60	1.59	1.57	1.58	1.59	1.52	1.65	1.69	1.60
Standard error		0.02	0.05	0.06	0.05	0.04	0.06	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 13
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I always make an effort to buy ethical products and services
Base: All respondents

		Total	Region												Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1363	115	53	162	95	116	88	66	128	236	160	111	34	314	418	108	109	1079	593	486	284	253	30
		33%	32%	33%	37%	26%	32%	31%	33%	32%	45%	28%	31%	28%	34%	38%	42%	22%	33%	37%	30%	32%	33%	26%
Strongly agree	(7)	234	10	10	33	12	22	16	9	17	50	31	17	6	50	78	16	20	192	107	85	42	37	5
		6%	3%	6%	7%	3%	6%	6%	4%	4%	10%	5%	5%	5%	5%	7%	6%	4%	6%	7%	5%	5%	5%	4%
	(6)	427	40	16	44	27	30	25	25	37	88	45	41	9	109	132	30	35	348	201	147	79	74	5
		10%	11%	10%	10%	7%	8%	9%	13%	9%	17%	8%	11%	8%	12%	12%	12%	7%	11%	12%	9%	9%	10%	4%
	(5)	702	65	27	85	56	64	47	32	74	98	84	52	18	154	207	62	54	539	285	254	163	142	21
		17%	18%	17%	19%	15%	18%	17%	16%	19%	19%	15%	14%	15%	17%	19%	24%	11%	17%	18%	16%	19%	19%	18%
	(4)	1116	108	41	118	109	93	72	56	105	135	156	92	29	234	310	74	129	885	414	470	231	195	36
		27%	30%	26%	27%	30%	26%	26%	28%	26%	26%	28%	26%	24%	25%	28%	28%	26%	27%	26%	29%	26%	26%	31%
	(3)	785	65	30	70	67	71	50	35	87	78	124	80	28	200	167	37	106	614	307	308	171	153	18
		19%	18%	18%	16%	19%	20%	18%	18%	22%	15%	22%	22%	24%	22%	15%	14%	21%	19%	19%	19%	19%	20%	16%
	(2)	512	42	22	56	64	34	39	25	51	45	72	46	14	114	116	31	92	402	181	221	110	99	11
		12%	12%	14%	13%	18%	10%	14%	12%	13%	9%	13%	13%	11%	12%	11%	12%	18%	12%	11%	14%	13%	13%	10%
Strongly disagree	(1)	346	29	15	33	25	46	31	17	29	25	48	32	15	59	82	9	70	263	123	140	83	63	20
		8%	8%	9%	8%	7%	13%	11%	9%	7%	5%	9%	9%	12%	6%	8%	4%	14%	8%	8%	9%	9%	8%	17%
NET: Disagree		1643	137	67	160	156	151	120	78	167	149	245	157	57	373	364	78	268	1279	610	669	363	314	49
		40%	38%	42%	36%	43%	42%	43%	39%	42%	29%	44%	44%	47%	40%	33%	30%	53%	39%	38%	41%	41%	41%	43%
Mean		3.86	3.83	3.81	3.97	3.65	3.76	3.73	3.86	3.81	4.35	3.74	3.78	3.63	3.91	4.06	4.17	3.38	3.88	3.98	3.77	3.78	3.82	3.52
Standard deviation		1.59	1.49	1.64	1.62	1.47	1.65	1.65	1.58	1.51	1.60	1.55	1.59	1.61	1.55	1.60	1.48	1.59	1.59	1.61	1.57	1.57	1.56	1.62
Standard error		0.02	0.08	0.12	0.07	0.08	0.09	0.10	0.11	0.08	0.07	0.06	0.08	0.16	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.06	0.16

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Absolutes/col percents

Table 14
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I often find new innovations pointless and wonder why people get so excited about them
Base: All respondents

		Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1289	211	109	132	625	46	634	655	383	387	519	358	356	270	305	154	537
		31%	28%	18%	18%	48%	10%	31%	31%	32%	27%	34%	33%	31%	30%	31%	27%	31%
Strongly agree	(7)	198	24	19	22	77	9	102	96	41	59	97	53	49	40	57	27	72
		5%	3%	3%	3%	6%	2%	5%	5%	3%	4%	6%	5%	4%	4%	6%	5%	4%
	(6)	445	61	31	27	223	15	217	228	156	122	167	132	134	79	100	52	202
		11%	8%	5%	4%	17%	3%	11%	11%	13%	9%	11%	12%	12%	9%	10%	9%	12%
	(5)	646	126	59	84	325	22	315	332	186	205	255	174	174	151	148	76	263
		16%	17%	10%	11%	25%	5%	16%	16%	16%	14%	17%	16%	15%	17%	15%	13%	15%
	(4)	902	183	133	195	300	69	423	479	217	344	341	230	229	206	237	149	346
		22%	24%	22%	26%	23%	15%	21%	23%	18%	24%	23%	21%	20%	23%	24%	26%	20%
	(3)	808	164	160	169	198	104	380	428	252	297	260	212	236	172	188	127	371
		20%	22%	26%	23%	15%	23%	19%	20%	21%	21%	17%	19%	21%	19%	19%	22%	21%
	(2)	662	126	119	158	117	107	336	326	188	243	232	180	192	148	142	94	273
		16%	17%	20%	21%	9%	24%	17%	16%	16%	17%	15%	16%	17%	17%	15%	16%	16%
Strongly disagree	(1)	459	63	89	87	56	121	247	212	144	158	157	122	129	102	107	58	199
		11%	8%	15%	12%	4%	27%	12%	10%	12%	11%	10%	11%	11%	11%	11%	10%	12%
NET: Disagree		1930	354	368	413	371	331	963	966	583	698	649	513	557	422	437	279	843
		47%	47%	60%	56%	29%	74%	48%	46%	49%	49%	43%	47%	49%	47%	45%	48%	49%
Mean		3.67	3.62	3.20	3.27	4.31	2.65	3.63	3.69	3.63	3.56	3.79	3.69	3.63	3.62	3.72	3.61	3.63
Standard deviation		1.66	1.52	1.52	1.46	1.51	1.48	1.69	1.63	1.67	1.60	1.70	1.68	1.66	1.63	1.66	1.58	1.66
Standard error		0.03	0.06	0.06	0.05	0.04	0.07	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 14
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I often find new innovations pointless and wonder why people get so excited about them
Base: All respondents

		Total	Scot- land	North East	North West	York- shire & Hum- ber- side	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	North- ern Ire- land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill- age	Hamlet & Iso- lated Dwel- ling
							Region									Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1289	120	52	122	117	115	73	57	136	196	171	105	25	324	331	83	172	1009	499	510	280	238	42
		31%	33%	33%	28%	33%	32%	26%	28%	34%	38%	31%	29%	21%	35%	30%	32%	34%	31%	31%	31%	32%	31%	36%
Strongly agree	(7)	198	14	15	18	20	20	12	10	17	28	22	17	6	35	48	14	36	161	68	93	37	26	11
		5%	4%	9%	4%	6%	6%	4%	5%	4%	5%	4%	5%	5%	4%	4%	5%	7%	5%	4%	6%	4%	3%	9%
	(6)	445	38	16	45	43	32	21	17	43	96	57	31	4	137	110	33	52	363	182	181	82	77	5
		11%	11%	10%	10%	12%	9%	8%	8%	11%	18%	10%	9%	4%	15%	10%	13%	10%	11%	11%	11%	9%	10%	4%
	(5)	646	67	21	58	54	62	40	30	76	72	93	57	14	152	174	37	85	486	249	237	161	135	26
		16%	19%	13%	13%	15%	17%	14%	15%	19%	14%	17%	16%	12%	17%	16%	14%	17%	15%	15%	15%	18%	18%	22%
	(4)	902	69	33	91	84	76	64	51	90	113	124	80	27	196	219	54	121	701	326	374	202	181	21
		22%	19%	21%	21%	23%	21%	23%	26%	22%	22%	22%	22%	22%	21%	20%	21%	24%	22%	20%	23%	23%	24%	18%
	(3)	808	76	38	88	73	77	61	37	72	77	116	65	29	166	213	43	103	633	314	319	175	151	24
		20%	21%	24%	20%	20%	21%	22%	18%	18%	15%	21%	18%	24%	18%	20%	17%	20%	20%	19%	20%	20%	20%	21%
	(2)	662	52	25	81	53	54	46	35	62	79	81	67	28	144	187	43	65	529	268	261	134	117	17
		16%	15%	16%	18%	15%	15%	16%	17%	15%	15%	15%	18%	23%	16%	17%	16%	13%	16%	17%	16%	15%	15%	14%
Strongly disagree	(1)	459	43	12	59	33	38	36	20	40	56	68	44	11	90	142	36	44	371	210	161	88	76	12
		11%	12%	7%	13%	9%	11%	13%	10%	10%	11%	12%	12%	9%	10%	13%	14%	9%	11%	13%	10%	10%	10%	11%
NET: Disagree		1930	171	75	227	159	169	142	92	175	211	265	175	68	401	542	122	213	1533	792	741	397	343	53
		47%	47%	47%	52%	44%	47%	51%	46%	44%	41%	47%	49%	57%	44%	50%	47%	42%	47%	49%	46%	45%	45%	46%
Mean		3.67	3.66	3.84	3.50	3.78	3.68	3.49	3.63	3.74	3.90	3.63	3.55	3.37	3.79	3.56	3.64	3.86	3.66	3.59	3.72	3.69	3.68	3.77
Standard deviation		1.66	1.65	1.70	1.67	1.64	1.64	1.61	1.61	1.63	1.75	1.63	1.66	1.54	1.66	1.68	1.76	1.64	1.67	1.69	1.66	1.60	1.58	1.72
Standard error		0.03	0.09	0.13	0.08	0.09	0.09	0.09	0.12	0.09	0.08	0.07	0.09	0.15	0.06	0.05	0.11	0.07	0.03	0.04	0.04	0.05	0.06	0.17

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Absolutes/col percents

Table 15
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I spend most of my spare time pursuing my own hobbies and interests
Base: All respondents

		Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2248	377	284	368	794	224	1236	1012	627	692	929	632	641	456	519	295	909
		55%	50%	47%	50%	61%	50%	61%	48%	53%	48%	62%	57%	56%	51%	53%	51%	53%
Strongly agree	(7)	373	38	55	71	99	50	196	178	98	110	165	111	97	65	100	59	134
		9%	5%	9%	10%	8%	11%	10%	8%	8%	8%	11%	10%	8%	7%	10%	10%	8%
	(6)	850	155	104	137	291	79	484	365	240	251	359	228	259	182	181	97	335
		21%	21%	17%	18%	22%	18%	24%	17%	20%	18%	24%	21%	23%	20%	19%	17%	19%
	(5)	1025	184	125	160	405	95	556	469	289	330	406	293	285	210	237	139	439
		25%	25%	21%	22%	31%	21%	28%	22%	24%	23%	27%	27%	25%	23%	24%	24%	25%
	(4)	952	203	142	207	271	89	426	525	323	329	299	257	248	221	226	123	436
		23%	27%	23%	28%	21%	20%	21%	25%	27%	23%	20%	23%	22%	25%	23%	21%	25%
	(3)	544	111	100	111	128	75	238	306	140	229	175	127	149	134	135	93	228
		13%	15%	16%	15%	10%	17%	12%	15%	12%	16%	12%	11%	13%	15%	14%	16%	13%
	(2)	256	46	57	43	70	29	87	169	63	113	79	60	66	66	64	49	105
		6%	6%	9%	6%	5%	7%	4%	8%	5%	8%	5%	5%	6%	7%	6%	8%	6%
Strongly disagree	(1)	121	10	26	12	34	28	32	89	29	64	27	26	39	20	36	21	48
		3%	1%	4%	2%	3%	6%	2%	4%	2%	5%	2%	2%	3%	2%	4%	4%	3%
NET: Disagree		921	167	183	166	231	132	357	564	233	407	281	212	254	221	234	164	381
		22%	22%	30%	22%	18%	30%	18%	27%	20%	29%	19%	19%	22%	25%	24%	28%	22%
Mean		4.59	4.50	4.34	4.56	4.71	4.42	4.79	4.39	4.60	4.36	4.80	4.69	4.61	4.49	4.54	4.44	4.54
Standard deviation		1.48	1.34	1.59	1.43	1.40	1.66	1.38	1.54	1.42	1.54	1.43	1.44	1.49	1.45	1.53	1.57	1.44
Standard error		0.02	0.05	0.06	0.05	0.04	0.08	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 15
Q.2 To what extent do you agree or disagree with the following statements, in relation to your own personality and behaviour?
I spend most of my spare time pursuing my own hobbies and interests
Base: All respondents

| | | Total | | | | | Region | | | | | | | | | Voting Intention | | | | | Location | | | | |
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2248	200	90	236	187	203	134	92	199	321	320	205	59	559	563	166	288	1771	942	829	477	412	65
		55%	56%	56%	54%	52%	56%	48%	46%	50%	62%	57%	57%	49%	61%	52%	64%	57%	55%	58%	51%	54%	54%	56%
Strongly agree	(7)	373	27	15	34	27	39	25	11	37	53	67	20	19	74	112	32	47	295	152	143	79	65	14
		9%	7%	9%	8%	7%	11%	9%	6%	9%	10%	12%	6%	15%	8%	10%	12%	9%	9%	9%	9%	9%	9%	12%
	(6)	850	86	29	104	73	71	48	35	70	129	116	73	15	257	188	57	109	675	370	306	174	145	30
		21%	24%	18%	24%	20%	20%	17%	18%	17%	25%	21%	20%	13%	28%	17%	22%	22%	21%	23%	19%	20%	19%	26%
	(5)	1025	88	46	98	88	92	62	46	92	139	137	112	25	228	263	76	132	801	420	381	224	203	21
		25%	25%	29%	22%	24%	26%	22%	23%	23%	27%	24%	31%	21%	25%	24%	29%	26%	25%	26%	23%	26%	27%	18%
	(4)	952	63	28	102	83	74	74	66	112	126	119	79	26	190	268	64	97	763	352	410	189	166	24
		23%	17%	18%	23%	23%	21%	27%	33%	28%	24%	21%	22%	22%	21%	25%	25%	19%	24%	22%	25%	22%	22%	20%
	(3)	544	55	25	65	54	59	38	22	48	38	74	46	21	118	139	19	79	425	199	226	120	103	16
		13%	15%	16%	15%	15%	16%	14%	11%	12%	7%	13%	13%	17%	13%	13%	8%	16%	13%	12%	14%	14%	14%	14%
	(2)	256	37	11	28	24	13	17	18	22	24	31	24	9	35	90	7	22	202	90	111	54	47	8
		6%	10%	7%	6%	7%	4%	6%	9%	5%	5%	5%	7%	8%	4%	8%	3%	4%	6%	6%	7%	6%	6%	6%
Strongly disagree	(1)	121	5	6	9	12	12	16	2	20	10	17	6	5	18	32	3	20	83	34	49	38	34	4
		3%	1%	4%	2%	3%	3%	6%	1%	5%	2%	3%	2%	4%	2%	3%	1%	4%	3%	2%	3%	4%	4%	3%
NET: Disagree		921	97	42	102	90	83	71	42	90	72	122	76	35	171	261	30	121	709	323	386	212	184	28
		22%	27%	26%	23%	25%	23%	25%	21%	23%	14%	22%	21%	29%	19%	24%	11%	24%	22%	20%	24%	24%	24%	24%
Mean		4.59	4.54	4.53	4.59	4.49	4.65	4.40	4.43	4.47	4.85	4.68	4.58	4.48	4.78	4.51	4.94	4.61	4.60	4.70	4.51	4.53	4.51	4.68
Standard deviation		1.48	1.50	1.53	1.45	1.48	1.49	1.56	1.35	1.53	1.38	1.52	1.36	1.66	1.39	1.52	1.31	1.51	1.46	1.44	1.49	1.53	1.52	1.59
Standard error		0.02	0.08	0.12	0.07	0.08	0.08	0.09	0.10	0.08	0.06	0.06	0.07	0.17	0.05	0.05	0.08	0.07	0.03	0.04	0.04	0.05	0.06	0.15

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Table 16
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
Summary
Base: All respondents

		Statements					
		I often feel like the world is changing too quickly	Governments and corporations take too many risks and this is usually damaging to ordinary people	It is more important to think about future generations than our own generation	Ethics and human rights should be central to research and innovation policy - even if that slows down progress	New ideas and products are what make a country great - even if they don't have much economic benefit	Innovation should be driven by businesses and consumers. Government doesn't need to be involved
Unweighted base		4121	4121	4121	4121	4121	4121
Weighted base		4121	4121	4121	4121	4121	4121
NET: Agree		2128 52%	2374 58%	2130 52%	2097 51%	2024 49%	2150 52%
Strongly agree	(7)	491 12%	608 15%	335 8%	426 10%	258 6%	354 9%
	(6)	751 18%	782 19%	701 17%	692 17%	674 16%	766 19%
	(5)	886 21%	984 24%	1094 27%	979 24%	1092 27%	1031 25%
	(4)	895 22%	1085 26%	1229 30%	1197 29%	1246 30%	1158 28%
	(3)	562 14%	415 10%	464 11%	479 12%	543 13%	482 12%
	(2)	346 8%	177 4%	181 4%	203 5%	220 5%	214 5%
Strongly disagree	(1)	190 5%	70 2%	118 3%	146 4%	88 2%	118 3%
NET: Disagree		1098 27%	662 16%	762 18%	828 20%	851 21%	813 20%
Mean		4.49	4.82	4.56	4.56	4.48	4.57
Standard deviation		1.63	1.44	1.38	1.47	1.34	1.42
Standard error		0.03	0.02	0.02	0.02	0.02	0.02

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Absolutes/col percents

Table 17
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
I often feel like the world is changing too quickly
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2128	153	387	328	842	216	995	1133	567	726	834	497	569	480	582	279	852
		52%	20%	63%	44%	65%	48%	49%	54%	48%	51%	55%	45%	50%	53%	59%	48%	49%
Strongly agree	(7)	491	16	107	70	168	59	209	282	125	160	206	102	119	100	169	68	162
		12%	2%	18%	9%	13%	13%	10%	13%	11%	11%	14%	9%	10%	11%	17%	12%	9%
	(6)	751	52	130	116	299	65	346	405	195	250	306	190	207	156	197	89	318
		18%	7%	21%	16%	23%	14%	17%	19%	16%	18%	20%	17%	18%	17%	20%	15%	18%
	(5)	886	85	149	141	375	92	441	445	247	316	322	205	242	223	215	122	372
		21%	11%	24%	19%	29%	21%	22%	21%	21%	22%	21%	19%	21%	25%	22%	21%	22%
	(4)	895	213	117	212	249	87	432	463	263	332	301	235	255	208	197	143	379
		22%	29%	19%	29%	19%	19%	21%	22%	22%	23%	20%	21%	22%	23%	20%	25%	22%
	(3)	562	189	64	103	113	66	288	275	180	185	198	182	169	101	110	80	254
		14%	25%	10%	14%	9%	15%	14%	13%	15%	13%	13%	17%	15%	11%	11%	14%	15%
	(2)	346	128	28	70	64	42	194	152	110	121	115	128	91	70	57	52	164
		8%	17%	5%	9%	5%	9%	10%	7%	9%	8%	8%	12%	8%	8%	6%	9%	10%
Strongly disagree	(1)	190	64	15	27	29	35	111	79	64	64	62	58	60	38	33	27	76
		5%	9%	2%	4%	2%	8%	6%	4%	5%	5%	4%	5%	5%	4%	3%	5%	4%
NET: Disagree		1098	381	107	201	206	143	593	505	354	370	374	369	319	209	200	160	495
		27%	51%	17%	27%	16%	32%	29%	24%	30%	26%	25%	33%	28%	23%	20%	27%	29%
Mean		4.49	3.46	4.93	4.35	4.89	4.32	4.37	4.61	4.36	4.47	4.62	4.25	4.42	4.54	4.81	4.41	4.40
Standard deviation		1.63	1.42	1.53	1.55	1.44	1.76	1.65	1.60	1.64	1.61	1.63	1.66	1.62	1.57	1.61	1.62	1.60
Standard error		0.03	0.05	0.06	0.06	0.04	0.08	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 17
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
I often feel like the world is changing too quickly
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2128	178	70	229	192	186	125	115	203	305	270	187	68	494	557	127	297	1661	806	855	467	403	64
		52%	49%	44%	52%	53%	52%	45%	58%	51%	59%	48%	52%	56%	54%	51%	49%	59%	51%	50%	53%	53%	53%	55%
Strongly agree	(7)	491	40	20	52	52	51	25	18	54	80	51	38	9	85	139	26	85	387	190	196	104	97	7
		12%	11%	13%	12%	15%	14%	9%	9%	13%	15%	9%	10%	7%	9%	13%	10%	17%	12%	12%	12%	12%	13%	6%
	(6)	751	62	26	86	66	58	32	44	60	109	110	74	26	191	185	42	117	590	270	320	161	137	24
		18%	17%	16%	20%	18%	16%	12%	22%	15%	21%	20%	20%	21%	21%	17%	16%	23%	18%	17%	20%	18%	18%	21%
	(5)	886	76	24	91	74	77	67	53	89	116	109	76	33	218	233	59	95	684	346	338	202	169	33
		21%	21%	15%	21%	20%	21%	24%	27%	22%	22%	20%	21%	28%	24%	21%	23%	19%	21%	21%	21%	23%	22%	28%
	(4)	895	89	38	89	79	64	65	43	87	101	132	89	20	168	229	61	94	716	351	365	180	156	23
		22%	25%	24%	20%	22%	18%	23%	21%	22%	19%	24%	25%	17%	18%	21%	24%	18%	22%	22%	22%	20%	21%	20%
	(3)	562	40	29	59	41	61	53	20	55	59	83	43	20	141	143	43	55	443	216	227	119	104	15
		14%	11%	18%	13%	11%	17%	19%	10%	14%	11%	15%	12%	17%	15%	13%	17%	11%	14%	13%	14%	14%	14%	13%
	(2)	346	34	17	42	38	33	25	14	34	33	49	19	8	83	108	18	38	265	148	117	81	69	12
		8%	9%	11%	9%	11%	9%	9%	7%	9%	6%	9%	5%	7%	9%	10%	7%	7%	8%	9%	7%	9%	9%	10%
Strongly disagree	(1)	190	19	6	21	10	16	12	9	21	23	26	22	4	34	55	11	23	159	97	62	31	29	2
		5%	5%	4%	5%	3%	5%	4%	4%	5%	4%	5%	6%	3%	4%	5%	4%	5%	5%	6%	4%	4%	4%	2%
NET: Disagree		1098	93	52	122	89	110	90	42	110	115	157	84	32	259	306	71	116	867	461	406	231	202	29
		27%	26%	33%	28%	25%	31%	32%	21%	28%	22%	28%	23%	27%	28%	28%	28%	23%	27%	28%	25%	26%	27%	25%
Mean		4.49	4.42	4.35	4.48	4.60	4.47	4.24	4.61	4.46	4.73	4.40	4.53	4.52	4.48	4.45	4.42	4.76	4.49	4.40	4.57	4.53	4.53	4.49
Standard deviation		1.63	1.64	1.66	1.67	1.64	1.69	1.55	1.54	1.67	1.63	1.60	1.60	1.51	1.58	1.68	1.56	1.69	1.64	1.68	1.59	1.61	1.63	1.46
Standard error		0.03	0.09	0.13	0.08	0.09	0.09	0.09	0.11	0.09	0.07	0.06	0.08	0.15	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.06	0.06	0.14

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Absolutes/col percents

Table 18
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
Governments and corporations take too many risks and this is usually damaging to ordinary people
Base: All respondents

		Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2374	134	441	391	912	276	1093	1281	685	832	857	579	615	524	656	326	945
		58%	18%	72%	53%	70%	62%	54%	61%	58%	58%	57%	53%	54%	58%	67%	56%	55%
Strongly agree	(7)	608	9	145	95	189	89	257	351	165	220	223	112	138	127	231	85	217
		15%	1%	24%	13%	15%	20%	13%	17%	14%	15%	15%	10%	12%	14%	24%	15%	13%
	(6)	782	27	148	118	295	103	377	405	242	259	280	189	217	164	212	106	326
		19%	4%	24%	16%	23%	23%	19%	19%	20%	18%	19%	17%	19%	18%	22%	18%	19%
	(5)	984	98	148	178	427	84	459	525	278	353	353	278	260	233	213	135	403
		24%	13%	24%	24%	33%	19%	23%	25%	23%	25%	23%	25%	23%	26%	22%	23%	23%
	(4)	1085	279	134	247	286	114	545	541	335	370	381	288	323	258	215	153	497
		26%	37%	22%	33%	22%	26%	27%	26%	28%	26%	25%	26%	28%	29%	22%	26%	29%
	(3)	415	182	30	73	74	43	213	202	100	155	161	146	133	68	68	66	177
		10%	24%	5%	10%	6%	10%	11%	10%	8%	11%	11%	13%	12%	8%	7%	11%	10%
	(2)	177	112	4	23	14	11	121	57	41	50	85	65	50	35	28	25	80
		4%	15%	1%	3%	1%	2%	6%	3%	4%	4%	6%	6%	4%	4%	3%	4%	5%
Strongly disagree	(1)	70	40	1	6	10	1	48	21	23	21	26	24	22	13	11	11	26
		2%	5%	*	1%	1%	*	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%
NET: Disagree		662	334	35	103	99	56	382	280	164	226	271	234	205	115	107	102	284
		16%	45%	6%	14%	8%	12%	19%	13%	14%	16%	18%	21%	18%	13%	11%	18%	16%
Mean		4.82	3.53	5.37	4.76	5.12	5.09	4.69	4.96	4.85	4.85	4.78	4.59	4.71	4.85	5.20	4.78	4.75
Standard deviation		1.44	1.22	1.25	1.33	1.21	1.39	1.49	1.38	1.41	1.42	1.48	1.44	1.43	1.38	1.44	1.46	1.41
Standard error		0.02	0.05	0.05	0.05	0.03	0.07	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.03

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Absolutes/col percents

Table 18
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
Governments and corporations take too many risks and this is usually damaging to ordinary people
Base: All respondents

		Total	Region												Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2374	221	97	250	208	197	159	122	216	318	316	200	70	448	708	137	320	1898	953	945	476	417	59
		58%	61%	60%	57%	58%	55%	57%	61%	54%	61%	56%	56%	59%	49%	65%	53%	63%	59%	59%	58%	54%	55%	51%
Strongly agree	(7)	608	60	22	70	43	53	42	28	50	78	89	53	20	68	199	18	100	498	233	265	110	96	14
		15%	17%	14%	16%	12%	15%	15%	14%	13%	15%	16%	15%	17%	7%	18%	7%	20%	15%	14%	16%	13%	13%	12%
	(6)	782	69	34	75	76	60	51	36	67	128	99	68	19	152	244	56	121	638	332	306	144	132	12
		19%	19%	21%	17%	21%	17%	18%	18%	17%	25%	18%	19%	16%	16%	22%	22%	24%	20%	21%	19%	16%	17%	10%
	(5)	984	92	41	105	90	83	67	57	99	112	128	79	31	229	265	63	100	762	388	374	222	189	33
		24%	26%	25%	24%	25%	23%	24%	29%	25%	22%	23%	22%	26%	25%	24%	24%	20%	23%	24%	23%	25%	25%	29%
	(4)	1085	87	41	125	97	108	78	53	112	123	139	100	22	257	252	77	120	854	400	454	232	202	30
		26%	24%	26%	28%	27%	30%	28%	26%	28%	24%	25%	28%	19%	28%	23%	30%	24%	26%	25%	28%	26%	26%	26%
	(3)	415	35	13	42	37	26	32	15	42	57	63	35	18	128	74	22	41	308	162	146	107	88	19
		10%	10%	8%	10%	10%	7%	11%	8%	10%	11%	11%	10%	15%	14%	7%	8%	8%	10%	10%	9%	12%	12%	17%
	(2)	177	13	6	15	12	25	9	9	19	16	33	15	7	68	39	17	18	128	69	58	50	44	6
		4%	4%	4%	3%	3%	7%	3%	4%	5%	3%	6%	4%	6%	7%	4%	6%	3%	4%	4%	4%	6%	6%	5%
Strongly disagree	(1)	70	4	2	8	6	5	3	2	12	6	10	10	2	20	19	7	7	56	33	23	13	12	2
		2%	1%	2%	2%	2%	1%	1%	1%	3%	1%	2%	3%	1%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%
NET: Disagree		662	52	22	65	55	56	43	26	72	79	105	59	27	216	133	45	66	492	265	227	170	143	27
		16%	15%	14%	15%	15%	15%	15%	13%	18%	15%	19%	16%	23%	23%	12%	17%	13%	15%	16%	14%	19%	19%	23%
Mean		4.82	4.94	4.89	4.84	4.81	4.76	4.84	4.88	4.67	4.95	4.78	4.78	4.77	4.45	5.04	4.59	5.07	4.86	4.84	4.89	4.68	4.70	4.55
Standard deviation		1.44	1.41	1.39	1.43	1.38	1.46	1.38	1.36	1.47	1.41	1.51	1.48	1.54	1.41	1.43	1.40	1.46	1.44	1.46	1.42	1.44	1.44	1.43
Standard error		0.02	0.08	0.11	0.07	0.07	0.08	0.08	0.10	0.08	0.06	0.06	0.08	0.15	0.05	0.04	0.09	0.06	0.03	0.04	0.04	0.05	0.05	0.14

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Absolutes/col percents

Table 19
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
It is more important to think about future generations than our own generation
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2130	179	275	250	966	272	1026	1104	632	680	817	572	587	473	499	297	880
		52%	24%	45%	34%	74%	61%	51%	53%	53%	48%	54%	52%	51%	53%	51%	51%	51%
Strongly agree	(7)	335	6	28	16	165	59	163	172	90	120	125	83	70	73	108	57	125
		8%	1%	5%	2%	13%	13%	8%	8%	8%	8%	8%	8%	6%	8%	11%	10%	7%
	(6)	701	34	93	68	334	90	352	349	215	217	269	213	208	136	144	92	298
		17%	5%	15%	9%	26%	20%	17%	17%	18%	15%	18%	19%	18%	15%	15%	16%	17%
	(5)	1094	139	155	166	467	123	511	583	327	343	424	276	308	264	246	148	457
		27%	19%	25%	22%	36%	28%	25%	28%	28%	24%	28%	25%	27%	29%	25%	25%	26%
	(4)	1229	321	188	289	279	116	623	606	310	480	439	318	347	290	273	173	531
		30%	43%	31%	39%	21%	26%	31%	29%	26%	34%	29%	29%	30%	32%	28%	30%	31%
	(3)	464	159	88	112	39	38	222	242	156	157	150	124	135	84	120	63	195
		11%	21%	14%	15%	3%	8%	11%	11%	13%	11%	10%	11%	12%	9%	12%	11%	11%
	(2)	181	60	37	51	9	12	87	93	52	68	61	61	42	30	49	32	69
		4%	8%	6%	7%	1%	3%	4%	4%	4%	5%	4%	5%	4%	3%	5%	5%	4%
Strongly disagree	(1)	118	29	23	38	4	8	61	57	32	44	42	27	32	21	38	18	51
		3%	4%	4%	5%	*	2%	3%	3%	3%	3%	3%	2%	3%	2%	4%	3%	3%
NET: Disagree		762	248	147	202	52	58	370	392	241	268	253	212	209	134	207	112	314
		18%	33%	24%	27%	4%	13%	18%	19%	20%	19%	17%	19%	18%	15%	21%	19%	18%
Mean		4.56	3.81	4.32	4.03	5.20	4.88	4.56	4.57	4.57	4.50	4.62	4.57	4.54	4.61	4.54	4.56	4.55
Standard deviation		1.38	1.13	1.38	1.30	1.08	1.36	1.39	1.38	1.39	1.39	1.36	1.39	1.33	1.30	1.49	1.43	1.36
Standard error		0.02	0.04	0.06	0.05	0.03	0.06	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.03

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Table 19
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
It is more important to think about future generations than our own generation
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
								Region								Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2130	183	81	224	172	187	131	117	184	311	294	185	59	487	621	148	228	1690	861	830	439	380	60
		52%	51%	50%	51%	48%	52%	47%	59%	46%	60%	53%	51%	49%	53%	57%	57%	45%	52%	53%	51%	50%	50%	51%
Strongly agree	(7)	335	20	17	39	29	28	29	9	24	60	46	29	6	57	116	20	42	277	149	129	57	47	11
		8%	6%	10%	9%	8%	8%	11%	4%	6%	11%	8%	8%	5%	6%	11%	8%	8%	9%	9%	8%	7%	6%	9%
	(6)	701	59	21	77	43	52	24	49	81	127	96	53	19	188	196	53	63	567	300	266	134	121	13
		17%	16%	13%	18%	12%	14%	9%	24%	20%	24%	17%	15%	16%	20%	18%	21%	13%	17%	19%	16%	15%	16%	11%
	(5)	1094	105	43	109	100	108	77	60	79	124	152	104	34	241	309	74	123	847	412	435	248	212	36
		27%	29%	27%	25%	28%	30%	28%	30%	20%	24%	27%	29%	28%	26%	28%	28%	24%	26%	25%	27%	28%	28%	31%
	(4)	1229	118	52	127	118	106	109	47	123	125	163	104	38	277	289	68	152	952	462	490	277	243	34
		30%	33%	32%	29%	33%	30%	39%	23%	31%	24%	29%	29%	31%	30%	26%	26%	30%	29%	29%	30%	32%	32%	29%
	(3)	464	36	18	62	48	37	18	23	59	41	59	46	16	96	116	22	72	355	176	180	108	96	12
		11%	10%	11%	14%	13%	10%	6%	11%	15%	8%	11%	13%	13%	10%	11%	9%	14%	11%	11%	11%	12%	13%	11%
	(2)	181	14	7	20	13	18	15	9	18	26	27	9	3	39	41	9	27	145	72	73	36	30	6
		4%	4%	5%	4%	4%	5%	5%	5%	4%	5%	5%	3%	3%	4%	4%	3%	5%	4%	4%	4%	4%	4%	5%
Strongly disagree	(1)	118	9	3	7	7	11	8	4	17	17	16	16	4	22	25	13	27	100	47	53	18	14	4
		3%	2%	2%	2%	2%	3%	3%	2%	4%	3%	3%	4%	3%	2%	2%	5%	5%	3%	3%	3%	2%	2%	3%
NET: Disagree		762	59	28	89	69	66	40	36	93	85	103	71	23	156	182	44	126	600	295	306	162	140	22
		18%	16%	17%	20%	19%	18%	14%	18%	23%	16%	18%	20%	19%	17%	17%	17%	25%	19%	18%	19%	18%	18%	19%
Mean		4.56	4.53	4.59	4.58	4.49	4.52	4.51	4.66	4.42	4.79	4.57	4.51	4.47	4.60	4.71	4.63	4.34	4.58	4.62	4.53	4.52	4.52	4.50
Standard deviation		1.38	1.28	1.36	1.37	1.31	1.37	1.35	1.31	1.44	1.48	1.39	1.40	1.32	1.33	1.38	1.45	1.49	1.40	1.41	1.39	1.30	1.28	1.40
Standard error		0.02	0.07	0.10	0.06	0.07	0.07	0.08	0.09	0.08	0.07	0.06	0.07	0.13	0.04	0.04	0.09	0.07	0.02	0.03	0.03	0.04	0.05	0.14

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Innovation Population Segmentation Survey
ONLINE Fieldwork : 25th September - 10th October 2013

Absolutes/col percents

Table 20
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
Ethics and human rights should be central to research and innovation policy - even if that slows down progress
Base: All respondents

		Total	Segment Futur- ists	Scep- tics	Crea- tives	Real- ists	Roman- tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri- vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2097	148	290	320	978	169	951	1145	636	711	749	561	610	409	517	306	855
		51%	20%	48%	43%	75%	38%	47%	55%	54%	50%	50%	51%	53%	46%	53%	52%	50%
Strongly agree	(7)	426	9	58	54	200	29	192	235	134	148	144	117	106	79	125	72	165
		10%	1%	9%	7%	15%	7%	9%	11%	11%	10%	10%	11%	9%	9%	13%	12%	10%
	(6)	692	33	85	103	341	50	307	385	232	237	223	196	204	144	147	108	300
		17%	4%	14%	14%	26%	11%	15%	18%	20%	17%	15%	18%	18%	16%	15%	19%	17%
	(5)	979	107	147	162	438	89	453	526	270	326	382	248	300	186	245	126	389
		24%	14%	24%	22%	34%	20%	22%	25%	23%	23%	25%	23%	26%	21%	25%	22%	23%
	(4)	1197	274	200	299	253	149	562	635	359	444	394	304	309	300	284	166	532
		29%	37%	33%	40%	19%	33%	28%	30%	30%	31%	26%	28%	27%	33%	29%	29%	31%
	(3)	479	179	84	81	48	73	260	218	118	158	203	130	135	108	106	62	198
		12%	24%	14%	11%	4%	16%	13%	10%	10%	11%	13%	12%	12%	12%	11%	11%	11%
	(2)	203	91	20	26	14	33	132	71	46	64	94	61	52	46	44	30	67
		5%	12%	3%	4%	1%	7%	7%	3%	4%	4%	6%	6%	5%	5%	4%	5%	4%
Strongly disagree	(1)	146	55	16	14	4	23	114	32	25	51	69	45	37	36	29	19	73
		4%	7%	3%	2%	*	5%	6%	2%	2%	4%	5%	4%	3%	4%	3%	3%	4%
NET: Disagree		828	325	120	122	66	128	506	321	189	273	366	236	224	189	178	111	339
		20%	44%	20%	16%	5%	29%	25%	15%	16%	19%	24%	21%	20%	21%	18%	19%	20%
Mean		4.56	3.56	4.52	4.48	5.26	4.16	4.38	4.73	4.72	4.56	4.44	4.55	4.59	4.45	4.65	4.65	4.54
Standard deviation		1.47	1.27	1.37	1.28	1.14	1.46	1.56	1.35	1.40	1.46	1.52	1.52	1.43	1.46	1.46	1.50	1.46
Standard error		0.02	0.05	0.06	0.05	0.03	0.07	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

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Innovation Population Segmentation Survey
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Absolutes/col percents

Table 20
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
Ethics and human rights should be central to research and innovation policy - even if that slows down progress
Base: All respondents

		Total	Region												Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2097	184	76	241	149	176	135	114	188	342	267	171	53	439	665	157	187	1681	916	765	416	368	47
		51%	51%	48%	55%	41%	49%	48%	57%	47%	66%	48%	48%	44%	48%	61%	61%	37%	52%	57%	47%	47%	48%	41%
Strongly agree	(7)	426	32	14	47	38	41	30	22	37	69	58	26	12	67	153	33	33	350	197	153	76	65	11
		10%	9%	9%	11%	11%	12%	11%	11%	9%	13%	10%	7%	10%	7%	14%	13%	6%	11%	12%	9%	9%	9%	9%
	(6)	692	64	22	83	50	60	31	36	43	139	83	61	20	164	221	54	47	560	319	240	132	120	12
		17%	18%	13%	19%	14%	17%	11%	18%	11%	27%	15%	17%	16%	18%	20%	21%	9%	17%	20%	15%	15%	16%	10%
	(5)	979	88	41	110	60	75	74	56	108	134	126	83	22	208	292	71	108	771	399	372	208	183	25
		24%	25%	26%	25%	17%	21%	26%	28%	27%	26%	22%	23%	18%	23%	27%	27%	21%	24%	25%	23%	24%	24%	21%
	(4)	1197	99	55	124	122	94	84	54	134	112	169	112	38	266	290	70	148	935	418	517	262	221	41
		29%	27%	34%	28%	34%	26%	30%	27%	34%	22%	30%	31%	32%	29%	27%	27%	29%	29%	26%	32%	30%	29%	36%
	(3)	479	45	17	45	57	46	40	17	45	37	76	37	17	125	85	21	68	369	153	216	109	94	16
		12%	13%	11%	10%	16%	13%	14%	9%	11%	7%	14%	10%	14%	14%	8%	8%	13%	11%	9%	13%	12%	12%	14%
	(2)	203	16	7	16	19	25	17	4	22	18	30	24	4	55	32	8	56	139	63	75	64	62	2
		5%	4%	4%	4%	5%	7%	6%	2%	6%	3%	5%	7%	3%	6%	3%	3%	11%	4%	4%	5%	7%	8%	2%
Strongly disagree	(1)	146	16	5	15	14	19	3	11	10	12	18	16	8	35	20	3	47	119	68	51	27	18	9
		4%	5%	3%	3%	4%	5%	1%	6%	3%	2%	3%	4%	7%	4%	2%	1%	9%	4%	4%	3%	3%	2%	8%
NET: Disagree		828	77	29	75	89	90	60	33	78	66	124	77	29	215	137	32	171	627	284	343	200	173	27
		20%	21%	18%	17%	25%	25%	22%	16%	19%	13%	22%	21%	24%	23%	13%	12%	34%	19%	18%	21%	23%	23%	23%
Mean		4.56	4.51	4.50	4.68	4.39	4.46	4.51	4.67	4.46	4.99	4.49	4.42	4.40	4.43	4.90	4.89	3.96	4.60	4.71	4.49	4.43	4.46	4.29
Standard deviation		1.47	1.48	1.36	1.44	1.50	1.61	1.38	1.49	1.37	1.40	1.47	1.47	1.57	1.46	1.37	1.32	1.61	1.47	1.50	1.43	1.46	1.45	1.52
Standard error		0.02	0.08	0.10	0.07	0.08	0.08	0.08	0.11	0.07	0.06	0.06	0.08	0.16	0.05	0.04	0.08	0.07	0.03	0.04	0.04	0.05	0.05	0.15

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Innovation Population Segmentation Survey
ONLINE Fieldwork : 25th September - 10th October 2013

Table 21
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
New ideas and products are what make a country great - even if they don't have much economic benefit
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2024	268	195	320	756	296	1090	934	611	611	802	582	558	437	446	263	868
		49%	36%	32%	43%	58%	66%	54%	44%	52%	43%	53%	53%	49%	49%	46%	45%	50%
Strongly agree	(7)	258	22	9	37	86	51	146	113	82	79	97	76	58	45	80	36	111
		6%	3%	1%	5%	7%	12%	7%	5%	7%	6%	6%	7%	5%	5%	8%	6%	6%
	(6)	674	75	43	97	271	105	382	291	219	186	269	213	205	133	122	92	294
		16%	10%	7%	13%	21%	24%	19%	14%	18%	13%	18%	19%	18%	15%	12%	16%	17%
	(5)	1092	171	144	186	399	140	562	530	310	347	435	294	295	259	244	135	463
		27%	23%	24%	25%	31%	31%	28%	25%	26%	24%	29%	27%	26%	29%	25%	23%	27%
	(4)	1246	269	195	281	365	101	538	707	331	489	425	301	335	309	301	179	519
		30%	36%	32%	38%	28%	23%	27%	34%	28%	34%	28%	27%	29%	34%	31%	31%	30%
	(3)	543	134	141	93	118	32	242	301	157	211	174	144	155	94	150	89	221
		13%	18%	23%	13%	9%	7%	12%	14%	13%	15%	12%	13%	14%	10%	15%	15%	13%
	(2)	220	61	56	31	42	14	108	112	56	88	75	58	65	48	49	33	87
		5%	8%	9%	4%	3%	3%	5%	5%	5%	6%	5%	5%	6%	5%	5%	6%	5%
Strongly disagree	(1)	88	15	23	16	15	3	41	47	28	28	32	17	30	9	31	18	30
		2%	2%	4%	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	1%	3%	3%	2%
NET: Disagree		851	210	220	140	176	48	391	460	242	328	282	219	250	151	231	140	338
		21%	28%	36%	19%	14%	11%	19%	22%	20%	23%	19%	20%	22%	17%	24%	24%	20%
Mean		4.48	4.12	3.89	4.39	4.73	4.98	4.59	4.37	4.54	4.34	4.56	4.58	4.44	4.49	4.39	4.38	4.52
Standard deviation		1.34	1.26	1.25	1.25	1.24	1.26	1.36	1.31	1.37	1.31	1.33	1.34	1.36	1.23	1.41	1.40	1.32
Standard error		0.02	0.05	0.05	0.05	0.03	0.06	0.03	0.03	0.04	0.03	0.03	0.04	0.04	0.05	0.04	0.06	0.03

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Absolutes/col percents

Table 21
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
New ideas and products are what make a country great - even if they don't have much economic benefit
Base: All respondents

		Total	Region													Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2024	156	72	234	161	169	128	104	202	327	253	177	41	530	555	146	252	1587	847	739	437	384	53
		49%	43%	45%	53%	45%	47%	46%	52%	50%	63%	45%	49%	35%	58%	51%	56%	50%	49%	52%	45%	50%	50%	46%
Strongly agree	(7)	258	8	5	42	15	31	17	11	34	47	30	11	7	52	83	25	30	207	113	94	52	48	4
		6%	2%	3%	10%	4%	9%	6%	6%	8%	9%	5%	3%	6%	6%	8%	9%	6%	6%	7%	6%	6%	6%	4%
	(6)	674	43	26	75	57	52	29	33	55	142	95	55	12	227	168	42	75	555	309	245	119	105	14
		16%	12%	16%	17%	16%	15%	10%	16%	14%	27%	17%	15%	10%	25%	15%	16%	15%	17%	19%	15%	14%	14%	12%
	(5)	1092	105	41	116	89	86	82	60	113	139	128	111	23	251	303	80	147	826	425	400	266	232	34
		27%	29%	25%	26%	25%	24%	29%	30%	28%	27%	23%	31%	19%	27%	28%	31%	29%	25%	26%	25%	30%	30%	30%
	(4)	1246	115	48	128	123	117	89	56	132	119	168	105	45	245	323	76	144	982	441	541	264	227	37
		30%	32%	30%	29%	34%	32%	32%	28%	33%	23%	30%	29%	38%	27%	30%	29%	28%	30%	27%	33%	30%	30%	32%
	(3)	543	50	22	47	50	47	45	28	49	46	101	46	15	102	130	21	84	430	209	222	113	99	13
		13%	14%	14%	11%	14%	13%	16%	14%	12%	9%	18%	13%	12%	11%	12%	8%	17%	13%	13%	14%	13%	13%	12%
	(2)	220	25	15	26	17	17	13	7	12	15	29	26	17	35	58	11	18	173	84	90	47	38	9
		5%	7%	10%	6%	5%	5%	5%	4%	3%	3%	5%	7%	14%	4%	5%	4%	3%	5%	5%	6%	5%	5%	8%
Strongly disagree	(1)	88	14	3	6	9	11	4	5	5	14	10	5	1	8	27	5	9	71	37	34	17	14	4
		2%	4%	2%	1%	2%	3%	1%	3%	1%	3%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%
NET: Disagree		851	89	40	79	75	74	62	40	66	75	140	78	33	146	215	38	110	674	329	345	177	151	26
		21%	25%	25%	18%	21%	21%	22%	20%	17%	14%	25%	22%	28%	16%	20%	15%	22%	21%	20%	21%	20%	20%	22%
Mean		4.48	4.21	4.29	4.63	4.39	4.47	4.38	4.51	4.59	4.85	4.39	4.39	4.12	4.72	4.52	4.69	4.48	4.48	4.55	4.41	4.46	4.48	4.30
Standard deviation		1.34	1.30	1.36	1.37	1.29	1.41	1.27	1.31	1.27	1.37	1.34	1.26	1.37	1.26	1.37	1.34	1.29	1.35	1.38	1.32	1.30	1.29	1.33
Standard error		0.02	0.07	0.10	0.06	0.07	0.07	0.07	0.09	0.07	0.06	0.05	0.07	0.14	0.04	0.04	0.08	0.06	0.02	0.03	0.03	0.04	0.05	0.13

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Absolutes/col percents

Table 22
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
Innovation should be driven by businesses and consumers. Government doesn't need to be involved
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2150	273	241	297	818	295	1120	1030	606	660	885	596	583	462	509	283	904
		52%	36%	40%	40%	63%	66%	55%	49%	51%	46%	59%	54%	51%	51%	52%	49%	52%
Strongly agree	(7)	354	31	39	26	110	63	184	170	103	101	150	90	91	59	114	46	139
		9%	4%	6%	3%	8%	14%	9%	8%	9%	7%	10%	8%	8%	7%	12%	8%	8%
	(6)	766	84	67	86	297	115	411	355	213	224	328	240	229	133	164	95	319
		19%	11%	11%	12%	23%	26%	20%	17%	18%	16%	22%	22%	20%	15%	17%	16%	18%
	(5)	1031	158	134	185	411	117	525	506	289	336	406	267	263	270	232	142	446
		25%	21%	22%	25%	32%	26%	26%	24%	24%	23%	27%	24%	23%	30%	24%	24%	26%
	(4)	1158	233	214	304	301	91	467	690	359	467	331	256	331	286	284	173	512
		28%	31%	35%	41%	23%	20%	23%	33%	30%	33%	22%	23%	29%	32%	29%	30%	30%
	(3)	482	140	92	86	125	36	231	250	136	187	159	139	147	88	108	84	185
		12%	19%	15%	12%	10%	8%	11%	12%	11%	13%	11%	13%	13%	10%	11%	14%	11%
	(2)	214	71	40	39	32	17	128	86	57	70	88	69	50	42	53	28	75
		5%	9%	7%	5%	3%	4%	6%	4%	5%	5%	6%	6%	4%	5%	5%	5%	4%
Strongly disagree	(1)	118	31	22	16	20	7	73	44	27	45	46	41	31	21	25	15	49
		3%	4%	4%	2%	2%	2%	4%	2%	2%	3%	3%	4%	3%	2%	3%	3%	3%
NET: Disagree		813	242	155	140	177	60	432	381	219	301	293	249	228	150	186	126	309
		20%	32%	25%	19%	14%	13%	21%	18%	18%	21%	19%	23%	20%	17%	19%	22%	18%
Mean		4.57	4.06	4.24	4.30	4.84	5.00	4.59	4.56	4.59	4.44	4.69	4.56	4.57	4.53	4.62	4.49	4.59
Standard deviation		1.42	1.40	1.39	1.20	1.28	1.40	1.50	1.34	1.38	1.38	1.48	1.50	1.41	1.30	1.45	1.39	1.38
Standard error		0.02	0.05	0.06	0.04	0.04	0.07	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.03

Prepared by ComRes

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Absolutes/col percents

Table 22
Q.3 To what extent do you agree or disagree with the following statements about the wider world?
Innovation should be driven by businesses and consumers. Government doesn't need to be involved
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
																Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2150 52%	165 46%	85 53%	251 57%	193 54%	193 54%	128 46%	112 56%	185 46%	309 59%	294 52%	190 53%	46 38%	562 61%	547 50%	118 46%	314 62%	1701 52%	844 52%	857 53%	449 51%	389 51%	60 52%
Strongly agree	(7)	354 9%	31 9%	14 9%	48 11%	28 8%	30 8%	17 6%	14 7%	30 8%	57 11%	47 8%	34 9%	4 3%	79 9%	93 9%	17 7%	65 13%	286 9%	149 9%	136 8%	68 8%	60 8%	8 7%
	(6)	766 19%	54 15%	37 23%	81 19%	56 16%	64 18%	44 16%	37 19%	64 16%	124 24%	98 18%	87 24%	19 16%	215 23%	192 18%	44 17%	129 25%	616 19%	308 19%	308 19%	150 17%	131 17%	19 16%
	(5)	1031 25%	80 22%	34 21%	121 28%	109 30%	99 28%	66 24%	60 30%	91 23%	128 25%	149 27%	70 19%	24 20%	268 29%	262 24%	57 22%	120 24%	800 25%	387 24%	413 25%	232 26%	199 26%	33 28%
	(4)	1158 28%	100 28%	45 28%	111 25%	108 30%	115 32%	99 35%	59 29%	121 30%	120 23%	138 25%	108 30%	36 30%	226 25%	286 26%	93 36%	130 26%	910 28%	418 26%	491 30%	248 28%	218 29%	30 26%
	(3)	482 12%	61 17%	17 11%	52 12%	33 9%	29 8%	34 12%	22 11%	57 14%	50 10%	70 13%	35 10%	20 17%	89 10%	141 13%	28 11%	43 9%	372 11%	196 12%	176 11%	109 12%	98 13%	11 10%
	(2)	214 5%	22 6%	9 6%	20 5%	16 5%	14 4%	16 6%	5 2%	24 6%	21 4%	35 6%	20 6%	11 9%	34 4%	72 7%	14 5%	15 3%	170 5%	102 6%	68 4%	44 5%	33 4%	11 9%
Strongly disagree	(1)	118 3%	12 3%	3 2%	6 1%	10 3%	9 3%	4 2%	3 1%	13 3%	20 4%	24 4%	6 2%	6 5%	10 1%	45 4%	7 3%	4 1%	90 3%	57 4%	33 2%	28 3%	24 3%	4 3%
NET: Disagree		813 20%	96 27%	30 19%	79 18%	59 16%	52 15%	54 19%	29 15%	95 24%	91 18%	129 23%	62 17%	37 31%	133 14%	259 24%	48 19%	63 12%	632 19%	355 22%	277 17%	181 21%	155 20%	26 23%
Mean		4.57	4.38	4.65	4.72	4.58	4.64	4.46	4.69	4.41	4.76	4.49	4.70	4.09	4.81	4.46	4.46	4.96	4.59	4.54	4.63	4.52	4.53	4.43
Standard deviation		1.42	1.47	1.43	1.39	1.35	1.34	1.30	1.24	1.44	1.49	1.50	1.42	1.46	1.30	1.51	1.36	1.33	1.42	1.49	1.35	1.41	1.40	1.48
Standard error		0.02	0.08	0.11	0.06	0.07	0.07	0.08	0.09	0.08	0.07	0.06	0.07	0.15	0.04	0.05	0.08	0.06	0.02	0.04	0.03	0.05	0.05	0.14

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Table 23
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Summary
Base: All respondents

		Statements					
		Change in culture and society is usually a good thing	Allowing people to take risks and fail is what drives society forward	The immediate problems the world faces are too serious for us to worry about what might happen in 50 years' time	Innovation and progress are more important than ethics and human rights	Big technological innovations are usually a waste of time, solving problems that didn't exist in the first place	Governments should be the main driving force behind innovation - by funding initiatives and regulating it carefully
Unweighted base		4121	4121	4121	4121	4121	4121
Weighted base		4121	4121	4121	4121	4121	4121
NET: Agree		1651 40%	2387 58%	1487 36%	916 22%	1031 25%	1359 33%
Strongly agree	(7)	202 5%	332 8%	254 6%	145 4%	139 3%	193 5%
	(6)	477 12%	760 18%	449 11%	267 6%	304 7%	423 10%
	(5)	972 24%	1296 31%	783 19%	504 12%	588 14%	743 18%
	(4)	1441 35%	1152 28%	1018 25%	1021 25%	1219 30%	1293 31%
	(3)	602 15%	413 10%	723 18%	834 20%	888 22%	796 19%
	(2)	256 6%	115 3%	502 12%	679 16%	602 15%	429 10%
Strongly disagree	(1)	171 4%	54 1%	392 10%	670 16%	382 9%	244 6%
NET: Disagree		1029 25%	582 14%	1617 39%	2184 53%	1871 45%	1468 36%
Mean		4.22	4.73	3.89	3.34	3.61	3.95
Standard deviation		1.36	1.26	1.64	1.61	1.49	1.47
Standard error		0.02	0.02	0.03	0.03	0.02	0.02

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Absolutes/col percents

Table 24
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Change in culture and society is usually a good thing
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1651	249	140	321	635	134	839	812	607	531	513	464	472	337	378	241	757
		40%	33%	23%	43%	49%	30%	42%	39%	51%	37%	34%	42%	41%	38%	39%	41%	44%
Strongly agree	(7)	202	17	9	34	68	20	110	91	80	73	49	62	54	35	51	39	93
		5%	2%	1%	5%	5%	4%	5%	4%	7%	5%	3%	6%	5%	4%	5%	7%	5%
	(6)	477	59	28	84	190	35	260	218	191	151	135	150	130	89	107	76	230
		12%	8%	5%	11%	15%	8%	13%	10%	16%	11%	9%	14%	11%	10%	11%	13%	13%
	(5)	972	173	103	202	378	80	469	503	336	307	329	252	288	213	220	126	434
		24%	23%	17%	27%	29%	18%	23%	24%	28%	21%	22%	23%	25%	24%	22%	22%	25%
	(4)	1441	300	212	292	453	139	645	796	369	530	542	370	421	329	321	210	594
		35%	40%	35%	39%	35%	31%	32%	38%	31%	37%	36%	34%	37%	37%	33%	36%	34%
	(3)	602	124	141	76	153	88	289	312	121	223	257	174	144	124	159	90	220
		15%	17%	23%	10%	12%	20%	14%	15%	10%	16%	17%	16%	13%	14%	16%	15%	13%
	(2)	256	44	79	29	36	44	152	105	55	83	119	61	64	66	65	24	96
		6%	6%	13%	4%	3%	10%	8%	5%	5%	6%	8%	6%	6%	7%	7%	4%	6%
Strongly disagree	(1)	171	31	39	23	20	41	95	76	32	62	78	32	41	42	55	18	59
		4%	4%	6%	3%	2%	9%	5%	4%	3%	4%	5%	3%	4%	5%	6%	3%	3%
NET: Disagree		1029	198	258	128	209	173	536	493	207	368	454	267	250	233	279	131	375
		25%	27%	42%	17%	16%	39%	27%	23%	18%	26%	30%	24%	22%	26%	29%	23%	22%
Mean		4.22	4.05	3.62	4.37	4.52	3.80	4.22	4.22	4.54	4.18	4.01	4.31	4.27	4.13	4.14	4.35	4.34
Standard deviation		1.36	1.24	1.29	1.24	1.20	1.51	1.43	1.29	1.33	1.36	1.35	1.35	1.32	1.35	1.43	1.34	1.35
Standard error		0.02	0.05	0.05	0.05	0.03	0.07	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

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Absolutes/col percents

Table 24
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Change in culture and society is usually a good thing
Base: All respondents

		Total	Region												Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1651	161	65	193	131	154	111	78	129	286	196	120	28	402	540	110	114	1359	777	582	293	263	30
		40%	45%	40%	44%	36%	43%	40%	39%	32%	55%	35%	33%	24%	44%	49%	42%	23%	42%	48%	36%	33%	34%	26%
Strongly agree	(7)	202	16	13	21	20	17	18	9	16	39	19	10	4	33	84	21	3	175	99	76	27	25	2
		5%	4%	8%	5%	5%	5%	7%	5%	4%	7%	3%	3%	4%	4%	8%	8%	1%	5%	6%	5%	3%	3%	2%
	(6)	477	48	19	61	30	37	22	19	35	110	48	41	7	142	155	31	27	407	251	155	70	64	6
		12%	13%	12%	14%	8%	10%	8%	10%	9%	21%	9%	11%	6%	15%	14%	12%	5%	13%	16%	10%	8%	8%	5%
	(5)	972	97	32	111	81	100	71	50	78	137	129	69	17	227	301	59	84	777	426	351	195	174	22
		24%	27%	20%	25%	22%	28%	25%	25%	20%	26%	23%	19%	14%	25%	28%	23%	17%	24%	26%	22%	22%	23%	19%
	(4)	1441	128	55	150	132	120	95	73	145	150	208	127	58	308	356	101	157	1130	504	627	311	261	50
		35%	36%	35%	34%	37%	33%	34%	36%	36%	29%	37%	35%	48%	33%	33%	39%	31%	35%	31%	39%	35%	34%	43%
	(3)	602	45	23	58	54	49	41	23	77	49	89	74	20	141	124	32	88	431	183	248	170	151	20
		15%	13%	14%	13%	15%	14%	15%	12%	19%	9%	16%	21%	16%	15%	11%	12%	17%	13%	11%	15%	19%	20%	17%
	(2)	256	20	9	20	30	20	16	15	23	19	45	27	11	42	40	12	78	182	85	98	74	62	13
		6%	6%	6%	5%	8%	6%	6%	7%	6%	4%	8%	8%	9%	5%	4%	5%	15%	6%	5%	6%	8%	8%	11%
Strongly disagree	(1)	171	5	8	19	13	17	16	11	26	17	23	12	4	28	33	5	68	141	70	71	30	26	3
		4%	1%	5%	4%	4%	5%	6%	5%	7%	3%	4%	3%	3%	3%	3%	2%	13%	4%	4%	4%	3%	3%	3%
NET: Disagree		1029	71	40	97	97	85	74	49	127	85	157	113	34	211	197	49	235	754	337	417	274	239	36
		25%	20%	25%	22%	27%	24%	26%	24%	32%	16%	28%	31%	28%	23%	18%	19%	46%	23%	21%	26%	31%	31%	31%
Mean		4.22	4.39	4.28	4.32	4.13	4.24	4.17	4.16	3.98	4.65	4.06	4.04	3.93	4.33	4.51	4.43	3.40	4.28	4.41	4.14	4.01	4.03	3.86
Standard deviation		1.36	1.24	1.48	1.36	1.36	1.36	1.43	1.39	1.38	1.38	1.31	1.30	1.22	1.30	1.34	1.31	1.45	1.38	1.41	1.34	1.29	1.30	1.19
Standard error		0.02	0.07	0.11	0.06	0.07	0.07	0.08	0.10	0.07	0.06	0.05	0.07	0.12	0.04	0.04	0.08	0.06	0.02	0.03	0.03	0.04	0.05	0.12

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Table 25
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Allowing people to take risks and fail is what drives society forward
Base: All respondents

		Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		2387	454	128	399	957	240	1285	1102	702	780	905	705	701	460	520	319	1046
		58%	61%	21%	54%	74%	54%	64%	52%	59%	55%	60%	64%	61%	51%	53%	55%	61%
Strongly agree	(7)	332	59	5	56	124	26	187	144	102	104	126	101	88	57	85	53	143
		8%	8%	1%	8%	10%	6%	9%	7%	9%	7%	8%	9%	8%	6%	9%	9%	8%
	(6)	760	128	17	110	322	87	451	309	244	223	292	228	234	144	153	85	361
		18%	17%	3%	15%	25%	19%	22%	15%	21%	16%	19%	21%	20%	16%	16%	15%	21%
	(5)	1296	268	106	233	511	127	646	649	356	453	486	376	379	258	282	181	542
		31%	36%	17%	31%	39%	28%	32%	31%	30%	32%	32%	34%	33%	29%	29%	31%	31%
	(4)	1152	210	243	256	271	134	481	671	333	422	397	269	305	283	295	180	457
		28%	28%	40%	35%	21%	30%	24%	32%	28%	30%	26%	24%	27%	32%	30%	31%	26%
	(3)	413	64	144	74	62	50	180	233	112	165	136	81	103	120	109	63	166
		10%	9%	24%	10%	5%	11%	9%	11%	9%	12%	9%	7%	9%	13%	11%	11%	10%
	(2)	115	16	62	9	7	12	53	62	26	38	51	30	26	24	34	15	39
		3%	2%	10%	1%	1%	3%	3%	3%	2%	3%	3%	3%	2%	3%	4%	3%	2%
Strongly disagree	(1)	54	2	33	3	-	10	22	32	10	23	21	15	7	11	20	6	18
		1%	*	5%	*	-	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%
NET: Disagree		582	83	239	85	69	72	254	328	148	226	208	127	136	155	164	84	223
		14%	11%	39%	12%	5%	16%	13%	16%	13%	16%	14%	12%	12%	17%	17%	14%	13%
Mean		4.73	4.80	3.65	4.70	5.12	4.61	4.87	4.59	4.81	4.63	4.76	4.86	4.82	4.58	4.62	4.68	4.81
Standard deviation		1.26	1.15	1.17	1.13	1.03	1.29	1.26	1.24	1.23	1.25	1.27	1.25	1.19	1.24	1.32	1.25	1.24
Standard error		0.02	0.04	0.05	0.04	0.03	0.06	0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.05	0.04	0.05	0.03

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Table 25
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Allowing people to take risks and fail is what drives society forward
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
							Region									Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		2387 58%	193 54%	89 56%	252 57%	190 53%	206 57%	168 60%	112 56%	229 57%	346 67%	317 57%	209 58%	74 62%	600 65%	615 56%	173 67%	294 58%	1903 59%	990 61%	913 56%	484 55%	415 54%	69 59%
Strongly agree	(7)	332 8%	22 6%	17 11%	36 8%	29 8%	35 10%	20 7%	10 5%	22 5%	54 10%	45 8%	33 9%	10 8%	72 8%	104 9%	30 12%	41 8%	270 8%	150 9%	120 7%	62 7%	58 8%	4 4%
	(6)	760 18%	64 18%	28 17%	82 19%	46 13%	68 19%	47 17%	50 25%	75 19%	142 27%	95 17%	46 13%	17 14%	227 25%	180 16%	53 21%	85 17%	616 19%	358 22%	258 16%	143 16%	122 16%	22 19%
	(5)	1296 31%	107 30%	44 28%	134 31%	115 32%	104 29%	101 36%	52 26%	133 33%	151 29%	178 32%	130 36%	47 39%	301 33%	332 30%	89 34%	169 33%	1017 31%	481 30%	536 33%	279 32%	236 31%	43 37%
	(4)	1152 28%	111 31%	51 32%	125 28%	120 33%	105 29%	74 26%	61 30%	105 26%	120 23%	152 27%	99 28%	28 24%	213 23%	315 29%	73 28%	131 26%	884 27%	427 26%	457 28%	268 31%	239 31%	29 25%
	(3)	413 10%	41 11%	12 8%	42 10%	36 10%	32 9%	27 10%	21 10%	47 12%	39 7%	65 12%	37 10%	14 11%	82 9%	112 10%	11 4%	53 10%	321 10%	143 9%	179 11%	92 10%	78 10%	14 12%
	(2)	115 3%	10 3%	4 2%	10 2%	10 3%	14 4%	5 2%	6 3%	14 3%	12 2%	17 3%	12 3%	1 1%	20 2%	34 3%	3 1%	22 4%	92 3%	41 3%	51 3%	23 3%	21 3%	1 1%
Strongly disagree	(1)	54 1%	5 2%	3 2%	11 3%	4 1%	3 1%	7 2%	1 *	5 1%	4 1%	8 1%	2 *	3 2%	7 1%	17 2%	- -	6 1%	43 1%	18 1%	25 2%	11 1%	8 1%	3 3%
NET: Disagree		582 14%	56 16%	20 12%	63 14%	49 14%	49 14%	38 14%	28 14%	66 17%	54 10%	90 16%	51 14%	18 15%	108 12%	163 15%	14 6%	81 16%	456 14%	201 12%	255 16%	126 14%	107 14%	18 16%
Mean		4.73	4.62	4.76	4.71	4.64	4.76	4.71	4.73	4.65	5.00	4.68	4.71	4.72	4.90	4.71	5.04	4.68	4.75	4.85	4.65	4.66	4.67	4.63
Standard deviation		1.26	1.24	1.32	1.30	1.21	1.28	1.24	1.20	1.23	1.24	1.27	1.22	1.24	1.20	1.30	1.11	1.29	1.26	1.26	1.26	1.22	1.22	1.22
Standard error		0.02	0.07	0.10	0.06	0.06	0.07	0.07	0.09	0.07	0.06	0.05	0.06	0.12	0.04	0.04	0.07	0.06	0.02	0.03	0.03	0.04	0.04	0.12

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Table 26
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
The immediate problems the world faces are too serious for us to worry about what might happen in 50 years' time
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1487	257	184	317	439	119	784	703	484	479	523	367	397	335	388	177	658
		36%	34%	30%	43%	34%	27%	39%	33%	41%	34%	35%	33%	35%	37%	40%	30%	38%
Strongly agree	(7)	254	23	33	55	70	20	142	112	73	92	89	62	59	55	78	33	104
		6%	3%	5%	7%	5%	4%	7%	5%	6%	6%	6%	6%	5%	6%	8%	6%	6%
	(6)	449	73	61	98	113	34	243	206	164	128	158	115	125	90	120	47	220
		11%	10%	10%	13%	9%	8%	12%	10%	14%	9%	10%	10%	11%	10%	12%	8%	13%
	(5)	783	161	89	164	256	65	399	384	247	259	277	191	213	190	189	97	334
		19%	22%	15%	22%	20%	15%	20%	18%	21%	18%	18%	17%	19%	21%	19%	17%	19%
	(4)	1018	202	149	241	286	105	472	546	302	377	339	231	313	244	230	150	436
		25%	27%	24%	33%	22%	24%	23%	26%	25%	26%	22%	21%	27%	27%	23%	26%	25%
	(3)	723	172	107	106	234	80	345	378	206	243	274	230	220	138	135	124	301
		18%	23%	18%	14%	18%	18%	17%	18%	17%	17%	18%	21%	19%	15%	14%	21%	17%
	(2)	502	77	91	51	198	70	239	263	126	169	207	148	125	109	120	73	188
		12%	10%	15%	7%	15%	16%	12%	13%	11%	12%	14%	13%	11%	12%	12%	13%	11%
Strongly disagree	(1)	392	40	79	27	140	72	180	212	65	160	167	126	88	72	107	59	142
		10%	5%	13%	4%	11%	16%	9%	10%	6%	11%	11%	11%	8%	8%	11%	10%	8%
NET: Disagree		1617	289	277	183	571	222	764	853	398	572	647	504	433	319	361	256	631
		39%	39%	45%	25%	44%	50%	38%	41%	34%	40%	43%	46%	38%	36%	37%	44%	37%
Mean		3.89	3.90	3.65	4.32	3.73	3.45	3.97	3.81	4.12	3.81	3.78	3.73	3.92	3.96	3.97	3.73	3.99
Standard deviation		1.64	1.41	1.69	1.43	1.65	1.68	1.66	1.61	1.55	1.65	1.68	1.67	1.55	1.59	1.74	1.60	1.61
Standard error		0.03	0.05	0.07	0.05	0.05	0.08	0.04	0.03	0.05	0.04	0.04	0.05	0.04	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 26
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
The immediate problems the world faces are too serious for us to worry about what might happen in 50 years' time
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
						Region									Voting Intention				Location					
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1487	122	51	167	139	141	91	81	139	239	172	106	37	374	401	83	205	1197	633	564	290	254	36
		36%	34%	32%	38%	39%	39%	33%	41%	35%	46%	31%	30%	31%	41%	37%	32%	41%	37%	39%	35%	33%	33%	31%
Strongly agree	(7)	254	18	10	35	18	30	16	9	16	37	37	17	11	52	71	12	39	201	102	99	53	46	7
		6%	5%	6%	8%	5%	8%	6%	5%	4%	7%	7%	5%	9%	6%	7%	5%	8%	6%	6%	6%	6%	6%	6%
	(6)	449	43	15	43	42	37	22	21	45	93	46	32	9	122	112	31	62	364	197	167	86	74	12
		11%	12%	10%	10%	12%	10%	8%	10%	11%	18%	8%	9%	8%	13%	10%	12%	12%	11%	12%	10%	10%	10%	10%
	(5)	783	60	25	89	79	74	53	51	78	109	89	58	17	200	217	40	104	632	334	298	151	134	17
		19%	17%	16%	20%	22%	21%	19%	25%	19%	21%	16%	16%	14%	22%	20%	15%	21%	19%	21%	18%	17%	18%	15%
	(4)	1018	95	42	101	94	74	73	48	108	116	153	82	31	227	248	66	120	798	371	427	220	189	31
		25%	27%	26%	23%	26%	21%	26%	24%	27%	22%	27%	23%	26%	25%	23%	25%	24%	25%	23%	26%	25%	25%	26%
	(3)	723	67	32	72	67	63	54	41	60	78	93	75	20	177	171	52	78	561	276	285	162	142	20
		18%	19%	20%	16%	19%	18%	19%	20%	15%	15%	17%	21%	17%	19%	16%	20%	15%	17%	17%	18%	18%	19%	17%
	(2)	502	49	20	58	35	48	34	21	45	45	82	51	15	95	147	38	53	387	183	204	115	99	16
		12%	14%	13%	13%	10%	13%	12%	10%	11%	9%	15%	14%	12%	10%	13%	15%	10%	12%	11%	13%	13%	13%	14%
Strongly disagree	(1)	392	26	15	42	25	33	28	9	47	43	60	46	17	48	126	20	51	300	155	146	91	78	14
		10%	7%	10%	9%	7%	9%	10%	5%	12%	8%	11%	13%	14%	5%	11%	8%	10%	9%	10%	9%	10%	10%	12%
NET: Disagree		1617	143	67	172	127	145	116	71	152	165	235	172	52	320	444	111	181	1249	614	635	368	319	49
		39%	40%	42%	39%	35%	40%	41%	36%	38%	32%	42%	48%	43%	35%	41%	43%	36%	38%	38%	39%	42%	42%	43%
Mean		3.89	3.88	3.80	3.93	4.02	3.94	3.79	4.05	3.81	4.21	3.74	3.61	3.73	4.09	3.83	3.80	4.02	3.92	3.96	3.88	3.79	3.80	3.73
Standard deviation		1.64	1.58	1.63	1.69	1.52	1.71	1.60	1.46	1.63	1.66	1.65	1.64	1.79	1.52	1.70	1.58	1.69	1.64	1.66	1.62	1.65	1.64	1.67
Standard error		0.03	0.09	0.12	0.08	0.08	0.09	0.09	0.11	0.09	0.08	0.07	0.08	0.18	0.05	0.05	0.10	0.07	0.03	0.04	0.04	0.06	0.06	0.16

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Absolutes/col percents

Table 27
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Innovation and progress are more important than ethics and human rights
Base: All respondents

		Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		916	205	40	128	284	104	603	313	358	258	300	247	258	203	208	131	458
		22%	27%	7%	17%	22%	23%	30%	15%	30%	18%	20%	22%	23%	23%	21%	23%	27%
Strongly agree	(7)	145	29	10	19	29	10	113	32	49	47	49	46	29	31	40	21	70
		4%	4%	2%	3%	2%	2%	6%	2%	4%	3%	3%	4%	3%	3%	4%	4%	4%
	(6)	267	42	12	26	88	31	164	104	130	60	77	73	82	63	49	40	150
		6%	6%	2%	4%	7%	7%	8%	5%	11%	4%	5%	7%	7%	7%	5%	7%	9%
	(5)	504	135	17	82	167	63	327	177	179	152	173	128	147	109	119	70	238
		12%	18%	3%	11%	13%	14%	16%	8%	15%	11%	11%	12%	13%	12%	12%	12%	14%
	(4)	1021	225	145	244	251	129	481	540	278	376	366	239	250	273	259	119	449
		25%	30%	24%	33%	19%	29%	24%	26%	23%	26%	24%	22%	22%	30%	26%	20%	26%
	(3)	834	174	137	148	256	103	392	442	188	313	333	238	261	161	173	128	328
		20%	23%	22%	20%	20%	23%	19%	21%	16%	22%	22%	22%	23%	18%	18%	22%	19%
	(2)	679	106	134	122	232	62	274	405	164	242	274	197	191	131	160	94	260
		16%	14%	22%	16%	18%	14%	14%	19%	14%	17%	18%	18%	17%	15%	16%	16%	15%
Strongly disagree	(1)	670	37	155	99	274	48	269	401	195	238	237	180	181	130	178	111	230
		16%	5%	25%	13%	21%	11%	13%	19%	16%	17%	16%	16%	16%	15%	18%	19%	13%
NET: Disagree		2184	317	426	369	762	213	936	1249	547	794	843	615	634	422	512	332	818
		53%	42%	70%	50%	59%	48%	46%	59%	46%	56%	56%	56%	55%	47%	52%	57%	47%
Mean		3.34	3.74	2.69	3.33	3.14	3.52	3.63	3.06	3.57	3.23	3.26	3.31	3.31	3.46	3.29	3.25	3.54
Standard deviation		1.61	1.39	1.39	1.45	1.64	1.47	1.67	1.50	1.73	1.54	1.56	1.64	1.58	1.58	1.63	1.66	1.62
Standard error		0.03	0.05	0.06	0.05	0.04	0.07	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 27
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Innovation and progress are more important than ethics and human rights
Base: All respondents

		Total						Region									Voting Intention						Location		
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		916	63	34	85	83	89	49	50	77	177	114	73	22	278	239	42	141	772	407	364	145	125	20
		22%	17%	21%	19%	23%	25%	17%	25%	19%	34%	20%	20%	18%	30%	22%	16%	28%	24%	25%	22%	16%	16%	17%
Strongly agree	(7)	145	7	10	19	12	16	8	11	7	23	12	12	8	37	40	10	21	132	76	56	13	7	5
		4%	2%	6%	4%	3%	5%	3%	5%	2%	4%	2%	3%	7%	4%	4%	4%	4%	4%	5%	3%	1%	1%	4%
	(6)	267	29	9	22	27	23	11	15	21	67	28	14	2	88	65	16	31	226	112	114	41	36	5
		6%	8%	5%	5%	7%	6%	4%	7%	5%	13%	5%	4%	2%	10%	6%	6%	6%	7%	7%	7%	5%	5%	4%
	(5)	504	27	15	43	44	50	30	25	48	88	74	48	12	152	134	16	90	413	219	194	91	81	10
		12%	7%	10%	10%	12%	14%	11%	12%	12%	17%	13%	13%	10%	17%	12%	6%	18%	13%	14%	12%	10%	11%	8%
	(4)	1021	85	38	121	97	97	79	42	99	105	157	83	17	240	249	52	144	791	341	451	229	194	35
		25%	24%	24%	28%	27%	27%	28%	21%	25%	20%	28%	23%	14%	26%	23%	20%	29%	24%	21%	28%	26%	26%	30%
	(3)	834	79	35	101	72	70	68	37	81	85	103	76	28	199	202	59	98	649	325	324	185	166	19
		20%	22%	22%	23%	20%	19%	24%	18%	20%	16%	18%	21%	23%	22%	18%	23%	19%	20%	20%	20%	21%	22%	16%
	(2)	679	65	31	71	54	45	41	47	65	63	86	77	34	124	174	57	65	499	250	249	180	155	25
		16%	18%	19%	16%	15%	12%	15%	24%	16%	12%	15%	21%	28%	13%	16%	22%	13%	15%	15%	15%	21%	20%	22%
Strongly disagree	(1)	670	68	22	62	55	59	43	24	78	90	100	51	19	80	229	49	57	532	295	237	138	121	17
		16%	19%	14%	14%	15%	16%	15%	12%	19%	17%	18%	14%	16%	9%	21%	19%	11%	16%	18%	15%	16%	16%	15%
NET: Disagree		2184	212	88	234	180	174	152	108	224	238	289	204	81	403	605	165	221	1680	870	810	504	443	61
		53%	59%	55%	53%	50%	48%	54%	54%	56%	46%	52%	57%	68%	44%	55%	64%	44%	52%	54%	50%	57%	58%	53%
Mean		3.34	3.14	3.38	3.36	3.42	3.47	3.27	3.41	3.17	3.63	3.27	3.24	3.05	3.73	3.22	3.06	3.63	3.39	3.36	3.42	3.15	3.13	3.25
Standard deviation		1.61	1.58	1.65	1.56	1.60	1.64	1.49	1.67	1.55	1.77	1.55	1.53	1.64	1.54	1.67	1.61	1.54	1.64	1.70	1.58	1.46	1.45	1.57
Standard error		0.03	0.09	0.13	0.07	0.09	0.09	0.09	0.12	0.08	0.08	0.06	0.08	0.16	0.05	0.05	0.10	0.07	0.03	0.04	0.04	0.05	0.05	0.15

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Table 28
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Big technological innovations are usually a waste of time, solving problems that didn't exist in the first place
Base: All respondents

		Total	Segment Futur- ists	Scep- tics	Crea- tives	Real- ists	Roman- tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri- vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1031	89	138	194	428	50	495	536	359	334	338	227	275	245	285	129	476
		25%	12%	23%	26%	33%	11%	24%	26%	30%	23%	22%	21%	24%	27%	29%	22%	28%
Strongly agree	(7)	139	6	21	17	49	6	78	60	39	43	57	31	28	31	48	23	53
		3%	1%	3%	2%	4%	1%	4%	3%	3%	3%	4%	3%	2%	3%	5%	4%	3%
	(6)	304	17	35	52	118	15	148	156	132	87	85	69	85	68	82	32	163
		7%	2%	6%	7%	9%	3%	7%	7%	11%	6%	6%	6%	7%	8%	8%	6%	9%
	(5)	588	66	83	125	261	29	268	320	187	204	196	127	162	145	154	73	260
		14%	9%	14%	17%	20%	7%	13%	15%	16%	14%	13%	11%	14%	16%	16%	13%	15%
	(4)	1219	215	193	271	400	87	520	699	325	451	444	279	348	278	315	179	484
		30%	29%	32%	37%	31%	19%	26%	33%	27%	32%	29%	25%	30%	31%	32%	31%	28%
	(3)	888	201	144	138	254	121	428	460	233	324	330	244	261	187	196	143	360
		22%	27%	24%	19%	20%	27%	21%	22%	20%	23%	22%	22%	23%	21%	20%	25%	21%
	(2)	602	152	76	96	148	108	342	260	148	205	249	233	166	99	104	82	251
		15%	20%	12%	13%	11%	24%	17%	12%	13%	14%	16%	21%	15%	11%	11%	14%	15%
Strongly disagree	(1)	382	90	60	42	67	80	235	147	119	114	148	120	93	89	80	49	155
		9%	12%	10%	6%	5%	18%	12%	7%	10%	8%	10%	11%	8%	10%	8%	8%	9%
NET: Disagree		1871	444	279	275	468	309	1005	866	500	644	727	596	520	375	380	274	766
		45%	59%	46%	37%	36%	69%	50%	41%	42%	45%	48%	54%	45%	42%	39%	47%	44%
Mean		3.61	3.12	3.57	3.77	3.92	2.88	3.50	3.71	3.73	3.60	3.51	3.35	3.60	3.69	3.82	3.58	3.66
Standard deviation		1.49	1.29	1.45	1.35	1.42	1.39	1.57	1.40	1.56	1.42	1.49	1.50	1.43	1.49	1.51	1.45	1.51
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.04	0.03	0.05	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

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Absolutes/col percents

Table 28
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Big technological innovations are usually a waste of time, solving problems that didn't exist in the first place
Base: All respondents

		Total		Region												Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1031	77	32	95	102	89	68	52	94	184	144	73	20	257	294	58	131	849	422	427	182	152	30
		25%	21%	20%	22%	28%	25%	24%	26%	23%	35%	26%	20%	16%	28%	27%	22%	26%	26%	26%	26%	21%	20%	26%
Strongly agree	(7)	139	16	7	18	11	17	10	6	10	23	11	9	1	27	39	6	22	119	52	67	20	17	3
		3%	4%	4%	4%	3%	5%	4%	3%	3%	4%	2%	3%	1%	3%	4%	2%	4%	4%	3%	4%	2%	2%	2%
	(6)	304	25	9	21	28	25	18	15	26	67	43	23	4	91	87	17	34	255	140	116	49	40	9
		7%	7%	6%	5%	8%	7%	6%	7%	7%	13%	8%	6%	4%	10%	8%	7%	7%	8%	9%	7%	6%	5%	8%
	(5)	588	36	16	57	63	48	41	31	57	95	89	41	14	140	168	34	74	474	230	244	114	96	18
		14%	10%	10%	13%	17%	13%	15%	15%	14%	18%	16%	11%	12%	15%	15%	13%	15%	15%	14%	15%	13%	13%	16%
	(4)	1219	128	53	146	104	100	86	69	112	139	148	99	34	235	309	62	157	936	420	516	283	241	42
		30%	35%	33%	33%	29%	28%	31%	35%	28%	27%	26%	28%	28%	25%	28%	24%	31%	29%	26%	32%	32%	32%	36%
	(3)	888	77	39	103	82	75	58	51	85	73	123	94	28	188	231	50	107	686	341	346	202	182	20
		22%	21%	24%	23%	23%	21%	21%	25%	21%	14%	22%	26%	24%	20%	21%	19%	21%	21%	21%	21%	23%	24%	17%
	(2)	602	54	28	53	54	58	38	13	64	69	88	56	27	166	137	60	66	465	247	218	137	117	20
		15%	15%	17%	12%	15%	16%	14%	6%	16%	13%	16%	16%	23%	18%	13%	23%	13%	14%	15%	13%	16%	15%	17%
Strongly disagree	(1)	382	25	8	43	18	38	29	16	45	55	58	37	11	75	121	30	45	307	187	120	75	70	4
		9%	7%	5%	10%	5%	10%	10%	8%	11%	11%	10%	10%	9%	8%	11%	12%	9%	9%	12%	7%	9%	9%	4%
NET: Disagree		1871	156	75	198	154	171	125	79	194	197	268	188	67	429	490	140	219	1458	775	683	413	369	45
		45%	43%	47%	45%	43%	47%	45%	39%	48%	38%	48%	52%	56%	47%	45%	54%	43%	45%	48%	42%	47%	48%	38%
Mean		3.61	3.65	3.60	3.58	3.75	3.57	3.59	3.78	3.48	3.85	3.53	3.43	3.25	3.63	3.62	3.33	3.67	3.63	3.55	3.72	3.51	3.47	3.75
Standard deviation		1.49	1.44	1.40	1.45	1.41	1.56	1.50	1.38	1.50	1.64	1.49	1.45	1.33	1.53	1.54	1.53	1.50	1.51	1.56	1.46	1.39	1.39	1.36
Standard error		0.02	0.08	0.11	0.07	0.07	0.08	0.09	0.10	0.08	0.07	0.06	0.07	0.13	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.13

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Innovation Population Segmentation Survey
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Table 29
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Governments should be the main driving force behind innovation - by funding initiatives and regulating it carefully
Base: All respondents

		Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Agree		1359	157	156	288	516	92	721	638	455	426	478	347	365	292	355	206	588
		33%	21%	26%	39%	40%	21%	36%	30%	38%	30%	32%	32%	32%	33%	36%	35%	34%
Strongly agree	(7)	193	12	21	33	61	15	108	85	65	67	61	41	39	50	63	44	78
		5%	2%	3%	4%	5%	3%	5%	4%	6%	5%	4%	4%	3%	6%	6%	8%	5%
	(6)	423	42	41	84	154	20	238	186	171	120	133	125	123	73	102	50	214
		10%	6%	7%	11%	12%	4%	12%	9%	14%	8%	9%	11%	11%	8%	10%	9%	12%
	(5)	743	103	94	170	302	57	376	367	219	239	285	181	203	170	190	112	296
		18%	14%	15%	23%	23%	13%	19%	17%	18%	17%	19%	16%	18%	19%	19%	19%	17%
	(4)	1293	264	208	276	396	136	560	734	342	494	457	299	344	344	306	169	544
		31%	35%	34%	37%	31%	31%	28%	35%	29%	35%	30%	27%	30%	38%	31%	29%	32%
	(3)	796	191	140	122	242	93	370	426	197	283	315	243	235	140	177	109	314
		19%	26%	23%	16%	19%	21%	18%	20%	17%	20%	21%	22%	21%	16%	18%	19%	18%
	(2)	429	91	78	36	101	79	221	208	135	148	146	130	134	77	88	64	175
		10%	12%	13%	5%	8%	18%	11%	10%	11%	10%	10%	12%	12%	9%	9%	11%	10%
Strongly disagree	(1)	244	44	28	19	41	45	149	96	55	77	113	81	65	45	53	35	105
		6%	6%	5%	3%	3%	10%	7%	5%	5%	5%	7%	7%	6%	5%	5%	6%	6%
NET: Disagree		1468	326	246	177	384	218	739	730	387	508	574	455	433	261	318	208	594
		36%	44%	40%	24%	30%	49%	37%	35%	33%	36%	38%	41%	38%	29%	33%	36%	34%
Mean		3.95	3.62	3.77	4.25	4.17	3.45	3.96	3.94	4.11	3.91	3.86	3.82	3.89	4.04	4.07	4.01	3.99
Standard deviation		1.47	1.28	1.35	1.27	1.37	1.46	1.55	1.38	1.51	1.42	1.47	1.51	1.45	1.40	1.49	1.54	1.49
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.04	0.03	0.05	0.04	0.04	0.04	0.04	0.05	0.05	0.07	0.04

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Absolutes/col percents

Table 29
Q.4 To what extent do you agree or disagree with the following statements about the wider world?
Governments should be the main driving force behind innovation - by funding initiatives and regulating it carefully
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Agree		1359	121	55	150	117	133	95	72	100	243	162	82	30	331	445	80	137	1112	563	549	247	219	28
		33%	34%	34%	34%	33%	37%	34%	36%	25%	47%	29%	23%	25%	36%	41%	31%	27%	34%	35%	34%	28%	29%	25%
Strongly agree	(7)	193	12	9	30	16	22	12	10	12	37	25	6	2	43	80	15	15	165	96	68	28	28	1
		5%	3%	6%	7%	4%	6%	4%	5%	3%	7%	4%	2%	2%	5%	7%	6%	3%	5%	6%	4%	3%	4%	*
	(6)	423	46	15	42	35	41	23	23	28	96	41	23	10	109	132	29	40	353	193	160	70	63	7
		10%	13%	9%	10%	10%	11%	8%	11%	7%	18%	7%	6%	8%	12%	12%	11%	8%	11%	12%	10%	8%	8%	6%
	(5)	743	62	31	78	67	70	61	39	59	110	96	52	18	179	234	35	83	595	275	320	148	127	21
		18%	17%	19%	18%	18%	20%	22%	20%	15%	21%	17%	15%	15%	19%	21%	13%	16%	18%	17%	20%	17%	17%	18%
	(4)	1293	106	45	135	116	116	83	62	143	137	188	116	45	271	331	91	145	999	469	530	294	253	41
		31%	29%	28%	31%	32%	32%	30%	31%	36%	26%	34%	32%	37%	29%	30%	35%	29%	31%	29%	33%	33%	33%	35%
	(3)	796	70	34	85	79	56	56	35	91	66	119	79	27	167	184	54	107	611	306	305	185	167	18
		19%	19%	21%	19%	22%	15%	20%	17%	23%	13%	21%	22%	22%	18%	17%	21%	21%	19%	19%	19%	21%	22%	15%
	(2)	429	52	21	42	30	36	33	21	41	39	59	42	13	104	80	25	53	325	168	157	104	87	17
		10%	14%	13%	9%	8%	10%	12%	11%	10%	7%	11%	12%	11%	11%	7%	10%	11%	10%	10%	10%	12%	11%	15%
Strongly disagree	(1)	244	11	5	28	18	18	13	10	25	36	32	42	5	47	52	10	64	196	111	85	48	37	12
		6%	3%	3%	6%	5%	5%	5%	5%	6%	7%	6%	12%	4%	5%	5%	4%	13%	6%	7%	5%	6%	5%	10%
NET: Disagree		1468	134	60	155	126	110	102	66	158	140	210	162	45	319	317	89	224	1131	585	546	337	290	47
		36%	37%	37%	35%	35%	31%	36%	33%	39%	27%	38%	45%	38%	35%	29%	34%	44%	35%	36%	34%	38%	38%	40%
Mean		3.95	3.95	3.98	4.00	3.98	4.10	3.93	4.03	3.76	4.31	3.86	3.53	3.80	4.01	4.21	4.02	3.61	3.98	3.98	3.98	3.81	3.85	3.56
Standard deviation		1.47	1.43	1.45	1.52	1.41	1.49	1.42	1.47	1.36	1.60	1.41	1.44	1.28	1.48	1.48	1.44	1.54	1.49	1.55	1.42	1.39	1.38	1.39
Standard error		0.02	0.08	0.11	0.07	0.07	0.08	0.08	0.11	0.07	0.07	0.06	0.07	0.13	0.05	0.04	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.13

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Innovation Population Segmentation Survey
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Table 30
Q.5 How interested or uninterested are you in news coverage of the following issues?
Summary
Base: All respondents

					Issues				
		The Economy	Housing- CRIPQ5	Healthcare/ the NHS	Transport	Education	Defence/ Military/ Security	The Environment	Energy
Unweighted base		4121	4121	4121	4121	4121	4121	4121	4121
Weighted base		4121	4121	4121	4121	4121	4121	4121	4121
NET: Interested		3071 75%	2236 54%	3212 78%	2094 51%	2556 62%	2248 55%	2531 61%	2671 65%
Very interested	(7)	900 22%	524 13%	1083 26%	378 9%	744 18%	526 13%	620 15%	613 15%
	(6)	1187 29%	726 18%	1158 28%	665 16%	859 21%	741 18%	839 20%	941 23%
	(5)	983 24%	986 24%	972 24%	1051 26%	954 23%	981 24%	1072 26%	1117 27%
	(4)	617 15%	958 23%	597 14%	1099 27%	805 20%	937 23%	830 20%	853 21%
	(3)	247 6%	514 12%	192 5%	501 12%	380 9%	451 11%	387 9%	334 8%
	(2)	98 2%	251 6%	60 1%	247 6%	203 5%	270 7%	184 4%	136 3%
Very uninterested	(1)	88 2%	162 4%	59 1%	180 4%	176 4%	215 5%	189 5%	126 3%
NET: Uninterested		433 11%	927 22%	312 8%	927 22%	759 18%	936 23%	759 18%	597 14%
Mean		5.30	4.61	5.47	4.48	4.87	4.58	4.80	4.93
Standard deviation		1.42	1.56	1.34	1.50	1.61	1.61	1.57	1.46
Standard error		0.02	0.02	0.02	0.02	0.03	0.03	0.02	0.02

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Table 31
Q.5 How interested or uninterested are you in news coverage of the following issues?
The Economy
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Interested		3071	551	459	476	1058	289	1586	1485	807	1013	1251	890	852	627	702	424	1265
		75%	74%	75%	64%	82%	65%	79%	71%	68%	71%	83%	81%	75%	70%	72%	73%	73%
Very interested	(7)	900	137	145	111	331	81	449	452	217	278	405	276	229	168	228	123	354
		22%	18%	24%	15%	26%	18%	22%	22%	18%	19%	27%	25%	20%	19%	23%	21%	21%
	(6)	1187	218	172	182	405	113	671	516	306	358	523	349	364	231	242	159	482
		29%	29%	28%	25%	31%	25%	33%	25%	26%	25%	35%	32%	32%	26%	25%	27%	28%
	(5)	983	196	142	183	322	94	466	517	284	377	322	265	259	228	231	142	428
		24%	26%	23%	25%	25%	21%	23%	25%	24%	26%	21%	24%	23%	25%	24%	24%	25%
	(4)	617	106	93	171	149	82	263	354	204	253	160	126	164	167	160	84	261
		15%	14%	15%	23%	11%	18%	13%	17%	17%	18%	11%	11%	14%	19%	16%	14%	15%
	(3)	247	49	35	60	48	43	105	142	91	105	51	52	72	53	70	48	112
		6%	7%	6%	8%	4%	10%	5%	7%	8%	7%	3%	5%	6%	6%	7%	8%	6%
	(2)	98	28	12	18	20	12	34	64	44	28	26	24	34	21	19	11	55
		2%	4%	2%	2%	2%	3%	2%	3%	4%	2%	2%	2%	3%	2%	2%	2%	3%
Very uninterested	(1)	88	13	11	15	22	20	32	56	38	30	21	10	20	30	29	15	34
		2%	2%	2%	2%	2%	4%	2%	3%	3%	2%	1%	1%	2%	3%	3%	3%	2%
NET: Uninterested		433	90	58	93	89	75	171	262	172	163	98	86	126	104	117	74	200
		11%	12%	10%	13%	7%	17%	8%	12%	15%	11%	7%	8%	11%	12%	12%	13%	12%
Mean		5.30	5.20	5.36	5.00	5.52	4.98	5.43	5.17	5.06	5.17	5.60	5.51	5.29	5.12	5.23	5.22	5.24
Standard deviation		1.42	1.42	1.40	1.40	1.32	1.59	1.33	1.49	1.52	1.41	1.29	1.30	1.41	1.47	1.49	1.46	1.43
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.03	0.03	0.05	0.04	0.03	0.04	0.04	0.06	0.05	0.06	0.04

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Absolutes/col percents

Table 31
Q.5 How interested or uninterested are you in news coverage of the following issues?
The Economy
Base: All respondents

		Total																						
									Region								Voting Intention				Location			
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Interested		3071	282	107	317	265	268	215	155	297	426	398	251	90	776	848	187	408	2418	1254	1164	653	566	86
		75%	78%	67%	72%	74%	74%	77%	77%	74%	82%	71%	70%	75%	84%	78%	72%	81%	75%	78%	72%	74%	74%	75%
Very interested	(7)	900	75	31	105	72	84	58	43	73	137	126	75	21	242	271	55	127	731	394	337	169	143	26
		22%	21%	19%	24%	20%	23%	21%	22%	18%	26%	23%	21%	18%	26%	25%	21%	25%	23%	24%	21%	19%	19%	23%
	(6)	1187	111	48	110	86	96	87	66	131	161	147	106	40	288	322	71	177	912	470	442	275	239	36
		29%	31%	30%	25%	24%	27%	31%	33%	33%	31%	26%	30%	33%	31%	29%	28%	35%	28%	29%	27%	31%	31%	31%
	(5)	983	96	29	102	108	87	70	46	93	128	125	70	28	245	255	61	104	775	390	385	209	184	25
		24%	27%	18%	23%	30%	24%	25%	23%	23%	25%	22%	19%	24%	27%	23%	23%	21%	24%	24%	24%	24%	24%	21%
	(4)	617	47	27	65	67	57	38	25	59	55	93	69	17	97	150	46	56	487	209	278	130	115	15
		15%	13%	17%	15%	19%	16%	14%	13%	15%	11%	17%	19%	14%	11%	14%	18%	11%	15%	13%	17%	15%	15%	13%
	(3)	247	20	9	29	16	21	17	7	28	25	42	23	10	29	56	20	27	189	100	90	57	46	11
		6%	6%	6%	7%	5%	6%	6%	3%	7%	5%	8%	7%	8%	3%	5%	8%	5%	6%	6%	6%	7%	6%	10%
	(2)	98	6	7	15	7	9	4	4	13	7	15	9	2	15	20	2	8	78	31	48	20	18	2
		2%	2%	5%	3%	2%	2%	2%	2%	3%	1%	3%	3%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%
Very uninterested	(1)	88	5	10	15	4	6	6	10	3	8	12	7	2	4	19	4	7	70	24	46	18	17	1
		2%	1%	6%	3%	1%	2%	2%	5%	1%	1%	2%	2%	2%	*	2%	1%	1%	2%	1%	3%	2%	2%	1%
NET: Uninterested		433	31	27	58	28	36	27	20	44	39	69	40	14	48	95	26	42	338	154	183	95	81	14
		11%	9%	17%	13%	8%	10%	10%	10%	11%	8%	12%	11%	11%	5%	9%	10%	8%	10%	10%	11%	11%	11%	12%
Mean		5.30	5.38	5.01	5.22	5.25	5.32	5.33	5.31	5.28	5.54	5.23	5.23	5.27	5.60	5.43	5.28	5.53	5.31	5.41	5.20	5.27	5.26	5.35
Standard deviation		1.42	1.32	1.70	1.55	1.31	1.40	1.38	1.52	1.35	1.32	1.47	1.44	1.37	1.20	1.38	1.36	1.32	1.43	1.37	1.47	1.40	1.40	1.39
Standard error		0.02	0.07	0.13	0.07	0.07	0.07	0.08	0.11	0.07	0.06	0.06	0.07	0.14	0.04	0.04	0.08	0.06	0.02	0.03	0.04	0.05	0.05	0.13

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Table 32
Q.5 How interested or uninterested are you in news coverage of the following issues?
Housing- CRIPQ5
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Interested		2236	312	356	396	799	194	989	1248	712	766	758	592	614	466	564	329	935
		54%	42%	58%	53%	62%	43%	49%	59%	60%	54%	50%	54%	54%	52%	58%	56%	54%
Very interested	(7)	524	50	113	82	166	49	229	295	176	192	156	137	115	109	164	90	211
		13%	7%	19%	11%	13%	11%	11%	14%	15%	13%	10%	12%	10%	12%	17%	15%	12%
	(6)	726	90	113	120	260	66	313	413	234	262	230	178	217	132	199	106	309
		18%	12%	18%	16%	20%	15%	15%	20%	20%	18%	15%	16%	19%	15%	20%	18%	18%
	(5)	986	172	130	194	373	79	447	539	302	312	372	277	283	225	201	133	415
		24%	23%	21%	26%	29%	18%	22%	26%	26%	22%	25%	25%	25%	25%	21%	23%	24%
	(4)	958	205	118	190	300	109	542	415	239	319	400	268	255	231	204	117	417
		23%	27%	19%	26%	23%	24%	27%	20%	20%	22%	26%	24%	22%	26%	21%	20%	24%
	(3)	514	144	68	91	121	70	267	247	114	205	194	136	150	109	118	76	201
		12%	19%	11%	12%	9%	16%	13%	12%	10%	14%	13%	12%	13%	12%	12%	13%	12%
	(2)	251	52	48	42	50	42	143	108	74	79	98	68	76	55	52	35	119
		6%	7%	8%	6%	4%	9%	7%	5%	6%	6%	7%	6%	7%	6%	5%	6%	7%
Very uninterested	(1)	162	35	20	22	26	31	79	83	44	59	59	38	47	36	41	26	53
		4%	5%	3%	3%	2%	7%	4%	4%	4%	4%	4%	3%	4%	4%	4%	5%	3%
NET: Uninterested		927	231	136	155	197	143	489	438	233	344	351	242	273	201	211	136	374
		22%	31%	22%	21%	15%	32%	24%	21%	20%	24%	23%	22%	24%	22%	22%	23%	22%
Mean		4.61	4.20	4.77	4.59	4.84	4.25	4.48	4.73	4.76	4.61	4.49	4.60	4.54	4.54	4.76	4.67	4.62
Standard deviation		1.56	1.47	1.66	1.48	1.40	1.69	1.55	1.57	1.58	1.59	1.51	1.53	1.55	1.54	1.63	1.64	1.53
Standard error		0.02	0.05	0.07	0.05	0.04	0.08	0.04	0.03	0.05	0.04	0.04	0.04	0.04	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 32
Q.5 How interested or uninterested are you in news coverage of the following issues?
Housing- CRIPQ5
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
								Region								Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Interested		2236	180	90	229	180	193	156	115	205	350	289	184	66	476	717	136	254	1827	953	874	410	367	43
		54%	50%	56%	52%	50%	54%	56%	57%	51%	67%	52%	51%	55%	52%	66%	52%	50%	56%	59%	54%	47%	48%	37%
Very interested	(7)	524	46	24	72	39	59	32	18	40	97	61	32	5	77	226	34	53	447	249	198	77	66	11
		13%	13%	15%	16%	11%	16%	11%	9%	10%	19%	11%	9%	4%	8%	21%	13%	11%	14%	15%	12%	9%	9%	9%
	(6)	726	60	31	64	51	55	42	40	74	128	94	65	23	152	232	42	69	599	315	284	127	115	11
		18%	17%	20%	14%	14%	15%	15%	20%	18%	25%	17%	18%	19%	16%	21%	16%	14%	18%	20%	17%	14%	15%	10%
	(5)	986	74	35	93	90	80	82	56	91	125	134	87	38	247	259	60	132	780	389	392	206	185	21
		24%	21%	22%	21%	25%	22%	29%	28%	23%	24%	24%	24%	32%	27%	24%	23%	26%	24%	24%	24%	23%	24%	18%
	(4)	958	108	34	107	82	81	57	34	112	93	132	84	33	226	193	61	124	730	318	412	228	187	41
		23%	30%	21%	24%	23%	22%	20%	17%	28%	18%	24%	23%	28%	25%	18%	23%	24%	22%	20%	25%	26%	25%	35%
	(3)	514	31	21	61	54	50	42	25	47	43	85	44	11	132	99	37	75	391	205	186	123	107	16
		12%	9%	13%	14%	15%	14%	15%	12%	12%	8%	15%	12%	9%	14%	9%	14%	15%	12%	13%	11%	14%	14%	14%
	(2)	251	21	11	21	35	20	17	13	26	21	28	35	3	62	55	13	31	172	83	88	80	71	9
		6%	6%	7%	5%	10%	5%	6%	7%	6%	4%	5%	10%	3%	7%	5%	5%	6%	5%	5%	5%	9%	9%	8%
Very uninterested	(1)	162	20	4	21	9	16	8	13	11	14	26	13	7	25	27	14	23	124	58	66	38	31	7
		4%	5%	3%	5%	2%	5%	3%	7%	3%	3%	5%	4%	5%	3%	2%	5%	4%	4%	4%	4%	4%	4%	6%
NET: Uninterested		927	72	36	103	98	86	67	52	83	78	139	92	20	219	182	63	129	687	347	340	240	208	32
		22%	20%	23%	24%	27%	24%	24%	26%	21%	15%	25%	26%	17%	24%	17%	24%	25%	21%	21%	21%	27%	27%	28%
Mean		4.61	4.55	4.70	4.61	4.44	4.63	4.57	4.50	4.57	5.05	4.51	4.44	4.52	4.49	5.02	4.55	4.44	4.68	4.75	4.61	4.34	4.36	4.18
Standard deviation		1.56	1.59	1.58	1.63	1.53	1.63	1.50	1.63	1.47	1.51	1.55	1.56	1.38	1.45	1.56	1.61	1.53	1.56	1.58	1.54	1.54	1.54	1.54
Standard error		0.02	0.09	0.12	0.07	0.08	0.08	0.09	0.12	0.08	0.07	0.06	0.08	0.14	0.05	0.05	0.10	0.07	0.03	0.04	0.04	0.05	0.06	0.15

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Absolutes/col percents

Table 33
Q.5 How interested or uninterested are you in news coverage of the following issues?
Healthcare/ the NHS
Base: All respondents

| | | Total | Segment | | | | | Gender | | Age | | | Social Grade | | | | Employment Sector | |
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Interested		3212	489	517	553	1099	325	1487	1725	829	1089	1294	871	878	682	781	465	1244
		78%	65%	85%	75%	85%	73%	74%	82%	70%	76%	86%	79%	77%	76%	80%	80%	72%
Very interested	(7)	1083	105	202	178	389	112	437	646	245	340	498	277	281	231	294	172	333
		26%	14%	33%	24%	30%	25%	22%	31%	21%	24%	33%	25%	25%	26%	30%	30%	19%
	(6)	1158	183	172	199	402	113	547	611	277	391	490	332	307	241	278	144	456
		28%	24%	28%	27%	31%	25%	27%	29%	23%	27%	32%	30%	27%	27%	28%	25%	26%
	(5)	972	201	143	176	308	101	503	468	307	359	305	263	291	209	209	148	455
		24%	27%	23%	24%	24%	23%	25%	22%	26%	25%	20%	24%	25%	23%	21%	25%	26%
	(4)	597	167	56	133	136	84	348	250	213	234	150	157	169	141	130	76	312
		14%	22%	9%	18%	11%	19%	17%	12%	18%	16%	10%	14%	15%	16%	13%	13%	18%
	(3)	192	61	21	32	38	23	121	71	87	66	39	39	71	40	42	27	111
		5%	8%	3%	4%	3%	5%	6%	3%	7%	5%	3%	4%	6%	4%	4%	5%	6%
	(2)	60	19	9	13	9	5	32	28	30	18	12	24	12	17	7	9	31
		1%	3%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%
Very uninterested	(1)	59	12	8	9	14	9	31	28	25	20	14	10	12	18	19	6	27
		1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%
NET: Uninterested		312	92	37	54	61	37	185	127	141	105	66	74	95	75	68	41	169
		8%	12%	6%	7%	5%	8%	9%	6%	12%	7%	4%	7%	8%	8%	7%	7%	10%
Mean		5.47	5.00	5.69	5.38	5.68	5.35	5.30	5.63	5.16	5.40	5.77	5.49	5.42	5.40	5.57	5.53	5.22
Standard deviation		1.34	1.36	1.30	1.34	1.23	1.39	1.36	1.31	1.44	1.33	1.22	1.30	1.32	1.40	1.36	1.33	1.36
Standard error		0.02	0.05	0.05	0.05	0.03	0.07	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

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Absolutes/col percents

Table 33
Q.5 How interested or uninterested are you in news coverage of the following issues?
Healthcare/ the NHS
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
																Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Interested		3212	285	123	334	262	264	223	161	310	430	437	285	97	740	902	194	405	2516	1251	1265	696	602	94
		78%	79%	77%	76%	73%	73%	80%	81%	77%	83%	78%	79%	81%	80%	83%	75%	80%	78%	77%	78%	79%	79%	81%
Very interested	(7)	1083	91	45	135	93	101	77	55	82	130	155	95	23	194	381	54	146	891	432	459	192	165	27
		26%	25%	28%	31%	26%	28%	28%	27%	20%	25%	28%	27%	19%	21%	35%	21%	29%	27%	27%	28%	22%	22%	23%
	(6)	1158	115	46	123	81	89	85	53	120	170	147	89	38	286	299	77	150	901	467	434	257	220	37
		28%	32%	29%	28%	22%	25%	30%	27%	30%	33%	26%	25%	32%	31%	27%	29%	30%	28%	29%	27%	29%	29%	32%
	(5)	972	79	32	76	89	74	61	53	108	130	135	101	35	260	222	63	110	724	352	372	247	217	30
		24%	22%	20%	17%	25%	20%	22%	26%	27%	25%	24%	28%	30%	28%	20%	24%	22%	22%	22%	23%	28%	28%	26%
	(4)	597	50	21	64	65	63	41	25	59	67	79	45	17	120	132	51	64	467	223	245	130	113	17
		14%	14%	13%	15%	18%	18%	15%	13%	15%	13%	14%	13%	15%	13%	12%	20%	13%	14%	14%	15%	15%	15%	14%
	(3)	192	18	4	21	20	22	10	5	21	14	33	23	1	43	42	8	23	161	100	61	32	30	2
		5%	5%	3%	5%	5%	6%	3%	3%	5%	3%	6%	6%	1%	5%	4%	3%	5%	5%	6%	4%	4%	4%	1%
	(2)	60	4	3	6	8	5	5	4	8	6	6	4	2	12	7	3	8	49	24	24	11	9	2
		1%	1%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%
Very uninterested	(1)	59	4	8	14	5	6	2	4	3	3	5	3	3	6	9	3	6	50	19	31	9	8	1
		1%	1%	5%	3%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
NET: Uninterested		312	26	16	42	33	33	16	13	31	23	44	29	6	61	58	15	37	260	143	116	52	47	5
		8%	7%	10%	9%	9%	9%	6%	7%	8%	4%	8%	8%	5%	7%	5%	6%	7%	8%	9%	7%	6%	6%	4%
Mean		5.47	5.51	5.40	5.48	5.33	5.41	5.57	5.49	5.37	5.58	5.49	5.46	5.41	5.44	5.72	5.36	5.56	5.48	5.47	5.48	5.43	5.42	5.51
Standard deviation		1.34	1.30	1.58	1.51	1.40	1.41	1.27	1.37	1.27	1.20	1.33	1.30	1.27	1.22	1.27	1.28	1.33	1.37	1.36	1.38	1.25	1.25	1.25
Standard error		0.02	0.07	0.12	0.07	0.07	0.07	0.07	0.10	0.07	0.05	0.05	0.07	0.13	0.04	0.04	0.08	0.06	0.02	0.03	0.03	0.04	0.05	0.12

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Absolutes/col percents

Table 34
Q.5 How interested or uninterested are you in news coverage of the following issues?
Transport
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Interested		2094	339	295	329	774	174	1077	1018	602	650	843	623	603	423	445	299	887
		51%	45%	48%	44%	60%	39%	53%	48%	51%	45%	56%	57%	53%	47%	45%	51%	51%
Very interested	(7)	378	47	67	65	114	26	188	190	131	117	129	108	95	83	91	65	170
		9%	6%	11%	9%	9%	6%	9%	9%	11%	8%	9%	10%	8%	9%	9%	11%	10%
	(6)	665	97	89	98	240	61	371	294	197	191	277	213	199	120	133	108	266
		16%	13%	15%	13%	19%	14%	18%	14%	17%	13%	18%	19%	17%	13%	14%	18%	15%
	(5)	1051	195	139	166	420	87	517	534	273	341	438	301	310	219	221	126	452
		26%	26%	23%	22%	32%	20%	26%	25%	23%	24%	29%	27%	27%	24%	23%	22%	26%
	(4)	1099	218	161	248	309	127	530	569	291	404	405	268	283	268	280	152	426
		27%	29%	26%	33%	24%	29%	26%	27%	25%	28%	27%	24%	25%	30%	29%	26%	25%
	(3)	501	107	81	100	112	75	231	269	141	212	148	123	141	111	125	76	242
		12%	14%	13%	14%	9%	17%	11%	13%	12%	15%	10%	11%	12%	12%	13%	13%	14%
	(2)	247	56	43	37	59	37	107	140	93	86	68	57	67	47	75	25	107
		6%	8%	7%	5%	5%	8%	5%	7%	8%	6%	4%	5%	6%	5%	8%	4%	6%
Very uninterested	(1)	180	27	29	27	43	33	75	104	57	77	46	30	47	48	54	30	64
		4%	4%	5%	4%	3%	7%	4%	5%	5%	5%	3%	3%	4%	5%	5%	5%	4%
NET: Uninterested		927	191	153	164	214	145	413	514	291	375	261	211	256	207	254	131	413
		22%	26%	25%	22%	16%	32%	20%	24%	25%	26%	17%	19%	22%	23%	26%	22%	24%
Mean		4.48	4.31	4.43	4.41	4.68	4.09	4.57	4.39	4.48	4.32	4.63	4.66	4.50	4.40	4.33	4.55	4.49
Standard deviation		1.50	1.42	1.57	1.43	1.40	1.56	1.47	1.52	1.59	1.51	1.39	1.44	1.48	1.51	1.56	1.56	1.50
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.03	0.03	0.05	0.04	0.03	0.04	0.04	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 34
Q.5 How interested or uninterested are you in news coverage of the following issues?
Transport
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
						Region									Voting Intention				Location					
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Interested		2094	185	76	221	158	158	128	101	197	364	275	175	57	531	586	134	248	1665	871	794	429	372	57
		51%	51%	48%	50%	44%	44%	46%	51%	49%	70%	49%	49%	48%	58%	54%	51%	49%	51%	54%	49%	49%	49%	49%
Very interested	(7)	378	33	14	41	29	25	21	21	28	84	51	26	5	74	137	20	45	318	189	129	60	51	8
		9%	9%	9%	9%	8%	7%	7%	11%	7%	16%	9%	7%	4%	8%	13%	8%	9%	10%	12%	8%	7%	7%	7%
	(6)	665	63	23	65	51	53	31	28	65	145	77	53	11	186	182	46	78	526	285	241	139	123	16
		16%	17%	15%	15%	14%	15%	11%	14%	16%	28%	14%	15%	9%	20%	17%	18%	16%	16%	18%	15%	16%	16%	14%
	(5)	1051	89	39	116	77	81	76	52	104	135	146	95	41	270	268	67	124	821	397	424	230	198	32
		26%	25%	24%	26%	22%	22%	27%	26%	26%	26%	26%	26%	34%	29%	24%	26%	24%	25%	25%	26%	26%	26%	28%
	(4)	1099	100	33	112	116	101	91	55	120	98	138	104	31	231	281	80	134	849	410	439	251	221	29
		27%	28%	21%	25%	32%	28%	32%	28%	30%	19%	25%	29%	26%	25%	26%	31%	26%	26%	25%	27%	29%	29%	25%
	(3)	501	42	26	50	49	55	38	15	44	36	84	41	21	94	113	26	71	377	175	202	124	100	24
		12%	12%	16%	11%	14%	15%	14%	8%	11%	7%	15%	11%	17%	10%	10%	10%	14%	12%	11%	12%	14%	13%	20%
	(2)	247	20	11	32	24	29	15	15	22	14	37	23	4	44	73	10	30	210	101	109	37	37	-
		6%	6%	7%	7%	7%	8%	5%	7%	6%	3%	7%	6%	3%	5%	7%	4%	6%	6%	6%	7%	4%	5%	-
Very uninterested	(1)	180	13	13	25	14	17	9	14	17	8	26	17	7	21	39	10	24	142	61	82	37	31	6
		4%	4%	8%	6%	4%	5%	3%	7%	4%	2%	5%	5%	5%	2%	4%	4%	5%	4%	4%	5%	4%	4%	5%
NET: Uninterested		927	75	51	107	86	101	62	44	84	58	147	81	31	158	225	46	125	729	336	392	198	168	30
		22%	21%	32%	24%	24%	28%	22%	22%	21%	11%	26%	23%	26%	17%	21%	18%	25%	22%	21%	24%	23%	22%	26%
Mean		4.48	4.53	4.24	4.40	4.36	4.27	4.38	4.43	4.44	5.13	4.39	4.39	4.25	4.68	4.61	4.56	4.42	4.49	4.60	4.39	4.43	4.43	4.41
Standard deviation		1.50	1.47	1.66	1.57	1.46	1.51	1.37	1.61	1.43	1.37	1.52	1.47	1.36	1.37	1.54	1.40	1.52	1.52	1.53	1.50	1.42	1.42	1.42
Standard error		0.02	0.08	0.13	0.07	0.08	0.08	0.08	0.12	0.08	0.06	0.06	0.08	0.14	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.14

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Innovation Population Segmentation Survey
ONLINE Fieldwork : 25th September - 10th October 2013

Absolutes/col percents

Table 35
Q.5 How interested or uninterested are you in news coverage of the following issues?
Education
Base: All respondents

		Total	Segment Futur- ists	Scep- tics	Crea- tives	Real- ists	Roman- tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri- vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Interested		2556	384	370	432	935	229	1131	1426	767	891	898	727	720	544	565	422	989
		62%	51%	61%	58%	72%	51%	56%	68%	65%	62%	60%	66%	63%	61%	58%	73%	57%
Very interested	(7)	744	83	148	117	267	54	253	491	258	249	237	215	183	157	189	135	252
		18%	11%	24%	16%	21%	12%	13%	23%	22%	17%	16%	20%	16%	17%	19%	23%	15%
	(6)	859	115	119	146	306	73	379	479	263	293	302	256	248	181	173	138	341
		21%	15%	20%	20%	24%	16%	19%	23%	22%	21%	20%	23%	22%	20%	18%	24%	20%
	(5)	954	186	103	169	362	102	498	455	246	349	359	256	289	206	202	149	395
		23%	25%	17%	23%	28%	23%	25%	22%	21%	24%	24%	23%	25%	23%	21%	26%	23%
	(4)	805	169	113	174	216	105	446	359	227	260	318	190	225	190	200	78	362
		20%	23%	18%	24%	17%	23%	22%	17%	19%	18%	21%	17%	20%	21%	20%	13%	21%
	(3)	380	107	65	68	83	44	221	159	101	116	162	93	110	63	113	39	181
		9%	14%	11%	9%	6%	10%	11%	8%	9%	8%	11%	8%	10%	7%	12%	7%	10%
	(2)	203	52	31	37	37	31	128	75	53	93	56	56	51	54	42	16	121
		5%	7%	5%	5%	3%	7%	6%	4%	5%	7%	4%	5%	4%	6%	4%	3%	7%
Very uninterested	(1)	176	35	32	29	25	37	94	82	35	67	74	35	36	46	60	26	72
		4%	5%	5%	4%	2%	8%	5%	4%	3%	5%	5%	3%	3%	5%	6%	5%	4%
NET: Uninterested		759	195	127	134	145	112	443	316	190	277	293	184	197	164	215	81	375
		18%	26%	21%	18%	11%	25%	22%	15%	16%	19%	19%	17%	17%	18%	22%	14%	22%
Mean		4.87	4.47	4.92	4.79	5.19	4.44	4.62	5.11	5.04	4.83	4.78	5.00	4.89	4.81	4.76	5.17	4.69
Standard deviation		1.61	1.58	1.75	1.57	1.42	1.71	1.59	1.60	1.58	1.65	1.60	1.58	1.53	1.65	1.71	1.59	1.62
Standard error		0.03	0.06	0.07	0.06	0.04	0.08	0.04	0.03	0.05	0.04	0.04	0.05	0.04	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 35
Q.5 How interested or uninterested are you in news coverage of the following issues?
Education
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
								Region								Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Interested		2556 62%	231 64%	90 56%	277 63%	209 58%	228 63%	176 63%	130 65%	226 57%	382 73%	313 56%	216 60%	77 64%	579 63%	740 68%	160 62%	289 57%	2019 62%	1034 64%	985 61%	537 61%	468 61%	69 60%
Very interested	(7)	744 18%	64 18%	27 17%	88 20%	73 20%	71 20%	50 18%	30 15%	56 14%	121 23%	91 16%	59 16%	13 11%	136 15%	254 23%	48 19%	76 15%	621 19%	320 20%	302 19%	123 14%	106 14%	16 14%
	(6)	859 21%	84 23%	31 19%	94 21%	60 17%	73 20%	52 19%	54 27%	66 16%	151 29%	104 19%	72 20%	19 16%	232 25%	259 24%	53 20%	90 18%	670 21%	367 23%	303 19%	188 21%	161 21%	27 23%
	(5)	954 23%	83 23%	32 20%	95 21%	76 21%	84 23%	74 26%	47 23%	105 26%	110 21%	118 21%	85 24%	45 38%	211 23%	228 21%	59 23%	123 24%	728 22%	347 21%	380 23%	226 26%	200 26%	26 22%
	(4)	805 20%	78 22%	33 20%	78 18%	75 21%	73 20%	53 19%	40 20%	88 22%	74 14%	128 23%	64 18%	21 18%	174 19%	194 18%	58 22%	101 20%	652 20%	309 19%	344 21%	153 17%	133 17%	20 17%
	(3)	380 9%	29 8%	20 12%	42 10%	39 11%	23 6%	29 10%	10 5%	31 8%	40 8%	67 12%	44 12%	7 6%	79 9%	83 8%	22 9%	54 11%	297 9%	153 9%	144 9%	83 10%	71 9%	12 11%
	(2)	203 5%	10 3%	9 6%	18 4%	25 7%	22 6%	13 5%	6 3%	35 9%	16 3%	26 5%	12 3%	9 8%	56 6%	34 3%	11 4%	28 6%	142 4%	68 4%	74 5%	61 7%	51 7%	10 9%
Very uninterested	(1)	176 4%	13 4%	9 5%	25 6%	12 3%	14 4%	9 3%	13 6%	19 5%	8 2%	26 5%	25 7%	5 4%	33 4%	41 4%	8 3%	34 7%	133 4%	54 3%	79 5%	43 5%	39 5%	4 3%
NET: Uninterested		759 18%	52 14%	37 23%	86 19%	76 21%	58 16%	51 18%	29 15%	85 21%	64 12%	119 21%	80 22%	22 18%	167 18%	158 15%	42 16%	116 23%	572 18%	275 17%	297 18%	188 21%	161 21%	27 23%
Mean		4.87	4.99	4.70	4.89	4.80	4.93	4.88	4.91	4.61	5.31	4.72	4.73	4.69	4.86	5.13	4.93	4.63	4.91	4.98	4.84	4.72	4.72	4.73
Standard deviation		1.61	1.52	1.70	1.69	1.66	1.61	1.56	1.61	1.63	1.45	1.62	1.69	1.51	1.57	1.59	1.55	1.69	1.61	1.58	1.63	1.63	1.63	1.64
Standard error		0.03	0.08	0.13	0.08	0.09	0.08	0.09	0.12	0.09	0.07	0.07	0.09	0.15	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.06	0.06	0.16

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Absolutes/col percents

Table 36
Q.5 How interested or uninterested are you in news coverage of the following issues?
Defence/ Military/ Security
Base: All respondents

		Total	Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
					Segment				**Gender**		**Age**			**Social Grade**			**Employment Sector**	
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Interested		2248	388	336	377	728	241	1153	1094	598	757	892	590	614	511	533	317	910
		55%	52%	55%	51%	56%	54%	57%	52%	51%	53%	59%	54%	54%	57%	54%	55%	53%
Very interested	(7)	526	78	78	92	156	55	295	230	147	167	211	126	122	121	157	96	188
		13%	10%	13%	12%	12%	12%	15%	11%	12%	12%	14%	11%	11%	13%	16%	17%	11%
	(6)	741	123	105	111	252	77	403	338	190	232	319	204	209	175	153	90	310
		18%	16%	17%	15%	19%	17%	20%	16%	16%	16%	21%	19%	18%	20%	16%	15%	18%
	(5)	981	186	153	173	321	110	455	526	261	358	362	260	283	215	223	132	412
		24%	25%	25%	23%	25%	25%	23%	25%	22%	25%	24%	24%	25%	24%	23%	23%	24%
	(4)	937	157	136	197	309	99	447	490	258	338	340	257	243	227	210	127	412
		23%	21%	22%	27%	24%	22%	22%	23%	22%	24%	23%	23%	21%	25%	21%	22%	24%
	(3)	451	105	70	83	128	47	199	252	137	170	143	116	147	73	114	71	191
		11%	14%	11%	11%	10%	11%	10%	12%	12%	12%	9%	11%	13%	8%	12%	12%	11%
	(2)	270	54	42	54	72	27	120	150	100	97	73	93	73	37	67	35	120
		7%	7%	7%	7%	6%	6%	6%	7%	8%	7%	5%	8%	6%	4%	7%	6%	7%
Very uninterested	(1)	215	43	27	30	59	32	100	116	90	66	60	46	65	49	55	32	92
		5%	6%	4%	4%	5%	7%	5%	5%	8%	5%	4%	4%	6%	5%	6%	5%	5%
NET: Uninterested		936	202	139	167	260	105	419	517	327	333	276	255	285	159	236	138	403
		23%	27%	23%	23%	20%	24%	21%	25%	28%	23%	18%	23%	25%	18%	24%	24%	23%
Mean		4.58	4.43	4.59	4.53	4.65	4.52	4.70	4.47	4.40	4.53	4.77	4.55	4.51	4.71	4.60	4.62	4.52
Standard deviation		1.61	1.62	1.59	1.56	1.56	1.66	1.62	1.60	1.72	1.57	1.55	1.59	1.61	1.57	1.68	1.67	1.60
Standard error		0.03	0.06	0.06	0.06	0.04	0.08	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 36
Q.5 How interested or uninterested are you in news coverage of the following issues?
Defence/ Military/ Security
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
								Region								Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Interested		2248	181	79	238	205	190	158	116	226	292	295	206	62	606	558	127	340	1754	860	894	493	427	67
		55%	50%	49%	54%	57%	53%	56%	58%	56%	56%	53%	57%	52%	66%	51%	49%	67%	54%	53%	55%	56%	56%	57%
Very interested	(7)	526	45	17	68	39	47	38	23	50	66	65	55	13	135	146	21	104	424	215	209	102	87	14
		13%	12%	11%	15%	11%	13%	13%	12%	13%	13%	12%	15%	11%	15%	13%	8%	21%	13%	13%	13%	12%	11%	12%
	(6)	741	63	27	74	66	65	49	45	76	94	101	70	13	222	171	42	120	571	283	288	170	150	20
		18%	17%	17%	17%	18%	18%	17%	23%	19%	18%	18%	19%	10%	24%	16%	16%	24%	18%	17%	18%	19%	20%	17%
	(5)	981	74	35	97	101	79	71	48	100	131	129	82	36	249	240	64	116	760	363	397	222	190	32
		24%	20%	22%	22%	28%	22%	25%	24%	25%	25%	23%	23%	30%	27%	22%	25%	23%	23%	22%	24%	25%	25%	28%
	(4)	937	94	39	99	89	83	58	38	90	112	126	79	31	175	277	71	87	741	377	364	196	167	30
		23%	26%	25%	22%	25%	23%	21%	19%	23%	21%	22%	22%	26%	19%	25%	27%	17%	23%	23%	22%	22%	22%	26%
	(3)	451	46	17	46	35	38	32	21	49	43	72	41	12	77	132	33	39	354	181	173	97	88	9
		11%	13%	11%	10%	10%	11%	12%	10%	12%	8%	13%	11%	10%	8%	12%	13%	8%	11%	11%	11%	11%	12%	8%
	(2)	270	16	14	26	18	31	21	12	21	38	43	20	10	47	73	19	23	219	114	105	51	44	7
		7%	5%	9%	6%	5%	9%	7%	6%	5%	7%	8%	6%	8%	5%	7%	7%	4%	7%	7%	6%	6%	6%	6%
Very uninterested	(1)	215	24	10	31	13	18	11	13	15	36	24	15	5	16	53	10	18	175	86	89	41	36	4
		5%	7%	7%	7%	4%	5%	4%	6%	4%	7%	4%	4%	5%	2%	5%	4%	4%	5%	5%	5%	5%	5%	4%
NET: Uninterested		936	85	42	103	67	87	64	46	84	117	139	75	27	140	258	61	80	748	381	367	188	169	19
		23%	24%	26%	23%	19%	24%	23%	23%	21%	23%	25%	21%	22%	15%	24%	24%	16%	23%	24%	23%	21%	22%	17%
Mean		4.58	4.51	4.39	4.58	4.66	4.54	4.62	4.62	4.67	4.56	4.53	4.72	4.45	4.96	4.53	4.43	5.05	4.57	4.56	4.58	4.62	4.61	4.70
Standard deviation		1.61	1.63	1.66	1.71	1.48	1.65	1.60	1.65	1.53	1.68	1.60	1.60	1.54	1.45	1.61	1.49	1.59	1.63	1.64	1.62	1.56	1.57	1.50
Standard error		0.03	0.09	0.13	0.08	0.08	0.09	0.09	0.12	0.08	0.08	0.06	0.08	0.15	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.06	0.14

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Table 37
Q.5 How interested or uninterested are you in news coverage of the following issues?
The Environment
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Interested		2531	322	379	436	982	210	1194	1338	698	862	971	695	710	522	605	373	1003
		61%	43%	62%	59%	76%	47%	59%	64%	59%	60%	64%	63%	62%	58%	62%	64%	58%
Very interested	(7)	620	45	106	95	242	49	257	363	163	220	237	172	159	109	180	107	226
		15%	6%	17%	13%	19%	11%	13%	17%	14%	15%	16%	16%	14%	12%	18%	18%	13%
	(6)	839	76	110	149	348	74	411	428	219	284	336	239	246	174	180	129	332
		20%	10%	18%	20%	27%	17%	20%	20%	19%	20%	22%	22%	22%	19%	18%	22%	19%
	(5)	1072	200	163	192	392	87	525	546	316	358	398	284	305	239	244	137	445
		26%	27%	27%	26%	30%	20%	26%	26%	27%	25%	26%	26%	27%	27%	25%	24%	26%
	(4)	830	199	121	173	191	120	424	406	227	292	312	197	238	182	213	105	361
		20%	27%	20%	23%	15%	27%	21%	19%	19%	20%	21%	18%	21%	20%	22%	18%	21%
	(3)	387	126	60	70	71	51	197	190	141	130	116	108	104	99	76	61	186
		9%	17%	10%	9%	5%	11%	10%	9%	12%	9%	8%	10%	9%	11%	8%	10%	11%
	(2)	184	50	27	31	27	33	103	82	54	75	55	57	41	43	44	21	88
		4%	7%	4%	4%	2%	7%	5%	4%	5%	5%	4%	5%	4%	5%	4%	4%	5%
Very uninterested	(1)	189	50	23	30	26	32	102	86	63	70	56	45	50	52	42	23	87
		5%	7%	4%	4%	2%	7%	5%	4%	5%	5%	4%	4%	4%	6%	4%	4%	5%
NET: Uninterested		759	227	110	132	124	116	402	357	258	274	227	210	195	194	161	104	362
		18%	30%	18%	18%	10%	26%	20%	17%	22%	19%	15%	19%	17%	22%	16%	18%	21%
Mean		4.80	4.15	4.85	4.74	5.24	4.38	4.70	4.90	4.68	4.77	4.92	4.84	4.82	4.64	4.88	4.94	4.67
Standard deviation		1.57	1.50	1.57	1.52	1.35	1.66	1.58	1.56	1.60	1.61	1.51	1.58	1.53	1.60	1.59	1.58	1.59
Standard error		0.02	0.06	0.06	0.06	0.04	0.08	0.04	0.03	0.05	0.04	0.04	0.05	0.04	0.06	0.05	0.07	0.04

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Table 37
Q.5 How interested or uninterested are you in news coverage of the following issues?
The Environment
Base: All respondents

								Region								Voting Intention				Location					
		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Interested		2531 61%	217 60%	86 54%	276 63%	196 55%	210 58%	173 62%	130 65%	247 62%	371 71%	328 59%	224 62%	72 60%	588 64%	725 66%	162 63%	271 54%	2001 62%	1038 64%	963 59%	530 60%	457 60%	73 63%
Very interested	(7)	620 15%	44 12%	14 9%	75 17%	49 14%	51 14%	37 13%	30 15%	73 18%	87 17%	88 16%	63 17%	11 9%	127 14%	192 18%	45 17%	67 13%	492 15%	258 16%	233 14%	129 15%	110 14%	19 17%
	(6)	839 20%	84 23%	30 19%	102 23%	62 17%	60 17%	56 20%	57 28%	66 16%	131 25%	102 18%	66 18%	24 20%	194 21%	238 22%	58 22%	90 18%	656 20%	348 21%	309 19%	183 21%	157 21%	26 22%
	(5)	1072 26%	90 25%	43 27%	99 22%	86 24%	99 28%	81 29%	43 22%	108 27%	153 29%	138 25%	95 26%	37 31%	267 29%	294 27%	59 23%	113 22%	853 26%	432 27%	421 26%	219 25%	190 25%	29 25%
	(4)	830 20%	70 20%	39 24%	82 19%	89 25%	60 17%	55 20%	35 17%	86 22%	92 18%	137 25%	62 17%	22 18%	176 19%	206 19%	60 23%	109 21%	642 20%	298 18%	344 21%	188 21%	165 22%	22 19%
	(3)	387 9%	38 10%	15 9%	42 10%	43 12%	45 13%	25 9%	16 8%	32 8%	28 5%	52 9%	39 11%	11 9%	80 9%	92 8%	13 5%	60 12%	302 9%	146 9%	156 10%	85 10%	79 10%	6 5%
	(2)	184 4%	13 4%	8 5%	15 3%	15 4%	24 7%	13 5%	8 4%	23 6%	13 2%	22 4%	19 5%	11 9%	42 5%	33 3%	16 6%	28 5%	132 4%	59 4%	73 4%	53 6%	41 5%	12 10%
Very uninterested	(1)	189 5%	22 6%	11 7%	25 6%	16 5%	20 6%	13 5%	12 6%	13 3%	17 3%	20 4%	15 4%	4 4%	35 4%	37 3%	8 3%	39 8%	166 5%	76 5%	90 6%	23 3%	20 3%	2 2%
NET: Uninterested		759 18%	72 20%	34 22%	82 19%	75 21%	90 25%	51 18%	36 18%	67 17%	58 11%	95 17%	73 20%	27 22%	157 17%	162 15%	37 14%	127 25%	600 18%	281 17%	318 20%	160 18%	140 18%	20 17%
Mean		4.80	4.72	4.49	4.87	4.65	4.60	4.75	4.89	4.86	5.10	4.80	4.82	4.59	4.83	4.99	4.93	4.52	4.79	4.87	4.72	4.81	4.80	4.87
Standard deviation		1.57	1.60	1.58	1.64	1.56	1.66	1.55	1.64	1.56	1.43	1.52	1.62	1.54	1.51	1.51	1.55	1.70	1.59	1.57	1.60	1.52	1.51	1.59
Standard error		0.02	0.09	0.12	0.07	0.08	0.09	0.09	0.12	0.08	0.07	0.06	0.08	0.15	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.06	0.15

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Innovation Population Segmentation Survey
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Absolutes/col percents

Table 38
Q.5 How interested or uninterested are you in news coverage of the following issues?
Energy
Base: All respondents

		Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Interested		2671	430	378	423	967	258	1374	1297	667	888	1117	746	724	563	638	350	1082
		65%	58%	62%	57%	75%	58%	68%	62%	56%	62%	74%	68%	63%	63%	65%	60%	63%
Very interested	(7)	613	80	92	72	229	53	309	304	166	171	275	170	136	137	170	81	229
		15%	11%	15%	10%	18%	12%	15%	14%	14%	12%	18%	15%	12%	15%	17%	14%	13%
	(6)	941	143	124	162	340	92	510	431	211	301	429	273	274	176	219	112	357
		23%	19%	20%	22%	26%	21%	25%	21%	18%	21%	28%	25%	24%	20%	22%	19%	21%
	(5)	1117	207	162	189	398	114	556	562	289	415	413	303	314	250	250	157	497
		27%	28%	27%	26%	31%	26%	28%	27%	24%	29%	27%	28%	27%	28%	26%	27%	29%
	(4)	853	185	129	198	215	92	405	448	271	327	255	206	255	202	190	137	380
		21%	25%	21%	27%	17%	21%	20%	21%	23%	23%	17%	19%	22%	23%	19%	23%	22%
	(3)	334	73	61	64	77	46	141	193	131	119	84	88	95	71	80	62	147
		8%	10%	10%	9%	6%	10%	7%	9%	11%	8%	6%	8%	8%	8%	8%	11%	9%
	(2)	136	28	26	28	20	27	55	81	58	45	33	41	37	24	34	18	65
		3%	4%	4%	4%	2%	6%	3%	4%	5%	3%	2%	4%	3%	3%	3%	3%	4%
Very uninterested	(1)	126	31	17	28	17	23	44	82	58	49	20	21	32	37	36	16	52
		3%	4%	3%	4%	1%	5%	2%	4%	5%	3%	1%	2%	3%	4%	4%	3%	3%
NET: Uninterested		597	132	103	120	115	96	240	357	246	214	137	150	164	132	151	96	263
		14%	18%	17%	16%	9%	22%	12%	17%	21%	15%	9%	14%	14%	15%	15%	16%	15%
Mean		4.93	4.68	4.86	4.71	5.23	4.64	5.05	4.83	4.67	4.82	5.25	5.02	4.88	4.87	4.96	4.82	4.85
Standard deviation		1.46	1.47	1.49	1.44	1.29	1.59	1.39	1.52	1.59	1.44	1.32	1.42	1.41	1.50	1.53	1.45	1.45
Standard error		0.02	0.05	0.06	0.05	0.04	0.08	0.03	0.03	0.05	0.04	0.03	0.04	0.04	0.06	0.05	0.06	0.04

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Absolutes/col percents

Table 38
Q.5 How interested or uninterested are you in news coverage of the following issues?
Energy
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
							Region									Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Interested		2671	247	97	281	227	237	187	134	258	369	326	233	76	663	718	171	343	2088	1070	1018	583	499	84
		65%	69%	61%	64%	63%	66%	67%	67%	64%	71%	58%	65%	63%	72%	66%	66%	68%	64%	66%	63%	66%	65%	73%
Very interested	(7)	613	58	17	77	47	57	40	23	57	97	74	52	15	126	199	31	93	487	264	224	125	99	27
		15%	16%	11%	17%	13%	16%	14%	11%	14%	19%	13%	14%	12%	14%	18%	12%	18%	15%	16%	14%	14%	13%	23%
	(6)	941	104	32	87	68	87	66	47	90	143	112	80	25	265	248	65	107	739	384	354	202	177	25
		23%	29%	20%	20%	19%	24%	24%	24%	22%	27%	20%	22%	21%	29%	23%	25%	21%	23%	24%	22%	23%	23%	22%
	(5)	1117	85	48	117	112	92	80	64	112	130	140	102	36	272	271	75	142	862	422	440	255	223	33
		27%	24%	30%	27%	31%	26%	29%	32%	28%	25%	25%	28%	30%	30%	25%	29%	28%	27%	26%	27%	29%	29%	28%
	(4)	853	69	28	92	82	71	59	41	81	98	139	66	26	166	218	55	105	673	325	348	180	164	16
		21%	19%	18%	21%	23%	20%	21%	21%	20%	19%	25%	18%	22%	18%	20%	21%	21%	21%	20%	21%	20%	21%	14%
	(3)	334	27	13	32	23	31	24	10	36	25	66	40	8	58	97	17	30	269	133	137	65	58	7
		8%	8%	8%	7%	6%	9%	8%	5%	9%	5%	12%	11%	7%	6%	9%	6%	6%	8%	8%	8%	7%	8%	6%
	(2)	136	5	10	16	18	12	5	4	14	15	18	12	7	25	34	7	16	103	43	59	34	28	6
		3%	1%	6%	4%	5%	3%	2%	2%	3%	3%	3%	3%	5%	3%	3%	3%	3%	3%	3%	4%	4%	4%	5%
Very uninterested	(1)	126	12	12	20	10	9	5	11	11	13	11	8	3	10	25	9	12	110	47	63	17	14	3
		3%	3%	8%	4%	3%	3%	2%	6%	3%	3%	2%	2%	3%	1%	2%	4%	2%	3%	3%	4%	2%	2%	2%
NET: Uninterested		597	44	35	67	52	53	34	25	61	53	95	61	18	92	157	33	59	482	223	259	115	100	15
		14%	12%	22%	15%	14%	15%	12%	12%	15%	10%	17%	17%	15%	10%	14%	13%	12%	15%	14%	16%	13%	13%	13%
Mean		4.93	5.09	4.59	4.91	4.83	4.98	5.01	4.88	4.91	5.17	4.80	4.91	4.84	5.13	5.03	4.92	5.06	4.92	5.00	4.85	4.97	4.94	5.18
Standard deviation		1.46	1.45	1.66	1.56	1.44	1.47	1.35	1.47	1.45	1.43	1.42	1.45	1.44	1.29	1.47	1.42	1.44	1.48	1.46	1.50	1.40	1.38	1.52
Standard error		0.02	0.08	0.13	0.07	0.08	0.08	0.08	0.11	0.08	0.07	0.06	0.07	0.14	0.04	0.04	0.09	0.06	0.03	0.04	0.04	0.05	0.05	0.15

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Absolutes/col percents

Table 39
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Summary
Base: All respondents

		Communications e.g. high-speed broadband, mobile phone technology	Healthcare e.g. medicines, medical technologies	Education e.g. teaching methods, types of school	Farming/ agriculture e.g. pest-resistant crops, farming techniques	Public transport e.g. high-speed trains, more efficient buses	Military/ defence e.g. weapons, missiles, aircraft	Space exploration e.g. a mission to Mars	Energy e.g. sustainable energy sources, energy efficiency
					Areas				
Unweighted base		4121	4121	4121	4121	4121	4121	4121	4121
Weighted base		4121	4121	4121	4121	4121	4121	4121	4121
NET: Important		2761 67%	3814 93%	3388 82%	3438 83%	2439 59%	2073 50%	1384 34%	3591 87%
Very Important	(7)	709 17%	2168 53%	1382 34%	1253 30%	552 13%	567 14%	367 9%	1707 41%
	(6)	916 22%	1105 27%	1105 27%	1205 29%	735 18%	650 16%	369 9%	1159 28%
	(5)	1135 28%	540 13%	901 22%	980 24%	1152 28%	856 21%	649 16%	725 18%
	(4)	851 21%	221 5%	489 12%	468 11%	926 22%	853 21%	779 19%	369 9%
	(3)	303 7%	54 1%	138 3%	143 3%	427 10%	562 14%	668 16%	99 2%
	(2)	108 3%	19 *	55 1%	39 1%	197 5%	319 8%	557 14%	36 1%
Very unimportant	(1)	98 2%	13 *	52 1%	33 1%	132 3%	314 8%	734 18%	26 1%
NET: Unimportant		509 12%	86 2%	244 6%	215 5%	756 18%	1195 29%	1958 48%	161 4%
Mean		5.04	6.21	5.66	5.66	4.74	4.42	3.64	5.92
Standard deviation		1.42	1.05	1.32	1.24	1.49	1.74	1.87	1.21
Standard error		0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.02

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Absolutes/col percents

Table 40
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Communications e.g. high-speed broadband, mobile phone technology
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur- ists	Scep- tics	Crea- tives	Real- ists	Roman- tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Important		2761	507	361	473	898	316	1434	1327	774	960	1027	765	758	615	623	362	1180
		67%	68%	59%	64%	69%	71%	71%	63%	65%	67%	68%	69%	66%	68%	64%	62%	68%
Very Important	(7)	709	132	80	115	186	106	385	324	217	268	224	200	186	164	159	94	324
		17%	18%	13%	15%	14%	24%	19%	15%	18%	19%	15%	18%	16%	18%	16%	16%	19%
	(6)	916	169	109	133	314	104	500	416	280	291	346	261	261	198	196	123	406
		22%	23%	18%	18%	24%	23%	25%	20%	24%	20%	23%	24%	23%	22%	20%	21%	24%
	(5)	1135	206	172	225	398	106	549	587	277	401	457	304	311	252	268	144	450
		28%	28%	28%	30%	31%	24%	27%	28%	23%	28%	30%	28%	27%	28%	27%	25%	26%
	(4)	851	149	148	173	261	84	371	480	266	298	287	202	241	188	220	134	357
		21%	20%	24%	23%	20%	19%	18%	23%	22%	21%	19%	18%	21%	21%	23%	23%	21%
	(3)	303	64	53	60	82	24	128	175	81	114	109	88	80	62	74	52	129
		7%	8%	9%	8%	6%	5%	6%	8%	7%	8%	7%	8%	7%	7%	8%	9%	7%
	(2)	108	19	19	25	27	11	51	57	34	31	43	28	37	15	27	19	29
		3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	3%	2%	3%	3%	2%
Very unimportant	(1)	98	9	30	10	29	11	35	63	29	26	43	19	25	19	35	15	31
		2%	1%	5%	1%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%	4%	3%	2%
NET: Unimportant		509	92	102	94	138	46	214	295	143	170	195	135	143	95	136	86	189
		12%	12%	17%	13%	11%	10%	11%	14%	12%	12%	13%	12%	13%	11%	14%	15%	11%
Mean		5.04	5.08	4.74	4.94	5.05	5.24	5.17	4.91	5.06	5.07	4.99	5.11	5.02	5.11	4.92	4.92	5.13
Standard deviation		1.42	1.38	1.51	1.37	1.35	1.47	1.39	1.45	1.45	1.40	1.42	1.40	1.42	1.38	1.48	1.47	1.38
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.03

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Absolutes/col percents

Table 40
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Communications e.g. high-speed broadband, mobile phone technology
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
																	Voting Intention				Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Important		2761	243	102	297	237	231	191	133	272	386	354	227	88	670	761	180	328	2162	1125	1037	599	533	66
		67%	67%	64%	67%	66%	64%	68%	67%	68%	74%	63%	63%	73%	73%	70%	69%	65%	67%	70%	64%	68%	70%	57%
Very Important	(7)	709	58	21	92	56	68	54	29	65	120	70	58	15	151	233	48	80	591	326	265	118	105	13
		17%	16%	13%	21%	16%	19%	19%	15%	16%	23%	12%	16%	13%	16%	21%	18%	16%	18%	20%	16%	13%	14%	11%
	(6)	916	88	31	98	60	67	49	50	88	159	123	76	29	265	238	52	102	712	388	324	204	188	16
		22%	24%	19%	22%	17%	19%	17%	25%	22%	31%	22%	21%	24%	29%	22%	20%	20%	22%	24%	20%	23%	25%	14%
	(5)	1135	97	50	107	121	96	89	54	119	106	161	92	43	254	290	80	146	858	411	447	277	240	37
		28%	27%	31%	24%	33%	27%	32%	27%	30%	20%	29%	26%	36%	28%	27%	31%	29%	26%	25%	28%	32%	31%	32%
	(4)	851	72	30	96	78	77	58	42	81	89	124	87	17	167	206	52	109	680	308	372	171	137	34
		21%	20%	19%	22%	22%	21%	21%	21%	20%	17%	22%	24%	15%	18%	19%	20%	21%	21%	19%	23%	19%	18%	29%
	(3)	303	32	16	28	32	28	14	13	32	27	46	26	8	54	76	18	34	238	119	119	65	57	8
		7%	9%	10%	6%	9%	8%	5%	7%	8%	5%	8%	7%	7%	6%	7%	7%	7%	7%	7%	7%	7%	7%	7%
	(2)	108	6	5	8	7	14	10	4	11	10	20	11	2	20	29	5	17	89	35	55	18	18	-
		3%	2%	3%	2%	2%	4%	4%	2%	3%	2%	4%	3%	1%	2%	3%	2%	3%	3%	2%	3%	2%	2%	-
Very unimportant	(1)	98	7	6	11	6	10	6	8	4	9	16	8	5	10	20	5	19	73	30	43	25	17	8
		2%	2%	4%	2%	2%	3%	2%	4%	1%	2%	3%	2%	4%	1%	2%	2%	4%	2%	2%	3%	3%	2%	7%
NET: Unimportant		509	46	27	47	45	52	31	25	47	46	82	46	15	84	126	28	70	401	184	216	108	92	16
		12%	13%	17%	11%	12%	14%	11%	12%	12%	9%	15%	13%	13%	9%	11%	11%	14%	12%	11%	13%	12%	12%	14%
Mean		5.04	5.06	4.82	5.14	4.96	4.97	5.05	4.98	5.06	5.37	4.86	4.96	5.00	5.21	5.16	5.10	4.92	5.05	5.17	4.94	4.98	5.03	4.66
Standard deviation		1.42	1.39	1.48	1.44	1.34	1.51	1.43	1.46	1.35	1.39	1.42	1.43	1.42	1.30	1.43	1.37	1.48	1.43	1.41	1.45	1.38	1.36	1.46
Standard error		0.02	0.08	0.11	0.07	0.07	0.08	0.08	0.10	0.07	0.06	0.06	0.07	0.14	0.04	0.04	0.08	0.07	0.03	0.03	0.04	0.05	0.05	0.14

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Table 41
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Healthcare e.g. medicines, medical technologies
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Important		3814	666	580	655	1230	420	1835	1978	1059	1301	1454	1029	1055	820	909	546	1554
		93%	89%	95%	88%	95%	94%	91%	94%	89%	91%	96%	93%	92%	91%	93%	94%	90%
Very Important	(7)	2168	305	371	387	691	261	950	1219	572	757	840	571	552	488	557	313	829
		53%	41%	61%	52%	53%	59%	47%	58%	48%	53%	56%	52%	48%	54%	57%	54%	48%
	(6)	1105	237	148	171	352	121	594	511	298	374	433	327	322	218	238	164	447
		27%	32%	24%	23%	27%	27%	29%	24%	25%	26%	29%	30%	28%	24%	24%	28%	26%
	(5)	540	125	62	98	188	38	291	249	189	170	182	131	181	115	114	68	279
		13%	17%	10%	13%	14%	9%	14%	12%	16%	12%	12%	12%	16%	13%	12%	12%	16%
	(4)	221	52	16	75	48	20	128	93	88	97	36	59	65	54	43	22	130
		5%	7%	3%	10%	4%	4%	6%	4%	7%	7%	2%	5%	6%	6%	4%	4%	8%
	(3)	54	18	11	6	14	4	37	17	27	21	7	9	14	14	17	11	28
		1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	*	1%	1%	2%	2%	2%	2%
	(2)	19	8	1	3	3	1	11	9	6	7	6	3	5	6	5	2	7
		*	1%	*	*	*	*	1%	*	1%	*	*	*	*	1%	1%	*	*
Very unimportant	(1)	13	4	2	1	3	1	10	4	4	3	6	2	3	3	6	2	6
		*	1%	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	*
NET: Unimportant		86	29	13	10	19	6	57	30	37	31	19	14	22	23	27	14	41
		2%	4%	2%	1%	1%	1%	3%	1%	3%	2%	1%	1%	2%	3%	3%	2%	2%
Mean		6.21	5.96	6.38	6.14	6.27	6.37	6.10	6.32	6.07	6.20	6.34	6.25	6.14	6.20	6.27	6.26	6.08
Standard deviation		1.05	1.17	0.96	1.10	0.97	0.94	1.11	0.98	1.15	1.07	0.93	0.97	1.05	1.10	1.08	1.01	1.11
Standard error		0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

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Absolutes/col percents

Table 41
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Healthcare e.g. medicines, medical technologies
Base: All respondents

		Total	Region													Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Important		3814	339	140	410	325	320	259	195	380	481	519	329	116	869	1022	238	467	2989	1482	1507	825	716	109
		93%	94%	88%	93%	90%	89%	93%	98%	95%	92%	93%	91%	97%	94%	94%	92%	92%	92%	92%	93%	94%	94%	94%
Very Important	(7)	2168	194	84	242	191	188	162	109	201	258	295	183	62	437	651	128	280	1696	836	860	473	419	54
		53%	54%	52%	55%	53%	52%	58%	54%	50%	50%	53%	51%	52%	47%	60%	49%	55%	52%	52%	53%	54%	55%	46%
	(6)	1105	99	42	122	92	82	68	58	98	151	146	107	40	296	239	70	126	884	448	436	221	190	31
		27%	28%	26%	28%	25%	23%	24%	29%	24%	29%	26%	30%	33%	32%	22%	27%	25%	27%	28%	27%	25%	25%	26%
	(5)	540	46	14	46	43	50	29	28	82	72	78	38	15	135	131	39	61	409	198	211	131	106	25
		13%	13%	9%	10%	12%	14%	10%	14%	21%	14%	14%	11%	12%	15%	12%	15%	12%	13%	12%	13%	15%	14%	21%
	(4)	221	18	11	18	22	28	16	3	14	35	35	18	3	39	54	17	26	184	99	85	37	32	5
		5%	5%	7%	4%	6%	8%	6%	1%	3%	7%	6%	5%	3%	4%	5%	7%	5%	6%	6%	5%	4%	4%	4%
	(3)	54	2	4	5	11	9	1	1	4	2	6	8	*	8	11	1	13	48	25	23	6	6	-
		1%	*	2%	1%	3%	3%	*	1%	1%	*	1%	2%	*	1%	1%	1%	2%	1%	2%	1%	1%	1%	-
	(2)	19	1	1	2	*	1	4	-	2	1	-	6	-	5	2	2	-	10	6	5	9	8	1
		*	*	1%	1%	*	*	2%	-	*	*	-	2%	-	1%	*	1%	-	*	*	*	1%	1%	1%
Very unimportant	(1)	13	-	3	4	1	1	-	1	-	1	1	*	-	-	3	1	1	12	5	6	2	*	1
		*	-	2%	1%	*	*	-	*	-	*	*	*	-	-	*	*	*	*	*	*	*	*	1%
NET: Unimportant		86	3	9	12	13	12	5	2	6	5	7	14	*	13	16	5	14	70	37	33	16	14	2
		2%	1%	5%	3%	4%	3%	2%	1%	1%	1%	1%	4%	*	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%
Mean		6.21	6.28	6.08	6.26	6.17	6.12	6.29	6.34	6.18	6.19	6.23	6.17	6.33	6.19	6.32	6.14	6.24	6.21	6.19	6.22	6.24	6.26	6.08
Standard deviation		1.05	0.95	1.34	1.09	1.12	1.15	1.05	0.88	0.99	1.00	0.99	1.12	0.82	0.96	1.00	1.09	1.05	1.05	1.06	1.04	1.04	1.02	1.12
Standard error		0.02	0.05	0.10	0.05	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.08	0.03	0.03	0.07	0.05	0.02	0.03	0.03	0.04	0.04	0.11

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Table 42
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Education e.g. teaching methods, types of school
Base: All respondents

		Total	Segment Futur- ists	Scep- tics	Crea- tives	Real- ists	Roman- tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri- vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Important		3388	563	509	582	1139	356	1580	1808	983	1160	1245	915	945	730	798	499	1372
		82%	75%	83%	79%	88%	80%	78%	86%	83%	81%	83%	83%	83%	81%	81%	86%	80%
Very Important	(7)	1382	170	235	244	449	150	554	828	415	493	474	350	360	298	373	214	534
		34%	23%	39%	33%	35%	34%	27%	39%	35%	35%	31%	32%	32%	33%	38%	37%	31%
	(6)	1105	179	157	177	402	106	568	537	292	370	443	319	324	227	234	164	425
		27%	24%	26%	24%	31%	24%	28%	26%	25%	26%	29%	29%	28%	25%	24%	28%	25%
	(5)	901	214	116	160	288	100	459	443	276	296	329	245	262	204	190	122	412
		22%	29%	19%	22%	22%	22%	23%	21%	23%	21%	22%	22%	23%	23%	19%	21%	24%
	(4)	489	116	55	125	112	61	279	210	145	175	169	115	133	125	115	52	241
		12%	16%	9%	17%	9%	14%	14%	10%	12%	12%	11%	10%	12%	14%	12%	9%	14%
	(3)	138	40	25	20	28	17	93	44	32	57	48	46	30	26	36	9	69
		3%	5%	4%	3%	2%	4%	5%	2%	3%	4%	3%	4%	3%	3%	4%	2%	4%
	(2)	55	18	9	6	12	5	32	22	12	22	21	14	24	6	10	14	22
		1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%
Very unimportant	(1)	52	10	12	8	5	8	35	17	12	14	26	11	10	11	19	8	21
		1%	1%	2%	1%	*	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
NET: Unimportant		244	68	46	34	45	29	160	84	56	93	95	72	64	43	66	31	112
		6%	9%	8%	5%	3%	7%	8%	4%	5%	7%	6%	7%	6%	5%	7%	5%	7%
Mean		5.66	5.31	5.73	5.61	5.83	5.60	5.48	5.84	5.70	5.66	5.63	5.66	5.65	5.65	5.70	5.77	5.56
Standard deviation		1.32	1.36	1.40	1.31	1.15	1.38	1.38	1.24	1.28	1.34	1.34	1.30	1.30	1.29	1.40	1.32	1.34
Standard error		0.02	0.05	0.06	0.05	0.03	0.06	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

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Absolutes/col percents

Table 42
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Education e.g. teaching methods, types of school
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
							Region								Voting Intention						Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Important		3388	301	129	374	291	291	239	164	321	442	441	293	103	753	925	211	399	2693	1348	1345	695	612	82
		82%	84%	81%	85%	81%	81%	85%	82%	80%	85%	79%	81%	86%	82%	85%	81%	79%	83%	83%	83%	79%	80%	71%
Very Important	(7)	1382	116	49	162	128	119	94	67	126	196	173	119	32	273	420	91	154	1130	566	564	252	228	24
		34%	32%	31%	37%	35%	33%	33%	33%	31%	38%	31%	33%	27%	30%	38%	35%	30%	35%	35%	35%	29%	30%	21%
	(6)	1105	113	39	119	89	81	83	57	83	143	158	98	42	276	283	64	140	853	456	397	252	219	32
		27%	31%	25%	27%	25%	22%	30%	28%	21%	27%	28%	27%	35%	30%	26%	25%	28%	26%	28%	24%	29%	29%	28%
	(5)	901	72	40	93	74	92	62	40	112	103	109	75	29	203	222	55	106	710	327	384	191	165	26
		22%	20%	25%	21%	21%	25%	22%	20%	28%	20%	19%	21%	24%	22%	20%	21%	21%	22%	20%	24%	22%	22%	23%
	(4)	489	38	20	39	49	48	29	24	53	50	86	44	9	127	119	30	54	361	169	192	127	107	21
		12%	11%	13%	9%	14%	13%	10%	12%	13%	10%	15%	12%	8%	14%	11%	12%	11%	11%	10%	12%	15%	14%	18%
	(3)	138	6	5	15	15	13	6	6	17	16	23	8	7	23	30	11	31	108	59	49	30	24	6
		3%	2%	3%	3%	4%	4%	2%	3%	4%	3%	4%	2%	6%	3%	3%	4%	6%	3%	4%	3%	3%	3%	5%
	(2)	55	7	2	9	3	2	5	1	7	8	3	7	-	10	10	5	9	40	19	21	14	13	2
		1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	-	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%
Very unimportant	(1)	52	8	4	4	2	6	1	4	2	5	7	8	1	8	8	3	13	40	22	18	12	6	5
		1%	2%	2%	1%	1%	2%	*	2%	*	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	5%
NET: Unimportant		244	21	11	27	20	22	12	12	26	28	34	24	8	41	48	18	53	188	100	88	56	43	13
		6%	6%	7%	6%	6%	6%	4%	6%	6%	5%	6%	7%	6%	5%	4%	7%	11%	6%	6%	5%	6%	6%	11%
Mean		5.66	5.67	5.54	5.76	5.69	5.59	5.75	5.67	5.55	5.79	5.60	5.62	5.67	5.64	5.81	5.66	5.50	5.69	5.71	5.68	5.54	5.60	5.18
Standard deviation		1.32	1.36	1.40	1.30	1.30	1.35	1.22	1.35	1.31	1.29	1.32	1.41	1.20	1.25	1.25	1.36	1.47	1.32	1.32	1.31	1.33	1.30	1.53
Standard error		0.02	0.07	0.11	0.06	0.07	0.07	0.07	0.10	0.07	0.06	0.05	0.07	0.12	0.04	0.04	0.08	0.06	0.02	0.03	0.03	0.05	0.05	0.15

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Absolutes/col percents

Table 43
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Farming/ agriculture e.g. pest-resistant crops, farming techniques
Base: All respondents

		Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Important		3438	603	507	567	1149	377	1685	1754	935	1172	1332	942	950	743	803	492	1384
		83%	81%	83%	76%	89%	85%	83%	83%	79%	82%	88%	86%	83%	83%	82%	84%	80%
Very Important	(7)	1253	188	204	208	405	133	582	671	302	432	518	360	302	258	333	186	468
		30%	25%	33%	28%	31%	30%	29%	32%	26%	30%	34%	33%	26%	29%	34%	32%	27%
	(6)	1205	208	160	190	426	134	620	586	319	392	494	338	356	260	251	177	474
		29%	28%	26%	26%	33%	30%	31%	28%	27%	27%	33%	31%	31%	29%	26%	30%	27%
	(5)	980	207	142	169	317	110	483	498	313	347	320	244	292	225	219	129	443
		24%	28%	23%	23%	24%	25%	24%	24%	26%	24%	21%	22%	26%	25%	22%	22%	26%
	(4)	468	102	67	121	104	48	222	246	176	170	121	112	123	111	122	61	233
		11%	14%	11%	16%	8%	11%	11%	12%	15%	12%	8%	10%	11%	12%	12%	10%	14%
	(3)	143	30	22	40	33	10	73	70	50	63	31	35	46	26	37	13	77
		3%	4%	4%	5%	3%	2%	4%	3%	4%	4%	2%	3%	4%	3%	4%	2%	4%
	(2)	39	9	4	8	7	7	23	16	16	11	12	8	13	14	4	7	20
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%
Very unimportant	(1)	33	4	10	5	4	4	17	16	7	13	13	5	11	4	13	9	10
		1%	*	2%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	1%	2%	1%
NET: Unimportant		215	42	37	54	43	20	113	102	72	87	56	48	69	44	54	29	108
		5%	6%	6%	7%	3%	5%	6%	5%	6%	6%	4%	4%	6%	5%	6%	5%	6%
Mean		5.66	5.51	5.66	5.49	5.79	5.67	5.63	5.68	5.48	5.61	5.83	5.76	5.58	5.62	5.67	5.69	5.53
Standard deviation		1.24	1.23	1.32	1.32	1.11	1.23	1.25	1.24	1.26	1.27	1.17	1.19	1.24	1.23	1.30	1.29	1.26
Standard error		0.02	0.05	0.05	0.05	0.03	0.06	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 43
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Farming/ agriculture e.g. pest-resistant crops, farming techniques
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
								Region								Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Important		3438 83%	309 86%	131 82%	367 83%	302 84%	301 84%	232 83%	166 83%	336 84%	448 86%	453 81%	288 80%	105 87%	822 89%	900 82%	212 82%	414 82%	2706 83%	1342 83%	1365 84%	732 83%	632 83%	100 87%
Very Important	(7)	1253 30%	101 28%	51 32%	123 28%	108 30%	114 32%	100 36%	58 29%	121 30%	164 31%	170 30%	115 32%	29 24%	286 31%	356 33%	73 28%	168 33%	1003 31%	507 31%	496 30%	250 29%	222 29%	28 24%
	(6)	1205 29%	113 31%	41 26%	122 28%	107 30%	100 28%	73 26%	68 34%	120 30%	167 32%	151 27%	97 27%	47 39%	296 32%	311 28%	92 36%	139 27%	933 29%	465 29%	468 29%	272 31%	226 30%	46 40%
	(5)	980 24%	95 26%	39 24%	121 28%	87 24%	87 24%	59 21%	41 21%	95 24%	118 23%	132 24%	76 21%	30 25%	239 26%	234 21%	46 18%	106 21%	770 24%	369 23%	401 25%	210 24%	183 24%	26 23%
	(4)	468 11%	34 10%	19 12%	44 10%	46 13%	39 11%	34 12%	28 14%	46 11%	50 10%	77 14%	44 12%	6 5%	78 8%	134 12%	32 12%	60 12%	371 11%	190 12%	180 11%	97 11%	89 12%	8 7%
	(3)	143 3%	13 4%	7 4%	15 3%	9 2%	13 4%	8 3%	4 2%	10 2%	18 3%	25 4%	17 5%	5 4%	18 2%	45 4%	10 4%	15 3%	109 3%	56 3%	53 3%	34 4%	28 4%	7 6%
	(2)	39 1%	3 1%	1 *	7 2%	3 1%	3 1%	5 2%	* *	6 1%	3 1%	3 *	4 1%	2 1%	3 *	7 1%	2 1%	9 2%	31 1%	16 1%	15 1%	8 1%	7 1%	1 1%
Very unimportant	(1)	33 1%	1 *	2 1%	7 2%	* *	4 1%	- -	1 1%	2 *	1 *	3 *	7 2%	2 2%	- -	5 *	4 1%	9 2%	26 1%	14 1%	13 1%	6 1%	6 1%	- -
NET: Unimportant		215 5%	17 5%	10 6%	29 7%	12 3%	20 6%	13 5%	6 3%	18 4%	22 4%	30 5%	28 8%	9 8%	21 2%	58 5%	16 6%	33 7%	166 5%	85 5%	81 5%	49 6%	41 5%	8 7%
Mean		5.66	5.67	5.62	5.56	5.69	5.66	5.74	5.70	5.68	5.76	5.62	5.58	5.61	5.81	5.69	5.64	5.64	5.66	5.66	5.66	5.63	5.63	5.67
Standard deviation		1.24	1.17	1.32	1.32	1.16	1.28	1.25	1.16	1.22	1.15	1.24	1.39	1.29	1.05	1.24	1.28	1.37	1.24	1.26	1.23	1.23	1.25	1.14
Standard error		0.02	0.06	0.10	0.06	0.06	0.07	0.07	0.08	0.07	0.05	0.05	0.07	0.13	0.04	0.04	0.08	0.06	0.02	0.03	0.03	0.04	0.05	0.11

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Absolutes/col percents

Table 44
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Public transport e.g. high-speed trains, more efficient buses
Base: All respondents

		Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Important		2439	399	342	414	847	239	1171	1268	743	800	896	669	693	514	563	352	1016
		59%	53%	56%	56%	65%	54%	58%	60%	63%	56%	59%	61%	61%	57%	57%	60%	59%
Very Important	(7)	552	72	75	88	175	52	263	289	198	184	171	160	129	134	129	98	238
		13%	10%	12%	12%	14%	12%	13%	14%	17%	13%	11%	14%	11%	15%	13%	17%	14%
	(6)	735	120	82	127	259	79	372	363	215	250	270	191	224	161	158	101	326
		18%	16%	13%	17%	20%	18%	18%	17%	18%	17%	18%	17%	20%	18%	16%	17%	19%
	(5)	1152	206	186	199	413	108	536	616	330	366	455	318	340	219	275	153	453
		28%	28%	30%	27%	32%	24%	27%	29%	28%	26%	30%	29%	30%	24%	28%	26%	26%
	(4)	926	187	142	193	271	105	468	458	264	362	300	250	245	223	208	130	413
		22%	25%	23%	26%	21%	23%	23%	22%	22%	25%	20%	23%	21%	25%	21%	22%	24%
	(3)	427	88	65	84	117	55	206	221	109	156	162	104	117	95	112	57	173
		10%	12%	11%	11%	9%	12%	10%	11%	9%	11%	11%	9%	10%	11%	11%	10%	10%
	(2)	197	49	33	31	41	28	105	92	47	63	87	40	55	47	55	26	78
		5%	7%	5%	4%	3%	6%	5%	4%	4%	4%	6%	4%	5%	5%	6%	5%	4%
Very unimportant	(1)	132	25	28	19	20	19	70	61	20	47	64	38	33	19	41	17	46
		3%	3%	5%	3%	2%	4%	3%	3%	2%	3%	4%	3%	3%	2%	4%	3%	3%
NET: Unimportant		756	162	126	134	178	102	381	375	176	266	313	182	205	161	208	101	297
		18%	22%	21%	18%	14%	23%	19%	18%	15%	19%	21%	17%	18%	18%	21%	17%	17%
Mean		4.74	4.54	4.59	4.70	4.92	4.57	4.71	4.77	4.92	4.70	4.65	4.80	4.74	4.78	4.65	4.84	4.78
Standard deviation		1.49	1.48	1.53	1.43	1.36	1.56	1.51	1.47	1.44	1.49	1.53	1.49	1.45	1.49	1.56	1.52	1.47
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

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Table 44
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Public transport e.g. high-speed trains, more efficient buses
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
															(Voting Intention)				(Location)					
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Important		2439	220	93	267	206	190	168	124	221	369	314	195	70	577	697	165	248	1946	1019	928	492	449	44
		59%	61%	58%	61%	57%	53%	60%	62%	55%	71%	56%	54%	58%	63%	64%	63%	49%	60%	63%	57%	56%	59%	38%
Very Important	(7)	552	43	19	66	42	43	40	28	47	101	68	42	14	109	186	40	45	461	241	220	91	81	10
		13%	12%	12%	15%	12%	12%	14%	14%	12%	19%	12%	12%	11%	12%	17%	16%	9%	14%	15%	14%	10%	11%	9%
	(6)	735	71	27	76	58	62	52	38	69	132	79	57	13	201	193	46	82	589	323	266	146	139	6
		18%	20%	17%	17%	16%	17%	19%	19%	17%	25%	14%	16%	11%	22%	18%	18%	16%	18%	20%	16%	17%	18%	6%
	(5)	1152	106	47	124	106	85	76	58	106	137	168	96	43	267	317	78	121	896	454	442	256	228	27
		28%	29%	30%	28%	29%	24%	27%	29%	26%	26%	30%	27%	36%	29%	29%	30%	24%	28%	28%	27%	29%	30%	23%
	(4)	926	75	35	87	88	93	64	40	98	96	125	94	29	197	219	59	126	721	331	390	205	172	34
		22%	21%	22%	20%	25%	26%	23%	20%	25%	19%	22%	26%	24%	21%	20%	23%	25%	22%	20%	24%	23%	23%	29%
	(3)	427	40	23	55	41	38	18	17	51	31	69	34	10	90	99	20	62	333	144	189	94	70	24
		10%	11%	14%	12%	11%	11%	6%	9%	13%	6%	12%	9%	8%	10%	9%	8%	12%	10%	9%	12%	11%	9%	21%
	(2)	197	13	3	15	18	23	19	12	19	17	32	23	3	38	49	10	41	142	71	71	55	47	7
		5%	4%	2%	3%	5%	6%	7%	6%	5%	3%	6%	6%	2%	4%	4%	4%	8%	4%	4%	4%	6%	6%	6%
Very unimportant	(1)	132	11	5	17	6	17	10	6	11	6	19	14	8	19	29	6	30	101	52	48	31	24	7
		3%	3%	3%	4%	2%	5%	4%	3%	3%	1%	3%	4%	7%	2%	3%	2%	6%	3%	3%	3%	4%	3%	6%
NET: Unimportant		756	65	31	87	65	77	47	36	80	54	121	71	21	147	176	36	133	576	268	308	180	142	39
		18%	18%	20%	20%	18%	21%	17%	18%	20%	10%	22%	20%	18%	16%	16%	14%	26%	18%	17%	19%	21%	19%	33%
Mean		4.74	4.77	4.71	4.77	4.70	4.57	4.76	4.80	4.66	5.19	4.60	4.59	4.58	4.84	4.90	4.90	4.37	4.78	4.85	4.71	4.59	4.67	4.08
Standard deviation		1.49	1.46	1.44	1.53	1.41	1.57	1.55	1.51	1.46	1.38	1.50	1.52	1.52	1.41	1.50	1.42	1.59	1.49	1.50	1.48	1.49	1.47	1.51
Standard error		0.02	0.08	0.11	0.07	0.07	0.08	0.09	0.11	0.08	0.06	0.06	0.08	0.15	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.15

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Table 45
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Military/ defence e.g. weapons, missiles, aircraft
Base: All respondents

		Total	Futur- ists	Scep- tics	Crea- tives	Real- ists	Roman- tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
					Segment			Gender		Age			Social Grade				Employment Sector	
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Important		2073	346	289	373	674	227	997	1076	621	702	750	505	531	515	522	290	867
		50%	46%	47%	50%	52%	51%	49%	51%	52%	49%	50%	46%	47%	57%	53%	50%	50%
Very Important	(7)	567	75	94	112	156	69	271	296	161	193	213	134	105	148	180	93	211
		14%	10%	15%	15%	12%	15%	13%	14%	14%	13%	14%	12%	9%	16%	18%	16%	12%
	(6)	650	93	77	107	225	81	321	329	210	196	244	168	181	134	167	74	283
		16%	12%	13%	14%	17%	18%	16%	16%	18%	14%	16%	15%	16%	15%	17%	13%	16%
	(5)	856	179	117	154	293	77	405	451	249	314	293	203	245	232	176	123	374
		21%	24%	19%	21%	23%	17%	20%	21%	21%	22%	19%	18%	21%	26%	18%	21%	22%
	(4)	853	176	139	180	245	87	369	485	245	306	303	209	273	186	186	128	370
		21%	24%	23%	24%	19%	19%	18%	23%	21%	21%	20%	19%	24%	21%	19%	22%	21%
	(3)	562	109	86	84	183	74	296	265	130	218	214	178	138	102	144	74	216
		14%	15%	14%	11%	14%	17%	15%	13%	11%	15%	14%	16%	12%	11%	15%	13%	13%
	(2)	319	60	44	54	104	32	189	131	92	104	123	104	105	43	68	45	148
		8%	8%	7%	7%	8%	7%	9%	6%	8%	7%	8%	9%	9%	5%	7%	8%	9%
Very unimportant	(1)	314	56	52	50	91	27	169	144	96	98	119	106	96	53	59	46	124
		8%	7%	8%	7%	7%	6%	8%	7%	8%	7%	8%	10%	8%	6%	6%	8%	7%
NET: Unimportant		1195	225	182	188	377	133	654	540	318	421	456	388	338	197	271	164	488
		29%	30%	30%	25%	29%	30%	32%	26%	27%	29%	30%	35%	30%	22%	28%	28%	28%
Mean		4.42	4.26	4.37	4.49	4.42	4.51	4.34	4.49	4.47	4.39	4.40	4.21	4.25	4.67	4.60	4.43	4.40
Standard deviation		1.74	1.65	1.78	1.71	1.71	1.74	1.79	1.69	1.76	1.70	1.77	1.80	1.69	1.65	1.77	1.77	1.71
Standard error		0.03	0.06	0.07	0.06	0.05	0.08	0.04	0.04	0.05	0.04	0.04	0.05	0.05	0.06	0.06	0.08	0.04

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Absolutes/col percents

Table 45
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Military/ defence e.g. weapons, missiles, aircraft
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
																			Location					
								Region							Voting Intention									
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Important		2073	179	72	234	199	196	147	104	191	261	262	178	50	561	536	98	295	1644	794	850	429	380	49
		50%	50%	45%	53%	55%	54%	52%	52%	48%	50%	47%	49%	42%	61%	49%	38%	58%	51%	49%	52%	49%	50%	43%
Very Important	(7)	567	43	20	71	57	58	50	36	58	50	69	43	11	145	138	21	107	446	184	262	121	111	9
		14%	12%	12%	16%	16%	16%	18%	18%	15%	10%	12%	12%	10%	16%	13%	8%	21%	14%	11%	16%	14%	15%	8%
	(6)	650	50	27	68	60	60	43	31	54	109	64	71	15	183	174	44	99	522	267	255	128	114	14
		16%	14%	17%	15%	17%	17%	15%	15%	13%	21%	11%	20%	12%	20%	16%	17%	20%	16%	17%	16%	15%	15%	12%
	(5)	856	85	26	94	83	78	54	37	79	102	129	63	24	233	224	33	90	676	342	333	180	155	26
		21%	24%	16%	21%	23%	22%	19%	19%	20%	20%	23%	17%	20%	25%	21%	13%	18%	21%	21%	21%	21%	20%	22%
	(4)	853	68	34	81	71	65	62	41	91	109	123	76	32	178	209	69	89	665	306	359	188	166	22
		21%	19%	21%	18%	20%	18%	22%	21%	23%	21%	22%	21%	26%	19%	19%	26%	18%	21%	19%	22%	21%	22%	19%
	(3)	562	50	26	64	59	35	31	26	60	53	80	54	25	97	165	43	61	434	225	210	128	109	19
		14%	14%	16%	15%	16%	10%	11%	13%	15%	10%	14%	15%	20%	11%	15%	16%	12%	13%	14%	13%	15%	14%	16%
	(2)	319	34	16	33	19	33	21	12	27	44	44	30	7	47	85	26	31	255	143	112	65	53	12
		8%	9%	10%	8%	5%	9%	7%	6%	7%	9%	8%	8%	6%	5%	8%	10%	6%	8%	9%	7%	7%	7%	10%
Very unimportant	(1)	314	30	12	29	11	30	19	18	31	53	50	23	6	37	97	24	30	246	151	95	68	55	13
		8%	8%	7%	7%	3%	8%	7%	9%	8%	10%	9%	6%	5%	4%	9%	9%	6%	8%	9%	6%	8%	7%	11%
NET: Unimportant		1195	113	54	126	89	99	71	55	118	150	175	107	38	182	347	93	122	934	518	416	260	216	45
		29%	31%	34%	29%	25%	27%	25%	28%	29%	29%	31%	30%	32%	20%	32%	36%	24%	29%	32%	26%	30%	28%	38%
Mean		4.42	4.30	4.28	4.52	4.67	4.50	4.56	4.52	4.39	4.33	4.26	4.42	4.24	4.79	4.33	4.07	4.78	4.42	4.29	4.56	4.38	4.44	3.99
Standard deviation		1.74	1.75	1.76	1.75	1.59	1.82	1.76	1.82	1.74	1.78	1.73	1.71	1.56	1.59	1.77	1.72	1.78	1.74	1.77	1.70	1.74	1.73	1.76
Standard error		0.03	0.10	0.13	0.08	0.08	0.09	0.10	0.13	0.09	0.08	0.07	0.09	0.16	0.05	0.05	0.10	0.08	0.03	0.04	0.04	0.06	0.06	0.17

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Absolutes/col percents

Table 46
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Space exploration e.g. a mission to Mars
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Important		1384	246	146	220	485	145	810	574	545	464	376	395	392	307	289	214	663
		34%	33%	24%	30%	37%	33%	40%	27%	46%	32%	25%	36%	34%	34%	30%	37%	38%
Very Important	(7)	367	65	39	50	103	49	233	134	147	147	73	101	96	80	90	71	176
		9%	9%	6%	7%	8%	11%	12%	6%	12%	10%	5%	9%	8%	9%	9%	12%	10%
	(6)	369	66	38	57	116	35	232	136	165	106	98	93	131	79	65	51	181
		9%	9%	6%	8%	9%	8%	11%	6%	14%	7%	6%	8%	12%	9%	7%	9%	10%
	(5)	649	115	69	114	266	61	345	304	233	211	205	201	164	149	135	92	307
		16%	15%	11%	15%	20%	14%	17%	14%	20%	15%	14%	18%	14%	17%	14%	16%	18%
	(4)	779	148	118	184	224	80	341	438	221	288	270	178	234	178	189	106	328
		19%	20%	19%	25%	17%	18%	17%	21%	19%	20%	18%	16%	20%	20%	19%	18%	19%
	(3)	668	130	96	115	221	77	283	385	158	212	298	196	174	135	162	95	242
		16%	17%	16%	16%	17%	17%	14%	18%	13%	15%	20%	18%	15%	15%	17%	16%	14%
	(2)	557	101	91	103	173	60	268	289	130	201	225	157	148	122	130	78	210
		14%	13%	15%	14%	13%	14%	13%	14%	11%	14%	15%	14%	13%	14%	13%	13%	12%
Very unimportant	(1)	734	122	159	119	193	83	318	415	129	265	340	175	194	156	208	89	283
		18%	16%	26%	16%	15%	19%	16%	20%	11%	19%	23%	16%	17%	17%	21%	15%	16%
NET: Unimportant		1958	353	346	337	588	220	869	1089	418	677	863	528	517	413	501	262	735
		48%	47%	57%	46%	45%	49%	43%	52%	35%	47%	57%	48%	45%	46%	51%	45%	43%
Mean		3.64	3.66	3.19	3.59	3.74	3.62	3.87	3.41	4.17	3.62	3.24	3.69	3.70	3.66	3.48	3.81	3.82
Standard deviation		1.87	1.84	1.84	1.75	1.81	1.92	1.93	1.77	1.84	1.90	1.75	1.85	1.87	1.86	1.89	1.91	1.89
Standard error		0.03	0.07	0.08	0.06	0.05	0.09	0.04	0.04	0.06	0.05	0.04	0.05	0.05	0.07	0.06	0.08	0.05

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Absolutes/col percents

Table 46
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Space exploration e.g. a mission to Mars
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Important		1384	115	40	150	114	121	102	60	122	244	166	116	35	356	396	98	143	1137	645	492	248	224	23
		34%	32%	25%	34%	32%	34%	36%	30%	30%	47%	30%	32%	29%	39%	36%	38%	28%	35%	40%	30%	28%	29%	20%
Very Important	(7)	367	24	12	41	28	42	25	18	39	52	47	32	7	74	122	29	49	312	198	114	55	50	5
		9%	7%	8%	9%	8%	12%	9%	9%	10%	10%	8%	9%	6%	8%	11%	11%	10%	10%	12%	7%	6%	7%	4%
	(6)	369	31	11	35	26	25	27	13	18	97	45	33	8	113	94	30	49	309	189	120	60	56	4
		9%	9%	7%	8%	7%	7%	10%	7%	5%	19%	8%	9%	7%	12%	9%	11%	10%	10%	12%	7%	7%	7%	4%
	(5)	649	60	17	73	60	54	50	29	64	95	74	51	20	170	180	40	45	516	258	257	133	119	14
		16%	17%	11%	17%	17%	15%	18%	15%	16%	18%	13%	14%	17%	18%	16%	15%	9%	16%	16%	16%	15%	16%	12%
	(4)	779	68	43	78	66	73	60	33	83	104	99	58	14	161	221	41	85	618	300	318	161	140	20
		19%	19%	27%	18%	18%	20%	21%	17%	21%	20%	18%	16%	12%	17%	20%	16%	17%	19%	19%	20%	18%	18%	17%
	(3)	668	58	24	76	48	51	44	42	67	57	105	77	20	133	168	47	90	522	207	315	146	128	18
		16%	16%	15%	17%	13%	14%	16%	21%	17%	11%	19%	21%	16%	14%	15%	18%	18%	16%	13%	19%	17%	17%	15%
	(2)	557	49	23	57	57	52	37	29	55	46	87	40	25	119	125	40	66	429	208	221	127	107	20
		14%	14%	15%	13%	16%	14%	13%	14%	14%	9%	15%	11%	21%	13%	11%	15%	13%	13%	13%	14%	15%	14%	18%
Very unimportant	(1)	734	71	30	80	75	64	37	37	73	69	104	70	26	151	182	33	122	537	257	280	196	163	34
		18%	20%	19%	18%	21%	18%	13%	18%	18%	13%	18%	19%	22%	16%	17%	13%	24%	17%	16%	17%	22%	21%	29%
NET: Unimportant		1958	178	77	213	180	166	119	107	195	172	295	186	71	404	476	120	278	1488	672	816	470	397	72
		48%	49%	48%	48%	50%	46%	42%	53%	49%	33%	53%	52%	59%	44%	44%	46%	55%	46%	42%	50%	53%	52%	62%
Mean		3.64	3.52	3.48	3.63	3.47	3.68	3.81	3.50	3.56	4.17	3.49	3.58	3.24	3.77	3.79	3.84	3.42	3.72	3.90	3.53	3.35	3.41	2.94
Standard deviation		1.87	1.84	1.80	1.88	1.88	1.92	1.79	1.84	1.84	1.86	1.85	1.88	1.83	1.87	1.89	1.88	1.97	1.87	1.95	1.78	1.82	1.83	1.74
Standard error		0.03	0.10	0.14	0.09	0.10	0.10	0.10	0.13	0.10	0.08	0.07	0.10	0.18	0.06	0.06	0.11	0.09	0.03	0.05	0.04	0.06	0.07	0.17

Region | Voting Intention | Location

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Table 47
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Energy e.g. sustainable energy sources, energy efficiency
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Important		3591	620	536	594	1204	387	1767	1824	998	1220	1373	979	1011	756	845	508	1489
		87%	83%	88%	80%	93%	87%	87%	87%	84%	85%	91%	89%	89%	84%	86%	87%	86%
Very Important	(7)	1707	276	271	243	596	190	837	870	466	585	656	473	438	372	424	231	686
		41%	37%	44%	33%	46%	43%	41%	41%	39%	41%	43%	43%	38%	41%	43%	40%	40%
	(6)	1159	195	157	216	385	124	582	577	295	395	469	324	356	217	261	166	484
		28%	26%	26%	29%	30%	28%	29%	27%	25%	28%	31%	29%	31%	24%	27%	29%	28%
	(5)	725	149	108	135	223	72	348	377	236	241	248	182	217	167	160	111	319
		18%	20%	18%	18%	17%	16%	17%	18%	20%	17%	16%	17%	19%	19%	16%	19%	18%
	(4)	369	85	49	111	71	40	173	196	132	147	91	79	94	104	92	47	169
		9%	11%	8%	15%	5%	9%	9%	9%	11%	10%	6%	7%	8%	12%	9%	8%	10%
	(3)	99	28	16	27	15	6	46	53	35	39	25	34	20	22	23	19	41
		2%	4%	3%	4%	1%	1%	2%	3%	3%	3%	2%	3%	2%	2%	2%	3%	2%
	(2)	36	6	6	6	3	10	20	16	8	16	12	7	14	8	7	5	14
		1%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Very unimportant	(1)	26	8	3	3	4	3	14	12	12	7	8	2	4	8	12	4	13
		1%	1%	1%	*	*	1%	1%	1%	1%	*	1%	*	*	1%	1%	1%	1%
NET: Unimportant		161	42	25	36	22	20	80	81	54	62	45	43	38	38	42	27	68
		4%	6%	4%	5%	2%	4%	4%	4%	5%	4%	3%	4%	3%	4%	4%	5%	4%
Mean		5.92	5.75	5.96	5.69	6.12	5.92	5.93	5.91	5.81	5.89	6.04	5.99	5.91	5.84	5.92	5.88	5.88
Standard deviation		1.21	1.30	1.21	1.25	1.03	1.27	1.21	1.20	1.27	1.23	1.12	1.15	1.15	1.27	1.27	1.22	1.22
Standard error		0.02	0.05	0.05	0.05	0.03	0.06	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 47
Q.6 How important or unimportant is it for the future of the human race that we continue to innovate in the following areas?
Energy e.g. sustainable energy sources, energy efficiency
Base: All respondents

| | | Total | Region | | | | | | | | | | | | | Voting Intention | | | | Location | | | | | |
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Important		3591 87%	317 88%	143 89%	392 89%	314 87%	311 86%	248 89%	171 86%	350 87%	466 90%	471 84%	303 84%	105 88%	833 90%	955 87%	229 88%	427 84%	2836 87%	1425 88%	1411 87%	755 86%	656 86%	99 85%
Very Important	(7)	1707 41%	153 43%	66 41%	195 44%	143 40%	142 39%	123 44%	75 37%	181 45%	212 41%	219 39%	147 41%	49 41%	348 38%	474 43%	118 46%	202 40%	1340 41%	699 43%	640 39%	367 42%	331 43%	36 31%
	(6)	1159 28%	105 29%	47 29%	124 28%	105 29%	102 28%	85 31%	57 28%	96 24%	154 30%	153 27%	98 27%	33 28%	301 33%	299 27%	75 29%	140 28%	919 28%	450 28%	468 29%	240 27%	213 28%	28 24%
	(5)	725 18%	58 16%	30 18%	73 17%	66 18%	67 19%	40 14%	40 20%	72 18%	100 19%	99 18%	58 16%	23 19%	183 20%	182 17%	35 14%	86 17%	578 18%	275 17%	303 19%	147 17%	113 15%	35 30%
	(4)	369 9%	33 9%	9 6%	35 8%	32 9%	32 9%	26 9%	21 11%	34 9%	44 8%	63 11%	33 9%	6 5%	68 7%	110 10%	21 8%	44 9%	287 9%	135 8%	152 9%	83 9%	75 10%	8 7%
	(3)	99 2%	9 3%	4 3%	6 1%	10 3%	7 2%	4 1%	3 2%	10 3%	8 1%	17 3%	17 5%	3 2%	11 1%	19 2%	8 3%	22 4%	79 2%	35 2%	45 3%	20 2%	17 2%	3 3%
	(2)	36 1%	- -	2 2%	3 1%	2 *	2 1%	2 1%	3 2%	4 1%	2 *	6 1%	5 1%	5 4%	7 1%	4 *	2 1%	6 1%	20 1%	10 1%	10 1%	16 2%	10 1%	6 6%
Very unimportant	(1)	26 1%	1 *	1 1%	4 1%	2 1%	8 2%	- -	1 1%	2 *	1 *	3 *	2 *	1 1%	2 *	4 *	- -	7 1%	21 1%	13 1%	8 *	5 1%	5 1%	- -
NET: Unimportant		161 4%	10 3%	8 5%	13 3%	14 4%	17 5%	6 2%	8 4%	16 4%	10 2%	26 5%	24 7%	9 7%	20 2%	27 2%	10 4%	35 7%	120 4%	58 4%	62 4%	41 5%	31 4%	9 8%
Mean		5.92	5.99	5.93	6.01	5.90	5.84	6.04	5.82	5.96	5.98	5.83	5.84	5.85	5.95	5.98	6.04	5.81	5.93	5.97	5.89	5.89	5.94	5.59
Standard deviation		1.21	1.13	1.24	1.18	1.19	1.31	1.10	1.23	1.22	1.07	1.25	1.30	1.35	1.08	1.15	1.15	1.34	1.19	1.20	1.19	1.26	1.24	1.35
Standard error		0.02	0.06	0.09	0.05	0.06	0.07	0.06	0.09	0.07	0.05	0.05	0.07	0.14	0.04	0.03	0.07	0.06	0.02	0.03	0.03	0.04	0.05	0.13

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Table 48
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Summary
Base: All respondents

		Genetically modified (GM) foods	Human stem cell research	Nuclear energy	Space travel and exploration	Online shopping	Smartphones	Bionics - enhancing the human body with technology	Robots
Unweighted base		4121	4121	4121	4121	4121	4121	4121	4121
Weighted base		4121	4121	4121	4121	4121	4121	4121	4121
NET: Positive		1372 33%	2943 71%	1928 47%	1514 37%	2351 57%	2122 52%	2523 61%	1597 39%
Completely positive	(7)	222 5%	925 22%	356 9%	393 10%	580 14%	471 11%	553 13%	208 5%
	(6)	472 11%	1104 27%	689 17%	432 10%	850 21%	728 18%	924 22%	461 11%
	(5)	678 16%	914 22%	883 21%	688 17%	922 22%	923 22%	1045 25%	928 23%
Neutral	(4)	1213 29%	788 19%	1214 29%	1284 31%	1140 28%	1205 29%	979 24%	1343 33%
	(3)	583 14%	185 4%	458 11%	505 12%	363 9%	389 9%	309 8%	596 14%
	(2)	385 9%	119 3%	227 6%	409 10%	149 4%	216 5%	157 4%	291 7%
Completely negative	(1)	568 14%	86 2%	294 7%	409 10%	118 3%	189 5%	153 4%	294 7%
NET: Negative		1536 37%	390 9%	979 24%	1323 32%	629 15%	793 19%	619 15%	1181 29%
Mean		3.81	5.27	4.37	4.04	4.81	4.58	4.84	4.10
Standard deviation		1.68	1.44	1.58	1.69	1.46	1.53	1.49	1.48
Standard error		0.03	0.02	0.02	0.03	0.02	0.02	0.02	0.02

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Table 49
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Genetically modified (GM) foods
Base: All respondents

		Total	Segment					Gender		Age			Social Grade				Employment Sector	
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Positive		1372	297	130	175	470	153	876	496	434	395	543	420	406	294	252	195	602
		33%	40%	21%	24%	36%	34%	43%	24%	37%	28%	36%	38%	36%	33%	26%	33%	35%
Completely positive	(7)	222	46	13	20	67	30	158	64	88	56	78	73	53	52	45	43	90
		5%	6%	2%	3%	5%	7%	8%	3%	7%	4%	5%	7%	5%	6%	5%	7%	5%
	(6)	472	109	37	49	150	54	321	151	167	121	184	147	153	104	68	68	226
		11%	15%	6%	7%	12%	12%	16%	7%	14%	8%	12%	13%	13%	12%	7%	12%	13%
	(5)	678	142	79	106	254	69	397	281	178	218	282	200	200	138	139	83	286
		16%	19%	13%	14%	20%	15%	20%	13%	15%	15%	19%	18%	18%	15%	14%	14%	17%
Neutral	(4)	1213	229	179	265	373	128	554	658	340	449	423	299	325	295	293	150	515
		29%	31%	29%	36%	29%	29%	27%	31%	29%	31%	28%	27%	28%	33%	30%	26%	30%
	(3)	583	109	102	118	174	58	234	349	165	210	208	152	161	124	146	111	220
		14%	15%	17%	16%	13%	13%	12%	17%	14%	15%	14%	14%	14%	14%	15%	19%	13%
	(2)	385	56	87	72	106	46	142	243	102	146	137	106	102	72	105	49	153
		9%	8%	14%	10%	8%	10%	7%	12%	9%	10%	9%	10%	9%	8%	11%	8%	9%
Completely negative	(1)	568	57	113	110	173	61	213	355	142	229	197	124	149	112	183	77	235
		14%	8%	19%	15%	13%	14%	11%	17%	12%	16%	13%	11%	13%	12%	19%	13%	14%
NET: Negative		1536	222	302	301	453	165	589	947	409	585	542	383	411	308	433	237	608
		37%	30%	49%	41%	35%	37%	29%	45%	35%	41%	36%	35%	36%	34%	44%	41%	35%
Mean		3.81	4.14	3.31	3.55	3.88	3.85	4.18	3.46	3.99	3.61	3.87	3.98	3.87	3.89	3.50	3.85	3.87
Standard deviation		1.68	1.56	1.58	1.53	1.66	1.73	1.69	1.60	1.72	1.64	1.67	1.69	1.67	1.65	1.69	1.72	1.69
Standard error		0.03	0.06	0.06	0.06	0.05	0.08	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 49
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on
the quality of life of current and future generations?
Genetically modified (GM) foods
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
											Region					Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Positive		1372	104	48	138	124	115	89	67	144	199	195	115	35	388	386	107	147	1098	636	462	275	240	35
		33%	29%	30%	31%	34%	32%	32%	33%	36%	38%	35%	32%	29%	42%	35%	41%	29%	34%	39%	28%	31%	31%	30%
Completely positive	(7)	222	12	7	15	17	19	12	15	22	39	33	28	3	54	76	20	21	189	126	63	33	31	2
		5%	3%	5%	3%	5%	5%	4%	7%	5%	7%	6%	8%	2%	6%	7%	8%	4%	6%	8%	4%	4%	4%	2%
	(6)	472	40	19	46	43	31	33	23	57	82	53	39	7	164	119	35	56	379	229	150	93	79	14
		11%	11%	12%	10%	12%	9%	12%	11%	14%	16%	9%	11%	6%	18%	11%	14%	11%	12%	14%	9%	11%	10%	12%
	(5)	678	51	22	76	65	64	45	30	65	78	109	47	25	170	191	52	70	529	280	249	149	130	18
		16%	14%	14%	17%	18%	18%	16%	15%	16%	15%	19%	13%	21%	18%	17%	20%	14%	16%	17%	15%	17%	17%	16%
Neutral	(4)	1213	124	41	126	122	102	87	50	109	134	169	97	52	258	307	59	133	949	424	525	263	227	37
		29%	35%	25%	29%	34%	28%	31%	25%	27%	26%	30%	27%	44%	28%	28%	23%	26%	29%	26%	32%	30%	30%	32%
	(3)	583	43	32	85	42	54	35	30	58	60	81	49	13	120	143	48	79	452	207	244	131	113	18
		14%	12%	20%	19%	12%	15%	13%	15%	15%	12%	14%	14%	11%	13%	13%	18%	16%	14%	13%	15%	15%	15%	16%
	(2)	385	31	18	34	28	34	23	20	46	45	41	48	15	65	92	14	56	287	136	151	99	87	12
		9%	9%	11%	8%	8%	10%	8%	10%	12%	9%	7%	13%	12%	7%	8%	6%	11%	9%	8%	9%	11%	11%	10%
Completely negative	(1)	568	57	21	57	45	55	45	33	42	83	74	50	5	91	164	31	92	458	215	243	110	96	14
		14%	16%	13%	13%	12%	15%	16%	17%	11%	16%	13%	14%	4%	10%	15%	12%	18%	14%	13%	15%	13%	13%	12%
NET: Negative		1536	132	72	177	114	144	104	83	147	187	196	148	33	275	399	93	226	1196	558	638	340	295	44
		37%	37%	45%	40%	32%	40%	37%	42%	37%	36%	35%	41%	27%	30%	37%	36%	45%	37%	34%	39%	39%	39%	38%
Mean		3.81	3.69	3.68	3.75	3.91	3.72	3.75	3.74	3.92	3.92	3.87	3.76	3.91	4.15	3.85	4.05	3.56	3.83	4.00	3.67	3.74	3.75	3.73
Standard deviation		1.68	1.65	1.67	1.59	1.62	1.69	1.70	1.81	1.67	1.83	1.65	1.78	1.28	1.65	1.74	1.72	1.73	1.70	1.76	1.62	1.61	1.62	1.56
Standard error		0.03	0.09	0.13	0.07	0.09	0.09	0.10	0.13	0.09	0.08	0.07	0.09	0.13	0.05	0.05	0.10	0.08	0.03	0.04	0.04	0.06	0.06	0.15

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Innovation Population Segmentation Survey
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Table 50
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Human stem cell research
Base: All respondents

		Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Positive		2943	542	412	466	966	345	1469	1474	823	980	1140	841	827	626	649	421	1186
		71%	73%	68%	63%	74%	77%	73%	70%	70%	69%	76%	76%	72%	70%	66%	72%	69%
Completely positive	(7)	925	160	137	145	257	127	449	476	264	296	364	264	218	198	244	133	334
		22%	21%	22%	20%	20%	28%	22%	23%	22%	21%	24%	24%	19%	22%	25%	23%	19%
	(6)	1104	216	139	159	387	126	584	520	299	345	460	335	309	236	225	159	457
		27%	29%	23%	21%	30%	28%	29%	25%	25%	24%	30%	30%	27%	26%	23%	27%	26%
	(5)	914	166	136	162	322	93	436	479	260	338	316	242	301	192	179	129	396
		22%	22%	22%	22%	25%	21%	22%	23%	22%	24%	21%	22%	26%	21%	18%	22%	23%
Neutral	(4)	788	134	113	199	226	64	358	430	253	294	241	174	216	190	208	109	361
		19%	18%	19%	27%	17%	14%	18%	20%	21%	21%	16%	16%	19%	21%	21%	19%	21%
	(3)	185	45	34	36	51	18	93	92	60	68	57	43	48	39	55	33	79
		4%	6%	6%	5%	4%	4%	5%	4%	5%	5%	4%	4%	4%	4%	6%	6%	5%
	(2)	119	21	27	15	40	9	60	59	31	49	40	27	32	27	34	10	62
		3%	3%	4%	2%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%	2%	4%
Completely negative	(1)	86	5	24	24	15	9	40	45	16	38	32	17	19	15	34	9	38
		2%	1%	4%	3%	1%	2%	2%	2%	1%	3%	2%	2%	2%	2%	3%	2%	2%
NET: Negative		390	72	85	75	105	37	193	197	107	155	128	87	100	81	122	52	179
		9%	10%	14%	10%	8%	8%	10%	9%	9%	11%	8%	8%	9%	9%	13%	9%	10%
Mean		5.27	5.30	5.09	5.05	5.31	5.48	5.30	5.24	5.25	5.15	5.39	5.41	5.22	5.25	5.16	5.32	5.16
Standard deviation		1.44	1.36	1.60	1.47	1.34	1.42	1.43	1.44	1.40	1.48	1.42	1.37	1.37	1.42	1.58	1.38	1.44
Standard error		0.02	0.05	0.07	0.05	0.04	0.07	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.04

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Absolutes/col percents

Table 50
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Human stem cell research
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Positive		2943	236	120	332	242	252	206	150	289	382	394	248	91	711	786	190	346	2305	1192	1112	638	563	75
		71%	66%	75%	75%	67%	70%	74%	75%	72%	73%	70%	69%	76%	77%	72%	73%	68%	71%	74%	68%	73%	74%	64%
Completely positive	(7)	925	69	34	119	76	71	75	49	91	126	105	90	20	203	281	55	126	741	391	350	184	167	17
		22%	19%	22%	27%	21%	20%	27%	25%	23%	24%	19%	25%	16%	22%	26%	21%	25%	23%	24%	22%	21%	22%	14%
	(6)	1104	87	44	121	85	111	77	46	113	136	163	85	37	285	271	83	129	864	445	419	240	210	30
		27%	24%	27%	27%	24%	31%	27%	23%	28%	26%	29%	24%	31%	31%	25%	32%	25%	27%	27%	26%	27%	28%	26%
	(5)	914	81	42	92	81	70	55	55	84	120	127	73	34	224	235	52	91	700	357	343	214	186	28
		22%	22%	26%	21%	23%	20%	20%	27%	21%	23%	23%	20%	29%	24%	21%	20%	18%	22%	22%	21%	24%	24%	24%
Neutral	(4)	788	89	24	69	80	75	44	31	72	93	114	79	18	139	227	51	100	626	281	345	162	130	32
		19%	25%	15%	16%	22%	21%	16%	16%	18%	18%	20%	22%	15%	15%	21%	20%	20%	19%	17%	21%	18%	17%	28%
	(3)	185	14	7	20	23	21	15	7	15	17	23	17	7	33	44	9	29	146	66	80	39	37	2
		4%	4%	4%	5%	6%	6%	5%	4%	4%	3%	4%	5%	6%	4%	4%	3%	6%	5%	4%	5%	4%	5%	2%
	(2)	119	13	6	7	10	7	10	6	14	17	17	10	3	18	20	7	12	91	47	44	29	24	5
		3%	3%	4%	2%	3%	2%	4%	3%	3%	3%	3%	3%	3%	2%	2%	3%	2%	3%	3%	3%	3%	3%	4%
Completely negative	(1)	86	8	3	12	5	5	5	6	10	11	13	7	-	19	14	3	20	75	31	44	10	8	2
		2%	2%	2%	3%	1%	1%	2%	3%	2%	2%	2%	2%	-	2%	1%	1%	4%	2%	2%	3%	1%	1%	2%
NET: Negative		390	35	16	39	38	33	30	19	38	45	53	34	11	70	79	19	61	312	144	168	78	69	9
		9%	10%	10%	9%	11%	9%	11%	9%	10%	9%	9%	9%	9%	8%	7%	7%	12%	10%	9%	10%	9%	9%	8%
Mean		5.27	5.10	5.27	5.41	5.16	5.26	5.36	5.29	5.28	5.32	5.20	5.27	5.29	5.38	5.36	5.35	5.21	5.26	5.34	5.19	5.27	5.31	5.04
Standard deviation		1.44	1.44	1.44	1.45	1.42	1.36	1.49	1.48	1.47	1.44	1.42	1.46	1.24	1.36	1.38	1.34	1.57	1.45	1.43	1.47	1.37	1.37	1.36
Standard error		0.02	0.08	0.11	0.07	0.08	0.07	0.09	0.11	0.08	0.07	0.06	0.08	0.12	0.05	0.04	0.08	0.07	0.03	0.04	0.04	0.05	0.05	0.13

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Table 51
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Nuclear energy
Base: All respondents

| | | Total | Segment | | | | | Gender | | Age | | | Social Grade | | | | Employment Sector | |
			Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Positive		1928	402	205	269	646	226	1188	739	504	560	863	583	544	416	384	248	821
		47%	54%	34%	36%	50%	51%	59%	35%	43%	39%	57%	53%	48%	46%	39%	43%	48%
Completely positive	(7)	356	84	27	32	93	62	244	112	87	99	170	113	88	89	66	57	140
		9%	11%	4%	4%	7%	14%	12%	5%	7%	7%	11%	10%	8%	10%	7%	10%	8%
	(6)	689	148	55	95	235	69	466	223	205	164	321	205	205	147	132	79	306
		17%	20%	9%	13%	18%	15%	23%	11%	17%	11%	21%	19%	18%	16%	14%	14%	18%
	(5)	883	170	122	143	318	95	479	404	213	298	372	265	251	180	186	112	375
		21%	23%	20%	19%	25%	21%	24%	19%	18%	21%	25%	24%	22%	20%	19%	19%	22%
Neutral	(4)	1214	217	204	298	330	117	472	742	390	486	338	288	323	283	320	186	519
		29%	29%	33%	40%	25%	26%	23%	35%	33%	34%	22%	26%	28%	32%	33%	32%	30%
	(3)	458	63	88	87	157	49	171	287	139	174	144	119	127	98	115	81	166
		11%	8%	14%	12%	12%	11%	8%	14%	12%	12%	10%	11%	11%	11%	12%	14%	10%
	(2)	227	32	53	44	73	17	79	148	71	87	70	59	70	38	61	31	101
		6%	4%	9%	6%	6%	4%	4%	7%	6%	6%	5%	5%	6%	4%	6%	5%	6%
Completely negative	(1)	294	34	60	43	91	36	108	186	80	121	93	53	79	63	99	36	119
		7%	5%	10%	6%	7%	8%	5%	9%	7%	9%	6%	5%	7%	7%	10%	6%	7%
NET: Negative		979	129	201	173	321	103	359	620	289	383	307	231	276	198	275	148	385
		24%	17%	33%	23%	25%	23%	18%	30%	24%	27%	20%	21%	24%	22%	28%	25%	22%
Mean		4.37	4.65	3.90	4.17	4.38	4.51	4.74	4.02	4.31	4.15	4.64	4.56	4.37	4.42	4.12	4.33	4.40
Standard deviation		1.58	1.51	1.53	1.39	1.57	1.68	1.56	1.52	1.55	1.55	1.60	1.53	1.57	1.57	1.61	1.55	1.57
Standard error		0.02	0.06	0.06	0.05	0.04	0.08	0.04	0.03	0.05	0.04	0.04	0.04	0.04	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 51
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Nuclear energy
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Positive		1928	158	62	218	178	159	128	81	178	256	271	174	64	562	460	124	288	1523	799	724	404	341	63
		47%	44%	39%	50%	49%	44%	46%	41%	44%	49%	48%	48%	53%	61%	42%	48%	57%	47%	49%	45%	46%	45%	54%
Completely positive	(7)	356	26	16	46	21	28	17	18	29	49	53	39	13	102	96	21	66	295	169	126	61	55	6
		9%	7%	10%	10%	6%	8%	6%	9%	7%	9%	9%	11%	10%	11%	9%	8%	13%	9%	10%	8%	7%	7%	5%
	(6)	689	50	24	77	59	59	48	25	65	111	95	53	22	230	144	42	104	542	294	248	147	123	24
		17%	14%	15%	17%	16%	16%	17%	13%	16%	21%	17%	15%	18%	25%	13%	16%	20%	17%	18%	15%	17%	16%	20%
	(5)	883	81	22	95	98	72	62	38	83	96	122	82	30	230	219	62	118	686	335	351	197	163	33
		21%	23%	14%	22%	27%	20%	22%	19%	21%	18%	22%	23%	25%	25%	20%	24%	23%	21%	21%	22%	22%	21%	29%
Neutral	(4)	1214	101	52	126	107	128	83	65	128	142	147	107	28	227	367	66	106	949	453	497	265	232	32
		29%	28%	33%	29%	30%	36%	30%	33%	32%	27%	26%	30%	23%	25%	34%	25%	21%	29%	28%	31%	30%	30%	28%
	(3)	458	39	18	58	34	30	25	21	43	59	71	40	19	75	136	31	54	369	167	201	89	82	7
		11%	11%	11%	13%	10%	8%	9%	11%	11%	11%	13%	11%	16%	8%	12%	12%	11%	11%	10%	12%	10%	11%	6%
	(2)	227	29	9	12	19	15	19	9	21	38	35	15	6	30	56	22	20	173	90	82	54	48	6
		6%	8%	5%	3%	5%	4%	7%	4%	5%	7%	6%	4%	5%	3%	5%	9%	4%	5%	6%	5%	6%	6%	5%
Completely negative	(1)	294	33	19	26	22	28	25	24	29	26	36	24	3	27	73	16	39	229	108	121	66	59	7
		7%	9%	12%	6%	6%	8%	9%	12%	7%	5%	6%	7%	2%	3%	7%	6%	8%	7%	7%	7%	7%	8%	6%
NET: Negative		979	101	45	96	75	73	69	54	94	123	142	80	28	132	266	69	112	770	366	404	209	189	20
		24%	28%	28%	22%	21%	20%	25%	27%	23%	24%	25%	22%	23%	14%	24%	27%	22%	24%	23%	25%	24%	25%	18%
Mean		4.37	4.18	4.17	4.51	4.39	4.36	4.27	4.16	4.32	4.48	4.40	4.45	4.60	4.85	4.30	4.32	4.62	4.39	4.47	4.31	4.32	4.29	4.50
Standard deviation		1.58	1.64	1.74	1.54	1.47	1.54	1.60	1.69	1.55	1.58	1.60	1.57	1.46	1.42	1.54	1.59	1.67	1.58	1.61	1.56	1.56	1.57	1.47
Standard error		0.02	0.09	0.13	0.07	0.08	0.08	0.09	0.12	0.08	0.07	0.06	0.08	0.15	0.05	0.05	0.10	0.07	0.03	0.04	0.04	0.05	0.06	0.14

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Table 52
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Space travel and exploration
Base: All respondents

		Total	Segment Futur- ists	Segment Scep- tics	Segment Crea- tives	Segment Real- ists	Segment Roman- tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri- vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Positive		1514	285	153	236	526	159	895	619	571	498	445	446	452	311	305	218	730
		37%	38%	25%	32%	41%	36%	44%	29%	48%	35%	29%	40%	40%	35%	31%	38%	42%
Completely positive	(7)	393	76	31	57	119	55	259	134	161	144	89	111	107	86	89	69	186
		10%	10%	5%	8%	9%	12%	13%	6%	14%	10%	6%	10%	9%	10%	9%	12%	11%
	(6)	432	83	36	73	132	45	259	174	182	141	109	124	135	90	83	67	213
		10%	11%	6%	10%	10%	10%	13%	8%	15%	10%	7%	11%	12%	10%	9%	12%	12%
	(5)	688	126	86	106	275	58	377	311	229	213	247	210	210	135	133	82	330
		17%	17%	14%	14%	21%	13%	19%	15%	19%	15%	16%	19%	18%	15%	14%	14%	19%
Neutral	(4)	1284	242	190	284	370	149	543	741	400	471	413	333	328	303	320	191	533
		31%	32%	31%	38%	29%	33%	27%	35%	34%	33%	27%	30%	29%	34%	33%	33%	31%
	(3)	505	100	83	75	167	58	241	264	107	161	237	140	144	104	117	68	172
		12%	13%	14%	10%	13%	13%	12%	13%	9%	11%	16%	13%	13%	12%	12%	12%	10%
	(2)	409	78	83	72	126	33	181	228	59	145	205	101	116	93	99	57	153
		10%	10%	14%	10%	10%	7%	9%	11%	5%	10%	14%	9%	10%	10%	10%	10%	9%
Completely negative	(1)	409	42	100	73	108	47	160	249	46	154	209	82	102	87	138	48	138
		10%	6%	16%	10%	8%	11%	8%	12%	4%	11%	14%	7%	9%	10%	14%	8%	8%
NET: Negative		1323	220	267	221	400	138	582	741	213	460	651	323	362	284	355	173	463
		32%	29%	44%	30%	31%	31%	29%	35%	18%	32%	43%	29%	32%	32%	36%	30%	27%
Mean		4.04	4.19	3.51	3.98	4.12	4.11	4.29	3.81	4.60	4.01	3.64	4.18	4.10	4.03	3.83	4.17	4.25
Standard deviation		1.69	1.60	1.66	1.62	1.64	1.74	1.72	1.63	1.52	1.71	1.67	1.64	1.68	1.68	1.75	1.70	1.67
Standard error		0.03	0.06	0.07	0.06	0.05	0.08	0.04	0.03	0.05	0.05	0.04	0.05	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 52
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Space travel and exploration
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
												Region				Voting Intention				Location				
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Positive		1514	133	45	147	116	129	107	85	136	265	188	122	42	362	422	115	170	1249	737	512	265	233	32
		37%	37%	28%	34%	32%	36%	38%	42%	34%	51%	34%	34%	35%	39%	39%	44%	34%	39%	46%	31%	30%	31%	28%
Completely positive	(7)	393	29	10	44	31	34	31	20	35	63	54	33	8	79	124	32	50	343	218	125	51	47	4
		10%	8%	6%	10%	9%	9%	11%	10%	9%	12%	10%	9%	7%	9%	11%	12%	10%	11%	13%	8%	6%	6%	4%
	(6)	432	34	13	42	36	48	26	18	45	90	37	37	6	112	124	29	49	356	216	140	76	68	8
		10%	9%	8%	10%	10%	13%	9%	9%	11%	17%	7%	10%	5%	12%	11%	11%	10%	11%	13%	9%	9%	9%	7%
	(5)	688	70	22	61	49	47	51	47	55	111	96	51	27	171	174	54	70	550	303	248	138	118	20
		17%	19%	14%	14%	14%	13%	18%	23%	14%	21%	17%	14%	23%	19%	16%	21%	14%	17%	19%	15%	16%	15%	17%
Neutral	(4)	1284	105	62	145	121	114	81	53	140	135	182	114	34	263	346	67	135	1014	460	554	270	232	38
		31%	29%	38%	33%	34%	32%	29%	27%	35%	26%	32%	32%	28%	29%	32%	26%	27%	31%	28%	34%	31%	30%	33%
	(3)	505	44	20	59	38	45	43	19	47	49	76	44	20	112	122	33	77	376	159	216	129	107	23
		12%	12%	12%	13%	11%	13%	16%	9%	12%	9%	14%	12%	17%	12%	11%	13%	15%	12%	10%	13%	15%	14%	20%
	(2)	409	33	13	41	50	37	21	21	31	46	56	45	13	93	106	24	56	311	140	170	99	89	10
		10%	9%	8%	9%	14%	10%	8%	11%	8%	9%	10%	12%	11%	10%	10%	9%	11%	10%	9%	10%	11%	12%	9%
Completely negative	(1)	409	45	21	47	35	36	27	22	47	25	57	36	12	89	96	21	68	294	121	173	115	102	13
		10%	12%	13%	11%	10%	10%	10%	11%	12%	5%	10%	10%	10%	10%	9%	8%	14%	9%	7%	11%	13%	13%	11%
NET: Negative		1323	122	54	148	123	118	92	62	125	121	190	125	45	295	324	78	202	980	420	560	343	298	46
		32%	34%	34%	34%	34%	33%	33%	31%	31%	23%	34%	35%	37%	32%	30%	30%	40%	30%	26%	34%	39%	39%	39%
Mean		4.04	3.95	3.80	3.99	3.92	4.05	4.09	4.07	4.01	4.51	3.96	3.96	3.87	4.07	4.16	4.24	3.85	4.13	4.36	3.89	3.74	3.74	3.71
Standard deviation		1.69	1.71	1.61	1.71	1.69	1.71	1.70	1.74	1.69	1.63	1.66	1.70	1.59	1.69	1.70	1.71	1.79	1.69	1.71	1.64	1.65	1.68	1.50
Standard error		0.03	0.09	0.12	0.08	0.09	0.09	0.10	0.12	0.09	0.07	0.07	0.09	0.16	0.06	0.05	0.10	0.08	0.03	0.04	0.04	0.06	0.06	0.14

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Table 53
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on
the quality of life of current and future generations?
Online shopping
Base: All respondents

		Total	Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
					Segment			Gender		Age			Social Grade				Employment Sector	
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Positive		2351	422	325	422	718	264	1155	1197	743	852	757	635	646	514	557	341	1023
		57%	56%	53%	57%	55%	59%	57%	57%	63%	60%	50%	58%	57%	57%	57%	59%	59%
Completely positive	(7)	580	89	79	111	145	78	251	329	196	220	164	152	134	126	168	84	239
		14%	12%	13%	15%	11%	17%	12%	16%	17%	15%	11%	14%	12%	14%	17%	14%	14%
	(6)	850	163	107	144	258	85	457	393	276	298	276	243	249	173	186	133	386
		21%	22%	18%	19%	20%	19%	23%	19%	23%	21%	18%	22%	22%	19%	19%	23%	22%
	(5)	922	170	139	166	316	101	448	474	271	334	317	240	263	216	203	125	398
		22%	23%	23%	22%	24%	23%	22%	23%	23%	23%	21%	22%	23%	24%	21%	21%	23%
Neutral	(4)	1140	220	158	227	375	118	545	595	293	396	451	284	321	245	290	164	462
		28%	29%	26%	31%	29%	26%	27%	28%	25%	28%	30%	26%	28%	27%	30%	28%	27%
	(3)	363	61	57	59	136	33	186	177	86	109	168	102	113	76	72	47	145
		9%	8%	9%	8%	10%	8%	9%	8%	7%	8%	11%	9%	10%	8%	7%	8%	8%
	(2)	149	27	36	20	39	19	76	72	35	34	80	53	40	30	26	14	54
		4%	4%	6%	3%	3%	4%	4%	3%	3%	2%	5%	5%	3%	3%	3%	2%	3%
Completely negative	(1)	118	17	34	13	29	12	58	60	26	38	54	28	24	32	34	16	42
		3%	2%	5%	2%	2%	3%	3%	3%	2%	3%	4%	3%	2%	4%	3%	3%	2%
NET: Negative		629	105	126	92	204	64	320	310	148	180	301	183	176	139	132	77	241
		15%	14%	21%	12%	16%	14%	16%	15%	12%	13%	20%	17%	15%	15%	14%	13%	14%
Mean		4.81	4.80	4.59	4.88	4.74	4.90	4.79	4.83	4.99	4.91	4.58	4.81	4.79	4.79	4.87	4.89	4.87
Standard deviation		1.46	1.41	1.60	1.39	1.38	1.50	1.45	1.47	1.43	1.43	1.49	1.48	1.40	1.48	1.50	1.44	1.43
Standard error		0.02	0.05	0.07	0.05	0.04	0.07	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

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Absolutes/col percents

Table 53
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Online shopping
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
															Voting Intention				Location					
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Positive		2351	201	95	257	183	204	152	119	241	339	294	205	63	560	662	156	260	1853	951	902	498	437	61
		57%	56%	59%	58%	51%	57%	54%	59%	60%	65%	52%	57%	52%	61%	61%	60%	51%	57%	59%	56%	57%	57%	52%
Completely positive	(7)	580	34	22	73	42	53	36	31	54	103	76	50	6	125	184	44	63	484	239	244	96	83	13
		14%	9%	14%	17%	12%	15%	13%	15%	13%	20%	14%	14%	5%	14%	17%	17%	12%	15%	15%	15%	11%	11%	11%
	(6)	850	77	32	88	62	76	55	41	93	138	90	73	25	219	239	57	105	675	362	313	175	161	14
		21%	21%	20%	20%	17%	21%	20%	20%	23%	27%	16%	20%	21%	24%	22%	22%	21%	21%	22%	19%	20%	21%	12%
	(5)	922	90	41	96	79	75	61	47	94	98	128	82	31	216	239	56	93	695	350	345	227	193	33
		22%	25%	26%	22%	22%	21%	22%	24%	23%	19%	23%	23%	26%	23%	22%	22%	18%	21%	22%	21%	26%	25%	29%
Neutral	(4)	1140	114	37	110	113	102	88	42	94	122	162	113	44	226	284	59	150	898	422	476	243	210	33
		28%	32%	23%	25%	31%	28%	31%	21%	23%	24%	29%	31%	37%	25%	26%	23%	30%	28%	26%	29%	28%	28%	28%
	(3)	363	27	15	42	40	33	23	21	35	33	63	24	7	80	85	26	49	293	148	145	70	54	16
		9%	7%	9%	10%	11%	9%	8%	10%	9%	6%	11%	7%	6%	9%	8%	10%	10%	9%	9%	9%	8%	7%	14%
	(2)	149	9	6	16	13	16	8	11	18	13	22	12	3	26	31	11	31	110	51	59	38	33	6
		4%	3%	4%	4%	4%	4%	3%	6%	5%	3%	4%	3%	3%	3%	3%	4%	6%	3%	3%	4%	4%	4%	5%
Completely negative	(1)	118	9	8	16	12	6	9	8	12	12	18	5	3	29	30	7	16	89	46	43	28	28	1
		3%	3%	5%	4%	3%	2%	3%	4%	3%	2%	3%	1%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	*
NET: Negative		629	45	28	74	65	54	40	40	65	59	104	41	14	135	146	44	97	492	245	247	137	115	22
		15%	13%	18%	17%	18%	15%	14%	20%	16%	11%	19%	11%	11%	15%	13%	17%	19%	15%	15%	15%	16%	15%	19%
Mean		4.81	4.75	4.75	4.84	4.63	4.85	4.76	4.77	4.84	5.13	4.67	4.87	4.64	4.88	4.94	4.90	4.65	4.84	4.87	4.81	4.72	4.74	4.62
Standard deviation		1.46	1.34	1.55	1.54	1.45	1.45	1.44	1.59	1.49	1.46	1.49	1.37	1.26	1.46	1.47	1.52	1.53	1.47	1.47	1.47	1.44	1.45	1.35
Standard error		0.02	0.07	0.12	0.07	0.08	0.08	0.08	0.11	0.08	0.07	0.06	0.07	0.13	0.05	0.04	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.13

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Table 54
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Smartphones
Base: All respondents

		Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Positive		2122	386	273	409	631	244	1074	1048	777	763	583	578	592	502	450	328	1003
		52%	52%	45%	55%	49%	55%	53%	50%	66%	53%	39%	52%	52%	56%	46%	56%	58%
Completely positive	(7)	471	68	58	104	106	71	232	239	199	185	87	140	103	108	121	73	228
		11%	9%	9%	14%	8%	16%	11%	11%	17%	13%	6%	13%	9%	12%	12%	12%	13%
	(6)	728	115	78	137	224	88	391	337	273	264	192	184	226	170	148	119	363
		18%	15%	13%	18%	17%	20%	19%	16%	23%	18%	13%	17%	20%	19%	15%	21%	21%
	(5)	923	203	137	168	300	85	451	472	305	314	304	254	263	225	181	136	411
		22%	27%	22%	23%	23%	19%	22%	22%	26%	22%	20%	23%	23%	25%	19%	23%	24%
Neutral	(4)	1205	240	177	214	383	130	555	650	293	419	493	294	341	230	339	153	470
		29%	32%	29%	29%	30%	29%	27%	31%	25%	29%	33%	27%	30%	26%	35%	26%	27%
	(3)	389	58	63	69	156	31	175	214	55	126	207	117	112	77	83	52	126
		9%	8%	10%	9%	12%	7%	9%	10%	5%	9%	14%	11%	10%	9%	8%	9%	7%
	(2)	216	37	51	26	69	21	121	95	32	68	116	70	52	47	48	32	72
		5%	5%	8%	4%	5%	5%	6%	5%	3%	5%	8%	6%	5%	5%	5%	5%	4%
Completely negative	(1)	189	26	47	23	58	19	95	94	26	53	110	42	46	42	59	18	55
		5%	3%	8%	3%	4%	4%	5%	4%	2%	4%	7%	4%	4%	5%	6%	3%	3%
NET: Negative		793	121	161	118	283	71	390	403	114	246	433	229	210	165	190	101	253
		19%	16%	26%	16%	22%	16%	19%	19%	10%	17%	29%	21%	18%	18%	19%	17%	15%
Mean		4.58	4.57	4.26	4.76	4.46	4.77	4.61	4.56	5.06	4.68	4.12	4.60	4.59	4.66	4.49	4.73	4.80
Standard deviation		1.53	1.40	1.63	1.47	1.48	1.57	1.55	1.50	1.39	1.51	1.52	1.55	1.46	1.54	1.57	1.49	1.47
Standard error		0.02	0.05	0.07	0.05	0.04	0.07	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

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Absolutes/col percents

Table 54
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Smartphones
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
																Voting Intention					Location			
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Positive		2122	177	79	236	165	192	142	109	209	333	266	159	55	489	634	134	207	1719	919	800	403	362	41
		52%	49%	50%	54%	46%	53%	51%	55%	52%	64%	47%	44%	46%	53%	58%	52%	41%	53%	57%	49%	46%	48%	35%
Completely positive	(7)	471	29	15	59	33	42	31	20	36	109	63	27	6	98	165	42	35	421	234	187	50	46	4
		11%	8%	9%	13%	9%	12%	11%	10%	9%	21%	11%	8%	5%	11%	15%	16%	7%	13%	14%	12%	6%	6%	3%
	(6)	728	56	24	67	65	67	46	44	83	120	82	50	24	184	224	33	76	590	322	268	138	123	14
		18%	16%	15%	15%	18%	18%	16%	22%	21%	23%	15%	14%	20%	20%	21%	13%	15%	18%	20%	17%	16%	16%	12%
	(5)	923	93	40	110	67	82	65	45	89	103	121	82	25	207	245	59	97	707	363	344	216	193	23
		22%	26%	25%	25%	19%	23%	23%	23%	22%	20%	22%	23%	21%	22%	22%	23%	19%	22%	22%	21%	25%	25%	20%
Neutral	(4)	1205	111	50	111	121	110	82	49	110	120	164	132	45	239	289	86	167	930	441	488	276	234	42
		29%	31%	31%	25%	34%	31%	29%	25%	27%	23%	29%	37%	38%	26%	26%	33%	33%	29%	27%	30%	31%	31%	36%
	(3)	389	31	14	44	31	25	25	24	36	34	73	42	10	91	82	23	55	295	125	170	93	74	19
		9%	9%	9%	10%	9%	7%	9%	12%	9%	7%	13%	12%	8%	10%	7%	9%	11%	9%	8%	10%	11%	10%	17%
	(2)	216	25	8	28	20	20	12	12	23	14	33	16	5	51	49	8	43	158	64	94	58	46	12
		5%	7%	5%	6%	6%	5%	4%	6%	6%	3%	6%	4%	4%	6%	4%	3%	9%	5%	4%	6%	7%	6%	10%
Completely negative	(1)	189	16	9	21	22	14	19	6	22	19	24	11	5	50	38	9	34	141	67	74	47	46	2
		5%	4%	6%	5%	6%	4%	7%	3%	6%	4%	4%	3%	4%	5%	4%	3%	7%	4%	4%	5%	5%	6%	1%
NET: Negative		793	72	31	93	74	58	56	42	81	67	130	69	20	193	169	40	132	595	257	338	199	166	33
		19%	20%	19%	21%	20%	16%	20%	21%	20%	13%	23%	19%	16%	21%	15%	15%	26%	18%	16%	21%	23%	22%	28%
Mean		4.58	4.45	4.48	4.59	4.43	4.66	4.50	4.64	4.54	5.06	4.47	4.44	4.48	4.57	4.82	4.72	4.22	4.65	4.78	4.53	4.33	4.36	4.13
Standard deviation		1.53	1.47	1.51	1.58	1.55	1.50	1.59	1.50	1.55	1.54	1.53	1.36	1.38	1.57	1.52	1.48	1.55	1.54	1.53	1.54	1.46	1.48	1.30
Standard error		0.02	0.08	0.12	0.07	0.08	0.08	0.09	0.11	0.08	0.07	0.06	0.07	0.14	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.13

Prepared by ComRes

Innovation Population Segmentation Survey
ONLINE Fieldwork : 25th September - 10th October 2013

Table 55
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Bionics - enhancing the human body with technology
Base: All respondents

		Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Positive		2523	446	326	438	823	297	1303	1220	762	852	909	695	729	544	555	365	1076
		61%	60%	53%	59%	63%	67%	65%	58%	64%	60%	60%	63%	64%	61%	57%	63%	62%
Completely positive	(7)	553	94	61	87	155	90	282	271	200	188	165	144	138	137	135	101	229
		13%	13%	10%	12%	12%	20%	14%	13%	17%	13%	11%	13%	12%	15%	14%	17%	13%
	(6)	924	172	108	160	319	91	493	431	281	303	340	270	279	184	191	105	429
		22%	23%	18%	22%	25%	20%	24%	21%	24%	21%	23%	25%	24%	20%	20%	18%	25%
	(5)	1045	179	157	190	348	116	528	517	282	360	403	281	313	223	229	158	418
		25%	24%	26%	26%	27%	26%	26%	25%	24%	25%	27%	25%	27%	25%	23%	27%	24%
Neutral	(4)	979	187	163	202	284	93	445	534	264	372	344	255	247	236	241	130	414
		24%	25%	27%	27%	22%	21%	22%	25%	22%	26%	23%	23%	22%	26%	25%	22%	24%
	(3)	309	63	57	45	97	33	125	184	80	102	127	82	104	47	76	47	114
		8%	8%	9%	6%	8%	7%	6%	9%	7%	7%	8%	7%	9%	5%	8%	8%	7%
	(2)	157	27	26	28	55	9	65	92	46	49	62	44	39	37	37	22	62
		4%	4%	4%	4%	4%	2%	3%	4%	4%	3%	4%	4%	3%	4%	4%	4%	4%
Completely negative	(1)	153	26	38	28	37	14	82	71	32	54	67	25	24	34	70	19	60
		4%	3%	6%	4%	3%	3%	4%	3%	3%	4%	4%	2%	2%	4%	7%	3%	3%
NET: Negative		619	115	121	101	190	55	272	347	158	205	256	151	167	118	183	87	235
		15%	15%	20%	14%	15%	12%	13%	17%	13%	14%	17%	14%	15%	13%	19%	15%	14%
Mean		4.84	4.82	4.55	4.79	4.87	5.07	4.92	4.77	4.99	4.82	4.75	4.92	4.90	4.87	4.67	4.90	4.90
Standard deviation		1.49	1.47	1.55	1.45	1.44	1.48	1.48	1.49	1.48	1.47	1.50	1.42	1.39	1.50	1.64	1.51	1.47
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Innovation Population Segmentation Survey
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Absolutes/col percents

Table 55
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Bionics - enhancing the human body with technology
Base: All respondents

		Total	Region												Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Positive		2523	214	99	269	205	209	169	125	236	362	348	211	75	606	702	160	307	2019	1057	962	503	449	54
		61%	59%	62%	61%	57%	58%	60%	62%	59%	70%	62%	59%	62%	66%	64%	62%	61%	62%	65%	59%	57%	59%	47%
Completely positive	(7)	553	38	14	65	52	49	39	31	51	87	68	49	11	107	190	37	69	455	240	215	99	92	6
		13%	11%	9%	15%	14%	13%	14%	15%	13%	17%	12%	14%	9%	12%	17%	14%	14%	14%	15%	13%	11%	12%	5%
	(6)	924	63	36	98	69	67	58	48	107	157	111	82	28	233	246	44	111	736	404	331	188	173	15
		22%	18%	22%	22%	19%	19%	21%	24%	27%	30%	20%	23%	23%	25%	23%	17%	22%	23%	25%	20%	21%	23%	13%
	(5)	1045	113	49	106	85	94	72	45	79	119	169	79	36	266	266	79	126	829	413	416	217	183	33
		25%	31%	31%	24%	23%	26%	26%	23%	20%	23%	30%	22%	30%	29%	24%	30%	25%	26%	26%	26%	25%	24%	29%
Neutral	(4)	979	86	35	89	105	99	69	41	98	107	128	94	28	203	255	59	105	753	354	399	226	185	41
		24%	24%	22%	20%	29%	27%	25%	21%	25%	21%	23%	26%	23%	22%	23%	23%	21%	23%	22%	25%	26%	24%	36%
	(3)	309	30	14	42	25	26	17	17	36	20	45	28	10	52	72	23	45	236	103	133	73	66	8
		8%	8%	9%	10%	7%	7%	6%	9%	9%	4%	8%	8%	9%	6%	7%	9%	9%	7%	6%	8%	8%	9%	7%
	(2)	157	20	5	21	9	10	6	9	14	16	27	16	3	29	29	7	26	115	44	71	42	35	7
		4%	6%	3%	5%	3%	3%	2%	5%	3%	3%	5%	4%	3%	3%	3%	3%	5%	4%	3%	4%	5%	5%	6%
Completely negative	(1)	153	11	6	18	16	16	19	8	16	15	12	11	4	31	34	10	24	120	59	61	33	27	6
		4%	3%	4%	4%	5%	4%	7%	4%	4%	3%	2%	3%	3%	3%	3%	4%	5%	4%	4%	4%	4%	4%	5%
NET: Negative		619	60	25	81	51	52	42	34	65	51	84	55	18	112	136	40	95	471	206	265	148	128	20
		15%	17%	16%	19%	14%	14%	15%	17%	16%	10%	15%	15%	15%	12%	12%	15%	19%	15%	13%	16%	17%	17%	17%
Mean		4.84	4.70	4.76	4.82	4.79	4.77	4.78	4.88	4.83	5.14	4.82	4.83	4.79	4.92	5.00	4.81	4.76	4.88	4.97	4.78	4.72	4.77	4.37
Standard deviation		1.49	1.43	1.42	1.57	1.50	1.49	1.58	1.56	1.52	1.43	1.41	1.49	1.38	1.41	1.47	1.47	1.58	1.49	1.47	1.50	1.49	1.50	1.38
Standard error		0.02	0.08	0.11	0.07	0.08	0.08	0.09	0.11	0.08	0.07	0.06	0.08	0.14	0.05	0.04	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.13

Prepared by ComRes

Innovation Population Segmentation Survey
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Table 56
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Robots
Base: All respondents

		Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Positive		1597	331	142	244	550	176	962	636	536	535	526	459	489	343	306	237	728
		39%	44%	23%	33%	42%	39%	48%	30%	45%	37%	35%	42%	43%	38%	31%	41%	42%
Completely positive	(7)	208	52	6	18	58	30	153	56	96	70	42	56	55	54	42	35	109
		5%	7%	1%	2%	4%	7%	8%	3%	8%	5%	3%	5%	5%	6%	4%	6%	6%
	(6)	461	90	36	72	145	54	288	173	180	151	130	124	154	107	77	64	232
		11%	12%	6%	10%	11%	12%	14%	8%	15%	11%	9%	11%	13%	12%	8%	11%	13%
	(5)	928	188	100	153	347	92	521	406	260	314	354	279	280	182	187	137	387
		23%	25%	16%	21%	27%	21%	26%	19%	22%	22%	23%	25%	25%	20%	19%	24%	22%
Neutral	(4)	1343	258	186	295	393	150	615	728	351	499	493	368	351	284	340	193	549
		33%	35%	31%	40%	30%	34%	30%	35%	30%	35%	33%	33%	31%	32%	35%	33%	32%
	(3)	596	86	131	107	185	64	224	372	162	195	238	145	166	126	159	88	204
		14%	11%	22%	14%	14%	14%	11%	18%	14%	14%	16%	13%	15%	14%	16%	15%	12%
	(2)	291	41	67	54	88	24	108	183	58	102	130	75	72	72	72	34	124
		7%	5%	11%	7%	7%	5%	5%	9%	5%	7%	9%	7%	6%	8%	7%	6%	7%
Completely negative	(1)	294	32	83	40	80	31	111	183	76	97	121	54	65	74	101	31	120
		7%	4%	14%	5%	6%	7%	6%	9%	6%	7%	8%	5%	6%	8%	10%	5%	7%
NET: Negative		1181	158	282	202	353	120	443	738	297	394	490	274	303	271	333	152	448
		29%	21%	46%	27%	27%	27%	22%	35%	25%	28%	32%	25%	27%	30%	34%	26%	26%
Mean		4.10	4.35	3.47	4.02	4.16	4.19	4.39	3.83	4.34	4.09	3.92	4.22	4.22	4.07	3.86	4.21	4.21
Standard deviation		1.48	1.40	1.45	1.32	1.44	1.50	1.48	1.43	1.54	1.45	1.43	1.40	1.44	1.56	1.50	1.43	1.52
Standard error		0.02	0.05	0.06	0.05	0.04	0.07	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

Innovation Population Segmentation Survey
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Absolutes/col percents

Table 56
Q.7 For each of the following innovations, do you think they will have a mainly positive or mainly negative effect on the quality of life of current and future generations?
Robots
Base: All respondents

		Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Positive		1597	125	50	160	132	153	102	83	142	272	210	118	49	399	428	110	169	1293	732	561	304	264	40
		39%	35%	31%	36%	37%	42%	37%	41%	36%	52%	38%	33%	41%	43%	39%	42%	33%	40%	45%	35%	35%	35%	34%
Completely positive	(7)	208	9	6	23	16	21	17	10	22	38	29	16	2	42	82	23	12	176	99	77	33	30	2
		5%	3%	4%	5%	4%	6%	6%	5%	5%	7%	5%	5%	2%	5%	8%	9%	2%	5%	6%	5%	4%	4%	2%
	(6)	461	44	8	46	29	41	31	28	43	106	47	28	10	128	120	22	64	389	233	156	72	58	14
		11%	12%	5%	10%	8%	12%	11%	14%	11%	20%	8%	8%	8%	14%	11%	9%	13%	12%	14%	10%	8%	8%	12%
	(5)	928	72	37	92	88	91	54	44	78	128	135	73	37	229	227	65	93	729	400	328	199	175	24
		23%	20%	23%	21%	24%	25%	19%	22%	19%	25%	24%	20%	31%	25%	21%	25%	18%	22%	25%	20%	23%	23%	21%
Neutral	(4)	1343	116	56	144	115	113	99	54	137	141	187	139	42	280	358	89	162	1058	501	557	284	255	30
		33%	32%	35%	33%	32%	31%	35%	27%	34%	27%	33%	38%	35%	30%	33%	34%	32%	33%	31%	34%	32%	33%	26%
	(3)	596	59	27	73	54	48	37	39	61	43	84	49	22	117	155	30	89	445	179	266	151	128	23
		14%	16%	17%	17%	15%	13%	13%	19%	15%	8%	15%	14%	18%	13%	14%	12%	18%	14%	11%	16%	17%	17%	20%
	(2)	291	32	12	31	26	19	22	13	28	32	45	28	3	66	62	18	40	220	99	122	71	54	17
		7%	9%	7%	7%	7%	5%	8%	7%	7%	6%	8%	8%	3%	7%	6%	7%	8%	7%	6%	7%	8%	7%	14%
Completely negative	(1)	294	29	15	31	33	28	19	12	31	32	33	27	4	59	90	13	46	227	106	120	68	61	7
		7%	8%	9%	7%	9%	8%	7%	6%	8%	6%	6%	7%	3%	6%	8%	5%	9%	7%	7%	7%	8%	8%	6%
NET: Negative		1181	119	54	136	113	95	78	63	121	107	163	104	29	242	306	61	175	892	384	507	290	243	46
		29%	33%	33%	31%	31%	26%	28%	32%	30%	21%	29%	29%	24%	26%	28%	23%	35%	27%	24%	31%	33%	32%	40%
Mean		4.10	3.94	3.84	4.05	3.97	4.18	4.10	4.16	4.04	4.48	4.07	3.98	4.21	4.20	4.15	4.28	3.90	4.14	4.29	4.00	3.94	3.95	3.84
Standard deviation		1.48	1.47	1.43	1.48	1.49	1.50	1.50	1.49	1.50	1.54	1.43	1.43	1.16	1.47	1.55	1.47	1.49	1.49	1.50	1.46	1.44	1.44	1.47
Standard error		0.02	0.08	0.11	0.07	0.08	0.08	0.09	0.11	0.08	0.07	0.06	0.07	0.12	0.05	0.05	0.09	0.07	0.03	0.04	0.04	0.05	0.05	0.14

Prepared by ComRes

Innovation Population Segmentation Survey
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Absolutes/col percents

Table 57
Q.8 Together, the UK government and UK businesses spent £25 billion (1.8% of GDP) on research and development in 2011.
Research and development means spending aimed at discovering or developing new technologies and ways of doing things.
In your opinion, is this too much, too little, or about the right amount?
Base: All respondents

		Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Unweighted base		4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base		4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Too much		1199	76	375	311	250	90	381	818	366	475	359	203	306	279	411	186	479
		29%	10%	61%	42%	19%	20%	19%	39%	31%	33%	24%	18%	27%	31%	42%	32%	28%
Far too much	(7)	203	3	76	73	25	11	56	147	57	101	45	20	45	44	94	36	73
		5%	*	12%	10%	2%	2%	3%	7%	5%	7%	3%	2%	4%	5%	10%	6%	4%
Too much	(6)	436	14	150	114	71	29	151	286	137	165	135	69	124	100	143	71	188
		11%	2%	25%	15%	5%	7%	7%	14%	12%	12%	9%	6%	11%	11%	15%	12%	11%
Slightly too much	(5)	560	59	150	123	153	50	175	385	173	209	179	114	137	135	174	79	218
		14%	8%	25%	17%	12%	11%	9%	18%	15%	15%	12%	10%	12%	15%	18%	14%	13%
About the right amount	(4)	1485	277	177	297	486	172	699	785	434	533	518	395	423	359	308	211	647
		36%	37%	29%	40%	37%	39%	35%	37%	37%	37%	34%	36%	37%	40%	31%	36%	38%
Slightly too little	(3)	637	150	36	74	260	82	387	250	201	166	270	199	196	129	113	86	260
		15%	20%	6%	10%	20%	18%	19%	12%	17%	12%	18%	18%	17%	14%	12%	15%	15%
Too little	(2)	597	180	17	53	228	75	402	196	118	193	286	234	161	97	105	69	255
		14%	24%	3%	7%	18%	17%	20%	9%	10%	14%	19%	21%	14%	11%	11%	12%	15%
Far too little	(1)	202	64	4	6	73	26	151	52	65	62	76	71	56	33	42	30	84
		5%	9%	1%	1%	6%	6%	7%	2%	5%	4%	5%	6%	5%	4%	4%	5%	5%
NET: Too little		1437	394	57	133	561	184	940	498	384	421	632	504	414	260	260	185	599
		35%	53%	9%	18%	43%	41%	47%	24%	32%	29%	42%	46%	36%	29%	27%	32%	35%
Mean		3.90	3.19	4.97	4.50	3.56	3.62	3.50	4.29	3.99	4.07	3.68	3.48	3.85	4.05	4.30	4.02	3.88
Standard deviation		1.47	1.21	1.27	1.37	1.32	1.36	1.43	1.41	1.45	1.51	1.43	1.36	1.44	1.40	1.57	1.51	1.45
Standard error		0.02	0.04	0.05	0.05	0.04	0.06	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.04

Prepared by ComRes

Innovation Population Segmentation Survey
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Table 57
Q.8 Together, the UK government and UK businesses spent £25 billion (1.8% of GDP) on research and development in 2011.
Research and development means spending aimed at discovering or developing new technologies and ways of doing things.
In your opinion, is this too much, too little, or about the right amount?
Base: All respondents

		Total	Region													Voting Intention				Location					
			Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base		4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base		4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Too much		1199	113	51	137	115	98	69	63	104	155	164	102	28	208	336	59	160	964	423	540	235	212	24
		29%	31%	32%	31%	32%	27%	25%	31%	26%	30%	29%	28%	23%	23%	31%	23%	32%	30%	26%	33%	27%	28%	21%
Far too much	(7)	203	17	10	28	13	19	15	14	16	20	31	13	7	20	68	6	29	159	69	90	44	39	6
		5%	5%	6%	6%	4%	5%	5%	7%	4%	4%	5%	4%	6%	2%	6%	2%	6%	5%	4%	6%	5%	5%	5%
Too much	(6)	436	47	25	43	40	35	17	16	35	78	53	33	14	84	116	17	62	346	179	167	91	85	6
		11%	13%	15%	10%	11%	10%	6%	8%	9%	15%	10%	9%	12%	9%	11%	6%	12%	11%	11%	10%	10%	11%	5%
Slightly too much	(5)	560	49	16	66	61	43	37	33	54	57	80	57	7	104	152	37	69	459	176	283	101	88	12
		14%	14%	10%	15%	17%	12%	13%	16%	14%	11%	14%	16%	6%	11%	14%	14%	14%	14%	11%	17%	11%	12%	10%
About the right amount	(4)	1485	124	50	160	132	148	107	87	152	177	185	113	50	345	375	95	185	1146	547	599	339	292	46
		36%	34%	31%	36%	37%	41%	38%	44%	38%	34%	33%	31%	42%	38%	34%	37%	37%	35%	34%	37%	39%	38%	40%
Slightly too little	(3)	637	55	28	57	65	45	44	19	59	75	96	74	19	170	165	45	53	514	280	234	123	108	15
		15%	15%	18%	13%	18%	13%	16%	10%	15%	14%	17%	21%	16%	18%	15%	17%	10%	16%	17%	14%	14%	14%	13%
Too little	(2)	597	57	25	63	34	53	50	24	70	77	74	53	17	159	152	45	82	445	246	200	152	125	27
		14%	16%	16%	14%	9%	15%	18%	12%	18%	15%	13%	15%	14%	17%	14%	17%	16%	14%	15%	12%	17%	16%	24%
Far too little	(1)	202	10	6	23	14	17	10	7	14	37	41	18	6	38	65	15	27	173	121	53	29	25	4
		5%	3%	3%	5%	4%	5%	4%	3%	4%	7%	7%	5%	5%	4%	6%	6%	5%	5%	7%	3%	3%	3%	3%
NET: Too little		1437	123	59	143	113	115	104	50	144	188	211	145	42	367	382	105	161	1133	647	486	304	258	46
		35%	34%	37%	33%	31%	32%	37%	25%	36%	36%	38%	40%	35%	40%	35%	41%	32%	35%	40%	30%	35%	34%	40%
Mean		3.90	3.99	4.01	3.96	4.02	3.91	3.79	4.09	3.82	3.87	3.84	3.80	3.86	3.71	3.93	3.64	3.97	3.91	3.76	4.06	3.89	3.92	3.66
Standard deviation		1.47	1.46	1.55	1.51	1.36	1.45	1.42	1.41	1.41	1.56	1.53	1.44	1.49	1.36	1.54	1.37	1.54	1.48	1.53	1.42	1.45	1.45	1.42
Standard error		0.02	0.08	0.12	0.07	0.07	0.08	0.08	0.10	0.08	0.07	0.06	0.07	0.15	0.05	0.05	0.08	0.07	0.03	0.04	0.04	0.05	0.05	0.14

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Absolutes/col percents

Table 58
Q.9 In which of the following areas, if any, would you be interested in hearing about new ideas and innovations?
Base: All respondents

	Total	Segment					Gender		Age			Social Grade				Employment Sector	
		Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base	4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Any	3878	701	582	688	1243	418	1892	1985	1064	1337	1476	1074	1037	842	925	559	1582
	94%	94%	95%	93%	96%	94%	94%	94%	90%	94%	98%	97%	91%	94%	94%	96%	92%
Medicine/ Healthcare	2970	516	483	533	962	318	1304	1667	685	1028	1257	837	776	613	745	425	1083
	72%	69%	79%	72%	74%	71%	65%	79%	58%	72%	83%	76%	68%	68%	76%	73%	63%
Science and technology in general	2423	511	311	379	775	304	1377	1046	614	834	976	719	671	504	529	330	994
	59%	68%	51%	51%	60%	68%	68%	50%	52%	58%	65%	65%	59%	56%	54%	57%	58%
Food	1895	319	297	327	664	189	852	1042	507	650	737	535	507	364	489	257	759
	46%	43%	49%	44%	51%	42%	42%	50%	43%	46%	49%	49%	44%	40%	50%	44%	44%
Education	1790	264	307	327	615	161	690	1100	534	637	619	540	455	367	427	300	640
	43%	35%	50%	44%	47%	36%	34%	52%	45%	45%	41%	49%	40%	41%	44%	52%	37%
Neuroscience and Psychology	1650	298	262	279	538	178	724	926	450	582	618	482	442	324	402	236	619
	40%	40%	43%	38%	42%	40%	36%	44%	38%	41%	41%	44%	39%	36%	41%	41%	36%
Social care	1581	197	306	271	585	129	554	1026	353	508	719	427	384	311	459	209	512
	38%	26%	50%	37%	45%	29%	27%	49%	30%	36%	48%	39%	34%	35%	47%	36%	30%
Vehicles/ Transport	1543	347	184	247	496	184	964	579	403	513	627	486	414	348	295	201	680
	37%	46%	30%	33%	38%	41%	48%	28%	34%	36%	42%	44%	36%	39%	30%	35%	39%
Household goods	1497	229	245	287	486	174	630	868	343	546	608	407	382	314	395	204	560
	36%	31%	40%	39%	37%	39%	31%	41%	29%	38%	40%	37%	33%	35%	40%	35%	32%
Engineering	1497	331	179	215	498	173	1002	495	347	462	688	471	380	355	291	187	609
	36%	44%	29%	29%	38%	39%	50%	24%	29%	32%	46%	43%	33%	40%	30%	32%	35%
Communications	1443	287	174	254	446	196	858	585	345	495	603	461	380	299	303	192	611
	35%	38%	29%	34%	34%	44%	42%	28%	29%	35%	40%	42%	33%	33%	31%	33%	35%
Politics and Economics	892	190	130	136	301	73	526	366	207	282	402	306	252	160	173	122	333
	22%	25%	21%	18%	23%	16%	26%	17%	18%	20%	27%	28%	22%	18%	18%	21%	19%
The Arts (including music, film and literature)	850	123	105	187	313	73	377	473	244	280	325	274	281	142	153	138	349
	21%	17%	17%	25%	24%	16%	19%	23%	21%	20%	22%	25%	25%	16%	16%	24%	20%
Sport	798	154	81	181	250	88	578	220	224	320	253	241	201	179	177	131	396
	19%	21%	13%	24%	19%	20%	29%	10%	19%	22%	17%	22%	18%	20%	18%	23%	23%

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Absolutes/col percents

Table 58
Q.9 In which of the following areas, if any, would you be interested in hearing about new ideas and innovations?
Base: All respondents

	Total	Segment					Gender		Age			Social Grade				Employment Sector	
		Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Weighted base	4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
Architecture	767	143	91	142	277	68	436	332	225	259	283	245	200	166	157	110	312
	19%	19%	15%	19%	21%	15%	22%	16%	19%	18%	19%	22%	17%	18%	16%	19%	18%
Business/ Management	597	133	84	95	199	41	345	252	187	207	202	228	157	110	101	80	286
	14%	18%	14%	13%	15%	9%	17%	12%	16%	15%	13%	21%	14%	12%	10%	14%	17%
Cosmetics	471	49	75	110	152	41	58	412	216	164	90	129	122	99	120	79	196
	11%	7%	12%	15%	12%	9%	3%	20%	18%	11%	6%	12%	11%	11%	12%	14%	11%
None of these	243	46	28	53	54	27	127	116	120	91	33	28	106	55	54	24	143
	6%	6%	5%	7%	4%	6%	6%	6%	10%	6%	2%	3%	9%	6%	6%	4%	8%

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Table 58
Q.9 In which of the following areas, if any, would you be interested in hearing about new ideas and innovations?
Base: All respondents

	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
					Region									Voting Intention				Location					
Unweighted base	4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base	4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Any	3878 94%	337 94%	154 96%	415 94%	340 94%	337 94%	271 97%	191 96%	383 96%	460 88%	535 96%	338 94%	116 97%	838 91%	1051 96%	250 96%	485 96%	3038 94%	1498 93%	1541 95%	839 96%	726 95%	114 98%
Medicine/ Healthcare	2970 72%	268 74%	116 72%	312 71%	259 72%	250 69%	201 72%	156 78%	309 77%	340 65%	418 75%	259 72%	83 69%	657 71%	793 73%	177 68%	395 78%	2309 71%	1131 70%	1178 72%	661 75%	574 75%	87 75%
Science and technology in general	2423 59%	220 61%	83 52%	264 60%	200 56%	213 59%	182 65%	116 58%	232 58%	285 55%	334 60%	216 60%	78 65%	563 61%	638 58%	161 62%	300 59%	1884 58%	997 62%	887 55%	539 61%	461 60%	78 67%
Food	1895 46%	170 47%	69 43%	193 44%	157 44%	151 42%	128 46%	98 49%	208 52%	221 43%	274 49%	170 47%	55 46%	409 44%	514 47%	117 45%	226 45%	1485 46%	725 45%	760 47%	410 47%	345 45%	65 56%
Education	1790 43%	161 45%	75 47%	190 43%	145 40%	168 47%	127 45%	89 44%	179 45%	227 44%	227 40%	147 41%	56 47%	328 36%	529 48%	114 44%	206 41%	1409 43%	688 43%	721 44%	381 43%	337 44%	44 38%
Neuroscience and Psychology	1650 40%	153 42%	64 40%	164 37%	135 37%	155 43%	123 44%	89 44%	161 40%	195 38%	236 42%	139 38%	37 31%	351 38%	459 42%	114 44%	198 39%	1300 40%	675 42%	625 38%	350 40%	298 39%	52 45%
Social care	1581 38%	162 45%	66 41%	164 37%	126 35%	146 41%	103 37%	72 36%	141 35%	209 40%	220 39%	123 34%	50 41%	297 32%	489 45%	92 35%	175 35%	1238 38%	593 37%	645 40%	342 39%	305 40%	37 32%
Vehicles/ Transport	1543 37%	133 37%	57 35%	142 32%	130 36%	127 35%	98 35%	85 42%	169 42%	199 38%	217 39%	143 40%	44 37%	370 40%	367 34%	116 45%	212 42%	1166 36%	605 37%	561 35%	377 43%	318 42%	58 50%
Household goods	1497 36%	130 36%	61 38%	144 33%	128 36%	118 33%	111 40%	71 35%	163 41%	183 35%	209 37%	135 38%	42 35%	304 33%	405 37%	97 37%	213 42%	1146 35%	546 34%	600 37%	351 40%	316 41%	36 31%
Engineering	1497 36%	136 38%	57 35%	165 37%	123 34%	140 39%	105 38%	83 41%	135 34%	178 34%	209 37%	126 35%	40 33%	394 43%	371 34%	101 39%	209 41%	1174 36%	615 38%	559 34%	324 37%	276 36%	47 41%
Communications	1443 35%	131 36%	44 28%	156 36%	104 29%	113 31%	102 36%	69 35%	170 43%	195 37%	184 33%	130 36%	44 37%	345 38%	368 34%	104 40%	188 37%	1105 34%	592 37%	513 32%	338 39%	288 38%	50 43%
Politics and Economics	892 22%	89 25%	26 16%	90 20%	67 18%	66 18%	69 25%	40 20%	101 25%	127 24%	115 21%	70 19%	31 26%	201 22%	285 26%	54 21%	117 23%	697 22%	410 25%	287 18%	194 22%	162 21%	33 28%
The Arts (including music, film and literature)	850 21%	70 19%	26 16%	80 18%	75 21%	77 21%	60 21%	30 15%	100 25%	137 26%	111 20%	68 19%	18 15%	192 21%	244 22%	68 26%	65 13%	682 21%	383 24%	299 18%	168 19%	151 20%	16 14%

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Table 58
Q.9 In which of the following areas, if any, would you be interested in hearing about new ideas and innovations?
Base: All respondents

| | | | | | | Region | | | | | | | | | Voting Intention | | | | Location | | | | | |
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Weighted base	4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
Sport	798	70	25	90	84	60	51	28	95	103	108	62	22	201	227	63	87	625	328	297	173	155	18
	19%	19%	16%	21%	23%	17%	18%	14%	24%	20%	19%	17%	19%	22%	21%	24%	17%	19%	20%	18%	20%	20%	15%
Architecture	767	71	28	89	57	63	48	35	78	117	103	63	13	171	215	60	80	610	350	260	158	136	22
	19%	20%	18%	20%	16%	18%	17%	18%	20%	23%	18%	18%	11%	19%	20%	23%	16%	19%	22%	16%	18%	18%	19%
Business/ Management	597	47	18	71	50	59	32	29	53	100	79	37	23	176	151	37	73	455	257	198	141	120	21
	14%	13%	11%	16%	14%	16%	11%	15%	13%	19%	14%	10%	19%	19%	14%	14%	14%	14%	16%	12%	16%	16%	18%
Cosmetics	471	43	18	46	34	33	37	28	46	77	68	29	13	88	142	30	37	398	190	207	73	71	2
	11%	12%	11%	11%	9%	9%	13%	14%	11%	15%	12%	8%	10%	10%	13%	12%	7%	12%	12%	13%	8%	9%	2%
None of these	243	23	6	25	20	23	9	9	17	60	25	22	4	83	41	10	22	205	120	85	39	36	2
	6%	6%	4%	6%	6%	6%	3%	4%	4%	12%	4%	6%	3%	9%	4%	4%	4%	6%	7%	5%	4%	5%	2%

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Absolutes/col percents

Table 59
Q.10 Which, if any, of the following activities have you taken part in?
Base: All respondents

	Total	Segment					Gender		Age			Social Grade				Employment Sector	
		Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base	4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
NET: Any	3220	627	483	581	1011	316	1570	1650	947	1083	1190	932	893	684	711	466	1347
	78%	84%	79%	78%	78%	71%	78%	79%	80%	76%	79%	85%	78%	76%	73%	80%	78%
Created or modified a recipe	2247	423	372	426	726	184	905	1342	603	770	873	663	639	447	498	323	892
	55%	57%	61%	57%	56%	41%	45%	64%	51%	54%	58%	60%	56%	50%	51%	55%	52%
Created or modified an item of clothing	1535	249	274	310	513	113	420	1115	415	505	615	421	448	297	369	221	569
	37%	33%	45%	42%	40%	25%	21%	53%	35%	35%	41%	38%	39%	33%	38%	38%	33%
Made or built a physical object from scratch	1355	286	192	230	444	126	818	537	350	467	539	432	351	300	273	168	596
	33%	38%	31%	31%	34%	28%	41%	26%	30%	33%	36%	39%	31%	33%	28%	29%	35%
Taken apart and reassembled a mechanical/ electronic device	1173	276	134	196	349	141	864	309	281	396	497	385	295	274	219	142	522
	28%	37%	22%	27%	27%	32%	43%	15%	24%	28%	33%	35%	26%	30%	22%	24%	30%
Used a smartphone app for e-banking	1162	222	179	253	300	124	615	546	554	405	204	341	320	259	242	195	615
	28%	30%	29%	34%	23%	28%	30%	26%	47%	28%	13%	31%	28%	29%	25%	33%	36%
Created and uploaded your own original content to the internet	942	203	127	180	261	95	502	440	390	298	253	298	285	169	189	136	458
	23%	27%	21%	24%	20%	21%	25%	21%	33%	21%	17%	27%	25%	19%	19%	23%	27%
Programmed computer software	759	207	64	103	217	99	564	196	240	236	283	273	208	151	128	89	378
	18%	28%	10%	14%	17%	22%	28%	9%	20%	16%	19%	25%	18%	17%	13%	15%	22%
Conducted a scientific research experiment	542	130	70	96	166	40	287	255	215	142	184	204	153	86	98	85	217
	13%	17%	11%	13%	13%	9%	14%	12%	18%	10%	12%	19%	13%	10%	10%	15%	13%
None of these	901	120	128	160	286	130	450	451	236	345	319	170	250	214	268	117	379
	22%	16%	21%	22%	22%	29%	22%	21%	20%	24%	21%	15%	22%	24%	27%	20%	22%

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Absolutes/col percents

Table 59
Q.10 Which, if any, of the following activities have you taken part in?
Base: All respondents

						Region									Voting Intention				Location					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base	4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base	4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
NET: Any	3220 78%	286 80%	127 79%	350 80%	284 79%	280 78%	223 79%	160 80%	306 76%	369 71%	454 81%	287 80%	94 79%	712 77%	870 80%	213 82%	394 78%	2521 78%	1273 79%	1247 77%	699 80%	604 79%	96 82%
Created or modified a recipe	2247 55%	204 57%	82 52%	236 54%	192 53%	192 53%	160 57%	121 60%	231 58%	244 47%	312 56%	215 60%	59 49%	493 53%	601 55%	150 58%	281 56%	1732 53%	869 54%	863 53%	515 59%	442 58%	73 63%
Created or modified an item of clothing	1535 37%	141 39%	60 38%	165 38%	135 37%	119 33%	101 36%	85 43%	151 38%	185 36%	208 37%	144 40%	40 33%	328 36%	421 39%	94 36%	186 37%	1205 37%	593 37%	612 38%	330 38%	287 38%	43 37%
Made or built a physical object from scratch	1355 33%	139 39%	49 31%	132 30%	104 29%	109 30%	102 37%	83 41%	135 34%	108 21%	196 35%	158 44%	39 33%	315 34%	343 31%	81 31%	191 38%	1009 31%	514 32%	495 30%	347 40%	290 38%	56 49%
Taken apart and reassembled a mechanical/ electronic device	1173 28%	125 35%	35 22%	121 28%	98 27%	110 30%	95 34%	59 29%	103 26%	108 21%	171 31%	115 32%	33 28%	282 31%	279 26%	82 32%	169 33%	893 28%	480 30%	413 25%	280 32%	231 30%	49 42%
Used a smartphone app for e-banking	1162 28%	103 29%	42 26%	133 30%	105 29%	107 30%	91 32%	49 24%	84 21%	169 32%	158 28%	88 24%	34 28%	229 25%	367 34%	81 31%	111 22%	966 30%	516 32%	450 28%	196 22%	177 23%	19 17%
Created and uploaded your own original content to the internet	942 23%	92 26%	35 22%	100 23%	70 19%	83 23%	62 22%	46 23%	94 24%	115 22%	141 25%	83 23%	20 17%	174 19%	281 26%	72 28%	110 22%	753 23%	417 26%	336 21%	189 21%	164 21%	25 21%
Programmed computer software	759 18%	63 17%	34 21%	78 18%	47 13%	68 19%	55 20%	36 18%	64 16%	86 17%	136 24%	62 17%	30 25%	178 19%	203 19%	62 24%	86 17%	587 18%	319 20%	268 16%	172 20%	144 19%	28 24%
Conducted a scientific research experiment	542 13%	45 12%	20 13%	60 14%	38 11%	37 10%	49 17%	39 19%	61 15%	51 10%	82 15%	50 14%	12 10%	114 12%	141 13%	40 15%	68 13%	406 13%	221 14%	185 11%	135 15%	112 15%	23 20%
None of these	901 22%	74 20%	34 21%	90 20%	76 21%	80 22%	58 21%	40 20%	94 24%	151 29%	106 19%	73 20%	26 21%	209 23%	223 20%	46 18%	113 22%	722 22%	344 21%	378 23%	179 20%	158 21%	20 18%

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Table 60
Q.11 Which of the following newspapers, if any, do you read regularly (by this we mean at least three times a week), either in paper or digital version?
Base: All respondents

	Total	Segment					Gender		Age			Social Grade				Employment Sector	
		Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	4121	729	601	753	1327	450	1893	2228	1102	1432	1587	1211	1224	667	1019	550	1632
Weighted base	4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
Daily Mail/ Scottish Daily Mail/ Mail on Sunday	890 22%	173 23%	140 23%	158 21%	275 21%	81 18%	447 22%	444 21%	192 16%	258 18%	440 29%	274 25%	224 20%	172 19%	220 23%	88 15%	358 21%
The Sun/ The Sun on Sunday	615 15%	84 11%	111 18%	150 20%	156 12%	68 15%	342 17%	273 13%	213 18%	263 18%	139 9%	100 9%	114 10%	218 24%	184 19%	107 18%	314 18%
Metro	488 12%	65 9%	85 14%	112 15%	157 12%	36 8%	249 12%	239 11%	175 15%	200 14%	113 7%	147 13%	132 12%	89 10%	121 12%	90 15%	237 14%
Paid for local paper	455 11%	81 11%	79 13%	73 10%	151 12%	46 10%	226 11%	229 11%	74 6%	149 10%	232 15%	118 11%	119 10%	97 11%	121 12%	52 9%	154 9%
Other free local paper	349 8%	54 7%	60 10%	58 8%	121 9%	30 7%	161 8%	188 9%	65 5%	124 9%	160 11%	100 9%	86 8%	68 8%	94 10%	45 8%	122 7%
The Guardian/ The Observer	340 8%	70 9%	41 7%	62 8%	119 9%	16 3%	179 9%	161 8%	129 11%	105 7%	107 7%	146 13%	106 9%	27 3%	61 6%	68 12%	138 8%
Daily Telegraph/ Sunday Telegraph	330 8%	86 11%	31 5%	38 5%	119 9%	27 6%	214 11%	116 6%	65 5%	91 6%	175 12%	149 14%	90 8%	43 5%	48 5%	48 8%	114 7%
The Times/ The Sunday Times	298 7%	59 8%	35 6%	42 6%	113 9%	17 4%	174 9%	124 6%	92 8%	73 5%	132 9%	151 14%	74 6%	46 5%	27 3%	45 8%	136 8%
Daily Mirror/ Scottish Daily Mirror/ Sunday Mirror	297 7%	30 4%	45 7%	76 10%	85 7%	45 10%	148 7%	148 7%	78 7%	123 9%	95 6%	61 6%	56 5%	87 10%	93 10%	46 8%	137 8%
Daily Express/ Scottish Daily Express/ Sunday Express	221 5%	39 5%	33 5%	43 6%	68 5%	19 4%	132 7%	90 4%	68 6%	61 4%	92 6%	73 7%	55 5%	48 5%	46 5%	34 6%	112 6%
The Independent/ The Independent on Sunday	203 5%	38 5%	33 5%	30 4%	64 5%	12 3%	115 6%	88 4%	68 6%	70 5%	65 4%	73 7%	58 5%	23 3%	49 5%	41 7%	84 5%
Daily Star/ Daily Star Sunday	120 3%	10 1%	24 4%	33 4%	23 2%	10 2%	74 4%	46 2%	46 4%	49 3%	25 2%	22 2%	22 2%	45 5%	31 3%	16 3%	74 4%
Financial Times/ FT Weekend	115 3%	19 3%	10 2%	22 3%	43 3%	- -	75 4%	40 2%	62 5%	38 3%	16 1%	63 6%	20 2%	19 2%	14 1%	23 4%	74 4%

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Absolutes/col percents

Table 60
Q.11 Which of the following newspapers, if any, do you read regularly (by this we mean at least three times a week), either in paper or digital version?
Base: All respondents

	Total	Segment Futur-ists	Segment Scep-tics	Segment Crea-tives	Segment Real-ists	Segment Roman-tics	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Employment Sector Public	Employment Sector Pri-vate
Weighted base	4121	747	610	741	1297	446	2020	2101	1184	1428	1509	1102	1143	898	979	582	1726
Daily Record	98 2%	15 2%	11 2%	20 3%	38 3%	3 1%	56 3%	43 2%	46 4%	30 2%	22 1%	17 2%	21 2%	36 4%	25 3%	22 4%	49 3%
The People	54 1%	1 *	8 1%	15 2%	13 1%	7 2%	40 2%	14 1%	17 1%	17 1%	20 1%	10 1%	12 1%	16 2%	16 2%	8 1%	25 1%
The I	45 1%	7 1%	2 *	11 1%	20 2%	5 1%	22 1%	24 1%	5 *	13 1%	27 2%	11 1%	14 1%	12 1%	8 1%	3 1%	18 1%
Evening Standard	16 *	4 *	4 1%	1 *	6 *	2 *	12 1%	5 *	2 *	8 1%	7 *	5 *	4 *	5 1%	2 *	1 *	8 *
The Herald	12 *	2 *	- -	1 *	6 *	2 *	9 *	3 *	1 *	1 *	9 1%	7 1%	3 *	1 *	1 *	* *	3 *
The Scotsman	7 *	5 1%	- -	1 *	- -	1 *	5 *	2 *	3 *	1 *	3 *	2 *	- -	4 *	1 *	- -	- -
Bolton News	2 *	- -	2 *	* *	- -	- -	* *	2 *	2 *	* *	- -	- -	* *	- -	2 *	- -	2 *
Huffington Post	2 *	- -	- -	1 *	* *	- -	1 *	1 *	- -	1 *	1 *	* *	- -	- -	2 *	- -	* *
City AM	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	2 *
The Economist	1 *	1 *	- -	- -	- -	1 *	1 *	- -	1 *	1 *	- -	1 *	1 *	- -	- -	- -	1 *
Other answers	13 *	2 *	3 *	3 *	4 *	2 *	8 *	5 *	2 *	4 *	8 1%	2 *	2 *	5 1%	4 *	1 *	4 *
None of these	1440 35%	248 33%	216 35%	242 33%	454 35%	188 42%	631 31%	809 39%	493 42%	538 38%	409 27%	303 28%	467 41%	309 34%	362 37%	220 38%	608 35%
Don't know	8 *	1 *	1 *	2 *	1 *	3 1%	4 *	4 *	3 *	2 *	3 *	- -	4 *	1 *	3 *	1 *	1 *

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Absolutes/col percents

Table 60
Q.11 Which of the following newspapers, if any, do you read regularly (by this we mean at least three times a week),
either in paper or digital version?
Base: All respondents

		Region												Voting Intention				Location					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base	4121	334	173	482	354	371	294	194	343	482	616	378	100	898	1089	270	518	3269	1634	1635	852	745	107
Weighted base	4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
Daily Mail/ Scottish Daily Mail/ Mail on Sunday	890 22%	66 18%	30 18%	100 23%	77 21%	81 22%	59 21%	33 16%	107 27%	88 17%	145 26%	78 22%	27 22%	292 32%	179 16%	43 17%	161 32%	683 21%	328 20%	355 22%	207 24%	183 24%	24 20%
The Sun/ The Sun on Sunday	615 15%	70 19%	23 14%	58 13%	56 16%	67 19%	32 12%	30 15%	42 11%	95 18%	89 16%	29 8%	24 20%	149 16%	189 17%	25 10%	71 14%	505 16%	257 16%	248 15%	111 13%	100 13%	10 9%
Metro	488 12%	39 11%	23 14%	64 15%	43 12%	41 11%	23 8%	14 7%	18 5%	163 31%	41 7%	18 5%	1 1%	83 9%	193 18%	38 15%	37 7%	444 14%	301 19%	143 9%	43 5%	41 5%	2 2%
Paid for local paper	455 11%	65 18%	24 15%	42 10%	62 17%	46 13%	25 9%	19 9%	50 12%	8 2%	49 9%	42 12%	23 19%	105 11%	122 11%	30 12%	53 11%	330 10%	147 9%	182 11%	126 14%	108 14%	18 15%
Other free local paper	349 8%	7 2%	10 6%	44 10%	21 6%	43 12%	14 5%	14 7%	44 11%	57 11%	54 10%	33 9%	6 5%	87 9%	85 8%	18 7%	64 13%	271 8%	128 8%	143 9%	78 9%	69 9%	9 7%
The Guardian/ The Observer	340 8%	27 8%	17 11%	35 8%	25 7%	30 8%	22 8%	10 5%	32 8%	76 15%	34 6%	25 7%	7 6%	48 5%	152 14%	32 12%	17 3%	285 9%	202 13%	83 5%	55 6%	46 6%	9 8%
Daily Telegraph/ Sunday Telegraph	330 8%	25 7%	10 6%	39 9%	36 10%	30 8%	20 7%	14 7%	46 12%	32 6%	44 8%	26 7%	7 6%	117 13%	58 5%	23 9%	68 13%	246 8%	136 8%	110 7%	84 10%	70 9%	14 12%
The Times/ The Sunday Times	298 7%	15 4%	7 4%	34 8%	13 4%	22 6%	18 6%	17 9%	27 7%	65 13%	41 7%	30 8%	8 7%	95 10%	78 7%	29 11%	33 7%	236 7%	149 9%	87 5%	61 7%	53 7%	9 8%
Daily Mirror/ Scottish Daily Mirror/ Sunday Mirror	297 7%	12 3%	19 12%	51 12%	37 10%	27 7%	22 8%	22 11%	13 3%	31 6%	30 5%	15 4%	17 14%	46 5%	152 14%	7 3%	29 6%	256 8%	137 8%	119 7%	41 5%	39 5%	2 2%
Daily Express/ Scottish Daily Express/ Sunday Express	221 5%	26 7%	5 3%	24 5%	23 6%	20 5%	14 5%	12 6%	21 5%	27 5%	28 5%	16 5%	6 5%	72 8%	45 4%	14 6%	40 8%	187 6%	114 7%	73 5%	35 4%	32 4%	3 2%
The Independent/ The Independent on Sunday	203 5%	12 3%	10 6%	26 6%	12 3%	21 6%	11 4%	11 6%	26 7%	29 5%	29 5%	11 3%	3 3%	30 3%	77 7%	21 8%	20 4%	173 5%	111 7%	62 4%	30 3%	23 3%	7 6%
Daily Star/ Daily Star Sunday	120 3%	7 2%	8 5%	26 6%	17 5%	14 4%	2 1%	6 3%	6 2%	12 2%	12 2%	3 1%	5 4%	13 1%	54 5%	10 4%	13 2%	101 3%	48 3%	53 3%	19 2%	19 2%	- -

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Absolutes/col percents

Table 60
Q.11 Which of the following newspapers, if any, do you read regularly (by this we mean at least three times a week), either in paper or digital version?
Base: All respondents

	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
							Region								Voting Intention					Location			
Weighted base	4121	360	160	440	360	360	280	200	400	520	560	360	120	921	1092	259	506	3243	1618	1626	878	762	116
Financial Times/ FT Weekend	115 3%	12 3%	3 2%	15 3%	6 2%	9 2%	3 1%	6 3%	5 1%	42 8%	10 2%	1 *	4 3%	38 4%	40 4%	16 6%	5 1%	108 3%	84 5%	24 2%	7 1%	5 1%	2 2%
Daily Record	98 2%	58 16%	2 1%	3 1%	3 1%	3 1%	4 1%	5 2%	7 2%	11 2%	1 *	* *	- -	10 1%	55 5%	7 3%	3 1%	88 3%	58 4%	30 2%	11 1%	10 1%	1 1%
The People	54 1%	8 2%	2 1%	7 2%	5 1%	7 2%	3 1%	- -	4 1%	7 1%	8 2%	1 *	2 2%	13 1%	21 2%	3 1%	6 1%	46 1%	20 1%	26 2%	8 1%	8 1%	- -
The I	45 1%	1 *	3 2%	3 1%	3 1%	* *	6 2%	1 1%	7 2%	3 1%	5 1%	12 3%	- -	4 *	13 1%	12 5%	5 1%	37 1%	16 1%	21 1%	8 1%	7 1%	1 1%
Evening Standard	16 *	- -	- -	- -	- -	- -	- -	- -	1 *	12 2%	3 1%	- -	- -	5 1%	7 1%	- -	2 *	15 *	11 1%	4 *	1 *	1 *	- -
The Herald	12 *	12 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -	7 *	3 *	4 *	5 1%	5 1%	- -
The Scotsman	7 *	7 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	- -	- -	6 *	5 *	1 *	1 *	1 *	- -
Bolton News	2 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	* *	2 *	- -	- -	- -
Huffington Post	2 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	* *	- -	- -	* *	- -	- -	2 *	1 *	1 *	- -	- -	- -
City AM	2 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -	1 *	1 *	- -
The Economist	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	- -
Other answers	13 *	7 2%	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 1%	3 *	3 *	1 1%	- -	12 *	5 *	6 *	2 *	2 *	- -
None of these	1440 35%	110 30%	60 37%	140 32%	124 34%	117 32%	125 45%	77 39%	154 39%	142 27%	201 36%	143 40%	47 39%	286 31%	301 28%	95 36%	152 30%	1117 34%	524 32%	593 36%	323 37%	275 36%	48 42%
Don't know	8 *	3 1%	- -	- -	1 *	1 *	- -	- -	1 *	- -	2 *	- -	- -	2 *	1 *	- -	- -	5 *	1 *	4 *	2 *	2 *	- -

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Table 61
Q.12 What was the main subject of your degree?
Base: All respondents who have a university degree or higher

				Segment			Gender		Age			Social Grade				Employment Sector	
	Total	Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base	1704	374	215	266	595	135	825	879	466	549	689	777	505	181	241	297	687
Weighted base	1710	378	216	257	589	137	867	843	521	545	645	719	502	255	235	308	739
Arts/ humanities subject (literature, classics, geography, history, religion etc)	324 19%	49 13%	43 20%	53 21%	130 22%	28 20%	125 14%	199 24%	91 18%	99 18%	133 21%	144 20%	100 20%	37 15%	42 18%	76 25%	122 17%
Social science subject (economics, psychology, sociology etc)	285 17%	59 16%	49 23%	48 19%	88 15%	16 12%	120 14%	166 20%	109 21%	91 17%	85 13%	137 19%	76 15%	25 10%	47 20%	62 20%	115 16%
Science/ Maths subject	274 16%	85 23%	17 8%	37 15%	90 15%	27 19%	168 19%	106 13%	79 15%	85 16%	110 17%	121 17%	82 16%	39 15%	31 13%	32 10%	132 18%
Engineering subject	247 14%	53 14%	24 11%	28 11%	95 16%	18 13%	218 25%	29 3%	80 15%	65 12%	103 16%	106 15%	53 11%	67 26%	21 9%	24 8%	130 18%
Medicine/ Dentistry/ Pharmacy etc	109 6%	25 7%	15 7%	15 6%	35 6%	8 6%	30 3%	79 9%	32 6%	38 7%	40 6%	51 7%	28 6%	13 5%	17 7%	39 13%	27 4%
Language subject (French etc)	59 3%	17 4%	3 2%	8 3%	21 4%	5 3%	21 2%	38 5%	11 2%	23 4%	25 4%	27 4%	19 4%	6 3%	7 3%	13 4%	21 3%
Other	413 24%	90 24%	65 30%	67 26%	130 22%	36 27%	187 22%	226 27%	118 23%	145 27%	149 23%	132 18%	144 29%	68 27%	69 29%	62 20%	191 26%

Prepared by ComRes

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Absolutes/col percents

Table 61
Q.12 What was the main subject of your degree?
Base: All respondents who have a university degree or higher

	Total							Region								Voting Intention						Location			
		Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Con	Lab	LibDem	UKIP		NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base	1704	146	71	204	123	141	119	77	119	239	256	163	46	388	459	151	174	1351	765	586	353	304	49
Weighted base	1710	157	69	183	111	136	106	80	148	258	244	155	64	394	450	143	174	1349	751	598	361	306	56
Arts/ humanities subject (literature, classics, geography, history, religion etc)	324 19%	17 11%	12 17%	40 22%	24 21%	25 18%	23 21%	15 19%	31 21%	48 18%	47 19%	33 21%	11 17%	72 18%	90 20%	39 28%	30 17%	253 19%	155 21%	98 16%	71 20%	58 19%	13 23%
Social science subject (economics, psychology, sociology etc)	285 17%	26 16%	10 15%	27 15%	18 16%	23 17%	15 14%	16 20%	29 20%	55 21%	33 13%	21 13%	13 20%	52 13%	83 19%	19 13%	30 17%	231 17%	145 19%	87 14%	54 15%	47 16%	7 12%
Science/ Maths subject	274 16%	29 19%	7 11%	38 21%	20 18%	24 18%	18 17%	7 9%	20 14%	41 16%	37 15%	20 13%	12 19%	66 17%	70 16%	19 13%	29 17%	206 15%	118 16%	89 15%	67 19%	56 18%	11 21%
Engineering subject	247 14%	24 15%	12 17%	21 12%	16 14%	21 15%	19 18%	14 18%	17 12%	34 13%	40 16%	18 12%	10 16%	69 18%	61 14%	25 17%	25 14%	202 15%	104 14%	97 16%	46 13%	39 13%	7 13%
Medicine/ Dentistry/ Pharmacy etc	109 6%	11 7%	3 4%	9 5%	6 6%	9 7%	5 5%	2 3%	19 13%	14 5%	16 6%	12 8%	2 4%	18 5%	34 8%	6 4%	11 6%	83 6%	45 6%	37 6%	26 7%	24 8%	2 4%
Language subject (French etc)	59 3%	7 4%	1 1%	7 4%	5 4%	7 5%	1 1%	3 4%	2 2%	9 4%	7 3%	9 6%	1 1%	19 5%	11 3%	6 4%	5 3%	47 4%	26 3%	21 4%	11 3%	10 3%	2 3%
Other	413 24%	43 27%	24 35%	41 22%	22 20%	27 20%	26 24%	22 28%	29 19%	57 22%	64 26%	44 28%	14 22%	98 25%	100 22%	29 21%	44 25%	327 24%	158 21%	169 28%	86 24%	72 24%	13 24%

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Absolutes/col percents

Table 62
Q.13 Which of the following best describes the sector in which you work?
Base: All respondents who work in the private sector

	Total	Segment Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Gender Male	Female	Age 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Employment Sector Public	Pri-vate
Unweighted base	1632	298	196	351	481	172	865	767	576	742	314	426	569	361	276	-	1632
Weighted base	1726	340	216	355	488	182	1005	720	651	764	311	410	545	503	267	-	1726
Retail and sales	236	39	49	46	61	29	100	135	105	87	43	49	65	76	46	-	236
	14%	12%	23%	13%	13%	16%	10%	19%	16%	11%	14%	12%	12%	15%	17%	-	14%
Engineering and manufacturing	158	34	20	43	46	8	127	31	40	88	30	41	29	60	28	-	158
	9%	10%	9%	12%	9%	5%	13%	4%	6%	12%	10%	10%	5%	12%	11%	-	9%
IT and information services	152	42	1	18	48	21	119	33	93	35	24	63	38	39	12	-	152
	9%	12%	1%	5%	10%	12%	12%	5%	14%	5%	8%	15%	7%	8%	4%	-	9%
Accountancy, banking and finance	117	31	16	20	28	11	65	51	48	50	19	43	60	6	7	-	117
	7%	9%	7%	6%	6%	6%	6%	7%	7%	7%	6%	11%	11%	1%	3%	-	7%
Transport and logistics	108	25	7	17	30	23	94	14	14	64	30	12	23	39	34	-	108
	6%	7%	3%	5%	6%	13%	9%	2%	2%	8%	10%	3%	4%	8%	13%	-	6%
Health and social care	99	18	17	18	30	8	30	69	41	44	13	27	31	12	28	-	99
	6%	5%	8%	5%	6%	4%	3%	10%	6%	6%	4%	7%	6%	2%	11%	-	6%
Property and construction	96	18	8	27	32	11	72	24	23	51	23	17	16	59	5	-	96
	6%	5%	4%	8%	7%	6%	7%	3%	3%	7%	7%	4%	3%	12%	2%	-	6%
Hospitality, tourism and sport	71	11	11	14	19	11	35	36	32	28	11	13	24	25	8	-	71
	4%	3%	5%	4%	4%	6%	3%	5%	5%	4%	4%	3%	4%	5%	3%	-	4%
Teaching and education	57	10	10	7	21	5	16	40	13	30	14	24	19	7	6	-	57
	3%	3%	5%	2%	4%	3%	2%	6%	2%	4%	4%	6%	3%	1%	2%	-	3%
Business, consulting and management	38	10	3	6	16	*	22	16	13	12	12	17	17	4	-	-	38
	2%	3%	2%	2%	3%	*	2%	2%	2%	2%	4%	4%	3%	1%	-	-	2%
Creative arts and culture	37	10	4	10	9	4	18	19	9	19	9	9	20	8	1	-	37
	2%	3%	2%	3%	2%	2%	2%	3%	1%	2%	3%	2%	4%	2%	*	-	2%
Energy and utilities	35	9	1	6	11	6	28	7	12	15	8	4	10	14	7	-	35
	2%	3%	*	2%	2%	3%	3%	1%	2%	2%	3%	1%	2%	3%	3%	-	2%
Charities and voluntary work	32	7	1	10	9	2	15	17	6	17	9	10	13	6	3	-	32
	2%	2%	1%	3%	2%	1%	1%	2%	1%	2%	3%	2%	2%	1%	1%	-	2%
Environment and agriculture	26	4	1	6	12	-	20	5	5	15	6	3	2	13	8	-	26
	1%	1%	*	2%	3%	-	2%	1%	1%	2%	2%	1%	*	3%	3%	-	1%

Prepared by ComRes

Innovation Population Segmentation Survey
ONLINE Fieldwork : 25th September - 10th October 2013

Absolutes/col percents

Table 62
Q.13 Which of the following best describes the sector in which you work?
Base: All respondents who work in the private sector

| | Total | Segment | | | | | Gender | | Age | | | Social Grade | | | | Employment Sector | |
		Futur-ists	Scep-tics	Crea-tives	Real-ists	Roman-tics	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
Weighted base	1726	340	216	355	488	182	1005	720	651	764	311	410	545	503	267	-	1726
Media and publishing	23	5	3	3	6	3	16	7	9	10	3	5	13	5	-	-	23
	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	-	-	1%
Law	22	7	5	2	6	2	5	18	10	10	3	3	15	3	2	-	22
	1%	2%	2%	1%	1%	1%	*	2%	2%	1%	1%	1%	3%	1%	1%	-	1%
Science and pharmaceuticals	19	3	3	3	7	3	4	16	6	13	-	7	4	7	1	-	19
	1%	1%	1%	1%	2%	2%	*	2%	1%	2%	-	2%	1%	1%	1%	-	1%
Marketing, Advertising and PR	16	2	3	6	3	1	8	8	12	2	2	3	2	7	3	-	16
	1%	1%	1%	2%	1%	1%	1%	1%	2%	*	1%	1%	*	1%	1%	-	1%
Recruitment and HR	8	2	-	5	1	-	4	4	3	3	2	2	5	1	-	-	8
	*	1%	-	1%	*	-	*	1%	*	*	1%	1%	1%	*	-	-	*
Civil service and local government	6	-	-	-	2	2	5	1	2	3	1	3	3	-	-	-	6
	*	-	-	-	*	1%	1%	*	*	*	*	1%	1%	-	-	-	*
Armed forces and emergency services	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	1
	*	-	-	-	*	-	*	-	-	-	*	-	*	-	-	-	*
Other	370	52	53	91	89	31	201	169	154	167	49	54	134	114	68	-	370
	21%	15%	24%	25%	18%	17%	20%	23%	24%	22%	16%	13%	25%	23%	25%	-	21%

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Absolutes/col percents

Table 62
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Base: All respondents who work in the private sector

					Region										Voting Intention				Location				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Unweighted base	1632	123	54	187	135	151	112	67	133	249	253	132	36	379	433	116	166	1343	709	634	289	243	46
Weighted base	1726	139	53	182	155	153	120	73	164	265	240	128	52	410	468	116	174	1412	737	675	313	263	51
Retail and sales	236	13	7	22	35	25	17	16	15	25	35	22	4	44	82	18	22	190	83	107	46	39	7
	14%	9%	13%	12%	22%	16%	14%	22%	9%	10%	15%	17%	8%	11%	18%	16%	13%	13%	11%	16%	15%	15%	13%
Engineering and manufacturing	158	9	4	24	15	20	16	7	10	12	20	17	5	37	37	9	30	128	59	68	30	29	2
	9%	7%	8%	13%	9%	13%	13%	9%	6%	4%	8%	13%	9%	9%	8%	8%	17%	9%	8%	10%	10%	11%	3%
IT and information services	152	19	6	14	5	16	8	6	5	28	27	12	6	31	58	12	15	136	90	46	16	15	1
	9%	14%	10%	8%	3%	11%	7%	9%	3%	11%	11%	9%	11%	7%	12%	10%	8%	10%	12%	7%	5%	6%	1%
Accountancy, banking and finance	117	9	2	8	9	9	8	10	13	23	10	10	5	42	27	8	7	93	64	29	24	21	3
	7%	6%	4%	4%	6%	6%	6%	14%	8%	9%	4%	8%	9%	10%	6%	7%	4%	7%	9%	4%	8%	8%	5%
Transport and logistics	108	12	4	7	15	5	9	4	15	13	15	6	3	23	32	13	13	81	36	45	27	22	6
	6%	9%	7%	4%	10%	3%	8%	6%	9%	5%	6%	5%	5%	6%	7%	11%	7%	6%	5%	7%	9%	8%	12%
Health and social care	99	11	2	11	3	15	6	8	5	6	16	12	3	19	29	7	3	82	44	37	17	13	5
	6%	8%	4%	6%	2%	10%	5%	11%	3%	2%	7%	9%	7%	5%	6%	6%	2%	6%	6%	6%	5%	5%	9%
Property and construction	96	5	7	11	18	5	3	2	8	17	12	5	3	26	22	4	11	84	38	46	13	11	2
	6%	4%	14%	6%	11%	4%	3%	3%	5%	6%	5%	4%	6%	6%	5%	3%	7%	6%	5%	7%	4%	4%	4%
Hospitality, tourism and sport	71	9	*	11	2	7	4	6	9	5	8	4	5	18	13	2	8	54	26	27	17	10	7
	4%	6%	1%	6%	1%	5%	4%	8%	6%	2%	3%	3%	10%	4%	3%	2%	4%	4%	4%	4%	5%	4%	14%
Teaching and education	57	4	3	6	4	4	4	2	7	8	7	5	1	10	14	5	8	39	18	21	18	14	4
	3%	3%	6%	4%	3%	3%	3%	3%	4%	3%	3%	4%	2%	3%	3%	4%	5%	3%	2%	3%	6%	5%	8%
Business, consulting and management	38	-	1	6	2	3	3	1	4	6	8	1	2	9	10	5	4	30	17	13	7	4	3
	2%	-	2%	3%	1%	2%	3%	1%	3%	2%	3%	1%	3%	2%	2%	4%	2%	2%	2%	2%	2%	2%	6%
Creative arts and culture	37	2	1	9	2	4	1	1	2	7	5	1	2	6	6	4	4	31	22	10	6	5	1
	2%	1%	2%	5%	1%	3%	1%	1%	1%	3%	2%	1%	3%	1%	1%	3%	2%	2%	3%	1%	2%	2%	1%
Energy and utilities	35	2	2	4	4	4	6	-	5	4	2	1	2	11	10	2	5	28	10	18	7	6	1
	2%	2%	4%	2%	3%	2%	5%	-	3%	1%	1%	1%	3%	3%	2%	2%	3%	2%	1%	3%	2%	2%	2%
Charities and voluntary work	32	7	-	4	4	2	1	1	1	6	1	5	2	7	8	2	2	24	14	10	8	6	1
	2%	5%	-	2%	3%	1%	1%	1%	*	2%	*	4%	3%	2%	2%	2%	1%	2%	2%	1%	3%	2%	3%
Environment and agriculture	26	3	-	5	2	3	3	-	6	-	*	3	-	4	5	-	2	18	5	13	8	7	*
	1%	3%	-	3%	1%	2%	2%	-	3%	-	*	2%	-	1%	1%	-	1%	1%	1%	2%	2%	3%	1%

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							Region								Voting Intention					Location			
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Con	Lab	LibDem	UKIP	NET: Urban	Urban	Town and Fringe	NET: Rural	Vill-age	Hamlet & Iso-lated Dwel-ling
Weighted base	1726	139	53	182	155	153	120	73	164	265	240	128	52	410	468	116	174	1412	737	675	313	263	51
Media and publishing	23	-	2	1	3	2	2	1	1	4	-	6	-	9	3	-	2	16	11	6	6	5	1
	1%	-	3%	1%	2%	1%	2%	2%	1%	1%	-	5%	-	2%	1%	-	1%	1%	1%	1%	2%	2%	2%
Law	22	1	1	5	-	1	*	-	7	4	-	2	-	5	5	-	1	20	8	12	2	2	-
	1%	1%	2%	3%	-	1%	*	-	4%	2%	-	2%	-	1%	1%	-	*	1%	1%	2%	1%	1%	-
Science and pharmaceuticals	19	1	-	6	6	-	2	-	-	*	3	1	-	8	5	2	-	19	9	10	-	-	-
	1%	1%	-	3%	4%	-	1%	-	-	*	1%	1%	-	2%	1%	2%	-	1%	1%	2%	-	-	-
Marketing, Advertising and PR	16	1	-	1	1	2	-	-	2	7	1	-	-	4	4	2	-	14	9	4	2	2	-
	1%	1%	-	1%	*	2%	-	-	1%	3%	1%	-	-	1%	1%	2%	-	1%	1%	1%	1%	1%	-
Recruitment and HR	8	-	*	1	-	3	1	-	1	1	1	-	-	2	2	2	-	4	4	*	4	3	1
	*	-	1%	*	-	2%	1%	-	*	*	1%	-	-	1%	*	1%	-	*	1%	*	1%	1%	2%
Civil service and local government	6	2	-	-	-	-	-	-	-	1	2	-	1	1	2	1	-	5	5	-	1	1	-
	*	1%	-	-	-	-	-	-	-	*	1%	-	3%	*	*	1%	-	*	1%	-	*	*	-
Armed forces and emergency services	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	*	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	*	*	-	-	-	-
Other	370	28	9	26	28	22	26	7	47	89	65	14	9	95	96	18	37	316	163	153	54	47	7
	21%	20%	17%	14%	18%	14%	22%	10%	28%	34%	27%	11%	18%	23%	21%	16%	21%	22%	22%	23%	17%	18%	13%

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