

Table 1

Q1. Thinking about the next UK general election that will be held in May 2015, will you.....

Base: All GB adults 18+

	TOTAL	SEX		AGE						SOCIAL GRADE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	
(Unweighted) Total	975	455	520	47	89	124	178	183	354	260	209	171	91	158	
(Weighted) Total	975	473	502	120	169	163	178	143	201	261	265	138	94	144	
Definitely vote	(100)	587	308	279	38	76	107	117	101	148	183	166	75	36	92
		60%	65%	55%	32%	45%	65%	65%	70%	74%	70%	63%	54%	38%	64%
Probably vote	(66.67)	232	89	143	43	57	45	34	22	31	51	65	35	35	30
		24%	19%	29%	36%	34%	27%	19%	16%	16%	20%	24%	25%	37%	21%
Probably not vote	(33.33)	76	37	39	26	15	10	10	9	6	18	16	15	11	6
		8%	8%	8%	22%	9%	6%	5%	6%	3%	7%	6%	11%	11%	4%
Definitely not vote	(0)	61	27	34	8	15	1	15	10	12	6	14	11	9	14
		6%	6%	7%	6%	9%	1%	8%	7%	6%	2%	5%	8%	9%	9%
WILL VOTE		819	397	422	81	133	151	150	123	180	234	231	109	71	122
		84%	84%	84%	68%	79%	93%	84%	86%	90%	89%	87%	79%	75%	85%
WILL NOT VOTE		137	65	73	34	30	12	25	19	18	24	31	26	19	19
		14%	14%	15%	28%	18%	7%	14%	13%	9%	9%	12%	19%	20%	13%
Mean Score	80.19	82.28	78.25	65.75	72.89	85.87	81.24	83.74	86.47	86.27	82.14	75.98	69.67	80.60	
Standard Deviation	29.53	29.19	29.75	30.35	31.70	21.66	31.24	29.57	27.43	24.36	27.97	31.81	31.67	31.69	
Standard Error	0.953	1.382	1.312	4.524	3.399	1.953	2.362	2.198	1.468	1.520	1.939	2.462	3.357	2.554	
Error Variance	0.909	1.910	1.722	20.465	11.553	3.813	5.577	4.830	2.156	2.309	3.761	6.061	11.268	6.523	
Refused	18	11	7	5	6	*	3	1	2	3	4	3	5	2	
	2%	2%	1%	4%	4%	*	2%	1%	1%	1%	1%	2%	5%	2%	

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Q1. Thinking about the next UK general election that will be held in May 2015, will you.....

Base: All GB adults 18+

	TOTAL	STANDARD REGION										Working Status				Marital Status			
		London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land	Full time	Part time	Retired	Not working	Single	Married	Other
(Unweighted) Total	975	117	211	99	52	36	60	74	95	105	30	96	344	108	404	104	178	436	348
(Weighted) Total	975	128	191	86	49	39	73	89	84	101	51	84	396	123	272	170	241	401	323
Definitely vote	(100) 587	67	109	59	29	22	45	52	48	59	31	66	234	69	194	81	120	263	196
	60%	53%	57%	69%	60%	56%	62%	59%	57%	58%	60%	79%	59%	56%	71%	48%	50%	66%	61%
Probably vote	(66.67) 232	42	42	14	15	10	14	27	19	29	7	13	94	34	51	49	70	88	73
	24%	33%	22%	17%	30%	27%	19%	31%	22%	28%	14%	15%	24%	28%	19%	29%	29%	22%	23%
Probably not vote	(33.33) 76	4	20	9	2	2	7	5	10	7	8	2	39	11	8	18	23	24	28
	8%	3%	10%	11%	4%	6%	10%	6%	12%	7%	15%	2%	10%	9%	3%	10%	10%	6%	9%
Definitely not vote	(0) 61	8	17	3	3	3	6	3	6	6	2	3	20	8	15	19	22	16	23
	6%	6%	9%	4%	6%	8%	9%	3%	7%	6%	4%	4%	5%	6%	5%	11%	9%	4%	7%
WILL VOTE	819	109	150	73	44	32	59	79	67	87	38	79	328	103	245	130	190	351	270
	84%	86%	79%	85%	90%	83%	81%	90%	79%	86%	74%	94%	83%	84%	90%	76%	79%	88%	83%
WILL NOT VOTE	137	12	37	13	5	6	14	8	16	13	10	5	59	19	23	36	45	40	51
	14%	10%	19%	15%	10%	14%	19%	9%	19%	13%	18%	6%	15%	15%	8%	21%	19%	10%	16%
Mean Score	80.19	79.54	76.38	83.28	80.98	78.16	78.29	82.66	77.18	79.50	80.20	89.83	80.04	78.31	86.08	71.78	74.16	84.31	79.41
Standard Deviation	29.53	27.98	32.85	28.21	28.28	31.29	32.61	24.83	31.69	29.16	30.12	23.15	28.92	29.59	26.63	33.78	32.20	26.31	30.58
Standard Error	0.953	2.632	2.283	2.836	3.921	5.288	4.210	2.906	3.286	2.859	5.594	2.376	1.573	2.861	1.335	3.329	2.434	1.270	1.649
Error Variance	0.909	6.927	5.212	8.041	15.377	27.966	17.723	8.442	10.795	8.174	31.293	5.643	2.475	8.183	1.782	11.079	5.925	1.614	2.719
Refused	18	6	4	-	-	1	-	1	1	1	4	*	9	1	3	4	6	10	2
	2%	5%	2%	-	-	3%	-	2%	1%	1%	8%	*	2%	1%	1%	2%	2%	2%	1%



Table 1

Q1. Thinking about the next UK general election that will be held in May 2015, will you.....

Base: All GB adults 18+

	TOTAL	Presence of children				
		Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None
(Unweighted) Total	975	85	87	102	201	774
(Weighted) Total	975	139	122	134	285	690
Definitely vote	(100) 587	70	67	68	149	438
		60%	51%	55%	51%	52%
						63%
Probably vote	(66.67) 232	41	34	45	84	148
		24%	29%	28%	33%	29%
						22%
Probably not vote	(33.33) 76	16	14	10	30	47
		8%	12%	11%	7%	10%
						7%
Definitely not vote	(0) 61	12	7	6	17	44
		6%	8%	6%	5%	6%
						6%
WILL VOTE	819	111	102	113	233	586
		84%	80%	83%	84%	82%
						85%
WILL NOT VOTE	137	28	21	16	47	90
		14%	20%	17%	12%	16%
						13%
Mean Score	80.19	73.96	77.33	78.28	76.75	81.62
Standard Deviation	29.53	31.97	29.74	27.67	29.79	29.33
Standard Error	0.953	3.468	3.189	2.767	2.112	1.063
Error Variance	0.909	12.025	10.168	7.656	4.460	1.131
Refused	18	-	-	5	5	13
	2%	-	-	4%	2%	2%

Table 2

Q2. Still thinking about the next UK general election, which party, if any, will you vote for in your own constituency?

Base: All GB adults 18+ who are likely to vote in the next UK general election (May 2015)

	TOTAL	SEX		AGE						SOCIAL GRADE				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E
(Unweighted) Total	912	428	484	43	78	123	164	171	333	253	196	157	82	145
(Weighted) Total	914	446	468	113	154	162	163	134	188	255	251	127	86	130
Will not vote	37	14	22	6	12	5	7	3	3	8	7	6	6	5
	4%	3%	5%	6%	8%	3%	4%	2%	2%	3%	3%	5%	7%	3%
Labour Party	200	96	104	37	28	31	39	27	37	52	49	32	20	34
	22%	22%	22%	33%	18%	19%	24%	20%	20%	20%	20%	25%	23%	26%
Liberal Democrats	23	11	12	-	6	3	*	6	7	9	4	3	1	3
	3%	3%	2%	-	4%	2%	*	4%	4%	3%	2%	2%	1%	2%
Conservative Party	144	80	64	7	22	25	31	19	40	53	43	15	10	14
	16%	18%	14%	6%	14%	16%	19%	14%	21%	21%	17%	12%	11%	11%
UKIP (United Kingdom Independence Party)	74	50	24	5	9	16	13	14	18	10	28	12	8	10
	8%	11%	5%	4%	6%	10%	8%	10%	10%	4%	11%	9%	9%	8%
SNP - Scottish National Party	29	21	8	-	7	6	4	8	5	3	6	5	3	11
	3%	5%	2%	-	4%	3%	2%	6%	2%	1%	2%	4%	4%	8%
Plaid Cymru	2	*	1	-	-	1	-	-	*	1	-	-	-	-
	*	*	*	-	-	1%	-	-	*	*	-	-	-	-
Green Party	42	24	18	8	6	9	11	3	4	15	7	9	2	6
	5%	5%	4%	7%	4%	6%	7%	2%	2%	6%	3%	7%	3%	5%
Other (specify)	4	1	2	-	2	-	1	-	-	-	2	1	-	-
	*	*	1%	-	2%	-	1%	-	-	-	1%	1%	-	-
Don't know	279	113	166	43	53	52	40	41	49	86	75	39	33	36
	31%	25%	35%	38%	34%	32%	25%	31%	26%	34%	30%	30%	38%	28%
Refusal	81	34	47	7	8	13	17	12	24	18	30	7	3	11
	9%	8%	10%	6%	5%	8%	10%	9%	13%	7%	12%	5%	4%	9%



Table 2

Q2. Still thinking about the next UK general election, which party, if any, will you vote for in your own constituency?

Base: All GB adults 18+ who are likely to vote in the next UK general election (May 2015)

	TOTAL	STANDARD REGION										Working Status				Marital Status			
		London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land	Full time	Part time	Retired	Not working	Single	Married	Other
(Unweighted) Total	912	108	192	93	49	34	55	71	90	99	29	92	328	101	381	87	161	416	322
(Weighted) Total	914	120	174	82	46	36	67	86	78	95	50	81	376	116	257	151	219	384	300
Will not vote	37	7	6	6	*	2	2	1	6	2	4	-	18	4	4	10	4	14	18
	4%	6%	4%	7%	1%	6%	3%	1%	8%	2%	7%	-	5%	3%	1%	7%	2%	4%	6%
Labour Party	200	38	22	9	15	7	14	21	11	30	16	16	74	31	53	41	55	67	76
	22%	32%	13%	11%	32%	18%	21%	24%	14%	32%	33%	20%	20%	27%	21%	27%	25%	18%	25%
Liberal Democrats	23	6	2	1	3	-	1	3	3	1	2	2	9	1	10	1	1	11	10
	3%	5%	1%	1%	6%	-	1%	4%	4%	1%	4%	2%	2%	1%	4%	*	1%	3%	3%
Conservative Party	144	14	38	19	6	7	9	14	14	12	2	8	66	17	47	13	24	72	48
	16%	11%	22%	23%	14%	19%	13%	16%	19%	13%	4%	10%	17%	15%	18%	9%	11%	19%	16%
UKIP (United Kingdom Independence Party)	74	7	16	7	3	2	3	10	4	4	9	8	28	5	30	11	11	31	31
	8%	6%	9%	9%	7%	6%	4%	12%	5%	4%	19%	10%	7%	4%	12%	7%	5%	8%	10%
SNP - Scottish National Party	29	-	-	-	-	-	-	-	-	-	-	29	7	10	5	8	9	13	8
	3%	-	-	-	-	-	-	-	-	-	-	36%	2%	9%	2%	5%	4%	3%	3%
Plaid Cymru	2	-	-	-	2	-	-	-	-	-	-	-	1	-	*	-	1	*	-
	*	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	1%	*	-
Green Party	42	5	19	4	-	1	-	3	3	6	-	1	18	4	10	10	17	11	13
	5%	4%	11%	4%	-	2%	-	4%	4%	7%	-	1%	5%	3%	4%	7%	8%	3%	4%
Other (specify)	4	1	-	-	-	2	-	-	-	-	-	-	-	4	-	-	-	2	1
	*	1%	-	-	-	4%	-	-	-	-	-	-	-	3%	-	-	-	1%	*
Don't know	279	33	56	24	12	12	25	26	29	33	16	14	124	36	67	49	76	127	70
	31%	27%	32%	29%	25%	32%	38%	30%	37%	35%	32%	17%	33%	32%	26%	32%	35%	33%	23%
Refusal	81	8	15	13	5	6	10	7	7	6	1	3	33	4	31	9	19	35	25
	9%	7%	8%	16%	12%	16%	16%	8%	9%	7%	2%	4%	9%	4%	12%	6%	9%	9%	8%



Table 2

Q2. Still thinking about the next UK general election, which party, if any, will you vote for in your own constituency?

Base: All GB adults 18+ who are likely to vote in the next UK general election (May 2015)

TOTAL	Presence of children					
	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
(Unweighted) Total	912	76	82	97	188	724
(Weighted) Total	914	128	115	128	268	646
Will not vote	37	6	7	6	13	23
	4%	5%	6%	4%	5%	4%
Labour Party	200	40	23	24	62	137
	22%	31%	20%	19%	23%	21%
Liberal Democrats	23	4	4	-	4	18
	3%	4%	4%	-	2%	3%
Conservative Party	144	12	16	21	39	105
	16%	10%	14%	17%	14%	16%
UKIP (United Kingdom Independence Party)	74	14	6	2	18	56
	8%	11%	5%	2%	7%	9%
SNP - Scottish National Party	29	4	6	4	9	20
	3%	4%	5%	3%	3%	3%
Plaid Cymru	2	-	-	-	-	2
	*	-	-	-	-	*
Green Party	42	6	8	9	18	24
	5%	5%	7%	7%	7%	4%
Other (specify)	4	-	2	2	2	1
	*	-	2%	2%	1%	*
Don't know	279	34	33	51	87	192
	31%	27%	29%	40%	32%	30%
Refusal	81	6	10	9	15	66
	9%	4%	8%	7%	6%	10%

Table 3

Q3. The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

Base: All GB adults 18+

TOTAL	SEX		AGE						SOCIAL GRADE					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	
(Unweighted) Total	975	455	520	47	89	124	178	183	354	260	209	171	91	158
(Weighted) Total	975	473	502	120	169	163	178	143	201	261	265	138	94	144
Yes	638	327	312	20	93	120	135	110	161	191	163	83	52	106
	65%	69%	62%	16%	55%	73%	76%	77%	80%	73%	61%	60%	55%	74%
No	337	146	191	101	76	44	43	33	40	70	103	55	42	38
	35%	31%	38%	84%	45%	27%	24%	23%	20%	27%	39%	40%	45%	26%

Table 3

Q3. The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

Base: All GB adults 18+

TOTAL	STANDARD REGION											Working Status				Marital Status			
	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land	Full time	Part time	Retired	Not working	Single	Married	Other	
(Unweighted) Total	975	117	211	99	52	36	60	74	95	105	30	96	344	108	404	104	178	436	348
(Weighted) Total	975	128	191	86	49	39	73	89	84	101	51	84	396	123	272	170	241	401	323
Yes	638	66	123	62	37	28	37	62	54	66	36	69	257	81	213	77	123	286	223
	65%	52%	64%	72%	74%	72%	50%	70%	64%	65%	69%	82%	65%	66%	78%	45%	51%	71%	69%
No	337	61	68	24	13	11	36	27	30	36	16	15	138	42	58	93	118	115	100
	35%	48%	36%	28%	26%	28%	50%	30%	36%	35%	31%	18%	35%	34%	22%	55%	49%	29%	31%

Table 3

Q3. The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

Base: All GB adults 18+

TOTAL	Presence of children				
	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None
(Unweighted) Total 975	85	87	102	201	774
(Weighted) Total 975	139	122	134	285	690
Yes 638 65%	76 55%	75 61%	78 58%	165 58%	474 69%
No 337 35%	63 45%	48 39%	56 42%	121 42%	216 31%

Table 4

Q4. Which party did you vote for in the 2010 election?

Base: All GB adults 18+ who voted at last general election (May 2010)

	TOTAL	SEX		AGE						SOCIAL GRADE				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E
(Unweighted) Total	708	347	361	8	48	92	134	139	287	206	147	117	60	118
(Weighted) Total	638	327	312	20	93	120	135	110	161	191	163	83	52	106
Conservative	197	111	85	4	30	30	39	35	59	60	51	28	18	29
	31%	34%	27%	21%	32%	25%	29%	32%	37%	31%	32%	33%	34%	28%
Labour	183	89	94	9	29	44	33	29	40	51	39	24	17	40
	29%	27%	30%	45%	31%	37%	24%	26%	25%	27%	24%	29%	33%	38%
Liberal Democrat	86	41	46	4	10	13	23	16	19	39	18	14	2	7
	14%	12%	15%	21%	11%	11%	17%	15%	12%	21%	11%	16%	4%	7%
SNP - Scottish National Party	25	18	7	-	7	2	4	7	6	5	5	5	3	6
	4%	6%	2%	-	7%	1%	3%	6%	3%	2%	3%	6%	6%	6%
Plaid Cymru	2	2	-	-	-	-	1	*	1	-	1	1	-	-
	*	1%	-	-	-	-	1%	*	1%	-	1%	1%	-	-
Green Party	9	5	4	-	3	1	2	1	2	3	1	1	2	2
	1%	1%	1%	-	3%	1%	1%	1%	1%	2%	*	1%	4%	2%
UKIP (United Kingdom Independence Party)	23	8	15	-	2	6	5	4	7	-	12	3	2	6
	4%	2%	5%	-	2%	5%	3%	3%	4%	-	7%	4%	3%	6%
Other	10	4	6	-	2	-	4	3	1	5	3	*	-	2
	2%	1%	2%	-	2%	-	3%	3%	1%	3%	2%	1%	-	2%
Refused	102	49	54	3	10	23	25	15	26	28	33	8	8	13
	16%	15%	17%	14%	11%	20%	19%	14%	16%	14%	20%	9%	16%	12%

Table 4

Q4. Which party did you vote for in the 2010 election?

Base: All GB adults 18+ who voted at last general election (May 2010)

	TOTAL	STANDARD REGION										Working Status				Marital Status			
		London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land	Full time	Part time	Retired	Not working	Single	Married	Other
(Unweighted) Total	708	71	151	72	40	27	41	55	70	76	22	83	241	76	325	55	108	336	255
(Weighted) Total	638	66	123	62	37	28	37	62	54	66	36	69	257	81	213	77	123	286	223
Conservative	197	22	48	22	7	10	14	27	20	11	4	11	76	23	73	22	30	108	56
	31%	34%	39%	36%	19%	37%	39%	43%	38%	17%	10%	15%	30%	29%	34%	29%	25%	38%	25%
Labour	183	19	30	11	19	6	10	8	9	33	18	21	79	17	54	31	44	70	70
	29%	28%	24%	17%	53%	23%	27%	13%	17%	50%	50%	30%	31%	21%	25%	41%	36%	24%	31%
Liberal Democrat	86	4	21	12	3	-	4	15	7	11	5	5	40	14	29	2	15	43	28
	14%	6%	17%	20%	7%	-	10%	24%	13%	16%	13%	8%	16%	17%	14%	3%	12%	15%	12%
SNP - Scottish National Party	25	-	-	-	-	-	-	-	-	-	-	25	7	9	7	2	6	14	6
	4%	-	-	-	-	-	-	-	-	-	-	36%	3%	11%	3%	3%	4%	5%	3%
Plaid Cymru	2	-	-	-	2	-	-	-	-	-	-	-	1	-	1	-	-	1	1
	*	-	-	-	6%	-	-	-	-	-	-	-	*	-	*	-	-	*	1%
Green Party	9	-	6	*	-	1	-	1	*	-	-	-	4	2	2	1	2	3	3
	1%	-	5%	1%	-	2%	-	2%	*	-	-	-	1%	3%	1%	2%	2%	1%	1%
UKIP (United Kingdom Independence Party)	23	3	3	-	*	-	-	3	4	3	5	1	8	2	9	4	1	6	15
	4%	5%	3%	-	1%	-	-	4%	7%	5%	15%	2%	3%	2%	4%	5%	1%	2%	7%
Other	10	-	2	-	-	1	-	1	-	1	4	1	3	2	2	3	4	2	5
	2%	-	2%	-	-	4%	-	2%	-	2%	12%	1%	1%	3%	1%	4%	3%	1%	2%
Refused	102	18	13	16	5	9	9	7	13	7	-	6	40	11	36	10	21	40	38
	16%	27%	10%	26%	14%	33%	23%	12%	24%	11%	-	8%	16%	14%	17%	13%	17%	14%	17%

Table 4

Q4. Which party did you vote for in the 2010 election?

Base: All GB adults 18+ who voted at last general election (May 2010)

TOTAL	Presence of children					
	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
(Unweighted) Total	708	48	59	68	128	580
(Weighted) Total	638	76	75	78	165	474
Conservative	197	22	22	22	48	149
	31%	28%	30%	29%	29%	31%
Labour	183	29	25	26	59	125
	29%	38%	33%	34%	36%	26%
Liberal Democrat	86	4	7	6	16	71
	14%	6%	10%	8%	9%	15%
SNP - Scottish National Party	25	4	7	3	8	17
	4%	6%	9%	3%	5%	4%
Plaid Cymru	2	-	-	-	-	2
	*	-	-	-	-	*
Green Party	9	1	3	3	4	4
	1%	2%	4%	4%	3%	1%
UKIP (United Kingdom Independence Party)	23	4	-	-	4	19
	4%	6%	-	-	3%	4%
Other	10	-	-	4	4	6
	2%	-	-	5%	3%	1%
Refused	102	11	10	13	22	81
	16%	15%	14%	17%	13%	17%

Table 5

Q5. Will you definitely vote for (party selected at Q2) or is there a chance that you will change your mind before election day?

Base: All GB adults 18+ who mention party will vote for at next UK general election

	SEX		AGE						SOCIAL GRADE					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	
(Unweighted) Total	518	274	244	24	40	66	95	99	194	143	114	95	43	84
(Weighted) Total	517	284	233	56	81	92	99	77	112	143	138	76	44	78
Definitely vote for party selected at Q2	323	180	143	26	47	44	64	55	86	81	88	46	25	62
	62%	63%	61%	46%	59%	48%	65%	71%	77%	57%	64%	61%	57%	79%
May change my mind	189	101	88	28	33	48	35	21	24	62	47	29	19	14
	36%	35%	38%	49%	41%	52%	35%	28%	21%	43%	34%	39%	43%	18%
Refused	1	-	1	-	-	-	-	1	-	-	-	-	-	1
*	-	-	*	-	-	-	-	1%	-	-	-	-	-	1%
Don't Know	5	3	2	3	-	-	-	*	2	-	3	*	-	1
	1%	1%	1%	5%	-	-	-	1%	2%	-	2%	1%	-	1%

Table 5

Q5. Will you definitely vote for (party selected at Q2) or is there a chance that you will change your mind before election day?

Base: All GB adults 18+ who mention party will vote for at next UK general election

	STANDARD REGION											Working Status				Marital Status			
	TOTAL	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land	Full time	Part time	Retired	Not working	Single	Married	Other
(Unweighted) Total	518	66	106	46	28	16	30	40	44	58	19	65	178	58	226	52	92	227	195
(Weighted) Total	517	72	97	40	29	16	29	52	36	53	29	64	202	71	155	83	120	208	187
Definitely vote for party selected at Q2	323	34	64	29	13	8	21	28	21	35	21	49	111	41	117	51	71	128	123
	62%	47%	66%	72%	46%	46%	74%	54%	59%	66%	71%	77%	55%	57%	75%	62%	60%	62%	66%
May change my mind	189	35	33	11	15	9	7	23	15	18	8	15	91	30	37	28	46	79	62
	36%	49%	34%	27%	51%	54%	24%	45%	41%	33%	29%	23%	45%	43%	23%	34%	38%	38%	33%
Refused	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1
	*	-	-	-	3%	-	-	-	-	-	-	-	-	-	1%	-	-	-	*
Don't Know	5	3	-	*	-	-	1	1	-	1	-	-	*	-	1	3	3	1	2
	1%	4%	-	1%	-	-	2%	1%	-	1%	-	-	*	-	1%	4%	2%	*	1%

Table 5

Q5. Will you definitely vote for (party selected at Q2) or is there a chance that you will change your mind before election day?

Base: All GB adults 18+ who mention party will vote for at next UK general election

TOTAL	Presence of children					
	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
(Unweighted) Total	518	47	48	51	108	410
(Weighted) Total	517	81	65	63	153	364
Definitely vote for party selected at Q2	323	41	40	39	81	242
	62%	51%	62%	63%	53%	66%
May change my mind	189	40	25	23	72	117
	36%	49%	38%	37%	47%	32%
Refused	1	-	-	-	-	1
*	-	-	-	-	-	*
Don't Know	5	-	-	-	-	5
	1%	-	-	-	-	1%

Table 6

Q5. Will you definitely vote for (party selected at Q2) or is there a chance that you will change your mind before election day?

Base: All GB adults 18+ who mention party will vote for at next UK general election

	Party Will Vote For At Next Election (May 2015)										Party Voted For At Last Election (May 2010)									
	TOTAL	Labour Party	Liberal Democrats	Conservative Party	UKIP (United Kingdom Independence Party)	SNP - Scottish National Party	Plaid Cymru	Green Party	BNP - British National Party	Other	Conservative	Labour	Liberal Democrat	SNP - Scottish National Party	Plaid Cymru	Green Party	UKIP (United Kingdom Independence Party)	BNP (British National Party)	Other	Refused
(Unweighted) Total	518	187	26	161	75	29	2	36	-	2	167	147	49	23	1	6	16	-	3	7
(Weighted) Total	517	200	23	144	74	29	2	42	-	4	144	141	47	22	*	7	18	-	2	11
Definitely vote for party selected at Q2	323	129	8	95	45	26	2	16	-	2	93	98	25	20	*	5	7	-	2	2
	62%	65%	34%	66%	61%	89%	100%	38%	-	70%	65%	70%	53%	90%	100%	70%	38%	-	79%	22%
May change my mind	189	68	14	49	28	3	-	26	-	1	50	42	21	2	-	2	11	-	*	8
	36%	34%	59%	34%	38%	11%	-	62%	-	30%	35%	30%	46%	10%	-	30%	59%	-	21%	78%
Refused	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	5	3	1	-	1	-	-	-	-	-	*	1	1	-	-	-	1	-	-	-
	1%	2%	3%	-	1%	-	-	-	-	-	*	*	1%	-	-	-	3%	-	-	-



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
TOTAL	975	473	502	120	169	161	172	139	196	261	265	138	238	128	191	86	49	39	73	89	84	101	51	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SEX																								
Male	473	473	-	59	85	80	85	68	87	134	118	80	106	66	101	41	27	16	24	37	39	49	20	53
	48%	100%	-	49%	50%	50%	49%	49%	44%	51%	44%	58%	45%	52%	53%	47%	55%	41%	33%	42%	46%	48%	39%	63%
Female	502	-	502	61	84	81	87	71	109	128	147	58	132	61	90	45	22	23	48	52	45	53	32	31
	52%	-	100%	51%	50%	50%	51%	51%	56%	49%	56%	42%	55%	48%	47%	53%	45%	59%	67%	58%	54%	52%	61%	37%
AGE																								
18-24	120	59	61	120	-	-	-	-	-	26	45	28	7	26	21	7	5	2	15	8	11	14	10	-
	12%	13%	12%	100%	-	-	-	-	-	10%	17%	20%	3%	20%	11%	9%	10%	5%	21%	9%	13%	14%	19%	-
25-34	169	85	84	-	169	-	-	-	-	56	43	12	44	29	40	9	11	2	8	21	14	13	6	16
	17%	18%	17%	-	100%	-	-	-	-	22%	16%	9%	19%	23%	21%	11%	22%	5%	11%	23%	17%	13%	12%	19%
35-44	161	80	81	-	-	161	-	-	-	46	54	25	26	28	26	17	9	12	7	11	16	20	8	7
	17%	17%	16%	-	-	100%	-	-	-	18%	20%	18%	11%	22%	14%	20%	18%	30%	10%	13%	19%	20%	16%	8%
45-54	172	85	87	-	-	-	172	-	-	55	43	32	32	22	35	11	11	9	11	17	11	18	8	20
	18%	18%	17%	-	-	-	100%	-	-	21%	16%	23%	14%	18%	18%	13%	22%	22%	15%	19%	13%	17%	15%	24%
55-64	139	68	71	-	-	-	-	139	-	36	35	17	42	8	23	17	6	5	12	14	15	14	8	19
	14%	14%	14%	-	-	-	-	100%	-	14%	13%	12%	18%	6%	12%	19%	12%	12%	16%	16%	18%	14%	15%	22%
65+	196	87	109	-	-	-	-	-	196	36	41	21	84	13	44	23	7	8	18	16	14	20	12	20
	20%	18%	22%	-	-	-	-	-	100%	14%	15%	15%	35%	10%	23%	27%	15%	21%	25%	18%	17%	20%	23%	23%
SOCIAL GRADE																								
AB	261	134	128	26	56	46	55	36	36	261	-	-	-	40	55	22	16	13	11	29	22	16	15	
	27%	28%	25%	21%	33%	29%	32%	26%	18%	100%	-	-	-	32%	29%	26%	32%	33%	16%	33%	26%	22%	31%	18%
C1	265	118	147	45	43	54	43	35	41	-	265	-	-	39	46	25	16	7	23	16	33	26	20	14
	27%	25%	29%	38%	25%	33%	25%	25%	21%	-	100%	-	-	30%	24%	29%	32%	19%	32%	19%	39%	25%	38%	17%
C2	138	80	58	28	12	25	32	17	21	-	-	138	-	16	30	13	6	6	10	13	11	15	4	14
	14%	17%	12%	23%	7%	15%	19%	12%	11%	-	-	100%	-	12%	15%	15%	12%	17%	14%	14%	13%	15%	9%	16%
DE	238	106	132	7	44	26	32	42	84	-	-	-	238	24	47	21	3	11	23	22	17	25	8	37
	24%	22%	26%	6%	26%	16%	19%	30%	43%	-	-	-	100%	19%	25%	25%	6%	27%	32%	24%	21%	25%	15%	44%
STANDARD REGION																								
London	128	66	61	26	29	28	22	8	13	40	39	16	24	128	-	-	-	-	-	-	-	-	-	-
	13%	14%	12%	22%	17%	17%	13%	5%	7%	15%	15%	12%	10%	100%	-	-	-	-	-	-	-	-	-	-
South East	191	101	90	21	40	26	35	23	44	55	46	30	47	-	191	-	-	-	-	-	-	-	-	-
	20%	21%	18%	18%	24%	16%	20%	16%	22%	21%	17%	21%	20%	-	100%	-	-	-	-	-	-	-	-	-
South West	86	41	45	7	9	17	11	17	23	22	25	13	21	-	-	86	-	-	-	-	-	-	-	-
	9%	9%	9%	6%	5%	10%	7%	12%	12%	9%	10%	9%	9%	-	-	100%	-	-	-	-	-	-	-	-
Wales	49	27	22	5	11	9	11	6	7	16	16	6	3	-	-	-	49	-	-	-	-	-	-	-
	5%	6%	4%	4%	7%	5%	6%	4%	4%	6%	6%	4%	1%	-	-	-	100%	-	-	-	-	-	-	-



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	975 100%	184 100%	108 100%	73 100%	28 100%	80 100%	147 100%	117 100%	99 100%	52 100%	52 100%	30 100%	5 100%	473 100%	349 100%	154 100%	234 100%	239 100%	236 100%	266 100%
SEX																				
Male	473 48%	101 55%	57 53%	28 39%	12 45%	42 52%	56 38%	59 50%	42 42%	22 42%	33 64%	18 61%	3 61%	473 100%	-	-	234 100%	239 100%	-	-
Female	502 52%	83 45%	51 47%	45 61%	15 55%	39 48%	91 62%	59 50%	57 58%	31 58%	19 36%	12 39%	2 39%	-	349 100%	154 100%	-	-	236 100%	266 100%
AGE																				
18-24	120 12%	30 16%	12 11%	8 10%	3 11%	9 12%	23 16%	14 12%	7 7%	14 26%	-	-	-	59 13%	36 10%	26 17%	22 9%	38 16%	36 15%	25 9%
25-34	169 17%	33 18%	28 26%	14 19%	2 7%	14 17%	25 17%	19 16%	16 17%	2 4%	12 24%	3 11%	-	85 18%	33 10%	51 33%	65 28%	19 8%	52 22%	32 12%
35-44	161 17%	37 20%	18 17%	12 16%	3 11%	16 19%	21 14%	24 20%	16 16%	9 17%	4 8%	3 10%	-	80 17%	25 7%	57 37%	58 25%	22 9%	56 24%	26 10%
45-54	172 18%	38 21%	13 12%	13 18%	5 17%	14 18%	25 17%	22 19%	16 16%	7 14%	10 19%	10 33%	-	85 18%	70 20%	17 11%	58 25%	27 11%	56 24%	31 12%
55-64	139 14%	16 9%	11 10%	10 14%	3 12%	13 16%	24 16%	14 12%	20 20%	9 17%	13 24%	5 17%	1 25%	68 14%	69 20%	1 1%	24 10%	45 19%	29 12%	42 16%
65+	196 20%	27 15%	25 23%	14 19%	11 41%	13 16%	28 19%	22 19%	22 23%	11 21%	10 19%	8 28%	4 75%	87 18%	108 31%	1 1%	3 1%	84 35%	3 1%	106 40%
SOCIAL GRADE																				
AB	261 27%	57 31%	27 25%	24 33%	6 20%	27 34%	39 26%	26 22%	24 24%	18 33%	8 15%	7 23%	-	134 28%	96 28%	32 21%	93 40%	41 17%	87 37%	41 15%
C1	265 27%	48 26%	33 31%	17 23%	10 36%	17 22%	38 26%	35 30%	34 35%	19 36%	7 14%	6 21%	1 19%	118 25%	104 30%	43 28%	81 35%	37 16%	83 35%	65 24%
C2	138 14%	24 13%	15 14%	14 19%	3 13%	12 15%	19 13%	17 14%	12 12%	7 14%	7 14%	6 20%	*	80 17%	31 9%	26 17%	37 16%	43 18%	29 12%	29 11%
DE	238 24%	39 21%	28 26%	14 19%	7 24%	13 16%	39 26%	27 23%	27 27%	5 10%	26 51%	10 32%	3 72%	106 22%	89 25%	43 28%	10 4%	96 40%	25 10%	107 40%
STANDARD REGION																				
London	128 13%	123 67%	-	-	-	-	4 3%	-	-	-	-	-	-	66 14%	39 11%	23 15%	27 12%	39 16%	32 14%	30 11%
South East	191 20%	61 33%	99 92%	25 34%	*	2 2%	6 4%	-	-	-	-	-	-	101 21%	67 19%	22 15%	56 24%	46 19%	38 16%	52 19%
South West	86 9%	-	9 8%	-	27 98%	38 47%	12 8%	-	-	-	-	-	-	41 9%	32 9%	13 9%	14 6%	27 11%	25 11%	21 8%
Wales	49 5%	-	-	-	-	42 53%	-	7 6%	-	-	-	-	-	27 6%	14 4%	8 5%	15 6%	12 5%	13 6%	9 3%



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	TOTAL	Working Status				Marital Status			Presence of children				
		Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None
TOTAL	975	396	123	272	170	241	401	323	139	122	134	285	690
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SEX													
Male	473	234	50	125	59	131	205	133	60	57	63	132	341
	48%	59%	40%	46%	35%	54%	51%	41%	43%	46%	47%	46%	49%
Female	502	162	74	147	111	110	196	191	79	66	72	154	349
	52%	41%	60%	54%	65%	46%	49%	59%	57%	54%	53%	54%	51%
AGE													
18-24	120	48	25	2	44	88	13	19	24	12	21	51	70
	12%	12%	21%	1%	26%	37%	3%	6%	17%	10%	16%	18%	10%
25-34	169	99	31	4	31	42	86	39	67	37	19	80	88
	17%	25%	25%	2%	18%	18%	21%	12%	48%	30%	14%	28%	13%
35-44	161	99	22	2	35	33	71	57	40	55	55	104	57
	17%	25%	18%	1%	21%	13%	18%	18%	29%	45%	41%	36%	8%
45-54	172	96	21	17	34	32	78	60	6	13	31	41	132
	18%	24%	17%	6%	20%	13%	19%	19%	5%	11%	23%	14%	19%
55-64	139	43	16	59	21	29	70	40	-	3	4	5	134
	14%	11%	13%	22%	13%	12%	17%	12%	-	2%	3%	2%	19%
65+	196	5	5	180	3	15	75	102	1	1	2	3	193
	20%	1%	4%	66%	2%	6%	19%	31%	1%	1%	1%	1%	28%
SOCIAL GRADE													
AB	261	159	22	58	19	59	146	56	26	29	39	67	195
	27%	40%	18%	21%	11%	25%	36%	17%	19%	24%	29%	23%	28%
C1	265	140	36	57	32	72	97	96	44	29	27	82	183
	27%	35%	29%	21%	19%	30%	24%	30%	31%	24%	20%	29%	27%
C2	138	56	28	34	20	40	56	39	21	18	23	52	86
	14%	14%	23%	12%	12%	16%	14%	12%	15%	14%	17%	16%	12%
DE	238	19	31	106	82	49	80	107	37	38	42	68	170
	24%	5%	25%	39%	48%	20%	20%	33%	27%	31%	32%	24%	25%
STANDARD REGION													
London	128	55	17	20	32	51	42	34	23	14	23	41	87
	13%	14%	14%	7%	19%	21%	10%	11%	17%	12%	17%	14%	13%
South East	191	80	21	58	30	40	87	64	32	21	21	53	138
	20%	20%	17%	21%	18%	17%	22%	20%	23%	17%	16%	19%	20%
South West	86	31	12	28	13	19	35	32	10	12	11	26	60
	9%	8%	10%	10%	8%	8%	9%	10%	7%	10%	8%	9%	9%
Wales	49	27	4	12	6	15	23	11	11	4	8	19	30
	5%	7%	4%	4%	3%	6%	6%	3%	8%	3%	6%	7%	4%



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot-land	
TOTAL	975	473	502	120	169	161	172	139	196	261	265	138	238	128	191	86	49	39	73	89	84	101	51	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East Anglia	39	16	23	2	2	12	9	5	8	13	7	6	11	-	-	-	-	39	-	-	-	-	-	-
	4%	3%	5%	2%	1%	7%	5%	3%	4%	5%	3%	5%	4%	-	-	-	-	100%	-	-	-	-	-	-
East Mids	73	24	48	15	8	7	11	12	18	11	23	10	23	-	-	-	-	-	73	-	-	-	-	-
	7%	5%	10%	13%	5%	4%	6%	8%	9%	4%	9%	7%	10%	-	-	-	-	-	100%	-	-	-	-	-
West Mids	89	37	52	8	21	11	17	14	16	29	16	13	22	-	-	-	-	-	-	89	-	-	-	-
	9%	8%	10%	7%	12%	7%	10%	10%	8%	11%	6%	9%	9%	-	-	-	-	-	100%	-	-	-	-	-
Yorks/Humber	84	39	45	11	14	16	11	15	14	22	33	11	17	-	-	-	-	-	-	-	84	-	-	-
	9%	8%	9%	9%	8%	10%	6%	11%	7%	8%	12%	8%	7%	-	-	-	-	-	-	100%	-	-	-	-
North West	101	49	53	14	13	20	18	14	20	22	26	15	25	-	-	-	-	-	-	-	101	-	-	-
	10%	10%	10%	12%	8%	13%	10%	10%	10%	9%	10%	11%	10%	-	-	-	-	-	-	-	100%	-	-	-
North	51	20	32	10	6	8	8	8	12	16	20	4	8	-	-	-	-	-	-	-	-	51	-	-
	5%	4%	6%	8%	4%	5%	5%	6%	6%	6%	7%	3%	3%	-	-	-	-	-	-	-	-	100%	-	-
Scot-land	84	53	31	-	16	7	20	19	20	15	14	14	37	-	-	-	-	-	-	-	-	-	84	-
	9%	11%	6%	-	9%	4%	12%	14%	10%	6%	5%	10%	16%	-	-	-	-	-	-	-	-	-	-	100%



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	975	184	108	73	28	80	147	117	99	52	52	30	5	473	349	154	234	239	236	266
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East Anglia	39	-	-	39	-	-	-	-	-	-	-	-	-	16	17	6	7	8	17	6
	4%	-	-	53%	-	-	-	-	-	-	-	-	-	3%	5%	4%	3%	3%	7%	2%
East Mids	73	-	-	9	-	-	36	-	27	-	-	-	-	24	33	15	12	13	18	31
	7%	-	-	12%	-	-	25%	-	28%	-	-	-	-	5%	10%	10%	5%	5%	8%	11%
West Mids	89	-	-	-	-	-	89	-	-	-	-	-	-	37	34	18	23	14	16	36
	9%	-	-	-	-	-	60%	-	-	-	-	-	-	8%	10%	12%	10%	6%	7%	13%
Yorks/Humber	84	-	-	-	-	-	-	-	71	12	-	-	-	39	28	17	23	16	23	22
	9%	-	-	-	-	-	-	-	72%	24%	-	-	-	8%	8%	11%	10%	7%	10%	8%
North West	101	-	-	-	-	-	-	101	-	-	-	-	-	49	36	16	25	24	21	32
	10%	-	-	-	-	-	-	86%	-	-	-	-	-	10%	10%	11%	11%	10%	9%	12%
North	51	-	-	-	-	-	9	-	40	-	-	2	-	20	24	8	11	9	20	11
	5%	-	-	-	-	-	8%	-	76%	-	-	47%	-	4%	7%	5%	5%	4%	9%	4%
Scotland	84	-	-	-	-	-	-	-	-	-	52	30	2	53	25	6	21	32	12	19
	9%	-	-	-	-	-	-	-	-	-	100%	100%	53%	11%	7%	4%	9%	14%	5%	7%



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

TOTAL	Working Status				Marital Status			Presence of children					
	Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
975	396	123	272	170	241	401	323	139	122	134	285	690	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
East Anglia	39	19	5	13	1	8	14	17	3	4	4	8	31
4%	5%	4%	5%	1%	3%	3%	5%	2%	3%	3%	3%	5%	
East Mids	73	22	9	19	22	19	20	31	8	11	12	22	51
7%	6%	7%	7%	13%	8%	5%	10%	6%	9%	9%	8%	7%	
West Mids	89	35	8	24	21	15	51	20	19	11	18	29	60
9%	9%	6%	9%	12%	6%	13%	6%	13%	9%	13%	10%	9%	
Yorks/Humber	84	34	17	24	8	22	40	22	12	10	10	28	56
9%	9%	14%	9%	5%	9%	10%	7%	9%	9%	8%	7%	10%	8%
North West	101	42	8	27	22	19	42	38	8	21	14	28	74
10%	10%	6%	10%	13%	8%	10%	12%	5%	17%	11%	10%	11%	
North	51	24	8	16	2	17	14	18	6	7	7	16	35
5%	6%	6%	6%	1%	7%	4%	6%	4%	5%	5%	6%	5%	
Scot -land	84	27	14	32	12	16	33	35	8	9	7	16	68
9%	7%	11%	12%	7%	7%	8%	11%	5%	7%	5%	6%	10%	



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land
TOTAL	975	473	502	120	169	161	172	139	196	261	265	138	238	128	191	86	49	39	73	89	84	101	51	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ITV (ISBA)																								
London	184	101	83	30	33	37	38	16	27	57	48	24	39	123	61	-	-	-	-	-	-	-	-	-
	19%	21%	17%	25%	19%	23%	22%	12%	14%	22%	18%	17%	16%	97%	32%	-	-	-	-	-	-	-	-	-
Southern	108	57	51	12	28	18	13	11	25	27	33	15	28	-	99	9	-	-	-	-	-	-	-	-
	11%	12%	10%	10%	16%	11%	7%	8%	13%	10%	12%	11%	12%	-	52%	10%	-	-	-	-	-	-	-	-
Anglia	73	28	45	8	14	12	13	10	14	24	17	14	14	-	25	-	-	39	9	-	-	-	-	-
	7%	6%	9%	6%	8%	7%	8%	7%	7%	9%	6%	10%	6%	-	13%	-	-	100%	12%	-	-	-	-	-
South West	28	12	15	3	2	3	5	3	11	6	10	3	7	-	*	27	-	-	-	-	-	-	-	-
	3%	3%	3%	2%	1%	2%	3%	2%	6%	2%	4%	3%	3%	-	*	32%	-	-	-	-	-	-	-	-
Wales and West	80	42	39	9	14	16	14	13	13	27	17	12	13	-	-	38	42	-	-	-	-	-	-	-
	8%	9%	8%	8%	8%	10%	8%	9%	7%	10%	7%	9%	6%	-	-	44%	86%	-	-	-	-	-	-	-
Midlands	147	56	91	23	25	21	25	24	28	39	38	19	39	4	6	12	-	-	36	89	4	-	-	-
	15%	12%	18%	19%	15%	13%	14%	17%	14%	15%	14%	14%	16%	3%	3%	14%	-	-	50%	100%	-	-	-	-
Lancashire	117	59	59	14	19	24	22	14	22	26	35	17	27	-	-	-	7	-	-	-	-	101	9	-
	12%	12%	12%	12%	11%	15%	13%	10%	11%	10%	13%	12%	11%	-	-	-	14%	-	-	-	-	100%	18%	-
Yorkshire	99	42	57	7	16	16	16	20	22	24	34	12	27	-	-	-	-	-	27	-	71	-	-	-
	10%	9%	11%	6%	10%	10%	9%	14%	11%	9%	13%	9%	11%	-	-	-	-	-	38%	-	85%	-	-	-
North East	52	22	31	14	2	9	7	9	11	18	19	7	5	-	-	-	-	-	-	-	12	-	40	-
	5%	5%	6%	11%	1%	5%	4%	6%	6%	7%	7%	5%	2%	-	-	-	-	-	-	-	15%	-	78%	-
Central Scotland	52	33	19	-	12	4	10	13	10	8	7	7	26	-	-	-	-	-	-	-	-	-	-	52
	5%	7%	4%	-	7%	3%	6%	9%	5%	3%	3%	5%	11%	-	-	-	-	-	-	-	-	-	-	61%
NE Scotland	30	18	12	-	3	3	10	5	8	7	6	6	10	-	-	-	-	-	-	-	-	-	-	30
	3%	4%	2%	-	2%	2%	6%	4%	4%	3%	2%	4%	4%	-	-	-	-	-	-	-	-	-	-	36%
Border	5	3	2	-	-	-	-	1	4	-	1	*	3	-	-	-	-	-	-	-	-	-	2	2
	*	1%	*	-	-	-	-	1%	2%	-	*	*	1%	-	-	-	-	-	-	-	-	-	4%	3%
LIKELIHOOD OF BEING AT HOME																								
Men	473	473	-	59	85	80	85	68	87	134	118	80	106	66	101	41	27	16	24	37	39	49	20	53
	48%	100%	-	49%	50%	50%	49%	49%	44%	51%	44%	56%	45%	52%	53%	47%	55%	41%	33%	42%	46%	48%	39%	63%
Women without children	349	-	349	36	33	25	70	69	108	96	104	31	89	39	67	32	14	17	33	34	28	36	24	25
	36%	-	69%	30%	20%	15%	41%	50%	55%	37%	39%	23%	37%	30%	35%	37%	28%	43%	46%	38%	33%	36%	46%	30%
Women with children	154	-	154	26	51	57	17	1	1	32	43	26	43	23	22	13	8	6	15	18	17	16	8	6
	16%	-	31%	21%	30%	35%	10%	1%	1%	12%	16%	19%	18%	18%	12%	16%	16%	16%	21%	21%	20%	16%	15%	8%
Men working Full Time	234	234	-	22	65	58	58	24	3	93	81	37	10	27	56	14	15	7	12	23	23	25	11	21
	24%	49%	-	18%	39%	36%	34%	17%	2%	35%	30%	27%	4%	21%	29%	16%	20%	19%	16%	26%	27%	25%	22%	24%
Men not working Full Time	239	239	-	38	19	22	27	45	84	41	37	43	96	39	46	27	12	8	13	14	16	24	9	32
	25%	51%	-	31%	11%	14%	16%	32%	43%	16%	14%	31%	41%	30%	24%	31%	25%	21%	17%	16%	19%	24%	17%	38%

Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	975 100%	184 100%	108 100%	73 100%	28 100%	80 100%	147 100%	117 100%	99 100%	52 100%	52 100%	30 100%	5 100%	473 100%	349 100%	154 100%	234 100%	239 100%	236 100%	266 100%
ITV (ISBA)	184	184	-	-	-	-	-	-	-	-	-	-	-	101	58	26	45	56	43	40
London	19%	100%	-	-	-	-	-	-	-	-	-	-	-	21%	17%	17%	19%	23%	18%	15%
Southern	108	-	108	-	-	-	-	-	-	-	-	-	-	57	37	14	31	26	20	31
	11%	-	100%	-	-	-	-	-	-	-	-	-	-	12%	11%	9%	13%	11%	8%	12%
Anglia	73	-	-	73	-	-	-	-	-	-	-	-	-	28	26	19	17	11	28	16
	7%	-	-	100%	-	-	-	-	-	-	-	-	-	6%	7%	12%	7%	5%	12%	6%
South West	28	-	-	-	28	-	-	-	-	-	-	-	-	12	12	3	2	10	7	8
	3%	-	-	-	100%	-	-	-	-	-	-	-	-	3%	4%	2%	1%	4%	3%	3%
Wales and West	80	-	-	-	-	80	-	-	-	-	-	-	-	42	25	14	16	26	23	15
	8%	-	-	-	-	100%	-	-	-	-	-	-	-	9%	7%	9%	7%	11%	10%	6%
Midlands	147	-	-	-	-	-	147	-	-	-	-	-	-	56	65	26	33	23	29	62
	15%	-	-	-	-	-	100%	-	-	-	-	-	-	12%	19%	17%	14%	10%	12%	23%
Lancashire	117	-	-	-	-	-	-	117	-	-	-	-	-	59	41	17	34	25	26	33
	12%	-	-	-	-	-	-	100%	-	-	-	-	-	12%	12%	11%	15%	10%	11%	12%
Yorkshire	99	-	-	-	-	-	-	-	99	-	-	-	-	42	38	19	25	17	28	29
	10%	-	-	-	-	-	-	-	100%	-	-	-	-	9%	11%	12%	11%	7%	12%	11%
North East	52	-	-	-	-	-	-	-	-	52	-	-	-	22	21	10	10	12	19	11
	5%	-	-	-	-	-	-	-	-	100%	-	-	-	5%	6%	6%	4%	5%	8%	4%
Central Scotland	52	-	-	-	-	-	-	-	-	-	52	-	-	33	14	4	11	22	6	13
	5%	-	-	-	-	-	-	-	-	-	100%	-	-	7%	4%	3%	5%	9%	2%	5%
NE Scotland	30	-	-	-	-	-	-	-	-	-	-	30	-	18	10	2	10	9	7	5
	3%	-	-	-	-	-	-	-	-	-	-	100%	-	4%	3%	1%	4%	4%	3%	2%
Border	5	-	-	-	-	-	-	-	-	-	-	-	5	3	2	-	-	3	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	100%	1%	1%	-	-	1%	-	1%
LIKELIHOOD OF BEING AT HOME	473	101	57	28	12	42	56	59	42	22	33	18	3	473	-	-	234	239	-	-
Men	48%	55%	53%	39%	45%	52%	38%	50%	42%	42%	64%	61%	61%	100%	-	-	100%	100%	-	-
Women without children	349	58	37	26	12	25	65	41	38	21	14	10	2	-	349	-	-	-	151	198
	36%	31%	34%	36%	45%	31%	44%	35%	39%	40%	28%	32%	39%	-	100%	-	-	-	64%	74%
Women with children	154	26	14	19	3	14	26	17	19	10	4	2	-	-	-	154	-	-	85	69
	16%	14%	13%	26%	11%	17%	18%	15%	19%	19%	8%	7%	-	-	-	100%	-	-	36%	26%
Men working Full Time	234	45	31	17	2	16	33	34	25	10	11	10	-	234	-	-	234	-	-	-
	24%	24%	28%	23%	9%	20%	22%	29%	25%	19%	21%	32%	-	49%	-	-	100%	-	-	-
Men not working Full Time	239	56	26	11	10	26	23	25	17	12	22	9	3	239	-	-	-	239	-	-
	25%	30%	24%	16%	35%	32%	16%	21%	17%	22%	43%	29%	61%	51%	-	-	-	100%	-	-



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

TOTAL	Working Status				Marital Status			Presence of children					
	Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
975 100%	396 100%	123 100%	272 100%	170 100%	241 100%	401 100%	323 100%	139 100%	122 100%	134 100%	285 100%	690 100%	
ITV (ISBA)													
London	184 19%	82 21%	21 17%	38 14%	38 22%	60 25%	71 18%	53 16%	27 19%	18 15%	32 24%	54 19%	130 19%
Southern	108 11%	42 11%	13 11%	32 12%	19 11%	21 9%	50 13%	35 11%	26 18%	19 15%	12 9%	38 13%	70 10%
Anglia	73 7%	32 8%	13 11%	21 8%	7 4%	18 7%	23 6%	32 10%	13 9%	8 7%	7 5%	22 8%	51 7%
South West	28 3%	8 2%	3 3%	12 5%	4 2%	5 2%	10 2%	13 4%	2 1%	3 3%	2 1%	5 2%	22 3%
Wales and West	80 8%	34 9%	11 9%	22 8%	12 7%	24 10%	34 8%	22 7%	12 8%	7 6%	16 12%	27 10%	53 8%
Midlands	147 15%	54 14%	11 9%	37 13%	44 26%	35 14%	72 18%	35 11%	20 14%	18 15%	26 19%	41 14%	106 15%
Lancashire	117 12%	55 14%	8 6%	29 11%	22 13%	22 9%	48 12%	45 14%	11 8%	26 21%	18 13%	36 13%	81 12%
Yorkshire	99 10%	41 10%	16 13%	31 11%	10 6%	19 8%	46 12%	33 10%	16 12%	11 9%	10 7%	31 11%	68 10%
North East	52 5%	20 5%	12 10%	17 6%	2 1%	21 9%	11 3%	18 6%	6 4%	4 3%	6 5%	15 5%	37 5%
Central Scotland	52 5%	14 4%	8 7%	20 7%	9 6%	9 4%	19 5%	23 7%	6 4%	6 5%	3 2%	10 3%	42 6%
NE Scotland	30 3%	13 3%	6 5%	9 3%	2 1%	7 3%	13 3%	11 3%	2 1%	3 2%	4 3%	7 2%	24 3%
Border	5 *	-	-	5 2%	-	-	2 1%	2 1%	-	-	-	-	5 1%
LIKELIHOOD OF BEING AT HOME													
Men	473 48%	234 59%	50 40%	125 46%	59 35%	131 54%	205 51%	133 41%	60 43%	57 46%	63 47%	132 46%	341 49%
Women without children	349 36%	119 30%	31 25%	144 53%	47 27%	76 31%	120 30%	147 45%	-	-	-	-	349 51%
Women with children	154 16%	43 11%	42 34%	3 1%	64 38%	34 14%	76 19%	44 14%	79 57%	66 54%	72 53%	154 54%	-
Men working Full Time	234 24%	234 59%	-	-	-	63 26%	113 28%	55 17%	39 28%	37 30%	34 25%	85 30%	149 22%
Men not working Full Time	239 25%	-	50 40%	125 46%	59 35%	69 28%	92 23%	78 24%	20 15%	20 16%	29 21%	47 17%	192 28%



Table 14

ANALYSIS OF SAMPLE (Weighted)

Base: All GB Adults 18+

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland
975	473	502	120	169	161	172	139	196	261	265	138	238	128	191	86	49	39	73	89	84	101	51	84
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
236	-	236	36	52	56	56	29	3	87	83	29	25	32	38	25	13	17	18	16	23	21	20	12
24%	-	47%	30%	31%	34%	33%	21%	1%	33%	31%	21%	10%	25%	20%	29%	27%	44%	25%	18%	28%	20%	39%	14%
266	-	266	25	32	26	31	42	106	41	65	29	107	30	52	21	9	6	31	36	22	32	11	19
27%	-	53%	21%	19%	16%	18%	30%	54%	16%	24%	21%	45%	23%	27%	24%	17%	15%	42%	40%	26%	31%	22%	23%



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	975 100%	184 100%	108 100%	73 100%	28 100%	80 100%	147 100%	117 100%	99 100%	52 100%	52 100%	30 100%	5 100%	473 100%	349 100%	154 100%	234 100%	239 100%	236 100%	266 100%
Women working	236 24%	43 23%	20 18%	28 39%	7 27%	23 29%	29 20%	26 22%	28 28%	19 37%	6 11%	7 22%	-	-	151 43%	85 55%	-	-	236 100%	-
Women not working	266 27%	40 22%	31 29%	16 23%	8 29%	15 19%	62 42%	33 28%	29 29%	11 22%	13 25%	5 17%	2 39%	-	198 57%	69 45%	-	-	-	266 100%



Table 14

ANALYSIS OF SAMPLE (Weighted)

Base: All GB Adults 18+

	Working Status				Marital Status			Presence of children					
	Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
TOTAL	975	396	123	272	170	241	401	323	139	122	134	285	690
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Women working	236	162	74	-	-	67	98	70	36	35	37	85	151
	24%	41%	60%	-	-	28%	24%	22%	26%	29%	28%	30%	22%
Women not working	266	-	-	147	111	43	98	121	43	30	34	69	198
	27%	-	-	54%	65%	18%	24%	37%	31%	25%	26%	24%	29%



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land	
TOTAL	975	473	502	120	169	161	172	139	196	261	265	138	238	128	191	86	49	39	73	89	84	101	51	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working Status																								
Full time	396	234	162	48	99	99	96	43	5	159	140	56	19	55	80	31	27	19	22	35	34	42	24	27
	41%	49%	32%	40%	59%	61%	56%	31%	2%	61%	53%	40%	8%	43%	42%	36%	54%	49%	31%	39%	41%	41%	46%	32%
Part time	123	50	74	25	31	22	21	16	5	22	36	28	31	17	21	12	4	5	9	8	17	8	8	14
	13%	10%	15%	21%	18%	14%	12%	11%	3%	8%	14%	21%	13%	13%	11%	15%	9%	14%	13%	8%	21%	8%	15%	16%
Retired	272	125	147	2	4	2	17	59	180	58	57	34	106	20	58	28	12	13	19	24	24	27	16	32
	28%	26%	29%	2%	3%	1%	10%	42%	92%	22%	21%	25%	44%	16%	30%	33%	24%	34%	26%	27%	29%	26%	31%	38%
Not working	170	59	111	44	31	35	34	21	3	19	32	20	82	32	30	13	6	1	22	21	8	22	2	12
	17%	13%	22%	37%	18%	22%	20%	15%	1%	7%	12%	14%	34%	25%	16%	15%	12%	3%	30%	24%	10%	22%	4%	14%
Marital Status																								
Single	241	131	110	88	42	33	32	29	15	59	72	40	49	51	40	19	15	8	19	15	22	19	17	16
	25%	28%	22%	73%	25%	20%	18%	21%	8%	23%	27%	29%	21%	40%	21%	22%	30%	20%	26%	17%	26%	19%	34%	19%
Married	401	205	196	13	86	71	78	70	75	146	97	56	80	42	87	35	23	14	20	51	40	42	14	33
	41%	43%	39%	11%	51%	44%	45%	50%	38%	56%	37%	41%	34%	33%	45%	41%	48%	35%	27%	58%	47%	41%	28%	40%
Other	323	133	191	19	39	57	60	40	102	56	96	39	107	34	64	32	11	17	31	20	22	38	18	35
	33%	28%	38%	16%	23%	35%	35%	29%	52%	21%	36%	28%	45%	27%	33%	37%	22%	45%	43%	23%	27%	38%	36%	41%
Presence of children																								
Yes 0-4	139	60	79	24	67	40	6	-	1	26	44	21	37	23	32	10	11	3	8	19	12	8	6	8
	14%	13%	16%	20%	40%	25%	4%	-	1%	10%	16%	16%	16%	18%	17%	11%	23%	8%	11%	21%	15%	7%	11%	9%
Yes 5-9	122	57	66	12	37	55	13	3	1	29	29	18	38	14	21	12	4	4	11	11	10	21	7	9
	13%	12%	13%	10%	22%	34%	8%	2%	1%	11%	11%	13%	16%	11%	11%	15%	8%	9%	14%	13%	11%	20%	13%	10%
Yes 10-15	134	63	72	21	19	55	31	4	2	39	27	23	42	23	21	11	8	4	12	18	10	14	7	7
	14%	13%	14%	18%	11%	34%	18%	3%	1%	15%	10%	17%	18%	18%	11%	13%	16%	10%	16%	20%	12%	14%	13%	8%
Any 0-15	285	132	154	51	80	104	41	5	3	67	82	52	68	41	53	26	19	8	22	29	28	28	16	16
	29%	28%	31%	42%	48%	64%	24%	3%	1%	25%	31%	38%	29%	32%	28%	30%	38%	20%	30%	32%	33%	27%	32%	19%
None	690	341	349	70	88	57	132	134	193	195	183	86	170	87	138	60	30	31	51	60	56	74	35	68
	71%	72%	69%	58%	52%	36%	76%	97%	99%	75%	69%	62%	71%	68%	72%	70%	62%	80%	70%	68%	67%	73%	68%	81%



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	975 100%	184 100%	108 100%	73 100%	28 100%	80 100%	147 100%	117 100%	99 100%	52 100%	52 100%	30 100%	5 100%	473 100%	349 100%	154 100%	234 100%	239 100%	236 100%	266 100%
Working Status																				
Full time	396 41%	82 45%	42 39%	32 44%	8 28%	34 43%	54 37%	55 47%	41 42%	20 37%	14 27%	13 43%	-	234 49%	119 34%	43 28%	234 100%	-	162 69%	-
Part time	123 13%	21 12%	13 12%	13 18%	3 11%	11 14%	11 7%	8 6%	16 16%	12 24%	8 16%	6 19%	-	50 10%	31 9%	42 28%	-	50 21%	74 31%	-
Retired	272 28%	38 21%	32 29%	21 28%	12 45%	22 27%	37 25%	29 25%	31 32%	17 32%	20 39%	9 30%	5 100%	125 26%	144 41%	3 2%	-	125 52%	-	147 55%
Not working	170 17%	38 21%	19 17%	7 9%	4 15%	12 15%	44 30%	22 19%	10 10%	2 4%	9 18%	2 8%	-	59 13%	47 13%	64 42%	-	59 25%	-	111 42%
Marital Status																				
Single	241 25%	60 32%	21 20%	18 25%	5 17%	24 30%	35 24%	22 19%	19 19%	21 41%	9 18%	7 23%	-	131 28%	76 22%	34 22%	63 27%	69 29%	67 28%	43 16%
Married	401 41%	71 39%	50 47%	23 32%	10 35%	34 42%	72 49%	48 41%	46 47%	11 22%	19 38%	13 42%	2 48%	205 43%	120 35%	76 49%	113 48%	92 38%	98 42%	98 37%
Other	323 33%	53 29%	35 33%	32 43%	13 47%	22 27%	35 24%	45 39%	33 34%	18 35%	23 44%	11 35%	2 52%	133 28%	147 42%	44 29%	55 24%	78 32%	70 30%	121 45%
Presence of children																				
Yes 0-4	139 14%	27 15%	26 24%	13 18%	2 7%	12 15%	20 14%	11 9%	16 17%	6 11%	6 11%	2 6%	-	60 13%	-	79 52%	39 17%	20 9%	36 15%	43 16%
Yes 5-9	122 13%	18 10%	19 18%	8 11%	3 12%	7 9%	18 12%	26 22%	11 11%	4 7%	6 12%	3 8%	-	57 12%	-	66 43%	20 16%	35 8%	30 15%	30 11%
Yes 10-15	134 14%	32 17%	12 11%	7 10%	2 6%	16 20%	26 17%	18 15%	10 10%	6 12%	3 6%	4 14%	-	63 13%	-	72 47%	34 15%	29 12%	37 16%	34 13%
Any 0-15	285 29%	54 29%	38 35%	22 30%	5 20%	27 34%	41 28%	36 31%	31 31%	15 29%	10 18%	7 22%	-	132 28%	-	154 100%	85 36%	47 20%	85 36%	69 26%
None	690 71%	130 71%	70 65%	51 70%	22 80%	53 66%	106 72%	81 69%	68 69%	37 71%	42 82%	24 78%	5 100%	341 72%	349 100%	-	149 64%	192 80%	151 64%	198 74%



Table 14
ANALYSIS OF SAMPLE (Weighted)
 Base: All GB Adults 18+

	TOTAL	Working Status				Marital Status			Presence of children				
		Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None
TOTAL	975	396	123	272	170	241	401	323	139	122	134	285	690
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working Status													
Full time	396	396	-	-	-	111	173	109	57	55	52	127	268
	41%	100%	-	-	-	46%	43%	34%	41%	45%	39%	45%	39%
Part time	123	-	123	-	-	40	56	25	32	27	27	65	59
	13%	-	100%	-	-	17%	14%	8%	23%	22%	20%	23%	8%
Retired	272	-	-	272	-	31	111	128	3	1	4	7	265
	28%	-	-	100%	-	13%	28%	39%	2%	1%	3%	2%	38%
Not working	170	-	-	-	170	59	54	57	43	38	50	83	87
	17%	-	-	-	100%	24%	14%	18%	31%	31%	37%	29%	13%
Marital Status													
Single	241	111	40	31	59	241	-	-	20	21	33	54	188
	25%	28%	33%	11%	35%	100%	-	-	14%	17%	25%	19%	27%
Married	401	173	56	111	54	-	401	-	77	66	66	146	255
	41%	44%	46%	41%	32%	-	100%	-	55%	54%	49%	51%	37%
Other	323	109	25	128	57	-	-	323	42	35	35	86	238
	33%	28%	21%	47%	33%	-	-	100%	30%	28%	26%	30%	34%
Presence of children													
Yes 0-4	139	57	32	3	43	20	77	42	139	44	22	139	-
	14%	14%	26%	1%	25%	8%	19%	13%	100%	36%	17%	49%	-
Yes 5-9	122	55	27	1	38	21	66	35	44	122	56	122	-
	13%	14%	22%	*	22%	9%	17%	11%	32%	100%	41%	43%	-
Yes 10-15	134	52	27	4	50	33	66	35	22	56	134	134	-
	14%	13%	22%	1%	29%	14%	16%	11%	16%	46%	100%	47%	-
Any 0-15	285	127	65	7	83	54	146	86	139	122	134	285	-
	29%	32%	52%	3%	49%	22%	36%	26%	100%	100%	100%	100%	-
None	690	268	59	265	87	188	255	238	-	-	-	-	690
	71%	68%	48%	97%	51%	78%	64%	74%	-	-	-	-	100%



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land
TOTAL	975	455	520	47	87	119	163	174	345	260	209	171	249	117	211	99	52	36	60	74	95	105	30	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SEX																								
Male	455	455	-	25	35	56	75	86	157	127	111	90	90	60	99	46	30	15	20	27	43	48	14	53
	47%	100%	-	53%	40%	47%	46%	49%	46%	49%	53%	53%	36%	51%	47%	46%	58%	42%	33%	36%	45%	46%	47%	55%
Female	520	-	520	22	52	63	88	88	188	133	98	81	159	57	112	53	22	21	40	47	52	57	16	43
	53%	-	100%	47%	60%	53%	54%	51%	54%	51%	47%	47%	64%	49%	53%	54%	42%	58%	67%	64%	55%	54%	53%	45%
AGE																								
18-24	47	25	22	47	-	-	-	-	-	10	14	14	2	11	11	3	2	1	4	3	5	5	2	-
	5%	5%	4%	100%	-	-	-	-	-	4%	7%	8%	1%	9%	5%	3%	4%	3%	7%	4%	5%	5%	7%	-
25-34	87	35	52	-	87	-	-	-	-	31	19	9	20	16	22	5	6	1	4	9	9	7	2	6
	9%	8%	10%	-	100%	-	-	-	-	12%	9%	5%	8%	14%	10%	5%	12%	3%	7%	12%	9%	7%	7%	6%
35-44	119	56	63	-	-	119	-	-	-	37	34	22	16	21	20	14	7	8	4	8	15	15	3	4
	12%	12%	12%	-	-	100%	-	-	-	14%	16%	13%	6%	18%	9%	14%	13%	22%	7%	11%	16%	14%	10%	4%
45-54	163	75	88	-	-	-	163	-	-	55	34	38	26	24	35	11	11	8	8	13	12	16	4	21
	17%	16%	17%	-	-	-	100%	-	-	21%	16%	22%	10%	21%	17%	11%	21%	22%	13%	18%	13%	15%	13%	22%
55-64	174	86	88	-	-	-	-	174	-	45	40	28	46	12	30	22	10	5	13	15	20	18	6	23
	18%	19%	17%	-	-	-	-	100%	-	17%	19%	16%	18%	10%	14%	22%	19%	14%	22%	20%	21%	17%	20%	24%
65+	345	157	188	-	-	-	-	-	345	68	59	50	136	29	85	41	15	11	24	24	28	40	13	35
	35%	35%	36%	-	-	-	-	-	100%	26%	28%	29%	55%	25%	40%	41%	29%	31%	40%	32%	29%	38%	43%	36%
SOCIAL GRADE																								
AB	260	127	133	10	31	37	55	45	68	260	-	-	-	40	57	26	16	10	13	22	26	21	8	21
	27%	28%	26%	21%	36%	31%	34%	26%	20%	100%	-	-	-	34%	27%	26%	31%	28%	22%	30%	27%	20%	27%	22%
C1	209	111	98	14	19	34	34	40	59	-	209	-	-	24	45	26	12	7	12	13	29	20	7	14
	21%	24%	19%	30%	22%	29%	21%	23%	17%	-	100%	-	-	21%	21%	26%	23%	19%	20%	18%	31%	19%	23%	15%
C2	171	90	81	14	9	22	38	28	50	-	-	171	-	23	38	15	8	5	9	14	16	17	5	21
	18%	20%	16%	30%	10%	18%	23%	16%	14%	-	-	100%	-	20%	18%	15%	15%	14%	15%	19%	17%	16%	17%	22%
DE	249	90	159	2	20	16	26	46	136	-	-	-	249	21	56	25	4	12	21	18	22	31	6	33
	26%	20%	31%	4%	23%	13%	16%	26%	39%	-	-	-	100%	18%	27%	25%	8%	33%	35%	24%	23%	30%	20%	34%
STANDARD REGION																								
London	117	60	57	11	16	21	24	12	29	40	24	23	21	117	-	-	-	-	-	-	-	-	-	-
	12%	13%	11%	23%	18%	18%	15%	7%	8%	15%	11%	13%	8%	100%	-	-	-	-	-	-	-	-	-	-
South East	211	99	112	11	22	20	35	30	85	57	45	38	56	-	211	-	-	-	-	-	-	-	-	-
	22%	22%	22%	23%	25%	17%	21%	17%	25%	22%	22%	22%	22%	-	100%	-	-	-	-	-	-	-	-	-
South West	99	46	53	3	5	14	11	22	41	26	26	15	25	-	-	99	-	-	-	-	-	-	-	-
	10%	10%	10%	6%	6%	12%	7%	13%	12%	10%	12%	9%	10%	-	-	100%	-	-	-	-	-	-	-	-
Wales	52	30	22	2	6	7	11	10	15	16	12	8	4	-	-	-	52	-	-	-	-	-	-	-
	5%	7%	4%	4%	7%	6%	7%	6%	4%	6%	6%	5%	2%	-	-	-	100%	-	-	-	-	-	-	-



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME								
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	975 100%	188 100%	110 100%	71 100%	35 100%	86 100%	124 100%	116 100%	110 100%	37 100%	56 100%	37 100%	5 100%	455 100%	405 100%	115 100%	199 100%	256 100%	221 100%	299 100%	
SEX																					
Male	455 47%	97 52%	50 45%	27 38%	15 43%	47 55%	44 35%	56 48%	47 43%	18 49%	29 52%	22 59%	3 60%	455 100%	-	-	199 100%	256 100%	-	-	
Female	520 53%	91 48%	60 55%	44 62%	20 57%	39 45%	80 65%	60 52%	63 57%	19 51%	27 48%	15 41%	2 40%	-	405 100%	115 100%	-	-	221 100%	299 100%	
AGE																					
18-24	47 5%	13 7%	6 5%	4 6%	1 3%	4 5%	7 6%	5 4%	3 3%	4 11%	-	-	-	25 5%	12 3%	10 9%	11 6%	14 5%	15 7%	7 2%	
25-34	87 9%	19 10%	14 13%	8 11%	1 3%	8 9%	11 9%	9 8%	10 9%	1 3%	4 7%	2 5%	-	35 8%	20 5%	32 28%	30 15%	5 2%	34 15%	18 6%	
35-44	119 12%	29 15%	13 12%	8 11%	3 9%	12 14%	14 11%	17 15%	14 13%	5 14%	2 4%	2 5%	-	56 12%	19 5%	44 38%	45 23%	11 4%	47 21%	16 5%	
45-54	163 17%	38 20%	14 13%	12 17%	5 14%	14 16%	20 16%	19 16%	16 15%	4 11%	10 18%	11 30%	-	75 16%	67 17%	21 18%	56 28%	19 7%	63 29%	25 8%	
55-64	174 18%	24 13%	13 12%	13 18%	4 11%	19 22%	27 22%	19 16%	24 22%	8 22%	16 29%	6 16%	1	86 19%	86 21%	2 2%	38 19%	48 19%	44 20%	44 15%	
65+	345 35%	58 31%	47 43%	21 30%	20 57%	26 30%	41 33%	43 37%	38 35%	14 38%	19 34%	14 38%	4 80%	157 35%	186 46%	2 2%	8 4%	149 58%	7 3%	181 61%	
SOCIAL GRADE																					
AB	260 27%	62 33%	25 23%	20 28%	6 17%	28 33%	35 28%	23 20%	28 25%	12 32%	11 20%	10 27%	-	127 28%	105 26%	28 24%	73 37%	54 21%	83 38%	50 17%	
C1	209 21%	35 19%	30 27%	15 21%	11 31%	16 19%	25 20%	24 21%	29 26%	10 27%	6 11%	7 19%	1	111 24%	76 19%	22 19%	67 34%	44 17%	51 23%	47 16%	
C2	171 18%	35 19%	19 17%	12 17%	5 14%	14 16%	21 17%	19 16%	18 16%	7 19%	14 25%	6 16%	1	90 20%	54 13%	27 23%	40 20%	50 20%	40 18%	41 14%	
DE	249 26%	40 21%	30 27%	18 25%	10 29%	14 16%	32 26%	33 28%	33 30%	4 11%	20 36%	12 32%	3 60%	90 20%	129 32%	30 26%	8 4%	82 32%	31 14%	128 43%	
STANDARD REGION																					
London	117 12%	114 61%	-	-	-	-	3 2%	-	-	-	-	-	-	60 13%	39 10%	18 16%	22 11%	38 15%	29 13%	28 9%	
South East	211 22%	74 39%	101 92%	27 38%	1 3%	-	8 6%	-	-	-	-	-	-	99 22%	94 23%	18 16%	49 25%	50 20%	40 18%	72 24%	
South West	99 10%	-	9 8%	-	34 97%	41 48%	15 12%	-	-	-	-	-	-	46 10%	42 10%	11 10%	15 8%	31 12%	27 12%	26 9%	
Wales	52 5%	-	-	-	-	45 52%	-	7 6%	-	-	-	-	-	30 7%	16 4%	6 5%	13 7%	17 7%	13 6%	9 3%	



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	TOTAL	Working Status				Marital Status			Presence of children				
		Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None
TOTAL	975	344	108	404	104	178	436	348	85	87	102	201	774
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SEX													
Male	455	199	32	184	35	98	226	126	34	36	45	86	369
	47%	58%	30%	46%	34%	55%	52%	36%	40%	41%	44%	43%	48%
Female	520	145	76	220	69	80	210	222	51	51	57	115	405
	53%	42%	70%	54%	66%	45%	48%	64%	60%	59%	56%	57%	52%
AGE													
18-24	47	23	9	1	14	35	4	8	9	5	8	20	27
	5%	7%	8%	*	13%	20%	1%	2%	11%	6%	8%	10%	3%
25-34	87	51	16	1	17	22	44	20	36	19	11	44	43
	9%	15%	15%	*	16%	12%	10%	6%	42%	22%	11%	22%	6%
35-44	119	78	19	1	19	25	56	37	30	41	37	76	43
	12%	23%	18%	*	18%	14%	13%	11%	35%	47%	36%	38%	6%
45-54	163	97	25	13	25	28	80	53	6	14	33	42	121
	17%	28%	23%	3%	24%	16%	18%	15%	7%	16%	32%	21%	16%
55-64	174	66	23	64	21	34	91	48	-	4	6	7	167
	18%	19%	21%	16%	20%	19%	21%	14%	-	5%	6%	3%	22%
65+	345	12	11	311	5	28	140	170	2	3	3	5	340
	35%	3%	10%	77%	5%	16%	32%	49%	2%	3%	3%	2%	44%
SOCIAL GRADE													
AB	260	136	23	87	11	44	155	60	19	23	33	55	205
	27%	40%	21%	22%	11%	25%	36%	17%	22%	26%	32%	27%	26%
C1	209	104	22	71	12	43	87	79	23	19	18	48	161
	21%	30%	20%	18%	12%	24%	20%	23%	27%	22%	18%	24%	21%
C2	171	62	31	63	15	33	82	53	17	17	21	45	126
	18%	18%	29%	16%	14%	19%	19%	15%	20%	20%	21%	22%	16%
DE	249	21	25	151	52	39	80	128	20	20	26	40	209
	26%	6%	23%	37%	50%	22%	18%	37%	24%	23%	25%	20%	27%
STANDARD REGION													
London	117	45	15	35	19	36	48	32	15	10	16	28	89
	12%	13%	14%	9%	18%	20%	11%	9%	18%	11%	16%	14%	11%
South East	211	74	20	96	19	32	99	78	21	15	17	39	172
	22%	22%	19%	24%	18%	18%	23%	22%	25%	17%	17%	19%	22%
South West	99	32	14	43	9	16	44	39	6	10	11	21	78
	10%	9%	13%	11%	9%	9%	10%	11%	7%	11%	11%	10%	10%
Wales	52	24	3	20	4	13	25	13	7	4	6	13	39
	5%	7%	3%	5%	4%	7%	6%	4%	8%	5%	6%	6%	5%



TNS Telephone Omnibus Survey

Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot-land
TOTAL	455	520	47	87	119	163	174	345	260	209	171	249	117	211	99	52	36	60	74	95	105	30	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East Anglia	36	15	21	1	1	8	8	5	11	10	7	5	12	-	-	-	-	36	-	-	-	-	-
	4%	3%	4%	2%	1%	7%	5%	3%	3%	4%	3%	3%	5%	-	-	-	100%	-	-	-	-	-	-
East Mids	60	20	40	4	4	4	8	13	24	13	12	9	21	-	-	-	-	60	-	-	-	-	-
	6%	4%	8%	9%	5%	3%	5%	7%	7%	5%	6%	5%	8%	-	-	-	-	100%	-	-	-	-	-
West Mids	74	27	47	3	9	8	13	15	24	22	13	14	18	-	-	-	-	-	74	-	-	-	-
	8%	6%	9%	6%	10%	7%	8%	9%	7%	8%	6%	8%	7%	-	-	-	-	-	100%	-	-	-	-
Yorks/Humber	95	43	52	5	9	15	12	20	28	26	29	16	22	-	-	-	-	-	-	95	-	-	-
	10%	9%	10%	11%	10%	13%	7%	11%	8%	10%	14%	9%	9%	-	-	-	-	-	-	100%	-	-	-
North West	105	48	57	5	7	15	16	18	40	21	20	17	31	-	-	-	-	-	-	-	105	-	-
	11%	11%	11%	11%	8%	13%	10%	10%	12%	8%	10%	10%	12%	-	-	-	-	-	-	-	100%	-	-
North	30	14	16	2	2	3	4	6	13	8	7	5	6	-	-	-	-	-	-	-	-	30	-
	3%	3%	3%	4%	2%	3%	2%	3%	4%	3%	3%	3%	2%	-	-	-	-	-	-	-	-	100%	-
Scot-land	96	53	43	-	6	4	21	23	35	21	14	21	33	-	-	-	-	-	-	-	-	-	96
	10%	12%	8%	-	7%	3%	13%	13%	10%	8%	7%	12%	13%	-	-	-	-	-	-	-	-	-	100%



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	975 100%	188 100%	110 100%	71 100%	35 100%	86 100%	124 100%	116 100%	110 100%	37 100%	56 100%	37 100%	5 100%	455 100%	405 100%	115 100%	199 100%	256 100%	221 100%	299 100%
East Anglia	36 4%	-	-	36 51%	-	-	-	-	-	-	-	-	-	15 3%	16 4%	5 4%	7 4%	8 3%	14 6%	7 2%
East Mids	60 6%	-	-	8 11%	-	-	24 19%	-	28 25%	-	-	-	-	20 4%	31 8%	9 8%	9 5%	11 4%	15 7%	25 8%
West Mids	74 8%	-	-	-	-	74 60%	-	-	-	-	-	-	-	27 6%	36 9%	11 10%	15 8%	12 5%	14 6%	33 11%
Yorks/Humber	95 10%	-	-	-	-	-	-	82 75%	13 35%	-	-	-	-	43 9%	37 9%	15 13%	21 11%	22 9%	23 10%	29 10%
North West	105 11%	-	-	-	-	-	105 91%	-	-	-	-	-	-	48 11%	44 11%	13 11%	19 10%	29 11%	23 10%	34 11%
North	30 3%	-	-	-	-	-	4 3%	-	24 65%	-	-	2 40%	-	14 3%	14 3%	2 2%	6 3%	8 3%	6 3%	10 3%
Scotland	96 10%	-	-	-	-	-	-	-	-	56 100%	37 100%	3 60%	-	53 12%	36 9%	7 6%	23 12%	30 12%	17 8%	26 9%



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	Working Status				Marital Status			Presence of children					
	Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
TOTAL	975	344	108	404	104	178	436	348	85	87	102	201	774
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East Anglia	36	16	5	14	1	7	11	18	3	3	3	6	30
	4%	5%	5%	3%	1%	4%	3%	5%	4%	3%	3%	3%	4%
East Mids	60	17	9	24	9	8	21	29	6	5	6	13	47
	6%	5%	8%	6%	9%	4%	5%	8%	7%	6%	6%	6%	6%
West Mids	74	25	5	30	13	11	40	20	10	7	12	17	57
	8%	7%	5%	7%	13%	6%	9%	6%	12%	8%	12%	8%	7%
Yorks/Humber	95	32	15	40	8	19	51	25	8	9	10	24	71
	10%	9%	14%	10%	8%	11%	12%	7%	9%	10%	10%	12%	9%
North West	105	36	9	44	12	15	42	46	5	15	10	21	84
	11%	10%	8%	11%	12%	8%	10%	13%	6%	17%	10%	10%	11%
North	30	10	2	15	1	6	10	12	1	3	3	6	24
	3%	3%	2%	4%	1%	3%	2%	3%	1%	3%	3%	3%	3%
Scot -land	96	33	11	43	9	15	45	36	3	6	8	13	83
	10%	10%	10%	11%	9%	8%	10%	10%	4%	7%	8%	6%	11%



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land
TOTAL	975	455	520	47	87	119	163	174	345	260	209	171	249	117	211	99	52	36	60	74	95	105	30	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ITV (ISBA)																								
London	188	97	91	13	19	29	38	24	58	62	35	35	40	114	74	-	-	-	-	-	-	-	-	-
	19%	21%	18%	28%	22%	24%	23%	14%	17%	24%	17%	20%	16%	97%	35%	-	-	-	-	-	-	-	-	-
Southern	110	50	60	6	14	13	14	13	47	25	30	19	30	-	101	9	-	-	-	-	-	-	-	-
	11%	11%	12%	13%	16%	11%	9%	7%	14%	10%	14%	11%	12%	-	48%	9%	-	-	-	-	-	-	-	-
Anglia	71	27	44	4	8	8	12	13	21	20	15	12	18	-	27	-	-	36	8	-	-	-	-	-
	7%	6%	8%	9%	9%	7%	7%	7%	6%	8%	7%	7%	7%	-	13%	-	-	100%	13%	-	-	-	-	-
South West	35	15	20	1	1	3	5	4	20	6	11	5	10	-	1	34	-	-	-	-	-	-	-	-
	4%	3%	4%	2%	1%	3%	3%	2%	6%	2%	5%	3%	4%	-	*	34%	-	-	-	-	-	-	-	-
Wales and West	86	47	39	4	8	12	14	19	26	28	16	14	14	-	-	41	45	-	-	-	-	-	-	-
	9%	10%	8%	9%	9%	10%	9%	11%	8%	11%	8%	8%	6%	-	-	41%	87%	-	-	-	-	-	-	-
Midlands	124	44	80	7	11	14	20	27	41	35	25	21	32	3	8	15	-	-	24	74	-	-	-	-
	13%	10%	15%	15%	13%	12%	12%	16%	12%	13%	12%	12%	13%	3%	4%	15%	-	-	40%	100%	-	-	-	-
Lancashire	116	56	60	5	9	17	19	19	43	23	24	19	33	-	-	-	7	-	-	-	-	105	4	-
	12%	12%	12%	11%	10%	14%	12%	11%	12%	9%	11%	11%	13%	-	-	-	13%	-	-	-	-	100%	13%	-
Yorkshire	110	47	63	3	10	14	16	24	38	28	29	18	33	-	-	-	-	-	28	-	82	-	-	-
	11%	10%	12%	6%	11%	12%	10%	14%	11%	11%	14%	11%	13%	-	-	-	-	-	47%	-	86%	-	-	-
North East	37	18	19	4	1	5	4	8	14	12	10	7	4	-	-	-	-	-	-	-	13	-	24	-
	4%	4%	4%	9%	1%	4%	2%	5%	4%	5%	5%	4%	2%	-	-	-	-	-	-	-	14%	-	80%	-
Central Scotland	56	29	27	-	4	2	10	16	19	11	6	14	20	-	-	-	-	-	-	-	-	-	-	56
	6%	6%	5%	-	5%	2%	6%	9%	6%	4%	3%	8%	8%	-	-	-	-	-	-	-	-	-	-	58%
NE Scotland	37	22	15	-	2	2	11	6	14	10	7	6	12	-	-	-	-	-	-	-	-	-	-	37
	4%	5%	3%	-	2%	2%	7%	3%	4%	4%	3%	4%	5%	-	-	-	-	-	-	-	-	-	-	39%
Border	5	3	2	-	-	-	-	1	4	-	1	1	3	-	-	-	-	-	-	-	-	-	2	3
	1%	1%	*	-	-	-	-	1%	1%	-	*	1%	1%	-	-	-	-	-	-	-	-	-	7%	3%
LIKELIHOOD OF BEING AT HOME																								
Men	455	455	-	25	35	56	75	86	157	127	111	90	90	60	99	46	30	15	20	27	43	48	14	53
	47%	100%	-	53%	40%	47%	46%	49%	46%	49%	53%	53%	36%	51%	47%	46%	58%	42%	33%	36%	45%	46%	47%	55%
Women without children	405	-	405	12	20	19	67	86	186	105	76	54	129	39	94	42	16	16	31	36	37	44	14	36
	42%	-	78%	26%	23%	16%	41%	49%	54%	40%	36%	32%	52%	33%	45%	42%	31%	44%	52%	49%	39%	42%	47%	38%
Women with children	115	-	115	10	32	44	21	2	2	28	22	27	30	18	18	11	6	5	9	11	15	13	2	7
	12%	-	22%	21%	37%	37%	13%	1%	1%	11%	11%	16%	12%	15%	9%	11%	12%	14%	15%	15%	16%	12%	7%	7%
Men working Full Time	199	199	-	11	30	45	56	38	8	73	67	40	8	22	49	15	13	7	9	15	21	19	6	23
	20%	44%	-	23%	34%	38%	34%	22%	2%	28%	32%	23%	3%	19%	23%	15%	15%	25%	19%	15%	22%	18%	20%	24%
Men not working Full Time	256	256	-	14	5	11	19	48	149	54	44	50	82	38	50	31	17	8	11	12	22	29	8	30
	26%	56%	-	30%	6%	9%	12%	28%	43%	21%	21%	29%	33%	32%	24%	31%	33%	22%	18%	16%	23%	28%	27%	31%

Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME								
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	975 100%	188 100%	110 100%	71 100%	35 100%	86 100%	124 100%	116 100%	110 100%	37 100%	56 100%	37 100%	5 100%	455 100%	405 100%	115 100%	199 100%	256 100%	221 100%	299 100%	
ITV (ISBA)																					
London	188 19%	188 100%	-	-	-	-	-	-	-	-	-	-	-	97 21%	70 17%	21 18%	42 21%	55 21%	41 19%	50 17%	
Southern	110 11%	-	110 100%	-	-	-	-	-	-	-	-	-	-	50 11%	50 12%	10 9%	22 11%	28 11%	19 9%	41 14%	
Anglia	71 7%	-	-	71 100%	-	-	-	-	-	-	-	-	-	27 6%	29 7%	15 13%	15 8%	12 5%	25 11%	19 6%	
South West	35 4%	-	-	-	35 100%	-	-	-	-	-	-	-	-	15 3%	17 4%	3 3%	3 2%	12 5%	9 4%	11 4%	
Wales and West	86 9%	-	-	-	-	86 100%	-	-	-	-	-	-	-	47 10%	29 7%	10 9%	16 8%	31 12%	23 10%	16 5%	
Midlands	124 13%	-	-	-	-	-	124 100%	-	-	-	-	-	-	44 10%	64 16%	16 14%	23 12%	21 8%	28 13%	52 17%	
Lancashire	116 12%	-	-	-	-	-	-	116 100%	-	-	-	-	-	56 12%	46 11%	14 12%	25 13%	31 12%	25 11%	35 12%	
Yorkshire	110 11%	-	-	-	-	-	-	-	110 100%	-	-	-	-	47 10%	48 12%	15 13%	24 12%	23 9%	26 12%	37 12%	
North East	37 4%	-	-	-	-	-	-	-	-	37 100%	-	-	-	18 4%	15 4%	4 3%	6 3%	12 5%	8 4%	11 4%	
Central Scotland	56 6%	-	-	-	-	-	-	-	-	-	56 100%	-	29 6%	23 6%	4 3%	4 7%	13 6%	16 4%	8 4%	19 6%	
NE Scotland	37 4%	-	-	-	-	-	-	-	-	-	-	37 100%	22 5%	12 3%	3 3%	10 5%	12 5%	9 4%	6 2%		
Border	5 1%	-	-	-	-	-	-	-	-	-	-	-	5 1%	2 *	-	-	3 1%	-	2 -	1 1%	
LIKELIHOOD OF BEING AT HOME																					
Men	455 47%	97 52%	50 45%	27 38%	15 43%	47 55%	44 35%	56 48%	47 43%	18 49%	29 52%	22 59%	3 60%	455 100%	-	-	199 100%	256 100%	-	-	
Women without children	405 42%	70 37%	50 45%	29 41%	17 49%	29 34%	64 52%	46 40%	48 44%	15 41%	23 41%	12 32%	2 40%	-	405 100%	-	-	-	148 67%	257 86%	
Women with children	115 12%	21 11%	10 9%	15 21%	3 9%	10 12%	16 13%	14 12%	15 14%	4 11%	4 7%	3 8%	-	-	-	115 100%	-	-	73 33%	42 14%	
Men working Full Time	199 20%	42 22%	22 20%	15 21%	3 9%	16 19%	23 19%	25 22%	24 22%	6 16%	13 23%	10 27%	-	199 44%	-	-	199 100%	-	-	-	
Men not working Full Time	256 26%	55 29%	28 25%	12 17%	12 34%	31 36%	21 17%	31 27%	23 21%	12 32%	16 29%	12 32%	3 60%	256 56%	-	-	-	256 100%	-	-	



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	TOTAL	Working Status				Marital Status			Presence of children				
		Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None
TOTAL	975	344	108	404	104	178	436	348	85	87	102	201	774
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ITV (ISBA)													
London	188	75	20	65	25	45	86	56	19	14	24	40	148
	19%	22%	19%	16%	24%	25%	20%	16%	22%	16%	24%	20%	19%
Southern	110	33	10	54	11	17	49	42	14	11	8	23	87
	11%	10%	9%	13%	11%	10%	11%	12%	16%	13%	8%	11%	11%
Anglia	71	27	13	26	4	15	22	34	11	6	5	17	54
	7%	8%	12%	6%	4%	8%	5%	10%	13%	7%	5%	8%	7%
South West	35	9	4	20	2	3	15	17	1	4	3	6	29
	4%	3%	4%	5%	2%	2%	3%	5%	1%	5%	3%	3%	4%
Wales and West	86	33	10	33	8	21	38	26	7	6	13	20	66
	9%	10%	9%	8%	8%	12%	9%	7%	8%	7%	13%	10%	9%
Midlands	124	42	10	48	23	18	65	36	12	10	15	24	100
	13%	12%	9%	12%	22%	10%	15%	10%	14%	11%	15%	12%	13%
Lancashire	116	44	9	47	12	17	46	51	7	18	12	26	90
	12%	13%	8%	12%	12%	10%	11%	15%	8%	21%	12%	13%	12%
Yorkshire	110	38	15	48	9	18	58	34	10	10	10	25	85
	11%	11%	14%	12%	9%	10%	13%	10%	12%	11%	10%	12%	11%
North East	37	10	6	18	1	9	11	15	1	2	4	7	30
	4%	3%	6%	4%	1%	5%	3%	4%	1%	2%	4%	3%	4%
Central Scotland	56	18	5	26	7	8	25	23	2	3	3	6	50
	6%	5%	5%	6%	7%	4%	6%	7%	2%	3%	3%	3%	6%
NE Scotland	37	15	6	14	2	7	18	12	1	3	5	7	30
	4%	4%	6%	3%	2%	4%	4%	3%	1%	3%	5%	3%	4%
Border	5	-	-	5	-	-	3	2	-	-	-	-	5
	1%	-	-	1%	-	-	1%	1%	-	-	-	-	1%
LIKELIHOOD OF BEING AT HOME													
Men	455	199	32	184	35	98	226	126	34	36	45	86	369
	47%	58%	30%	46%	34%	55%	52%	36%	40%	41%	44%	43%	48%
Women without children	405	110	38	217	31	61	146	190	-	-	-	-	405
	42%	32%	35%	54%	30%	34%	33%	55%	-	-	-	-	52%
Women with children	115	35	38	3	38	19	64	32	51	51	57	115	-
	12%	10%	35%	1%	37%	11%	15%	9%	60%	59%	56%	57%	-
Men working Full Time	199	199	-	-	-	46	104	46	26	28	32	65	134
	20%	58%	-	-	-	26%	24%	13%	31%	32%	31%	32%	17%
Men not working Full Time	256	-	32	184	35	52	122	80	8	8	13	21	235
	26%	-	30%	46%	34%	29%	28%	23%	9%	9%	13%	10%	30%



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland
975	455	520	47	87	119	163	174	345	260	209	171	249	117	211	99	52	36	60	74	95	105	30	96
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
221	-	221	15	34	47	63	44	7	83	51	40	31	29	40	27	13	14	15	14	23	23	6	17
23%	-	43%	32%	39%	39%	39%	25%	2%	32%	24%	23%	12%	25%	19%	27%	25%	39%	25%	19%	24%	22%	20%	18%
299	-	299	7	18	16	25	44	181	50	47	41	128	28	72	26	9	7	25	33	29	34	10	26
31%	-	58%	15%	21%	13%	15%	25%	52%	19%	22%	24%	51%	24%	34%	26%	17%	19%	42%	45%	31%	32%	33%	27%

Table 15
ANALYSIS OF SAMPLE (Unweighted)
Base: All GB Adults 18+

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	975 100%	188 100%	110 100%	71 100%	35 100%	86 100%	124 100%	116 100%	110 100%	37 100%	56 100%	37 100%	5 100%	455 100%	405 100%	115 100%	199 100%	256 100%	221 100%	299 100%
Women working	221 23%	41 22%	19 17%	25 35%	9 26%	23 27%	28 23%	25 22%	26 24%	8 22%	8 14%	9 24%	-	-	148 37%	73 63%	-	-	221 100%	-
Women not working	299 31%	50 27%	41 37%	19 27%	11 31%	16 19%	52 42%	35 30%	37 34%	11 30%	19 34%	6 16%	2 40%	-	257 63%	42 37%	-	-	-	299 100%



Table 15

ANALYSIS OF SAMPLE (Unweighted)

Base: All GB Adults 18+

	Working Status				Marital Status			Presence of children					
	Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
TOTAL													
975	344	108	404	104	178	436	348	85	87	102	201	774	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Women working													
221	145	76	-	-	48	106	66	26	32	35	73	148	
23%	42%	70%	-	-	27%	24%	19%	31%	37%	34%	36%	19%	
Women not working													
299	-	-	220	69	32	104	156	25	19	22	42	257	
31%	-	-	54%	66%	18%	24%	45%	29%	22%	22%	21%	33%	



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land	
TOTAL	975	455	520	47	87	119	163	174	345	260	209	171	249	117	211	99	52	36	60	74	95	105	30	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working Status																								
Full time	344	199	145	23	51	78	97	66	12	136	104	62	21	45	74	32	24	16	17	25	32	36	10	33
	35%	44%	28%	49%	59%	66%	60%	38%	3%	52%	50%	36%	8%	38%	35%	32%	46%	44%	28%	34%	34%	34%	33%	34%
Part time	108	32	76	9	16	19	25	23	11	23	22	31	25	15	20	14	3	5	9	5	15	9	2	11
	11%	7%	15%	19%	18%	16%	15%	13%	3%	9%	11%	18%	10%	13%	9%	14%	6%	14%	15%	7%	16%	9%	7%	11%
Retired	404	184	220	1	1	1	13	64	311	87	71	63	151	35	96	43	20	14	24	30	40	44	15	43
	41%	40%	42%	2%	1%	1%	8%	37%	90%	33%	34%	37%	61%	30%	45%	43%	38%	39%	40%	41%	42%	42%	50%	45%
Not working	104	35	69	14	17	19	25	21	5	11	12	15	52	19	19	9	4	1	9	13	8	12	1	9
	11%	8%	13%	30%	20%	16%	15%	12%	1%	4%	6%	9%	21%	16%	9%	9%	8%	3%	15%	18%	8%	11%	3%	9%
Marital Status																								
Single	178	98	80	35	22	25	28	34	28	44	43	33	39	36	32	16	13	7	8	11	19	15	6	15
	18%	22%	15%	74%	25%	21%	17%	20%	8%	17%	21%	19%	16%	31%	15%	16%	25%	19%	13%	15%	20%	14%	20%	16%
Married	436	226	210	4	44	56	80	91	140	155	87	82	80	48	99	44	25	11	21	40	51	42	10	45
	45%	50%	40%	9%	51%	47%	49%	52%	41%	60%	42%	48%	32%	41%	47%	44%	48%	31%	35%	54%	54%	40%	33%	47%
Other	348	126	222	8	20	37	53	48	170	60	79	53	128	32	78	39	13	18	29	20	25	46	12	36
	36%	28%	43%	17%	23%	31%	33%	28%	49%	23%	38%	31%	51%	27%	37%	39%	25%	50%	48%	27%	26%	44%	40%	38%
Presence of children																								
Yes 0-4	85	34	51	9	36	30	6	-	2	19	23	17	20	15	21	6	7	3	6	10	8	5	1	3
	9%	7%	10%	19%	41%	25%	4%	-	1%	7%	11%	10%	8%	13%	10%	6%	13%	8%	10%	14%	8%	5%	3%	3%
Yes 5-9	87	36	51	5	19	41	14	4	3	23	19	17	20	10	15	10	4	3	5	7	9	15	3	6
	9%	8%	10%	11%	22%	34%	9%	2%	1%	9%	9%	10%	8%	9%	7%	10%	8%	8%	8%	9%	9%	14%	10%	6%
Yes 10-15	102	45	57	8	11	37	33	6	3	33	18	21	26	16	17	11	6	3	6	12	10	10	3	8
	10%	10%	11%	17%	13%	31%	20%	3%	1%	13%	9%	12%	10%	14%	8%	11%	12%	8%	10%	16%	11%	10%	10%	8%
Any 0-15	201	86	115	20	44	76	42	7	5	55	48	45	40	28	39	21	13	6	13	17	24	21	6	13
	21%	19%	22%	43%	51%	64%	26%	4%	1%	21%	23%	26%	16%	24%	18%	21%	25%	17%	22%	23%	25%	20%	20%	14%
None	774	369	405	27	43	43	121	167	340	205	161	126	209	89	172	78	39	30	47	57	71	84	24	83
	79%	81%	78%	57%	49%	36%	74%	96%	99%	79%	77%	74%	84%	76%	82%	79%	75%	83%	78%	77%	75%	80%	80%	86%



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	ITV (ISBA)											LIKELIHOOD OF BEING AT HOME								
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	975 100%	188 100%	110 100%	71 100%	35 100%	86 100%	124 100%	116 100%	110 100%	37 100%	56 100%	37 100%	5 100%	455 100%	405 100%	115 100%	199 100%	256 100%	221 100%	299 100%
Working Status																				
Full time	344 35%	75 40%	33 30%	27 38%	9 26%	33 38%	42 34%	44 38%	38 35%	10 27%	18 32%	15 41%	-	199 44%	110 27%	35 30%	199 100%	-	145 66%	-
Part time	108 11%	20 11%	10 9%	13 18%	4 11%	10 12%	9 8%	9 8%	15 14%	6 16%	5 9%	6 16%	-	32 7%	38 9%	38 33%	-	32 13%	76 34%	-
Retired	404 41%	65 35%	54 49%	26 37%	20 57%	33 38%	48 39%	47 41%	48 44%	18 49%	26 46%	14 38%	5 100%	184 40%	217 54%	3 3%	-	184 72%	-	220 74%
Not working	104 11%	25 13%	11 10%	4 6%	2 6%	8 9%	23 19%	12 10%	9 8%	1 3%	7 13%	2 5%	-	35 8%	31 8%	38 33%	-	35 14%	-	69 23%
Marital Status																				
Single	178 18%	45 24%	17 15%	15 21%	3 9%	21 24%	18 15%	17 16%	18 16%	9 24%	8 14%	7 19%	-	98 22%	61 15%	19 17%	46 23%	52 20%	48 22%	32 11%
Married	436 45%	86 46%	49 45%	22 31%	15 43%	38 44%	65 52%	46 40%	58 53%	11 30%	25 45%	18 49%	3 60%	226 50%	146 36%	64 56%	104 52%	122 48%	106 48%	104 35%
Other	348 36%	56 30%	42 38%	34 48%	17 49%	26 30%	36 29%	51 44%	34 31%	15 41%	23 41%	12 32%	2 40%	126 28%	190 47%	32 28%	46 23%	80 31%	66 30%	156 52%
Presence of children																				
Yes 0-4	85 9%	19 10%	14 13%	11 15%	1 3%	7 8%	12 10%	7 6%	10 9%	1 3%	2 4%	1 3%	-	34 7%	-	51 44%	26 13%	8 3%	26 12%	25 8%
Yes 5-9	87 9%	14 7%	11 10%	6 8%	4 11%	6 7%	10 8%	18 16%	10 9%	3 5%	3 8%	3 8%	-	36 8%	-	51 44%	28 14%	8 3%	32 14%	19 6%
Yes 10-15	102 10%	24 13%	8 7%	5 7%	3 9%	13 15%	15 12%	12 10%	9 9%	4 11%	3 5%	5 14%	-	45 10%	-	57 50%	32 16%	13 5%	35 16%	22 7%
Any 0-15	201 21%	40 21%	23 21%	17 24%	6 17%	20 23%	24 19%	26 22%	25 23%	7 19%	6 11%	7 19%	-	86 19%	-	115 100%	65 33%	21 8%	73 33%	42 14%
None	774 79%	148 79%	87 79%	54 76%	29 83%	66 77%	100 81%	90 78%	85 77%	30 81%	50 89%	30 81%	5 100%	369 81%	405 100%	-	134 67%	235 92%	148 67%	257 86%



Table 15
ANALYSIS OF SAMPLE (Unweighted)
 Base: All GB Adults 18+

	Working Status				Marital Status			Presence of children					
	Full time	Part time	Retired	Not working	Single	Married	Other	Yes 0-4	Yes 5-9	Yes 10-15	Any 0-15	None	
TOTAL	975	344	108	404	104	178	436	348	85	87	102	201	774
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working Status													
Full time	344	344	-	-	-	81	166	94	40	43	48	100	244
	35%	100%	-	-	-	46%	38%	27%	47%	49%	47%	50%	32%
Part time	108	-	108	-	-	24	57	26	17	20	23	47	61
	11%	-	100%	-	-	13%	13%	7%	20%	23%	23%	23%	8%
Retired	404	-	-	404	-	42	171	187	2	2	4	7	397
	41%	-	-	100%	-	24%	39%	54%	2%	2%	4%	3%	51%
Not working	104	-	-	-	104	30	36	38	24	21	26	45	59
	11%	-	-	-	100%	17%	8%	11%	28%	24%	25%	22%	8%
Marital Status													
Single	178	81	24	42	30	178	-	-	10	11	17	27	151
	18%	24%	22%	10%	29%	100%	-	-	12%	13%	17%	13%	20%
Married	436	166	57	171	36	-	436	-	48	51	60	117	319
	45%	48%	53%	42%	35%	-	100%	-	56%	59%	59%	58%	41%
Other	348	94	26	187	38	-	-	348	26	24	24	56	292
	36%	27%	24%	46%	37%	-	-	100%	31%	28%	24%	28%	38%
Presence of children													
Yes 0-4	85	40	17	2	24	10	48	26	85	26	15	85	-
	9%	12%	16%	*	23%	6%	11%	7%	100%	30%	15%	42%	-
Yes 5-9	87	43	20	2	21	11	51	24	26	87	39	87	-
	9%	13%	19%	*	20%	6%	12%	7%	31%	100%	38%	43%	-
Yes 10-15	102	48	23	4	26	17	60	24	15	39	102	102	-
	10%	14%	21%	1%	25%	10%	14%	7%	18%	45%	100%	51%	-
Any 0-15	201	100	47	7	45	27	117	56	85	87	102	201	-
	21%	29%	44%	2%	43%	15%	27%	16%	100%	100%	100%	100%	-
None	774	244	61	397	59	151	319	292	-	-	-	-	774
	79%	71%	56%	98%	57%	85%	73%	84%	-	-	-	-	100%

