

Whitehouse Consultancy – Services Industry Survey

METHODOLOGY NOTE

ComRes interviewed 2,008 GB adults online between 15th and 17th January 2016. Data were weighted to be demographically representative of all GB adults. ComRes is a member of the British Polling Council and abides by its rules.

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 regular newsletter update on the polls, please email: pollwatch@comres.co.uk

British Economy Survey

ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 1

Q.1 The size of the British economy (GDP) in 2015 was £2.9 trillion. This can be split into four sectors: agriculture, manufacturing, construction and services. Approximately what proportion of the entire economy do you think was generated by the service sector in 2015? The service sector includes industries like retail, catering, finance and law.

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795	
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868	
Less than 10%	(5)	27 1%	14 1%	13 1%	5 2%	11 3%	5 2%	4 1%	1 *	1 *	6 1%	12 2%	6 1%	3 1%	2 1%	12 1%
10-19%	(14.5)	72 4%	29 3%	43 4%	10 4%	15 4%	18 5%	9 3%	6 2%	14 3%	12 2%	24 4%	16 4%	20 4%	15 5%	25 3%
20-29%	(24.5)	205 10%	111 11%	94 9%	19 8%	50 14%	29 9%	42 12%	30 10%	36 8%	48 9%	51 9%	49 11%	58 12%	27 10%	92 11%
30-39%	(34.5)	273 14%	139 14%	134 13%	35 15%	43 12%	54 16%	42 12%	53 18%	46 10%	80 15%	74 14%	65 15%	55 11%	40 15%	139 16%
40-49%	(44.5)	205 10%	103 11%	101 10%	21 9%	33 10%	28 9%	44 12%	27 9%	51 11%	64 12%	56 10%	35 8%	50 10%	26 10%	95 11%
50-59%	(54.5)	216 11%	119 12%	97 9%	21 9%	31 9%	45 14%	39 11%	35 12%	47 10%	64 12%	59 11%	47 11%	46 9%	31 11%	99 11%
60-69%	(64.5)	250 12%	133 14%	117 11%	24 10%	32 9%	29 9%	36 10%	41 14%	89 20%	98 18%	66 12%	44 10%	42 9%	39 15%	74 9%
70-79%	(74.5)	124 6%	70 7%	54 5%	16 7%	12 3%	15 4%	30 8%	16 6%	35 8%	36 7%	37 7%	25 6%	26 5%	21 8%	46 5%
80-89%	(84.5)	38 2%	21 2%	18 2%	3 1%	6 2%	3 1%	6 2%	8 3%	12 3%	11 2%	12 2%	10 2%	6 1%	3 1%	20 2%
More than 90%	(95)	1 *	-	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-	1 *
Don't know	597 30%	240 25%	357 35%	80 34%	115 33%	105 32%	106 30%	72 25%	119 27%	123 23%	150 28%	140 32%	184 38%	64 24%	265 30%	
Mean	46.19	46.86	45.45	44.75	41.32	43.32	46.84	47.28	51.03	48.79	45.85	45.11	44.12	46.31	44.92	
Standard deviation	19.00	18.90	19.09	19.52	19.61	18.25	19.03	18.06	18.26	17.93	19.77	19.42	18.70	19.00	18.53	
Standard error	0.50	0.68	0.75	1.49	1.42	1.28	1.19	1.21	0.95	0.83	0.97	1.30	1.06	1.41	0.79	

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Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
Less than 10%	(5) 27 1%	4 2%	- -	23 1%	2 2%	1 *	5 3%	- -	- -	2 1%	6 2%	4 1%	4 3%
10-19%	(14.5) 72 4%	10 6%	4 4%	57 3%	4 5%	10 4%	3 2%	9 5%	6 4%	5 3%	12 5%	3 1%	6 3%
20-29%	(24.5) 205 10%	16 9%	10 10%	179 10%	16 19%	9 4%	20 11%	20 11%	17 11%	20 10%	33 12%	28 10%	17 10%
30-39%	(34.5) 273 14%	28 16%	22 22%	222 13%	13 16%	31 14%	24 14%	21 12%	15 10%	28 14%	28 11%	38 14%	23 13%
40-49%	(44.5) 205 10%	19 11%	14 14%	172 10%	8 10%	20 9%	20 11%	18 10%	16 11%	15 8%	30 11%	25 9%	19 11%
50-59%	(54.5) 216 11%	21 12%	8 7%	187 11%	12 14%	31 13%	8 5%	12 7%	14 9%	27 14%	23 9%	39 14%	20 11%
60-69%	(64.5) 250 12%	30 17%	5 5%	215 12%	4 4%	30 13%	15 9%	16 9%	22 15%	30 16%	27 10%	54 19%	16 9%
70-79%	(74.5) 124 6%	3 2%	7 7%	114 7%	4 4%	14 6%	10 6%	8 4%	14 10%	11 6%	22 8%	22 8%	10 6%
80-89%	(84.5) 38 2%	* *	5 5%	33 2%	1 1%	6 2%	6 3%	3 2%	4 3%	4 2%	6 2%	2 1%	1 *
More than 90%	(95) 1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	597 30%	42 24%	27 26%	528 31%	21 25%	79 34%	61 36%	74 41%	41 27%	51 26%	76 29%	65 23%	60 34%
Mean	46.19	43.58	44.86	46.56	39.86	49.37	44.59	43.78	49.11	47.67	45.29	49.46	43.88
Standard deviation	19.00	18.27	19.20	19.06	17.97	18.18	20.29	18.83	19.42	18.53	20.52	17.71	18.57
Standard error	0.50	1.49	2.50	0.55	2.28	1.46	1.84	1.77	1.95	1.58	1.52	1.24	1.62