

Personal Information Survey

CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 1

Q.1 How confident are you with the way organisations, such as banks, councils and the government, look after your personal details?

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	1004	465	539	78	175	180	186	181	204	348	233	162	261	256	265	253	143	87
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
NET: Confident	466	219	247	76	81	74	76	64	95	126	134	92	115	120	118	124	60	44
	46%	45%	47%	64%	51%	37%	45%	43%	46%	48%	46%	43%	48%	46%	45%	50%	42%	50%
I am totally confident	(3) 89	38	51	15	16	4	9	12	33	17	30	16	25	23	19	24	12	11
	9%	8%	10%	12%	10%	2%	6%	8%	16%	7%	10%	8%	11%	9%	7%	10%	8%	12%
I have some confidence	(2) 377	181	196	61	65	69	67	52	63	109	104	75	89	97	99	100	48	33
	38%	38%	38%	51%	41%	35%	40%	35%	30%	42%	36%	36%	37%	37%	38%	40%	34%	38%
I have very little confidence	(1) 366	177	188	22	54	86	69	59	75	94	107	85	79	81	105	86	55	38
	36%	37%	36%	19%	34%	43%	41%	39%	36%	36%	37%	40%	33%	31%	40%	35%	39%	43%
No confidence at all	(0) 164	82	82	21	23	36	21	26	37	40	45	33	46	58	37	37	25	6
	16%	17%	16%	18%	14%	18%	13%	17%	18%	15%	15%	16%	19%	22%	14%	15%	18%	7%
NET: Not confident	530	259	271	43	77	122	90	84	112	134	152	118	126	139	143	123	80	44
	53%	54%	52%	36%	49%	61%	53%	57%	54%	51%	52%	56%	52%	53%	54%	50%	57%	50%
Don't know	8	4	4	-	1	3	3	1	1	1	5	1	1	4	2	1	1	-
	1%	1%	1%	-	*	1%	2%	*	1%	*	2%	1%	*	1%	1%	*	1%	-
Mean	1.39	1.37	1.42	1.58	1.47	1.22	1.39	1.34	1.44	1.40	1.41	1.36	1.39	1.33	1.38	1.45	1.33	1.55
Standard deviation	0.86	0.86	0.87	0.92	0.86	0.76	0.78	0.86	0.96	0.83	0.88	0.84	0.92	0.92	0.82	0.86	0.87	0.80
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.06	0.06	0.07	0.04	0.06	0.07	0.06	0.06	0.05	0.05	0.07	0.09

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Q.1 How confident are you with the way organisations, such as banks, councils and the government, look after your personal details?

Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Unweighted base	1004	386	147	167	268	289	706
Weighted base	1004	452	121	157	250	291	704
NET: Confident	466 46%	217 48%	46 38%	80 51%	112 45%	121 42%	342 49%
I am totally confident	(3) 89 9%	31 7%	7 6%	14 9%	34 13%	21 7%	68 10%
I have some confidence	(2) 377 38%	186 41%	39 32%	65 41%	79 32%	100 34%	274 39%
I have very little confidence	(1) 366 36%	164 36%	55 46%	47 30%	89 36%	115 39%	248 35%
No confidence at all	(0) 164 16%	66 15%	19 16%	29 18%	47 19%	53 18%	108 15%
NET: Not confident	530 53%	230 51%	74 61%	76 48%	136 54%	168 58%	356 51%
Don't know	8 1%	4 1%	1 1%	2 1%	1 *	2 1%	6 1%
Mean	1.39	1.41	1.29	1.42	1.40	1.31	1.43
Standard deviation	0.86	0.82	0.80	0.90	0.95	0.85	0.87
Standard error	0.03	0.04	0.07	0.07	0.06	0.05	0.03

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Table 2
Q.2 Which of the following statements describe your attitude to your personal information?
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	1004	465	539	78	175	180	186	181	204	348	233	162	261	256	265	253	143	87
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
I am now much more aware of the value of my personal information	856 85%	402 83%	454 87%	101 85%	130 82%	180 90%	144 85%	133 89%	168 80%	219 84%	254 87%	183 87%	200 83%	218 83%	227 86%	218 88%	118 83%	75 85%
I worry more about the safety of my personal details now than I used to	769 77%	359 74%	410 79%	76 64%	122 77%	166 83%	135 80%	120 81%	150 72%	199 76%	226 78%	157 74%	186 77%	194 74%	208 79%	191 77%	108 76%	69 78%
I feel powerless over how my personal information is looked after	726 72%	348 72%	377 72%	72 60%	106 67%	160 80%	119 70%	126 84%	143 69%	178 68%	211 72%	154 73%	183 76%	182 69%	201 77%	181 73%	104 73%	58 66%
I do not think about my personal information any differently than I did before	232 23%	117 24%	116 22%	28 23%	37 23%	34 17%	31 18%	39 26%	63 30%	53 20%	62 21%	51 24%	66 27%	59 22%	63 24%	56 23%	36 26%	18 21%
None of these	23 2%	13 3%	10 2%	- -	7 4%	2 1%	3 2%	2 1%	9 5%	5 2%	7 2%	3 1%	9 4%	9 4%	3 1%	7 3%	3 2%	1 1%
Don't know	4 *	4 1%	- -	- -	- -	- -	1 1%	- -	3 1%	1 *	- -	3 1%	- -	2 1%	- -	- -	2 1%	- -

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Table 2
Q.2 Which of the following statements describe your attitude to your personal information?
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Unweighted base	1004	386	147	167	268	289	706
Weighted base	1004	452	121	157	250	291	704
I am now much more aware of the value of my personal information	856 85%	396 88%	101 83%	131 83%	209 84%	256 88%	592 84%
I worry more about the safety of my personal details now than I used to	769 77%	351 78%	97 80%	115 73%	187 75%	230 79%	533 76%
I feel powerless over how my personal information is looked after	726 72%	318 70%	94 78%	112 71%	184 73%	218 75%	499 71%
I do not think about my personal information any differently than I did before	232 23%	94 21%	24 20%	37 23%	68 27%	54 19%	173 25%
None of these	23 2%	8 2%	2 2%	3 2%	9 4%	5 2%	18 3%
Don't know	4 *	1 *	- -	- -	3 1%	- -	4 1%

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Table 3

Q.3 Have you made any of the following changes to the way you take care of your personal information?**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	1004	465	539	78	175	180	186	181	204	348	233	162	261	256	265	253	143	87
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
I have started to regularly check my bank statements	883 88%	410 85%	473 91%	101 84%	134 84%	176 88%	152 90%	135 91%	186 89%	229 88%	251 86%	188 89%	215 89%	237 90%	231 88%	215 87%	121 85%	80 90%
I now refuse to give out my personal details as much as possible	851 85%	397 82%	454 87%	91 76%	133 84%	173 87%	148 87%	135 91%	172 83%	221 85%	244 84%	188 89%	199 83%	223 85%	225 86%	205 83%	118 83%	80 91%
I have started shredding documents	815 81%	373 77%	442 85%	73 61%	118 74%	169 85%	150 89%	130 87%	175 84%	217 83%	240 82%	169 80%	189 78%	218 83%	220 84%	197 79%	108 76%	71 81%
I have changed my PIN number/s	453 45%	230 48%	222 43%	57 47%	77 49%	105 53%	72 43%	65 44%	77 37%	120 46%	141 48%	99 47%	93 39%	126 48%	120 45%	109 44%	56 40%	42 48%
I have asked organisations to remove my details from their databases	357 36%	178 37%	179 34%	49 41%	66 42%	73 37%	56 33%	53 35%	61 29%	103 39%	96 33%	87 41%	72 30%	98 37%	97 37%	93 38%	40 28%	29 33%
I have cancelled bank, credit or store cards	324 32%	153 32%	171 33%	24 20%	55 34%	76 38%	56 33%	58 39%	54 26%	104 40%	87 30%	76 36%	57 24%	84 32%	82 31%	83 33%	39 27%	36 41%
I have taken information about myself off internet social networking sites, blogs or forums	312 31%	162 34%	150 29%	43 36%	68 43%	78 39%	41 24%	42 28%	40 19%	78 30%	104 36%	64 30%	65 27%	91 35%	75 28%	79 32%	37 26%	30 34%
None of these	17 2%	13 3%	4 1%	7 6%	2 1%	2 1%	4 2%	1 1%	2 1%	5 2%	6 2%	2 1%	4 2%	2 1%	8 3%	4 2%	3 2%	1 1%
Refused	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -

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Table 3

Q.3 Have you made any of the following changes to the way you take care of your personal information?**Base: All respondents**

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Unweighted base	1004	386	147	167	268	289	706
Weighted base	1004	452	121	157	250	291	704
I have started to regularly check my bank statements	883 88%	390 86%	106 88%	141 90%	225 90%	254 87%	623 89%
I now refuse to give out my personal details as much as possible	851 85%	394 87%	103 86%	124 79%	211 84%	245 84%	600 85%
I have started shredding documents	815 81%	357 79%	106 88%	119 76%	213 85%	240 83%	567 81%
I have changed my PIN number/s	453 45%	225 50%	53 44%	67 42%	95 38%	144 50%	304 43%
I have asked organisations to remove my details from their databases	357 36%	186 41%	37 30%	49 31%	77 31%	109 37%	244 35%
I have cancelled bank, credit or store cards	324 32%	169 37%	36 30%	40 25%	70 28%	92 32%	227 32%
I have taken information about myself off internet social networking sites, blogs or forums	312 31%	157 35%	37 31%	57 36%	53 21%	106 37%	200 28%
None of these	17 2%	6 1%	1 1%	6 4%	3 1%	7 3%	10 1%
Refused	1 *	- -	1 1%	- -	- -	1 *	- -

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Table 4
Q.4 Are you aware or unaware that it is the Data Protection Act that sets out how companies and government departments manage your personal information?
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	1004	465	539	78	175	180	186	181	204	348	233	162	261	256	265	253	143	87
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Unaware	272	109	163	32	40	46	38	34	83	40	63	77	92	70	69	66	43	24
	27%	23%	31%	26%	25%	23%	22%	23%	40%	15%	21%	37%	38%	27%	26%	27%	30%	27%
NET: Aware	726	371	355	88	117	152	131	114	123	220	229	132	145	193	193	178	98	63
	72%	77%	68%	74%	73%	77%	78%	76%	59%	84%	79%	62%	60%	73%	73%	72%	69%	72%
Aware - learnt recently	137	55	82	16	24	17	28	23	28	24	36	38	38	34	31	36	26	10
	14%	11%	16%	13%	15%	9%	16%	16%	14%	9%	12%	18%	16%	13%	12%	14%	18%	12%
Aware - have known for some time	589	316	273	72	92	135	104	91	95	196	192	94	106	159	162	143	72	53
	59%	66%	52%	60%	58%	68%	61%	61%	46%	75%	66%	44%	44%	61%	61%	57%	51%	60%
Don't know	6	2	5	-	2	1	-	1	2	1	-	2	4	-	1	4	1	1
	1%	*	1%	-	2%	1%	-	1%	1%	*	-	1%	2%	-	*	2%	1%	1%

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Table 4
Q.4 Are you aware or unaware that it is the Data Protection Act that sets out how companies and government departments manage your personal information?
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Unweighted base	1004	386	147	167	268	289	706
Weighted base	1004	452	121	157	250	291	704
Unaware	272 27%	91 20%	28 24%	55 35%	94 38%	72 25%	200 28%
NET: Aware	726 72%	359 80%	92 76%	100 64%	154 62%	218 75%	498 71%
Aware - learnt recently	137 14%	53 12%	16 14%	31 19%	32 13%	33 11%	101 14%
Aware - have known for some time	589 59%	306 68%	76 63%	69 44%	122 49%	185 64%	397 56%
Don't know	6 1%	2 *	- -	3 2%	2 1%	1 *	5 1%

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Table 5

Q.5 Which of the following do you think that organisations are legally obliged to take when handling personal information?**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	1004	465	539	78	175	180	186	181	204	348	233	162	261	256	265	253	143	87
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Keep your information secure at all times	937 93%	449 93%	488 93%	110 92%	143 90%	194 98%	158 93%	139 93%	195 93%	250 96%	269 92%	197 94%	221 92%	246 93%	246 94%	237 96%	124 88%	84 95%
Only keep your information for as long as it is needed	909 91%	425 88%	483 93%	106 88%	142 89%	185 93%	152 90%	134 90%	190 91%	235 90%	260 89%	192 91%	222 92%	231 88%	239 91%	237 95%	122 86%	80 91%
Ensure that your information is kept accurate and up to date	908 90%	431 89%	477 91%	108 91%	143 90%	184 93%	148 88%	139 93%	185 89%	237 91%	257 88%	195 92%	219 91%	229 87%	244 93%	229 92%	123 87%	82 93%
Provide you with details on how they will use your personal information	899 90%	432 90%	466 89%	111 93%	138 87%	187 94%	152 90%	137 92%	174 83%	239 92%	265 91%	193 92%	201 83%	244 93%	243 92%	217 88%	115 81%	80 91%
Ensure that they don't keep more information about you than they need	879 88%	418 87%	462 88%	103 86%	135 85%	185 93%	150 89%	134 90%	172 83%	238 91%	254 87%	185 88%	203 84%	233 89%	234 89%	214 86%	119 84%	80 90%
None of these	12 1%	6 1%	5 1%	-	3 2%	2 1%	2 1%	2 1%	4 2%	1 1%	6 2%	-	4 2%	1 1%	3 1%	2 1%	5 4%	1 1%
Don't know	1 *	-	1 *	-	-	-	* *	1 *	-	* *	-	-	1 *	* *	-	-	1 *	-

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Table 5

Q.5 Which of the following do you think that organisations are legally obliged to take when handling personal information?

Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Unweighted base	1004	386	147	167	268	289	706
Weighted base	1004	452	121	157	250	291	704
Keep your information secure at all times	937 93%	429 95%	113 94%	139 88%	233 93%	266 91%	662 94%
Only keep your information for as long as it is needed	909 91%	413 91%	107 89%	142 90%	225 90%	267 92%	632 90%
Ensure that your information is kept accurate and up to date	908 90%	413 91%	110 92%	141 90%	223 89%	262 90%	640 91%
Provide you with details on how they will use your personal information	899 90%	427 94%	108 89%	129 82%	215 86%	257 88%	632 90%
Ensure that they don't keep more information about you than they need	879 88%	409 91%	108 90%	132 84%	209 84%	259 89%	611 87%
None of these	12 1%	3 1%	1 1%	3 2%	4 2%	5 2%	7 1%
Don't know	1 *	- -	1 1%	- -	- -	* *	1 *

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Table 6
Classification
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	1004	465	539	78	175	180	186	181	204	348	233	162	261	256	265	253	143	87
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Gender																		
Male	482 48%	482 100%	- -	47 40%	77 48%	100 50%	87 52%	69 46%	101 49%	148 57%	133 46%	101 48%	100 42%	122 47%	130 49%	118 48%	76 53%	36 41%
Female	522 52%	- -	522 100%	72 60%	82 52%	99 50%	82 48%	80 54%	107 51%	113 43%	159 54%	110 52%	141 58%	141 53%	133 51%	130 52%	66 47%	52 59%
Age																		
18-24	(21) 12%	47 10%	72 14%	119 100%	- -	- -	- -	- -	- -	31 12%	36 12%	33 15%	20 8%	25 10%	31 12%	30 12%	17 12%	16 18%
25-34	(29.5) 16%	77 16%	82 16%	- -	159 100%	- -	- -	- -	- -	44 17%	56 19%	36 17%	23 10%	46 18%	38 14%	43 17%	19 13%	13 15%
35-44	(39.5) 20%	100 21%	99 19%	- -	- -	199 100%	- -	- -	- -	55 21%	69 24%	42 20%	32 13%	67 25%	58 22%	43 17%	16 11%	16 18%
45-54	(49.5) 17%	87 18%	82 16%	- -	- -	- -	169 100%	- -	- -	51 20%	48 16%	35 17%	35 14%	45 17%	46 18%	35 14%	23 16%	20 23%
55-64	(59.5) 15%	69 14%	80 15%	- -	- -	- -	- -	149 100%	- -	37 14%	38 13%	36 17%	38 16%	29 11%	43 17%	40 16%	26 18%	10 11%
65+	(70) 21%	101 21%	107 21%	- -	- -	- -	- -	- -	209 100%	43 17%	44 15%	28 13%	93 39%	50 19%	46 18%	58 23%	41 29%	14 15%
Average age	46.71	47.17	46.28	21.00	29.50	39.50	49.50	59.50	70.00	45.47	44.10	44.15	53.44	45.68	46.30	47.27	50.15	43.89

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Table 6
Classification
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	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
<u>Social Class</u>																		
AB	261 26%	148 31%	113 22%	31 26%	44 28%	55 28%	51 30%	37 25%	43 21%	261 100%	-	-	-	87 33%	61 23%	54 22%	34 24%	25 28%
C1	291 29%	133 28%	159 30%	36 30%	56 35%	69 35%	48 28%	38 25%	44 21%	-	291 100%	-	-	80 30%	65 25%	79 32%	38 27%	29 33%
C2	211 21%	101 21%	110 21%	33 27%	36 23%	42 21%	35 21%	36 24%	28 14%	-	-	211 100%	-	48 18%	68 26%	43 18%	33 23%	19 21%
DE	241 24%	100 21%	141 27%	20 17%	23 15%	32 16%	35 20%	38 26%	93 45%	-	-	-	241 100%	48 18%	69 26%	72 29%	37 26%	15 17%
<u>Region</u>																		
North	336 33%	154 32%	182 35%	46 38%	56 35%	58 29%	55 32%	50 34%	71 34%	79 30%	108 37%	62 30%	87 36%	-	-	248 100%	-	88 100%
Midlands	315 31%	154 32%	162 31%	42 35%	43 27%	61 31%	52 31%	54 36%	64 31%	77 29%	73 25%	78 37%	87 36%	-	263 100%	-	52 37%	-
South	352 35%	174 36%	178 34%	31 26%	61 38%	79 40%	63 37%	45 30%	73 35%	106 40%	109 38%	70 33%	67 28%	263 100%	-	-	89 63%	-

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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	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
<u>Working status</u>																		
Full-time	452 45%	286 59%	166 32%	61 51%	106 66%	124 62%	107 63%	43 29%	11 5%	155 59%	139 48%	109 52%	50 21%	128 49%	114 44%	105 42%	60 42%	45 50%
Part-time	121 12%	25 5%	96 18%	15 13%	16 10%	33 17%	28 16%	27 18%	1 1%	27 10%	54 19%	23 11%	16 7%	33 13%	36 14%	27 11%	13 9%	11 13%
Not working but seeking work or temporarily unemployed/sick	54 5%	16 3%	38 7%	13 11%	13 8%	15 8%	6 4%	7 5%	- -	8 3%	15 5%	10 5%	21 9%	13 5%	16 6%	14 6%	7 5%	4 4%
Not working/not seeking work	73 7%	19 4%	54 10%	6 5%	15 10%	21 11%	22 13%	9 6%	- -	7 3%	16 5%	19 9%	32 13%	15 6%	23 9%	16 6%	11 8%	7 8%
Retired	250 25%	114 24%	136 26%	- -	- -	2 1%	4 2%	58 39%	186 89%	50 19%	51 18%	40 19%	109 45%	56 21%	61 23%	72 29%	42 30%	18 21%
Student	30 3%	12 3%	18 3%	21 17%	5 3%	2 1%	- -	- -	2 1%	9 3%	12 4%	6 3%	3 1%	11 4%	6 2%	8 3%	4 3%	1 2%
Refused	24 2%	10 2%	14 3%	4 3%	3 2%	2 1%	3 1%	5 3%	8 4%	6 2%	4 1%	4 2%	10 4%	6 2%	5 2%	6 3%	5 3%	2 2%

Personal Information Survey

CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
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	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Tenure																		
Own outright	328 33%	156 32%	172 33%	26 22%	17 10%	27 14%	37 22%	89 60%	132 63%	93 35%	91 31%	57 27%	87 36%	73 28%	86 33%	88 35%	53 38%	27 31%
Own with a mortgage	388 39%	207 43%	181 35%	31 26%	82 52%	126 63%	98 58%	30 20%	21 10%	132 50%	129 44%	92 44%	35 15%	109 41%	98 37%	95 38%	44 31%	41 47%
Council	129 13%	53 11%	76 14%	26 22%	21 13%	21 10%	20 12%	15 10%	26 13%	8 3%	19 7%	31 15%	71 30%	34 13%	40 15%	32 13%	15 11%	8 10%
Housing Assoc.	29 3%	12 2%	17 3%	1 1%	7 4%	7 3%	3 2%	2 1%	9 4%	1 1%	9 3%	3 1%	16 6%	9 3%	10 4%	2 1%	5 3%	3 3%
Rented from someone else	92 9%	37 8%	54 10%	28 23%	27 17%	15 8%	7 4%	5 3%	9 4%	16 6%	35 12%	22 10%	18 8%	27 10%	19 7%	21 9%	18 13%	6 7%
Rent free	5 1%	3 1%	2 *	2 2%	1 *	1 1%	1 *	1 *	- -	2 1%	1 *	1 *	1 *	1 *	3 1%	- -	1 1%	- -
Refused	34 3%	14 3%	19 4%	5 4%	5 3%	2 1%	4 2%	7 5%	11 5%	10 4%	7 2%	6 3%	12 5%	11 4%	7 3%	9 3%	5 4%	2 2%

Personal Information Survey

CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
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	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
<u>Foreign Holiday in last 3 years</u>																		
Yes	602	294	309	52	101	125	122	95	107	197	185	115	105	172	141	155	79	55
	60%	61%	59%	44%	63%	63%	72%	64%	51%	75%	64%	55%	44%	65%	54%	63%	56%	62%
No	402	188	213	67	58	74	47	54	102	65	106	96	136	91	122	93	62	33
	40%	39%	41%	56%	37%	37%	28%	36%	49%	25%	36%	45%	56%	35%	46%	37%	44%	38%
<u>Number of cars</u>																		
None	209	86	123	37	35	28	22	23	63	26	48	35	99	54	53	48	30	24
	21%	18%	24%	31%	22%	14%	13%	15%	30%	10%	17%	17%	41%	20%	20%	19%	21%	27%
1	417	178	240	34	62	78	70	72	102	99	127	95	97	121	107	104	55	31
	42%	37%	46%	29%	39%	39%	41%	48%	49%	38%	44%	45%	40%	46%	41%	42%	39%	35%
2	288	161	127	25	54	74	54	43	38	100	92	64	32	66	79	78	43	23
	29%	33%	24%	21%	34%	37%	32%	29%	18%	38%	32%	31%	13%	25%	30%	31%	30%	26%
3+	89	57	32	23	8	19	23	11	6	36	23	17	14	22	24	18	13	11
	9%	12%	6%	19%	5%	9%	13%	8%	3%	14%	8%	8%	6%	8%	9%	7%	9%	13%

Personal Information Survey

CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
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	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
<u>Internet Access</u>																		
At all	746 74%	368 76%	378 72%	107 90%	142 89%	182 91%	138 81%	97 65%	81 39%	227 87%	245 84%	152 72%	123 51%	204 77%	194 74%	189 76%	89 63%	70 79%
At home (net)	690 69%	347 72%	344 66%	102 85%	131 82%	173 87%	125 74%	87 58%	73 35%	207 79%	230 79%	146 69%	108 45%	191 73%	178 68%	172 69%	87 61%	62 71%
At work (net)	298 30%	147 30%	151 29%	44 37%	69 43%	79 40%	73 43%	29 20%	5 2%	129 50%	118 40%	38 18%	13 6%	97 37%	70 26%	63 25%	31 22%	38 43%
At home	423 42%	209 43%	213 41%	60 51%	68 43%	98 49%	62 36%	66 44%	69 33%	96 37%	120 41%	110 52%	97 40%	103 39%	115 44%	117 47%	58 41%	30 33%
At work	31 3%	9 2%	21 4%	2 2%	6 4%	4 2%	10 6%	8 5%	1 *	19 7%	7 2%	2 1%	3 1%	9 3%	7 3%	8 3%	2 1%	5 6%
Both at home and at work	268 27%	137 28%	130 25%	41 35%	63 39%	75 38%	63 38%	22 15%	4 2%	111 42%	110 38%	36 17%	11 5%	88 33%	63 24%	55 22%	29 21%	33 37%
Somewhere else	25 3%	12 3%	13 3%	3 3%	5 3%	5 3%	3 2%	2 1%	8 4%	2 1%	7 2%	4 2%	13 5%	4 2%	9 4%	9 4%	1 *	2 3%
Not at all	254 25%	110 23%	144 28%	12 10%	16 10%	15 8%	31 19%	52 35%	127 61%	33 13%	45 15%	59 28%	117 49%	58 22%	68 26%	59 24%	52 37%	18 21%
Refused	4 *	3 1%	* *	- -	2 1%	2 1%	- -	- -	- -	* *	2 1%	- -	1 1%	2 1%	1 1%	- -	* *	- -

Personal Information Survey

CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
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	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
What is the highest educational level that you have achieved to date?																		
Secondary/ high school/ NVQ 1-3	550 55%	251 52%	300 57%	73 61%	67 42%	114 57%	93 55%	94 63%	110 53%	85 33%	163 56%	153 72%	150 62%	128 49%	161 61%	138 56%	76 54%	47 53%
University degree or equivalent professional qualification/ NVQ4	270 27%	144 30%	126 24%	28 23%	59 37%	58 29%	54 32%	31 21%	40 19%	116 44%	90 31%	29 14%	35 15%	84 32%	58 22%	65 26%	33 24%	29 33%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	74 7%	44 9%	30 6%	6 5%	24 15%	15 7%	10 6%	7 5%	13 6%	42 16%	18 6%	6 3%	8 3%	28 11%	20 7%	13 5%	8 6%	6 7%
None of these	79 8%	32 7%	47 9%	9 7%	6 4%	9 5%	8 5%	12 8%	34 17%	11 4%	15 5%	17 8%	36 15%	16 6%	16 6%	24 10%	19 14%	5 5%
Refused	30 3%	11 2%	19 4%	4 3%	4 3%	2 1%	3 2%	5 3%	12 6%	7 3%	5 2%	6 3%	12 5%	8 3%	9 3%	8 3%	5 3%	2 2%

Personal Information Survey

CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
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	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
<u>Marital Status</u>																		
Single	215 21%	119 25%	97 18%	78 66%	50 31%	41 21%	21 12%	14 10%	11 5%	58 22%	73 25%	31 15%	53 22%	66 25%	50 19%	45 18%	30 21%	24 27%
Married/ co-habiting	580 58%	293 61%	287 55%	36 30%	97 61%	128 64%	113 67%	101 68%	105 50%	166 64%	167 58%	149 71%	97 40%	148 56%	165 63%	141 57%	78 55%	49 55%
Widowed/ separated/ divorced	182 18%	59 12%	123 24%	1 1%	8 5%	28 14%	32 19%	29 20%	84 40%	31 12%	45 16%	26 12%	80 33%	41 16%	42 16%	55 22%	28 20%	15 17%
Refused	26 3%	11 2%	16 3%	4 3%	4 3%	2 1%	3 2%	4 3%	9 4%	6 2%	5 2%	5 2%	11 5%	7 3%	6 2%	7 3%	5 3%	2 2%
<u>Children</u>																		
None aged 18 or under	704 70%	352 73%	352 67%	75 63%	90 56%	81 41%	112 66%	142 95%	203 98%	189 72%	190 65%	136 65%	188 78%	178 68%	179 68%	172 69%	108 76%	66 75%
NET: Yes	291 29%	126 26%	165 32%	40 33%	69 44%	116 58%	55 33%	6 4%	5 2%	69 26%	98 34%	73 35%	52 21%	81 31%	84 32%	72 29%	32 23%	21 24%
NET: Yes any aged 15 or under	259 26%	108 22%	151 29%	30 26%	69 44%	107 54%	43 25%	6 4%	4 2%	56 21%	88 30%	69 33%	46 19%	76 29%	73 28%	65 26%	30 21%	16 18%
- Aged under 5	112 11%	47 10%	65 12%	15 13%	49 31%	38 19%	9 5%	- -	2 1%	26 10%	31 11%	31 15%	24 10%	32 12%	32 12%	25 10%	16 11%	6 7%
- Aged 5-10	138 14%	57 12%	81 16%	4 4%	40 25%	66 33%	23 14%	1 1%	4 2%	28 11%	57 20%	34 16%	20 8%	53 20%	29 11%	34 14%	12 9%	10 11%
- Aged 11-15	112 11%	50 10%	62 12%	13 10%	12 7%	54 27%	28 16%	5 3%	1 *	24 9%	34 12%	32 15%	21 9%	30 12%	30 11%	33 13%	12 9%	6 7%
- Aged 16-18	75 7%	35 7%	40 8%	18 15%	2 1%	29 15%	24 14%	* *	1 1%	22 8%	22 7%	16 7%	16 7%	14 5%	29 11%	22 9%	3 2%	7 8%
Refused	9 1%	4 1%	6 1%	5 4%	- -	2 1%	2 1%	1 1%	- -	3 1%	3 1%	2 1%	1 1%	3 1%	- -	4 2%	1 1%	1 1%

Personal Information Survey

CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
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	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
<u>Grocery shopping status</u>																		
Yes - do half or more	787 78%	308 64%	479 92%	76 63%	122 77%	170 85%	129 76%	120 81%	170 82%	206 79%	232 80%	156 74%	193 80%	216 82%	203 77%	195 79%	103 73%	71 80%
No - do less than half	199 20%	163 34%	36 7%	41 35%	33 21%	26 13%	39 23%	27 18%	33 16%	49 19%	56 19%	54 25%	40 17%	45 17%	56 21%	47 19%	35 25%	17 19%
Refused	18 2%	11 2%	7 1%	2 2%	4 2%	3 1%	2 1%	2 1%	5 3%	6 2%	3 1%	1 *	8 3%	2 1%	5 2%	6 2%	4 3%	1 1%

Personal Information Survey
CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Work Status			Children in Household			
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No	
Unweighted base	1004	386	147	167	268	289	706	
Weighted base	1004	452	121	157	250	291	704	
<u>Gender</u>								
Male	482 48%	286 63%	25 21%	47 30%	114 46%	126 43%	352 50%	
Female	522 52%	166 37%	96 79%	110 70%	136 54%	165 57%	352 50%	
<u>Age</u>								
18-24	(21) 12%	119 14%	61 13%	15 13%	39 25%	- -	40 14%	75 11%
25-34	(29.5) 16%	159 23%	106 23%	16 13%	34 21%	- -	69 24%	90 13%
35-44	(39.5) 20%	199 27%	124 27%	33 28%	38 24%	2 1%	116 40%	81 12%
45-54	(49.5) 17%	169 24%	107 24%	28 23%	28 18%	4 1%	55 19%	112 16%
55-64	(59.5) 15%	149 10%	43 10%	27 22%	16 10%	58 23%	6 2%	142 20%
65+	(70) 21%	209 2%	11 2%	1 1%	2 1%	186 75%	5 2%	203 29%
Average age	46.71	39.68	42.93	36.96	67.05	37.45	50.71	

Personal Information Survey
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Weighted base	1004	452	121	157	250	291	704
<u>Social Class</u>							
AB	261 26%	155 34%	27 22%	24 15%	50 20%	69 24%	189 27%
C1	291 29%	139 31%	54 45%	43 27%	51 20%	98 34%	190 27%
C2	211 21%	109 24%	23 19%	34 22%	40 16%	73 25%	136 19%
DE	241 24%	50 11%	16 14%	56 36%	109 44%	52 18%	188 27%
<u>Region</u>							
North	336 33%	149 33%	38 32%	51 32%	90 36%	94 32%	238 34%
Midlands	315 31%	128 28%	42 35%	58 37%	79 32%	94 32%	221 31%
South	352 35%	174 39%	40 34%	49 31%	80 32%	104 36%	244 35%

Personal Information Survey
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not working	Retired	Yes	No
Weighted base	1004	452	121	157	250	291	704
<u>Working status</u>							
Full-time	452 45%	452 100%	-	-	-	137 47%	312 44%
Part-time	121 12%	-	121 100%	-	-	62 21%	56 8%
Not working but seeking work or temporarily unemployed/sick	54 5%	-	-	54 34%	-	26 9%	26 4%
Not working/not seeking work	73 7%	-	-	73 46%	-	41 14%	32 4%
Retired	250 25%	-	-	-	250 100%	6 2%	244 35%
Student	30 3%	-	-	30 19%	-	10 3%	19 3%
Refused	24 2%	-	-	-	-	9 3%	14 2%

Personal Information Survey
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Weighted base	1004	452	121	157	250	291	704
Tenure							
Own outright	328 33%	100 22%	35 29%	25 16%	168 67%	41 14%	285 40%
Own with a mortgage	388 39%	256 57%	61 51%	46 29%	25 10%	154 53%	233 33%
Council	129 13%	36 8%	10 8%	51 33%	31 13%	46 16%	80 11%
Housing Assoc.	29 3%	8 2%	3 3%	7 4%	11 4%	12 4%	16 2%
Rented from someone else	92 9%	47 10%	9 7%	25 16%	11 4%	25 9%	65 9%
Rent free	5 1%	2 *	1 1%	2 1%	1 *	2 1%	3 *
Refused	34 3%	3 1%	1 1%	2 1%	4 1%	11 4%	22 3%

Personal Information Survey
CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Weighted base	1004	452	121	157	250	291	704
<u>Foreign Holiday in last 3 years</u>							
Yes	602 60%	300 66%	80 67%	67 43%	145 58%	164 56%	436 62%
No	402 40%	151 34%	40 33%	90 57%	105 42%	128 44%	268 38%
<u>Number of cars</u>							
None	209 21%	58 13%	17 14%	60 38%	67 27%	47 16%	160 23%
1	417 42%	177 39%	53 44%	55 35%	123 49%	114 39%	301 43%
2	288 29%	161 36%	39 32%	30 19%	53 21%	107 37%	176 25%
3+	89 9%	56 12%	12 10%	13 8%	7 3%	23 8%	66 9%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Weighted base	1004	452	121	157	250	291	704
<u>Internet Access</u>							
At all	746 74%	398 88%	97 81%	125 79%	111 44%	262 90%	478 68%
At home (net)	690 69%	369 82%	92 76%	116 74%	100 40%	255 87%	429 61%
At work (net)	298 30%	225 50%	45 37%	19 12%	3 1%	109 38%	187 27%
At home	423 42%	164 36%	50 42%	100 63%	98 39%	148 51%	270 38%
At work	31 3%	20 5%	4 3%	3 2%	2 1%	2 1%	28 4%
Both at home and at work	268 27%	205 45%	41 34%	17 11%	2 1%	107 37%	159 23%
Somewhere else	25 3%	9 2%	2 2%	5 3%	9 4%	5 2%	21 3%
Not at all	254 25%	51 11%	23 19%	33 21%	139 56%	28 9%	224 32%
Refused	4 *	3 1%	* *	- -	- -	2 1%	2 *

Personal Information Survey

CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Work Status					Children in Household	
	Total	Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Weighted base	1004	452	121	157	250	291	704
<u>What is the highest educational level that you have achieved to date?</u>							
Secondary/ high school/ NVQ 1-3	550 55%	238 53%	70 58%	94 60%	146 59%	163 56%	380 54%
University degree or equivalent professional qualification/ NVQ4	270 27%	151 33%	38 31%	32 20%	49 20%	81 28%	187 27%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	74 7%	44 10%	8 7%	8 5%	14 5%	19 7%	55 8%
None of these	79 8%	16 4%	4 3%	23 14%	36 15%	19 6%	60 9%
Refused	30 3%	2 1%	- -	1 *	5 2%	9 3%	21 3%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Weighted base	1004	452	121	157	250	291	704
<u>Marital Status</u>							
Single	215 21%	122 27%	20 16%	58 37%	16 6%	50 17%	160 23%
Married/ co-habiting	580 58%	278 61%	80 66%	77 49%	144 58%	201 69%	375 53%
Widowed/ separated/ divorced	182 18%	52 11%	19 16%	23 15%	89 36%	30 10%	153 22%
Refused	26 3%	1 *	2 2%	- -	1 *	10 3%	16 2%
<u>Children</u>							
None aged 18 or under	704 70%	312 69%	56 47%	77 49%	244 97%	- -	704 100%
NET: Yes	291 29%	137 30%	62 51%	76 48%	6 3%	291 100%	- -
NET: Yes any aged 15 or under	259 26%	120 27%	58 48%	67 43%	6 3%	259 89%	- -
- Aged under 5	112 11%	47 10%	24 20%	37 23%	2 1%	112 39%	- -
- Aged 5-10	138 14%	65 14%	33 28%	31 20%	4 2%	138 48%	- -
- Aged 11-15	112 11%	57 13%	24 20%	26 17%	3 1%	112 38%	- -
- Aged 16-18	75 7%	32 7%	14 12%	26 16%	- -	75 26%	- -
Refused	9 1%	3 1%	2 2%	4 3%	- -	- -	- -

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CATI Fieldwork : February 27th-28th 2008

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Work Status			Children in Household		
		Full-time	Part-time	Not work- ing	Ret- ired	Yes	No
Weighted base	1004	452	121	157	250	291	704
<u>Grocery shopping status</u>							
Yes - do half or more	787 78%	340 75%	103 86%	123 78%	216 86%	216 74%	566 80%
No - do less than half	199 20%	109 24%	17 14%	34 22%	34 14%	65 22%	129 18%
Refused	18 2%	2 1%	-	1 *	-	9 3%	9 1%