

Planned Increase Survey

ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 1
Q.1 Do you agree or disagree with these statements about the planned 1p increase in fuel duty?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
<u>Scrapping the planned increase would not go far enough to reduce the impact of recent fuel price increases</u>																		
Agree	1547	792	755	149	233	300	262	249	353	429	449	334	335	354	426	396	243	127
	77%	80%	73%	62%	72%	79%	77%	82%	84%	79%	77%	79%	72%	69%	80%	78%	84%	73%
Disagree	199	94	105	33	35	31	35	33	32	54	67	39	38	63	55	39	23	19
	10%	10%	10%	14%	11%	8%	10%	11%	8%	10%	11%	9%	8%	12%	10%	8%	8%	11%
No opinion	267	100	167	59	54	51	45	20	38	60	68	50	90	95	49	70	24	28
	13%	10%	16%	25%	17%	13%	13%	7%	9%	11%	12%	12%	19%	19%	9%	14%	8%	16%
<u>I would seriously consider switching my vote to a political party that committed itself to reducing fuel prices</u>																		
Agree	984	494	490	135	168	184	178	137	182	237	271	241	235	228	266	255	141	94
	49%	50%	48%	56%	52%	48%	52%	45%	43%	44%	46%	57%	51%	45%	50%	51%	49%	54%
Disagree	549	294	255	56	70	83	82	111	147	200	178	81	90	155	148	138	69	39
	27%	30%	25%	23%	22%	22%	24%	37%	35%	37%	30%	19%	19%	30%	28%	27%	24%	22%
No opinion	480	198	282	50	84	115	82	54	94	106	135	100	139	129	117	112	80	42
	24%	20%	27%	21%	26%	30%	24%	18%	22%	19%	23%	24%	30%	25%	22%	22%	28%	24%

Planned Increase Survey

ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 1
Q.1 Do you agree or disagree with these statements about the planned 1p increase in fuel duty?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
<u>'Overall, an increase in the duty of fuel would be positive because it would help tackle climate change'</u>																		
Agree	251 12%	138 14%	113 11%	45 19%	48 15%	41 11%	36 11%	35 12%	46 11%	76 14%	87 15%	33 8%	55 12%	90 18%	60 11%	69 14%	19 6%	14 8%
Disagree	1482 74%	736 75%	747 73%	147 61%	228 71%	288 75%	259 76%	238 79%	322 76%	396 73%	440 75%	335 79%	312 67%	338 66%	414 78%	363 72%	240 83%	128 73%
No opinion	279 14%	113 11%	167 16%	49 20%	46 14%	53 14%	47 14%	29 10%	54 13%	71 13%	56 10%	55 13%	97 21%	84 16%	58 11%	73 14%	32 11%	32 18%
<u>The Chancellor of the Exchequer George Osborne would be right to allow the 1p increase in fuel duty to go ahead as planned</u>																		
Agree	229 11%	138 14%	90 9%	36 15%	45 14%	45 12%	32 9%	29 10%	43 10%	78 14%	74 13%	31 7%	45 10%	82 16%	56 11%	54 11%	24 8%	13 7%
Disagree	1556 77%	768 78%	788 77%	160 66%	221 69%	304 79%	265 78%	260 86%	346 82%	415 76%	443 76%	359 85%	339 73%	358 70%	427 80%	391 77%	239 82%	140 80%
No opinion	229 11%	80 8%	148 14%	45 19%	57 18%	34 9%	45 13%	13 4%	35 8%	50 9%	67 11%	33 8%	79 17%	72 14%	48 9%	60 12%	27 9%	22 12%

Planned Increase Survey

ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 1
Q.1 Do you agree or disagree with these statements about the planned 1p increase in fuel duty?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Fuel should be treated in the same way as alcohol and tobacco in that government duty on it should be raised at an accelerated rate																		
Agree	164 8%	94 10%	70 7%	28 11%	32 10%	35 9%	31 9%	16 5%	23 5%	49 9%	54 9%	23 5%	38 8%	49 10%	45 8%	38 8%	19 6%	13 7%
Disagree	1657 82%	821 83%	836 81%	186 77%	257 80%	311 81%	284 83%	264 87%	356 84%	449 83%	478 82%	375 89%	355 77%	401 78%	442 83%	418 83%	256 88%	141 81%
No opinion	192 10%	71 7%	121 12%	28 12%	34 10%	37 10%	27 8%	22 7%	43 10%	45 8%	52 9%	25 6%	70 15%	62 12%	44 8%	48 10%	16 5%	22 12%
If the Coalition Government want to show they are on the side of ordinary families they should start by scrapping the planned increase in fuel duty																		
Agree	1622 81%	795 81%	827 81%	182 75%	251 78%	293 77%	280 82%	259 86%	359 85%	429 79%	478 82%	366 87%	349 75%	395 77%	451 85%	387 77%	245 84%	144 82%
Disagree	213 11%	123 12%	91 9%	33 14%	31 10%	45 12%	31 9%	31 10%	43 10%	68 13%	56 10%	43 10%	46 10%	58 11%	46 9%	70 14%	27 9%	13 7%
No opinion	177 9%	68 7%	109 11%	27 11%	40 13%	45 12%	32 9%	12 4%	21 5%	46 8%	49 8%	14 3%	68 15%	59 11%	34 6%	48 10%	19 6%	18 10%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 1

Q.1 Do you agree or disagree with these statements about the planned 1p increase in fuel duty?**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
<u>I would be prepared to take part in a demonstration to show my disapproval at the planned increase in fuel duty</u>																		
Agree	692 34%	376 38%	316 31%	103 43%	126 39%	119 31%	133 39%	105 35%	106 25%	169 31%	191 33%	185 44%	146 32%	160 31%	180 34%	175 35%	107 37%	70 40%
Disagree	841 42%	404 41%	437 43%	84 35%	118 37%	151 40%	133 39%	139 46%	217 51%	280 51%	255 44%	138 33%	169 36%	215 42%	237 45%	216 43%	109 38%	65 37%
No opinion	479 24%	206 21%	273 27%	55 23%	78 24%	112 29%	76 22%	58 19%	100 24%	94 17%	138 24%	99 23%	148 32%	137 27%	114 21%	114 23%	75 26%	40 23%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 2
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Yes	1248	599	649	152	207	236	209	198	246	413	379	245	210	359	297	313	170	109
	62%	61%	63%	63%	64%	62%	61%	66%	58%	76%	65%	58%	45%	70%	56%	62%	58%	62%
No	765	387	378	89	115	147	133	104	177	130	204	177	253	153	234	192	121	66
	38%	39%	37%	37%	36%	38%	39%	34%	42%	24%	35%	42%	55%	30%	44%	38%	42%	38%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 3
Marital Status
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Single	527 26%	292 30%	235 23%	178 74%	115 36%	119 31%	72 21%	29 10%	13 3%	114 21%	170 29%	102 24%	141 30%	157 31%	118 22%	135 27%	67 23%	50 28%
Married or co-habiting (including civil partnership)	1266 63%	616 62%	650 63%	58 24%	201 62%	241 63%	228 67%	221 73%	317 75%	380 70%	346 59%	303 72%	238 51%	306 60%	346 65%	324 64%	179 62%	111 64%
Widowed, separated or divorced	207 10%	72 7%	135 13%	1 *	2 1%	20 5%	41 12%	51 17%	91 22%	47 9%	65 11%	15 4%	79 17%	44 9%	65 12%	42 8%	42 14%	14 8%
Refused	13 1%	6 1%	7 1%	4 2%	4 1%	2 *	2 *	1 *	1 *	3 *	3 *	2 1%	6 1%	4 1%	2 *	4 1%	3 1%	- -

Planned Increase Survey

ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 4
Tenure
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
NET: Own home	1369	669	700	106	168	261	239	236	359	466	399	286	218	326	369	355	208	111
	68%	68%	68%	44%	52%	68%	70%	78%	85%	86%	68%	68%	47%	64%	69%	70%	72%	64%
Owned outright - without mortgage	664	340	324	40	30	46	87	148	313	233	184	124	124	146	187	174	106	51
	33%	34%	32%	17%	9%	12%	26%	49%	74%	43%	31%	29%	27%	29%	35%	34%	37%	29%
Owned with a mortgage or loan	704	328	376	66	138	214	152	88	46	233	215	162	94	179	182	181	102	60
	35%	33%	37%	28%	43%	56%	44%	29%	11%	43%	37%	38%	20%	35%	34%	36%	35%	34%
Rented from the council	262	120	142	51	50	48	49	36	28	13	38	70	141	75	68	61	26	31
	13%	12%	14%	21%	15%	13%	14%	12%	7%	2%	6%	17%	30%	15%	13%	12%	9%	18%
Rented from a housing association	96	46	50	8	16	23	21	14	15	9	25	16	46	25	30	18	12	11
	5%	5%	5%	3%	5%	6%	6%	5%	4%	2%	4%	4%	10%	5%	6%	4%	4%	6%
Rented from someone else	264	140	124	68	86	49	28	15	18	48	115	47	53	78	58	66	43	19
	13%	14%	12%	28%	27%	13%	8%	5%	4%	9%	20%	11%	12%	15%	11%	13%	15%	11%
Rent free	22	13	10	9	3	1	5	1	3	7	7	3	5	8	6	6	1	2
	1%	1%	1%	4%	1%	*	1%	*	1%	1%	1%	1%	1%	2%	1%	1%	*	1%

Planned Increase Survey

ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 5
At what age did you finish your full time education?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Under 16	764 38%	377 38%	386 38%	36 15%	53 17%	128 33%	152 45%	155 51%	239 57%	111 20%	176 30%	217 51%	259 56%	155 30%	235 44%	211 42%	102 35%	62 35%
17-18	466 23%	214 22%	252 25%	57 24%	77 24%	90 24%	93 27%	61 20%	87 21%	120 22%	158 27%	100 24%	89 19%	115 22%	114 22%	110 22%	86 30%	41 24%
19-24	511 25%	262 27%	249 24%	57 24%	142 44%	119 31%	61 18%	59 19%	73 17%	222 41%	151 26%	76 18%	61 13%	143 28%	123 23%	117 23%	80 28%	47 27%
25-34	93 5%	55 6%	38 4%	- -	26 8%	24 6%	18 5%	13 4%	12 3%	42 8%	28 5%	10 2%	14 3%	44 9%	15 3%	19 4%	6 2%	9 5%
35-44	12 1%	7 1%	5 *	- -	- -	1 *	2 *	5 2%	4 1%	9 2%	2 *	- -	1 *	3 1%	1 *	6 1%	2 1%	1 *
45-54	5 *	3 *	3 *	- -	- -	- -	3 1%	2 1%	1 *	1 *	1 *	2 1%	2 *	- -	2 *	* *	1 *	2 1%
55-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
65+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still in full time education	95 5%	36 4%	59 6%	81 33%	9 3%	3 1%	1 *	-	1 *	22 4%	54 9%	13 3%	6 1%	30 6%	24 5%	26 5%	7 2%	9 5%
Never had any full time education	2 *	2 *	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *	1 *	1 *	-	-	-
Don't know	20 1%	9 1%	11 1%	3 1%	5 1%	6 1%	3 1%	1 *	3 1%	4 1%	4 1%	-	13 3%	5 1%	4 1%	7 1%	3 1%	1 1%
Refused	45 2%	22 2%	24 2%	8 3%	9 3%	12 3%	9 3%	6 2%	2 1%	12 2%	10 2%	5 1%	17 4%	18 4%	12 2%	10 2%	2 1%	3 1%
Mean	18.50	18.65	18.37	18.53	19.96	18.89	18.21	18.19	17.57	20.10	18.61	17.63	17.33	19.03	18.04	18.37	18.48	18.84
Standard deviation	3.89	4.01	3.78	2.21	3.25	3.36	4.15	4.81	3.98	4.43	3.40	3.44	3.52	3.76	3.57	4.01	3.71	4.88
Standard error	0.09	0.13	0.13	0.23	0.18	0.18	0.22	0.27	0.20	0.16	0.16	0.21	0.17	0.17	0.15	0.19	0.23	0.37

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 6
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Secondary school, high school, NVQ levels 1 to 3, etc.	1090 54%	520 53%	570 55%	115 48%	135 42%	190 50%	210 61%	175 58%	265 63%	170 31%	286 49%	293 69%	340 73%	257 50%	301 57%	278 55%	167 58%	87 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	628 31%	320 32%	308 30%	56 23%	128 40%	143 37%	97 28%	90 30%	115 27%	257 47%	207 36%	91 22%	72 16%	163 32%	153 29%	150 30%	99 34%	63 36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	166 8%	98 10%	69 7%	10 4%	44 14%	34 9%	29 9%	21 7%	29 7%	94 17%	50 8%	11 3%	12 3%	52 10%	40 8%	43 9%	17 6%	13 8%
Still in full time education	59 3%	19 2%	41 4%	52 22%	6 2%	1 *	- -	- -	1 *	12 2%	32 6%	12 3%	3 1%	16 3%	14 3%	18 4%	4 1%	9 5%
No formal education	25 1%	15 2%	10 1%	3 1%	1 *	2 1%	4 1%	8 3%	7 2%	1 *	2 *	8 2%	14 3%	11 2%	7 1%	4 1%	2 1%	1 1%
Refused	45 2%	15 2%	30 3%	6 3%	9 3%	13 3%	2 1%	8 3%	6 2%	9 2%	6 1%	8 2%	21 5%	12 2%	16 3%	12 2%	2 1%	2 1%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 7

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

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Yes - half or more	1800	834	966	173	298	351	315	276	387	471	531	371	427	458	466	451	266	159
	89%	85%	94%	71%	92%	92%	92%	92%	92%	87%	91%	88%	92%	90%	88%	89%	92%	91%
No - less than half	213	152	61	69	24	31	27	26	36	73	53	52	36	54	66	54	24	16
	11%	15%	6%	29%	8%	8%	8%	8%	8%	13%	9%	12%	8%	10%	12%	11%	8%	9%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 8
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
None	407 20%	201 20%	206 20%	73 30%	76 24%	77 20%	65 19%	60 20%	55 13%	58 11%	114 20%	57 13%	177 38%	116 23%	69 13%	125 25%	52 18%	44 25%
1	834 41%	429 43%	405 39%	50 21%	132 41%	168 44%	135 40%	134 45%	215 51%	200 37%	244 42%	193 46%	197 43%	190 37%	255 48%	197 39%	115 40%	76 44%
2	590 29%	273 28%	317 31%	57 23%	93 29%	123 32%	92 27%	87 29%	138 33%	227 42%	169 29%	124 29%	70 15%	147 29%	156 29%	148 29%	95 33%	43 25%
3+	183 9%	84 9%	99 10%	63 26%	21 7%	13 4%	50 15%	20 7%	15 4%	58 11%	57 10%	49 12%	19 4%	59 11%	51 10%	35 7%	28 10%	11 6%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 9
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
White	1858 92%	914 93%	944 92%	205 85%	269 83%	352 92%	321 94%	294 98%	417 99%	500 92%	539 92%	386 91%	432 93%	431 84%	499 94%	474 94%	283 98%	170 97%
NET: Non-white	132 7%	59 6%	72 7%	36 15%	49 15%	24 6%	15 4%	5 2%	3 1%	37 7%	38 7%	32 8%	25 5%	68 13%	29 5%	28 6%	3 1%	5 3%
Mixed	23 1%	8 1%	15 1%	9 4%	3 1%	4 1%	4 1%	1 *	1 *	8 1%	5 1%	1 *	9 2%	7 1%	7 1%	8 2%	-	1 1%
Asian or Asian British	68 3%	38 4%	30 3%	15 6%	32 10%	13 4%	6 2%	2 1%	-	18 3%	21 4%	18 4%	12 3%	40 8%	14 3%	11 2%	2 1%	3 1%
Black or Black British	19 1%	5 *	15 1%	5 2%	5 2%	4 1%	3 1%	-	1 *	4 1%	4 1%	8 2%	3 1%	13 2%	4 1%	2 *	1 *	-
Chinese	13 1%	5 1%	7 1%	2 1%	5 1%	3 1%	1 *	1 *	1 *	6 1%	4 1%	3 1%	-	6 1%	2 *	4 1%	-	1 *
Other ethnic group	9 *	3 *	6 1%	5 2%	4 1%	-	1 *	-	-	1 *	4 1%	2 1%	2 *	2 *	2 *	4 1%	-	-
Prefer not to say	23 1%	13 1%	11 1%	1 1%	4 1%	6 1%	6 2%	3 1%	3 1%	6 1%	6 1%	4 1%	7 1%	12 2%	3 1%	4 1%	4 1%	-

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 10
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Working full time (30+ hrs a week)	886 44%	553 56%	332 32%	101 42%	211 65%	240 63%	192 56%	118 39%	25 6%	268 49%	293 50%	216 51%	108 23%	252 49%	236 44%	202 40%	109 38%	86 49%
Working part time (8-29 hrs a week)	242 12%	72 7%	170 17%	30 12%	39 12%	46 12%	48 14%	35 12%	43 10%	63 12%	80 14%	54 13%	44 10%	65 13%	60 11%	58 11%	40 14%	19 11%
Not working but seeking work or temporarily unemployed/sick	123 6%	57 6%	65 6%	20 8%	23 7%	34 9%	31 9%	13 4%	1 *	9 2%	13 2%	12 3%	88 19%	40 8%	24 5%	32 6%	16 6%	10 6%
Not working/Not seeking work	56 3%	36 4%	21 2%	4 2%	2 1%	11 3%	24 7%	14 5%	1 *	* *	5 1%	12 3%	39 8%	5 1%	19 4%	17 3%	10 3%	5 3%
Retired on state pension ONLY	135 7%	36 4%	99 10%	- -	- -	- -	1 *	25 8%	109 26%	14 3%	13 2%	9 2%	99 21%	23 4%	41 8%	37 7%	21 7%	14 8%
Retired with a private pension	331 16%	188 19%	143 14%	- -	- -	1 *	13 4%	79 26%	239 56%	145 27%	103 18%	58 14%	25 5%	72 14%	88 17%	96 19%	51 18%	23 13%
Student	86 4%	32 3%	54 5%	73 30%	9 3%	3 1%	1 *	- -	1 *	19 3%	53 9%	10 2%	4 1%	24 5%	27 5%	21 4%	6 2%	8 5%
House person/Housewife/ Househusband	154 8%	11 1%	143 14%	14 6%	38 12%	47 12%	33 10%	17 6%	4 1%	25 5%	23 4%	50 12%	56 12%	30 6%	35 7%	42 8%	37 13%	9 5%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 11
What level of seniority are you within the organisation you work for?
Base: All respondents who work full/ part time

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1129	658	471	82	286	290	256	156	59	483	309	189	148	321	319	243	137	109
Weighted base	1127	625	502	131	250	286	240	153	68	331	373	271	152	318	296	260	149	105
Owner manager or proprietor	121 11%	79 13%	41 8%	7 5%	17 7%	23 8%	28 12%	24 15%	22 33%	36 11%	46 12%	23 9%	15 10%	41 13%	30 10%	20 8%	18 12%	11 11%
Managing director or managing partner	10 1%	6 1%	4 1%	1 1%	1 1%	2 1%	1 *	1 1%	4 5%	7 2%	3 1%	- -	- -	3 1%	2 1%	1 1%	3 2%	1 1%
Board level director or partner	20 2%	11 2%	10 2%	3 3%	2 1%	3 1%	2 1%	4 2%	6 9%	12 4%	5 1%	- -	3 2%	7 2%	6 2%	3 1%	3 2%	1 1%
Director - not board level	6 1%	4 1%	2 *	- -	* *	1 *	4 2%	- -	- -	3 1%	2 1%	1 *	- -	5 2%	1 *	- -	- -	- -
Senior management	39 3%	27 4%	12 2%	- -	8 3%	15 5%	9 4%	4 3%	3 4%	31 9%	7 2%	- -	- -	11 4%	9 3%	8 3%	8 5%	3 2%
Middle management	104 9%	71 11%	34 7%	5 4%	18 7%	41 15%	20 8%	16 11%	4 6%	75 23%	24 6%	4 2%	1 1%	25 8%	27 9%	23 9%	18 12%	11 11%
Management	91 8%	53 8%	38 7%	10 7%	19 8%	21 7%	30 12%	10 6%	1 2%	40 12%	37 10%	13 5%	1 1%	22 7%	23 8%	22 9%	14 9%	9 8%
Executive	34 3%	16 2%	18 4%	4 3%	13 5%	9 3%	4 2%	4 3%	- -	16 5%	8 2%	8 3%	2 1%	7 2%	8 3%	10 4%	6 4%	3 3%
Office worker, clerical or office junior	300 27%	123 20%	176 35%	43 33%	96 38%	86 30%	38 16%	28 18%	10 14%	57 17%	165 44%	56 21%	23 15%	102 32%	71 24%	64 25%	35 24%	28 27%
Unskilled manual worker	97 9%	48 8%	49 10%	29 22%	12 5%	15 5%	21 9%	19 12%	1 2%	8 2%	7 2%	22 8%	59 39%	16 5%	29 10%	33 13%	7 4%	12 11%
Skilled manual worker	162 14%	121 19%	41 8%	8 6%	34 14%	40 14%	58 24%	21 14%	1 2%	10 3%	20 5%	107 39%	26 17%	37 12%	45 15%	49 19%	14 10%	17 16%
Craftsman, tradesman, etc.	23 2%	18 3%	5 1%	2 1%	6 2%	5 2%	1 *	7 5%	1 2%	2 1%	6 2%	12 4%	3 2%	11 3%	8 3%	4 1%	- -	- -
Support functions - e.g. cleaner, security guard, etc.	30 3%	17 3%	13 3%	3 2%	11 4%	4 1%	8 3%	5 3%	- -	2 1%	12 3%	9 3%	7 4%	8 2%	12 4%	3 1%	6 4%	2 2%
Other	91 8%	32 5%	59 12%	16 12%	12 5%	20 7%	17 7%	11 7%	14 21%	32 10%	32 9%	15 6%	12 8%	24 8%	23 8%	19 7%	18 12%	7 7%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 12
Do you have any children aged 18 or under?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
No	1482 74%	774 79%	708 69%	194 80%	189 59%	199 52%	199 58%	280 93%	421 100%	417 77%	448 77%	279 66%	339 73%	386 75%	380 71%	371 73%	211 73%	135 77%
NET: Yes	521 26%	208 21%	313 30%	45 18%	130 40%	181 47%	142 42%	21 7%	2 *	125 23%	133 23%	143 34%	120 26%	123 24%	149 28%	132 26%	79 27%	38 22%
Yes: Aged under 5	194 10%	62 6%	131 13%	34 14%	84 26%	61 16%	11 3%	3 1%	-	44 8%	52 9%	58 14%	40 9%	44 9%	60 11%	51 10%	23 8%	16 9%
Yes: Aged 5-10	202 10%	59 6%	143 14%	11 5%	70 22%	92 24%	28 8%	1 *	1 *	49 9%	54 9%	52 12%	47 10%	57 11%	62 12%	50 10%	24 8%	10 5%
Yes: Aged 11-15	185 9%	77 8%	108 11%	8 3%	18 6%	77 20%	76 22%	6 2%	-	45 8%	43 7%	52 12%	45 10%	38 7%	57 11%	54 11%	22 8%	14 8%
Yes: Aged 16-18	135 7%	67 7%	68 7%	3 1%	2 1%	43 11%	72 21%	14 5%	1 *	36 7%	23 4%	42 10%	34 7%	33 6%	23 4%	33 7%	37 13%	10 6%
Refused	9 *	4 *	6 1%	3 1%	2 1%	2 1%	1 *	1 *	-	1 *	3 *	1 *	4 1%	3 1%	3 1%	2 *	-	2 1%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 13
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender			Age						Social Class				Region				
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180	
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175	
Up to £7000	(3.5)	99 5%	43 4%	56 5%	36 15%	16 5%	14 4%	12 4%	13 4%	7 2%	4 1%	29 5%	9 2%	57 12%	20 4%	32 6%	28 6%	10 3%	9 5%
£7001-£14000	(10.5)	270 13%	123 12%	147 14%	32 13%	23 7%	46 12%	41 12%	40 13%	87 21%	24 4%	60 10%	30 7%	157 34%	50 10%	73 14%	80 16%	46 16%	21 12%
£14001-£21000	(17.5)	259 13%	132 13%	128 12%	16 7%	33 10%	31 8%	38 11%	54 18%	87 21%	39 7%	79 13%	70 16%	72 16%	51 10%	74 14%	66 13%	41 14%	27 15%
£21001-£28000	(24.5)	290 14%	129 13%	161 16%	21 9%	56 17%	56 15%	50 15%	44 15%	63 15%	66 12%	81 14%	91 22%	52 11%	71 14%	62 12%	80 16%	47 16%	29 17%
£28001-£34000	(31)	227 11%	110 11%	117 11%	17 7%	39 12%	48 12%	45 13%	32 10%	47 11%	68 13%	80 14%	55 13%	23 5%	53 10%	76 14%	53 10%	27 9%	19 11%
£34001-£41000	(37.5)	206 10%	107 11%	98 10%	24 10%	33 10%	46 12%	35 10%	26 9%	42 10%	76 14%	65 11%	50 12%	15 3%	47 9%	55 10%	53 11%	36 12%	15 9%
£41001-£48000	(44.5)	118 6%	70 7%	48 5%	2 1%	32 10%	34 9%	22 6%	21 7%	7 2%	51 9%	24 4%	27 6%	15 3%	33 6%	30 6%	27 5%	15 5%	14 8%
£48001-£55000	(51.5)	90 4%	41 4%	49 5%	11 5%	22 7%	14 4%	10 3%	23 8%	9 2%	36 7%	31 5%	16 4%	8 2%	28 5%	26 5%	12 2%	14 5%	11 6%
£55001-£62000	(58.5)	59 3%	39 4%	21 2%	10 4%	9 3%	14 4%	12 3%	7 2%	9 2%	35 6%	12 2%	11 3%	1 *	27 5%	12 2%	14 3%	2 1%	4 2%
£62001-£69000	(65.5)	33 2%	21 2%	12 1%	6 3%	5 2%	12 3%	4 1%	1 *	4 1%	21 4%	6 1%	6 1%	- -	10 2%	12 2%	8 2%	1 *	3 2%
£69001-£76000	(72.5)	23 1%	18 2%	6 1%	3 1%	4 1%	5 1%	5 1%	3 1%	4 1%	15 3%	6 1%	3 1%	- -	8 2%	8 1%	2 *	4 1%	2 1%
£76001-£83000	(79.5)	24 1%	16 2%	8 1%	3 1%	2 1%	8 2%	9 3%	1 *	1 *	15 3%	3 *	4 1%	3 1%	7 1%	6 1%	6 1%	4 2%	1 1%
£83001 or more	(86)	55 3%	35 4%	20 2%	2 1%	10 3%	11 3%	15 4%	9 3%	8 2%	39 7%	14 2%	- -	2 *	22 4%	14 3%	14 3%	2 1%	2 1%
Refused		259 13%	103 10%	157 15%	59 24%	36 11%	44 11%	46 13%	29 10%	47 11%	55 10%	94 16%	52 12%	58 13%	86 17%	53 10%	62 12%	41 14%	17 10%
Mean (£'000s)		30.48	32.59	28.33	27.23	33.26	33.67	33.11	29.44	25.75	42.43	29.94	29.42	17.68	34.59	30.24	28.67	27.81	29.41
Standard deviation		19.46	20.64	17.94	21.24	18.94	19.97	21.12	18.37	16.55	21.14	18.13	14.44	13.30	21.21	19.54	19.12	16.72	17.68
Standard error		0.46	0.67	0.62	1.94	1.05	1.08	1.17	1.05	0.87	0.79	0.89	0.90	0.66	1.01	0.86	0.93	1.09	1.38

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 14
What was your age on your last birthday?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
18-24	242 12%	98 10%	144 14%	242 100%	-	-	-	-	-	52 10%	88 15%	48 11%	53 11%	74 15%	58 11%	65 13%	25 9%	19 11%
25-34	322 16%	152 15%	170 17%	-	322 100%	-	-	-	-	77 14%	105 18%	94 22%	46 10%	103 20%	82 15%	72 14%	39 13%	25 15%
35-44	382 19%	189 19%	193 19%	-	-	382 100%	-	-	-	108 20%	118 20%	69 16%	87 19%	84 16%	110 21%	98 19%	57 20%	33 19%
45-54	342 17%	196 20%	146 14%	-	-	-	342 100%	-	-	77 14%	81 14%	98 23%	86 19%	79 15%	92 17%	90 18%	52 18%	30 17%
55-64	302 15%	148 15%	154 15%	-	-	-	-	302 100%	-	93 17%	76 13%	53 13%	80 17%	80 16%	66 12%	79 16%	43 15%	35 20%
65+	423 21%	203 21%	220 21%	-	-	-	-	-	423 100%	136 25%	116 20%	60 14%	112 24%	91 18%	124 23%	102 20%	75 26%	32 18%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 15
Gender
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Male	986	986	-	98	152	189	196	148	203	296	289	199	202	256	285	239	123	83
	49%	100%	-	40%	47%	49%	57%	49%	48%	54%	50%	47%	44%	50%	54%	47%	42%	48%
Female	1027	-	1027	144	170	193	146	154	220	247	295	224	261	255	246	267	167	91
	51%	-	100%	60%	53%	51%	43%	51%	52%	46%	50%	53%	56%	50%	46%	53%	58%	52%

Planned Increase Survey

ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 16
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
ITV1 Anglia	183 9%	97 10%	86 8%	17 7%	26 8%	48 13%	23 7%	22 7%	45 11%	51 9%	61 10%	38 9%	33 7%	14 3%	169 32%	1 *	-	-
ITV1 Border	13 1%	5 1%	8 1%	-	2 1%	1 *	4 1%	* *	5 1%	4 1%	4 1%	1 *	4 1%	-	1 *	3 1%	-	9 5%
ITV1 Central	290 14%	144 15%	146 14%	35 15%	48 15%	59 15%	50 15%	36 12%	62 15%	71 13%	75 13%	61 14%	83 18%	9 2%	273 51%	1 *	6 2%	1 *
ITV1 Granada	240 12%	115 12%	125 12%	28 12%	32 10%	48 13%	36 11%	39 13%	57 13%	72 13%	57 10%	54 13%	57 12%	-	5 1%	228 45%	8 3%	-
ITV1 London	363 18%	194 20%	169 16%	51 21%	86 27%	63 16%	63 18%	54 18%	46 11%	103 19%	116 20%	72 17%	73 16%	313 61%	49 9%	-	-	* *
ITV1 Meridian	195 10%	97 10%	98 10%	27 11%	21 7%	28 7%	32 9%	32 11%	55 13%	57 11%	69 12%	35 8%	34 7%	167 33%	5 1%	2 *	22 8%	-
ITV1 Tyne Tees	94 5%	41 4%	53 5%	11 5%	18 6%	21 6%	23 7%	10 3%	11 3%	26 5%	28 5%	13 3%	27 6%	-	1 *	93 18%	-	-
ITV1 Wales	102 5%	46 5%	56 5%	6 3%	19 6%	23 6%	17 5%	15 5%	22 5%	22 4%	22 4%	26 6%	31 7%	2 *	-	-	99 34%	2 1%
ITV1 West	81 4%	36 4%	45 4%	14 6%	8 2%	14 4%	11 3%	9 3%	27 6%	24 4%	26 4%	18 4%	14 3%	2 *	3 *	1 *	76 26%	-
ITV1 Westcountry	81 4%	32 3%	50 5%	5 2%	12 4%	11 3%	19 5%	17 6%	18 4%	23 4%	21 4%	22 5%	15 3%	1 *	1 *	-	80 28%	-
ITV1 Yorkshire	202 10%	98 10%	104 10%	24 10%	25 8%	35 9%	37 11%	33 11%	47 11%	58 11%	45 8%	48 11%	51 11%	1 *	25 5%	176 35%	-	-
STV	167 8%	80 8%	87 8%	23 9%	24 8%	31 8%	27 8%	35 11%	28 7%	31 6%	59 10%	35 8%	42 9%	4 1%	-	-	-	163 93%
UTV	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 17
Social class
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
AB	543	296	247	52	77	108	77	93	136	543	-	-	-	143	143	150	73	35
	27%	30%	24%	22%	24%	28%	23%	31%	32%	100%	-	-	-	28%	27%	30%	25%	20%
C1	584	289	295	88	105	118	81	76	116	-	584	-	-	169	151	125	83	56
	29%	29%	29%	36%	33%	31%	24%	25%	27%	-	100%	-	-	33%	28%	25%	29%	32%
C2	423	199	224	48	94	69	98	53	60	-	-	423	-	99	111	106	70	38
	21%	20%	22%	20%	29%	18%	29%	18%	14%	-	-	100%	-	19%	21%	21%	24%	22%
DE	463	202	261	53	46	87	86	80	112	-	-	-	463	101	126	125	64	46
	23%	21%	25%	22%	14%	23%	25%	26%	26%	-	-	-	100%	20%	24%	25%	22%	26%

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 18
GO Regions
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Scotland	175 9%	83 8%	91 9%	19 8%	25 8%	33 9%	30 9%	35 12%	32 8%	35 6%	56 10%	38 9%	46 10%	-	-	-	-	175 100%
North East	91 5%	39 4%	52 5%	11 5%	16 5%	21 6%	22 6%	11 4%	10 2%	26 5%	26 4%	13 3%	26 6%	-	-	91 18%	-	-
North West	237 12%	113 11%	124 12%	31 13%	35 11%	45 12%	35 10%	36 12%	54 13%	72 13%	56 10%	52 12%	58 12%	-	-	237 47%	-	-
Yorks & Humber	178 9%	87 9%	91 9%	23 9%	22 7%	32 8%	32 9%	31 10%	37 9%	52 10%	43 7%	41 10%	42 9%	-	-	178 35%	-	-
West Midlands	186 9%	83 8%	103 10%	27 11%	29 9%	36 9%	30 9%	25 8%	39 9%	47 9%	47 8%	37 9%	56 12%	-	186 35%	-	-	-
Wales	107 5%	48 5%	59 6%	6 3%	17 5%	26 7%	19 5%	14 5%	25 6%	22 4%	24 4%	28 7%	33 7%	-	-	-	107 37%	-
Eastern	189 9%	116 12%	73 7%	13 5%	24 7%	46 12%	33 10%	25 8%	47 11%	61 11%	55 9%	42 10%	30 7%	-	189 36%	-	-	-
London	253 13%	124 13%	129 13%	49 20%	62 19%	41 11%	34 10%	42 14%	26 6%	67 12%	86 15%	47 11%	53 11%	253 50%	-	-	-	-
South East	258 13%	132 13%	126 12%	26 11%	41 13%	43 11%	45 13%	38 13%	65 15%	76 14%	83 14%	52 12%	48 10%	258 50%	-	-	-	-
South West	184 9%	76 8%	108 11%	19 8%	22 7%	31 8%	33 10%	28 9%	50 12%	52 10%	58 10%	42 10%	31 7%	-	-	-	184 63%	-
East Midlands	156 8%	87 9%	70 7%	18 8%	29 9%	28 7%	28 8%	16 5%	37 9%	35 6%	49 8%	32 8%	40 9%	-	156 29%	-	-	-

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 19
Nearest City:
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2013	1052	961	154	367	382	373	335	402	785	481	290	457	521	571	474	267	180
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Glasgow	91 5%	45 5%	45 4%	13 5%	14 4%	15 4%	17 5%	17 6%	15 4%	18 3%	32 5%	13 3%	27 6%	- -	* *	- -	- -	90 52%
Edinburgh	62 3%	29 3%	33 3%	5 2%	9 3%	13 3%	9 3%	13 4%	13 3%	12 2%	21 4%	14 3%	15 3%	1 *	1 *	- -	- -	61 35%
Newcastle	88 4%	38 4%	50 5%	11 5%	19 6%	20 5%	17 5%	10 3%	11 3%	25 5%	28 5%	13 3%	22 5%	- -	2 *	86 17%	- -	- -
Leeds	89 4%	47 5%	42 4%	10 4%	14 4%	14 4%	17 5%	15 5%	20 5%	29 5%	23 4%	17 4%	20 4%	- -	- -	89 18%	- -	- -
Hull	48 2%	17 2%	31 3%	8 3%	6 2%	5 1%	11 3%	10 3%	8 2%	13 2%	10 2%	14 3%	11 2%	- -	6 1%	42 8%	- -	- -
Sheffield	46 2%	23 2%	23 2%	6 3%	3 1%	10 3%	7 2%	6 2%	14 3%	14 3%	7 1%	13 3%	12 3%	- -	8 1%	38 8%	- -	- -
Manchester	177 9%	85 9%	91 9%	27 11%	26 8%	37 10%	21 6%	25 8%	41 10%	56 10%	45 8%	47 11%	29 6%	- -	13 3%	163 32%	- -	- -
Liverpool	77 4%	36 4%	41 4%	4 1%	9 3%	16 4%	16 5%	17 6%	15 3%	15 3%	19 3%	11 3%	32 7%	- -	- -	62 12%	15 5%	- -
Nottingham	87 4%	56 6%	32 3%	10 4%	12 4%	21 5%	19 6%	9 3%	16 4%	19 4%	22 4%	20 5%	26 6%	* *	87 16%	- -	- -	- -
Birmingham	164 8%	76 8%	88 9%	22 9%	27 8%	37 10%	26 8%	21 7%	32 8%	42 8%	41 7%	36 9%	45 10%	1 *	158 30%	1 *	5 2%	- -
Norwich	53 3%	30 3%	24 2%	3 1%	6 2%	18 5%	6 2%	6 2%	15 4%	17 3%	12 2%	15 4%	9 2%	2 *	51 10%	- -	- -	- -
Milton Keynes	66 3%	32 3%	33 3%	8 3%	10 3%	13 3%	10 3%	8 3%	17 4%	21 4%	24 4%	8 2%	12 3%	12 2%	53 10%	- -	1 *	- -
Brighton	52 3%	22 2%	30 3%	6 3%	3 1%	8 2%	10 3%	8 3%	17 4%	15 3%	14 2%	12 3%	12 3%	50 10%	2 *	- -	- -	- -
Oxford	27 1%	17 2%	10 1%	3 1%	3 1%	2 1%	2 1%	7 2%	10 2%	10 2%	10 2%	7 2%	1 *	19 4%	3 *	- -	5 2%	- -
London	418 21%	222 23%	196 19%	65 27%	97 30%	75 20%	66 19%	63 21%	52 12%	124 23%	134 23%	74 18%	86 19%	345 67%	73 14%	- -	- -	* *
Southampton	78 4%	40 4%	38 4%	8 3%	9 3%	11 3%	11 3%	13 4%	26 6%	17 3%	35 6%	16 4%	10 2%	56 11%	- -	- -	22 8%	- -

Planned Increase Survey
ONLINE Fieldwork : 16th - 17th March 2011

Absolutes/col percents

Table 19
Nearest City:
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2013	986	1027	242	322	382	342	302	423	543	584	423	463	512	531	505	290	175
Bristol	90 4%	38 4%	52 5%	14 6%	13 4%	14 4%	11 3%	9 3%	29 7%	24 4%	33 6%	15 4%	19 4%	- -	2 *	- -	88 30%	- -
Plymouth	54 3%	20 2%	34 3%	4 2%	6 2%	10 3%	14 4%	10 3%	11 3%	17 3%	8 1%	19 5%	10 2%	1 *	1 *	- -	52 18%	- -
Cardiff	83 4%	35 4%	48 5%	4 2%	18 6%	17 4%	14 4%	8 3%	21 5%	18 3%	17 3%	20 5%	28 6%	2 *	2 *	- -	79 27%	2 1%
None of these	163 8%	79 8%	84 8%	12 5%	18 5%	29 8%	39 11%	27 9%	39 9%	40 7%	48 8%	38 9%	37 8%	23 4%	70 13%	25 5%	23 8%	22 13%