

## Measuring and Understanding Public Opinion:

### Should we keep using the penny coin?

March 2017



---

This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

You are free to use this data, providing you acknowledge/reference the source as "NEMS Market Research, March 2017".

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



NEMS are a Market Research Society Company Partner

# Should we keep using the penny coin?

## SPEED READ

- According to the Royal Mint there are 11.3bn penny coins in circulation <sup>1</sup>
- Four out of seven of us would be in favour of the coin being removed from circulation.
- Men are even more likely to want to abandon the coin than women.
- Only those aged 16-24 are mostly against the idea.

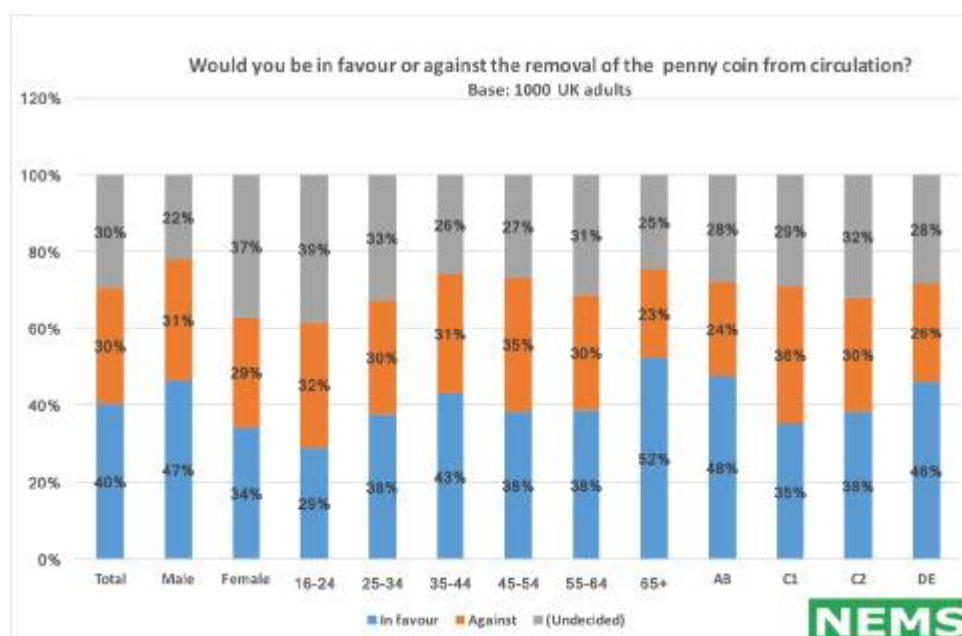
Royal Mint produced in excess of half a million 1p pieces in 2015, this is on top of the 464m produced in 2014 and 261 million in 2013. In fact, in the last 10 years nearly 5 billion of the tiny coins have been produced so why are all these coins having to be produced? Where are they going? Are we simply putting them in that little dish on the bedside table, that pot in the kitchen, the jar in the hall?

Whatever we are doing with them, we remain to be convinced that they should still be used in general circulation.

## Should we keep using the penny coin?

Among those who expressed an opinion, four out of seven of us would be in favour of the coin being removed from circulation with men noticeably more in favour than women.

More than five out of seven people aged 65+ would like to see the coin abandoned, in fact all age groups bar the 16-24 year olds are not in favour of keeping the coin.



<sup>1</sup> <http://www.royalmint.com/discover/uk-coins/circulation-coin-mintage-figures>

Weighted:

## The Penny Coin

March 2017

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE													
<b>PENNY With the penny coin now worth less than the half penny coin was worth when it was abolished in 1984, would you be in favour or against the removal of the 1 penny coin from circulation?</b>																										
In favour	40.4%	404	46.6%	233	34.2%	171	29.1%	44	37.5%	66	42.8%	79	38.4%	63	38.4%	50	52.4%	102	47.6%	82	35.1%	111	38.2%	118	45.9%	93
Against	30.0%	300	31.4%	157	28.6%	143	32.4%	49	29.6%	52	31.3%	58	34.8%	57	30.3%	40	23.0%	45	24.4%	42	35.9%	113	29.8%	92	25.9%	53
(Undecided)	29.6%	296	22.0%	110	37.2%	186	38.5%	58	32.8%	58	25.8%	48	26.8%	44	31.2%	41	24.6%	48	28.0%	48	29.0%	92	32.0%	99	28.2%	57
Weighted base:	1000	499	501	151	175	184	163	131	195	172	315	310	203													
Sample:	1000	464	536	54	88	190	244	237	187	173	299	330	198													
<b>SEX Sex of respondent</b>																										
Male	49.9%	499	100.0%	499	0.0%	0	52.4%	79	50.9%	89	51.3%	94	51.5%	84	51.1%	67	43.8%	85	59.9%	103	46.3%	146	53.2%	165	42.2%	86
Female	50.1%	501	0.0%	0	100.0%	501	47.6%	72	49.1%	86	48.7%	90	48.5%	79	48.9%	64	56.2%	110	40.1%	69	53.7%	169	46.8%	145	57.8%	117
Weighted base:	1000	499	501	151	175	184	163	131	195	172	315	310	203													
Sample:	1000	464	536	54	88	190	244	237	187	173	299	330	198													
<b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>																										
16 to 24	15.1%	151	15.9%	79	14.4%	72	100.0%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	28	16.2%	51	14.5%	45	13.8%	28
25 to 34	17.5%	175	17.9%	89	17.2%	86	0.0%	0	100.0%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	31	18.3%	58	15.1%	47	19.4%	39
35 to 44	18.4%	184	18.9%	94	17.9%	90	0.0%	0	0.0%	0	100.0%	184	0.0%	0	0.0%	0	0.0%	0	15.5%	27	19.2%	61	23.6%	73	11.7%	24
45 to 54	16.3%	163	16.8%	84	15.8%	79	0.0%	0	0.0%	0	0.0%	0	100.0%	163	0.0%	0	0.0%	0	19.7%	34	18.8%	59	17.8%	55	7.2%	15
55 to 64	13.1%	131	13.4%	67	12.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	131	0.0%	0	13.2%	23	11.9%	38	15.4%	48	11.3%	23
65 +	19.5%	195	17.1%	85	21.9%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	195	17.2%	30	15.7%	49	13.6%	42	36.5%	74
Weighted base:	1000	499	501	151	175	184	163	131	195	172	315	310	203													
Sample:	1000	464	536	54	88	190	244	237	187	173	299	330	198													
<b>SEG Socio-economic group</b>																										
A	3.2%	32	3.7%	18	2.7%	14	0.0%	0	3.2%	6	5.4%	10	5.5%	9	5.7%	7	0.0%	0	18.5%	32	0.0%	0	0.0%	0	0.0%	0
B	14.0%	140	17.0%	85	11.1%	55	18.3%	28	14.7%	26	9.1%	17	15.4%	25	11.7%	15	15.2%	30	81.5%	140	0.0%	0	0.0%	0	0.0%	0
C1	31.5%	315	29.2%	146	33.8%	169	33.6%	51	32.9%	58	32.9%	61	36.3%	59	28.7%	38	25.3%	49	0.0%	0	100.0%	315	0.0%	0	0.0%	0
C2	31.0%	310	33.0%	165	29.0%	145	29.6%	45	26.7%	47	39.7%	73	33.9%	55	36.4%	48	21.6%	42	0.0%	0	0.0%	0	100.0%	310	0.0%	0
D	6.9%	69	5.2%	26	8.5%	43	5.8%	9	10.6%	19	9.2%	17	5.4%	9	7.8%	10	2.8%	5	0.0%	0	0.0%	0	0.0%	0	33.9%	69
E	13.4%	134	11.9%	60	14.9%	75	12.6%	19	11.8%	21	3.7%	7	3.6%	6	9.8%	13	35.2%	69	0.0%	0	0.0%	0	0.0%	0	66.1%	134
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	499	501	151	175	184	163	131	195	172	315	310	203													
Sample:	1000	464	536	54	88	190	244	237	187	173	299	330	198													

Weighted:

The Penny Coin

March 2017

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE													
<b>EMP Which of the following best describes your current employment status ? [PR]</b>																										
Working full-time (30+ hours a week)	48.0%	480	56.8%	283	39.2%	196	45.2%	68	68.0%	119	64.2%	118	67.1%	109	40.1%	52	6.2%	12	45.6%	78	62.2%	196	53.6%	166	19.3%	39
Part-time	12.8%	128	6.9%	34	18.7%	94	2.6%	4	6.1%	11	20.8%	38	19.8%	32	23.7%	31	6.1%	12	14.8%	26	15.3%	48	13.6%	42	6.2%	13
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	16.2%	162	17.3%	86	15.0%	75	52.3%	79	19.5%	34	10.1%	19	9.0%	15	8.3%	11	2.2%	4	17.5%	30	8.4%	26	14.2%	44	30.2%	61
Not working (retired / invalid)	22.9%	229	18.7%	94	27.0%	135	0.0%	0	6.4%	11	4.9%	9	4.2%	7	27.9%	37	84.8%	165	22.1%	38	14.2%	45	18.6%	58	43.5%	88
(Refused)	0.2%	2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Weighted base:		1000		499		501		151		175		184		163		131		195		172		315		310		203
Sample:		1000		464		536		54		88		190		244		237		187		173		299		330		198
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																										
One	24.9%	249	25.7%	128	24.0%	120	5.6%	8	13.9%	24	19.8%	36	18.2%	30	35.1%	46	53.1%	104	11.3%	19	21.0%	66	19.4%	60	50.7%	103
Two	39.6%	396	36.7%	183	42.5%	213	27.9%	42	52.7%	92	46.0%	85	46.9%	76	35.0%	46	27.8%	54	50.9%	88	42.4%	134	41.3%	128	23.0%	47
Three	20.4%	204	21.8%	109	18.9%	95	23.1%	35	21.0%	37	21.9%	40	22.8%	37	18.5%	24	15.4%	30	21.5%	37	24.6%	78	18.8%	58	15.1%	31
Four	10.9%	109	13.1%	65	8.8%	44	36.1%	55	3.4%	6	9.2%	17	8.5%	14	8.1%	11	3.7%	7	8.8%	15	9.8%	31	14.1%	44	9.7%	20
Five	3.2%	32	2.6%	13	3.7%	19	5.3%	8	7.5%	13	0.6%	1	3.6%	6	2.5%	3	0.0%	0	6.8%	12	2.2%	7	4.2%	13	0.0%	0
Six or more	0.3%	3	0.0%	0	0.5%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0
(Refused)	0.9%	9	0.2%	1	1.5%	8	2.0%	3	0.0%	0	2.5%	5	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	1.5%	5	1.5%	3
Weighted base:		1000		499		501		151		175		184		163		131		195		172		315		310		203
Sample:		1000		464		536		54		88		190		244		237		187		173		299		330		198
<b>CHI How many children live in your household, aged 15 years and under ?</b>																										
None	71.2%	712	74.9%	374	67.5%	338	68.4%	104	61.1%	107	40.1%	74	66.6%	109	96.4%	126	98.5%	192	61.4%	106	74.8%	236	67.4%	209	79.6%	161
One	11.9%	119	12.4%	62	11.5%	57	19.1%	29	11.0%	19	20.1%	37	17.6%	29	1.9%	2	1.5%	3	18.3%	32	9.5%	30	13.8%	43	7.5%	15
Two	11.8%	118	10.0%	50	13.6%	68	12.5%	19	13.5%	24	28.0%	51	14.0%	23	0.9%	1	0.0%	0	14.9%	26	12.2%	39	10.4%	32	10.6%	22
Three	3.9%	39	1.5%	8	6.3%	31	0.0%	0	11.6%	20	9.3%	17	0.9%	1	0.0%	0	0.0%	0	3.9%	7	3.5%	11	5.4%	17	2.3%	5
Four	0.6%	6	1.0%	5	0.3%	1	0.0%	0	2.7%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.5%	5	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	6	0.2%	1	0.9%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	1.5%	5	0.0%	0
Weighted base:		1000		499		501		151		175		184		163		131		195		172		315		310		203
Sample:		1000		464		536		54		88		190		244		237		187		173		299		330		198

Weighted:

## The Penny Coin

March 2017

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE													
<b>IS2 ISBA region</b>																										
Ulster	2.3%	23	1.5%	8	3.1%	15	1.9%	3	3.2%	6	3.2%	6	2.3%	4	1.9%	3	1.3%	3	2.2%	4	1.6%	5	1.8%	6	4.3%	9
Scotland	8.3%	83	7.3%	36	9.3%	47	9.8%	15	10.9%	19	4.9%	9	5.7%	9	8.1%	11	10.3%	20	9.8%	17	4.2%	13	9.4%	29	11.7%	24
North / Borders	6.3%	62	5.8%	29	6.7%	33	4.6%	7	1.2%	2	10.8%	20	7.1%	12	8.1%	11	5.9%	11	6.5%	11	3.1%	10	7.8%	24	8.5%	17
Lancashire	11.6%	116	14.7%	73	8.6%	43	18.4%	28	9.5%	17	9.3%	17	12.1%	20	13.7%	18	8.8%	17	11.2%	19	12.2%	39	12.9%	40	9.1%	18
Yorkshire	9.4%	94	9.0%	45	9.8%	49	11.0%	17	13.2%	23	5.3%	10	10.7%	18	6.3%	8	9.6%	19	10.2%	18	9.2%	29	9.5%	29	8.9%	18
Wales & South West	10.7%	107	7.0%	35	14.4%	72	6.5%	10	8.4%	15	3.6%	7	11.8%	19	14.5%	19	19.3%	38	9.2%	16	8.2%	26	11.3%	35	14.8%	30
Midlands	16.0%	160	19.3%	96	12.7%	64	11.2%	17	11.4%	20	24.6%	45	15.4%	25	13.9%	18	17.7%	35	18.7%	32	20.9%	66	9.1%	28	16.7%	34
East England	7.3%	73	7.6%	38	6.9%	35	10.2%	15	4.8%	8	7.1%	13	7.6%	12	6.5%	9	7.5%	15	10.0%	17	6.3%	20	8.7%	27	4.3%	9
London	19.2%	192	20.5%	103	17.9%	90	26.5%	40	21.8%	38	20.4%	38	18.3%	30	17.9%	23	11.8%	23	14.3%	25	24.9%	79	19.6%	61	14.0%	28
Southern	8.9%	89	7.2%	36	10.6%	53	0.0%	0	15.7%	28	10.8%	20	8.9%	15	8.9%	12	7.8%	15	7.8%	13	9.3%	29	9.9%	31	7.8%	16
Weighted base:		1000		499		501		151		175		184		163		131		195		172		315		310		203
Sample:		1000		464		536		54		88		190		244		237		187		173		299		330		198
<b>TV2 TV region [MR]</b>																										
Grampian / Scottish	8.2%	82	7.1%	35	9.3%	47	9.8%	15	10.9%	19	4.9%	9	5.2%	8	8.1%	11	10.3%	20	9.8%	17	4.2%	13	9.1%	28	11.7%	24
Tyne Tees / Border	7.4%	74	6.8%	34	8.0%	40	4.6%	7	1.2%	2	12.8%	24	10.0%	16	10.3%	14	5.9%	11	7.1%	12	4.1%	13	8.9%	27	10.5%	21
Granada	11.1%	111	14.1%	71	8.0%	40	18.4%	28	8.2%	14	7.9%	14	11.7%	19	13.9%	18	8.7%	17	14.0%	24	10.1%	32	11.4%	35	9.6%	20
Yorkshire	13.4%	134	13.9%	69	12.9%	65	16.3%	25	16.7%	29	12.6%	23	13.8%	22	8.9%	12	11.6%	23	13.5%	23	12.9%	41	16.5%	51	9.4%	19
HTV / West Country	11.1%	111	9.1%	46	13.1%	66	6.5%	10	9.4%	16	5.0%	9	13.6%	22	17.5%	23	15.7%	31	7.9%	14	8.6%	27	14.3%	44	13.0%	26
Central	19.5%	195	21.7%	108	17.4%	87	13.2%	20	13.6%	24	26.3%	48	20.8%	34	18.0%	24	23.3%	45	23.5%	41	22.9%	72	12.4%	38	21.7%	44
Anglia	9.6%	96	9.8%	49	9.3%	46	10.2%	15	4.8%	8	10.2%	19	14.3%	23	6.5%	9	10.8%	21	12.7%	22	9.2%	29	11.3%	35	4.7%	10
LWT / Carlton	22.9%	229	24.0%	120	21.7%	109	28.6%	43	26.2%	46	23.1%	43	20.5%	33	23.0%	30	17.0%	33	19.2%	33	29.2%	92	21.8%	67	17.8%	36
Meridian	11.2%	112	10.5%	52	12.0%	60	0.0%	0	15.7%	28	17.5%	32	10.2%	17	10.5%	14	11.4%	22	11.4%	20	14.1%	44	8.3%	26	11.3%	23
Weighted base:		1000		499		501		151		175		184		163		131		195		172		315		310		203
Sample:		1000		464		536		54		88		190		244		237		187		173		299		330		198