

NEMS market research

22 Manor Way, Belasis Hall Technology Park, Billingham, TS23 4HN

Telephone 01642 373355 | Website www.nemsmr.co.uk | Twitter [www.twitter.com/nemsmr](https://twitter.com/nemsmr)

Measuring and Understanding Public Opinion:

National Living Wage

March 2016

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 2016".

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

National Living Wage

SPEED READ

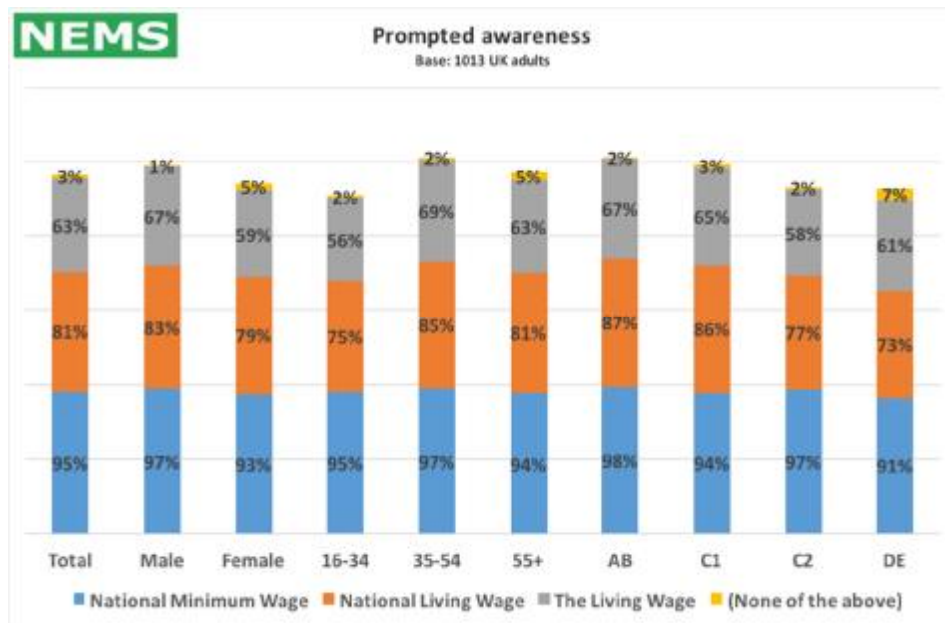
- The National Living Wage¹ will come into effect on Friday 1st April 2016.
- 81% of the UK are aware of the new National Living Wage.
- 17% of adults know correctly the National Living Wage will be set at £7.20 an hour compared to just 5% of adults who correctly know that the current National Minimum Wage is set at £6.50 an hour.
- Although a third of adults think £7.20 is about the right level for the National Living Wage, 55% would like to have seen it set higher, typically at £8.82 an hour, i.e. 23% higher than £7.20
- Overall the majority of the population (71%) think the National Living Wage is either a very good or quite good idea. Just 7% of adults think it is a bad idea.

¹ <https://www.livingwage.gov.uk/>

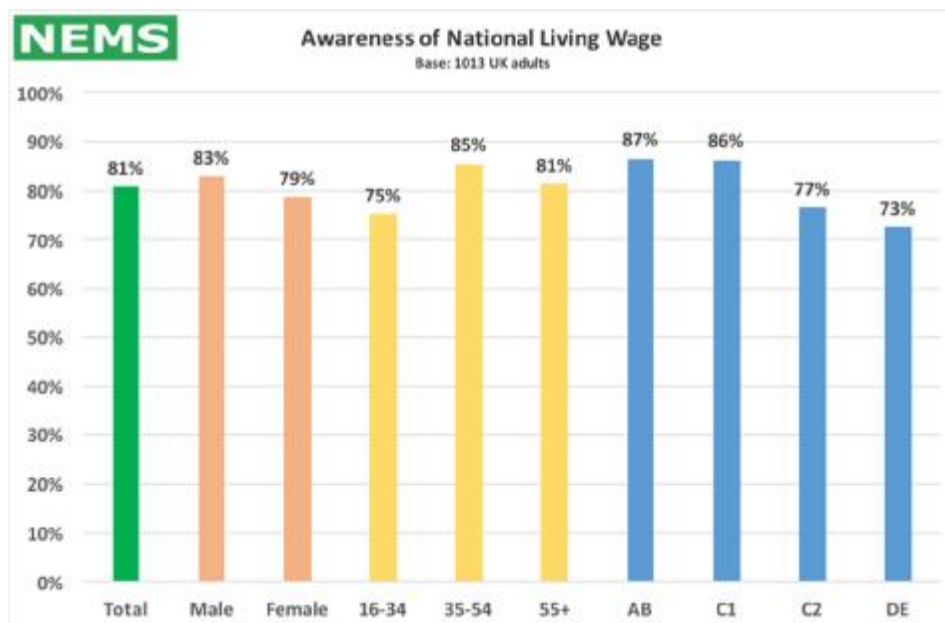
Awareness of different types of recognised wage levels

Among the National Minimum Wage, the National Living Wage and the Living Wage, the National Minimum Wage (the minimum pay per hour almost all workers are entitled to) has the greatest level of awareness, with 95% of the UK population aware of this statutory requirement.

The Living Wage (a voluntary hourly rate, set independently and updated annually) was only recognized by 63% of adults.



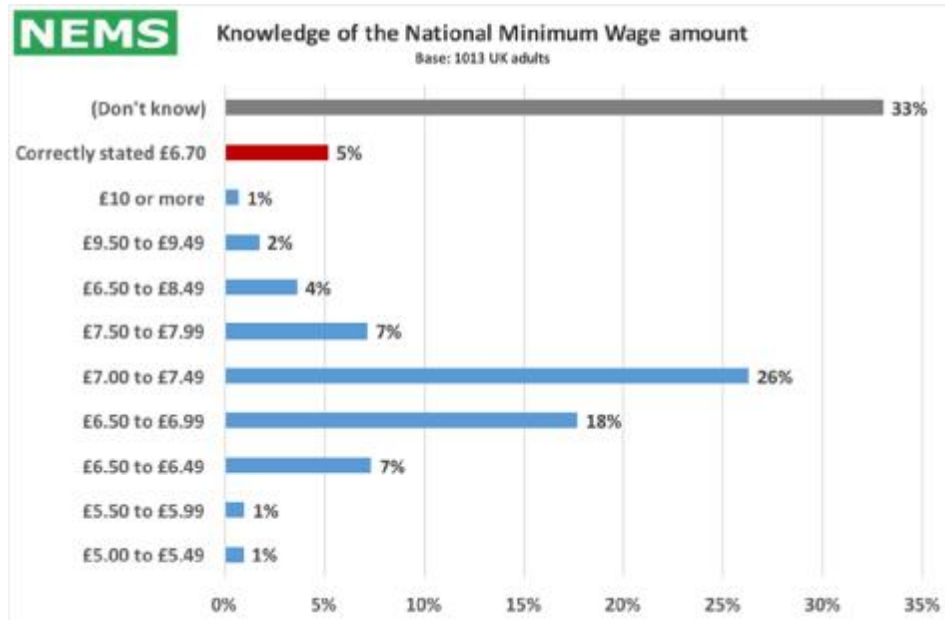
The shortly to be introduced National Living Wage was recognized by 81% of adults, dropping to 79% among females and 75% among those aged 16-34.



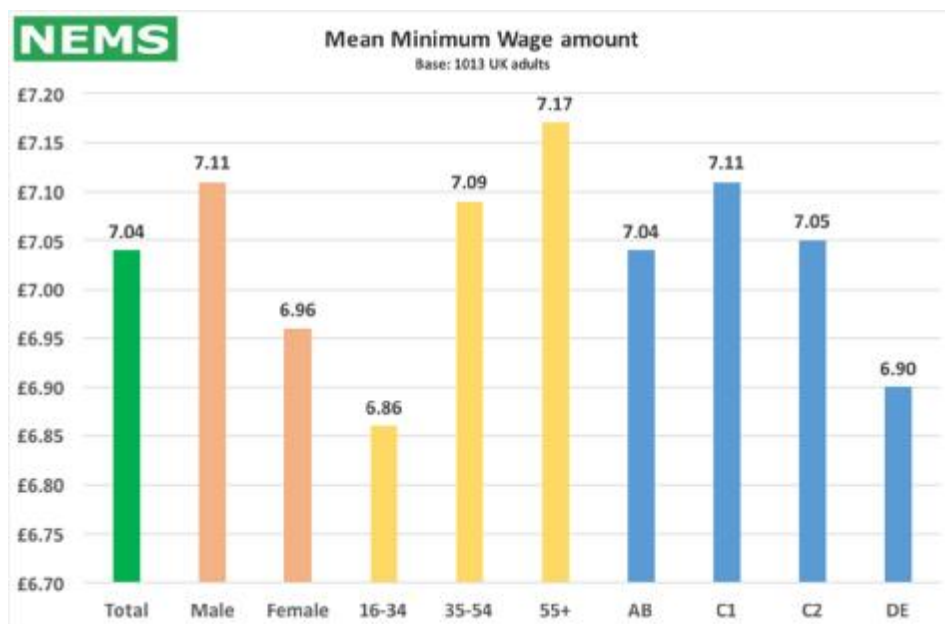
National Minimum Wage levels

Just 5% of the population know that the current level set for the National Minimum Wage is £6.70 an hour, increasing to 7% among females and 7% among 16-34 year olds.

More than a quarter of adults (26%) believe the National Minimum Wage to be between £7.00 and £7.49. 18% think that it is between £6.50 and £6.99.



Among all adults on average they think that the National Minimum Wage is currently £7.04 an hour.

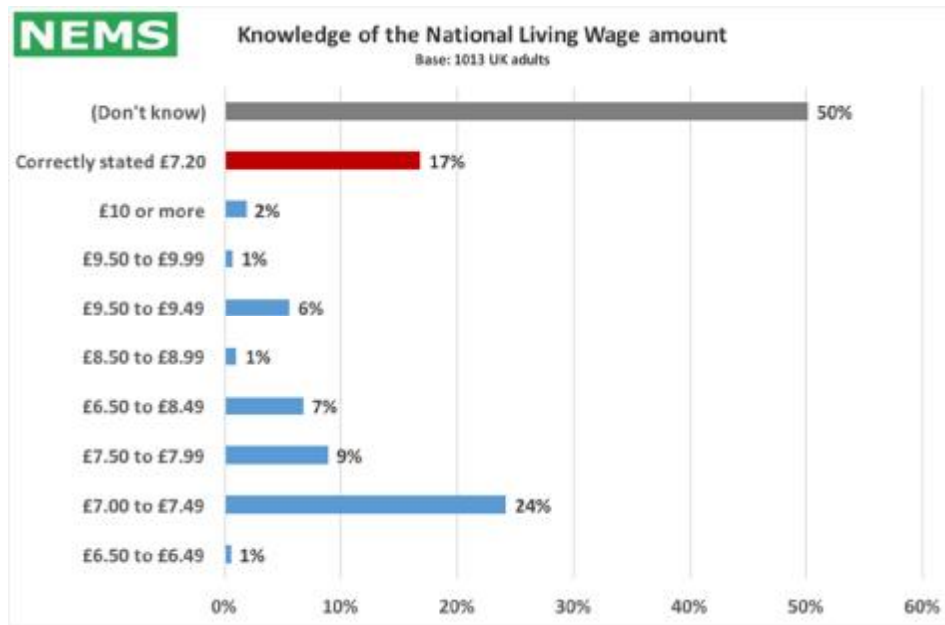


National Living Wage levels

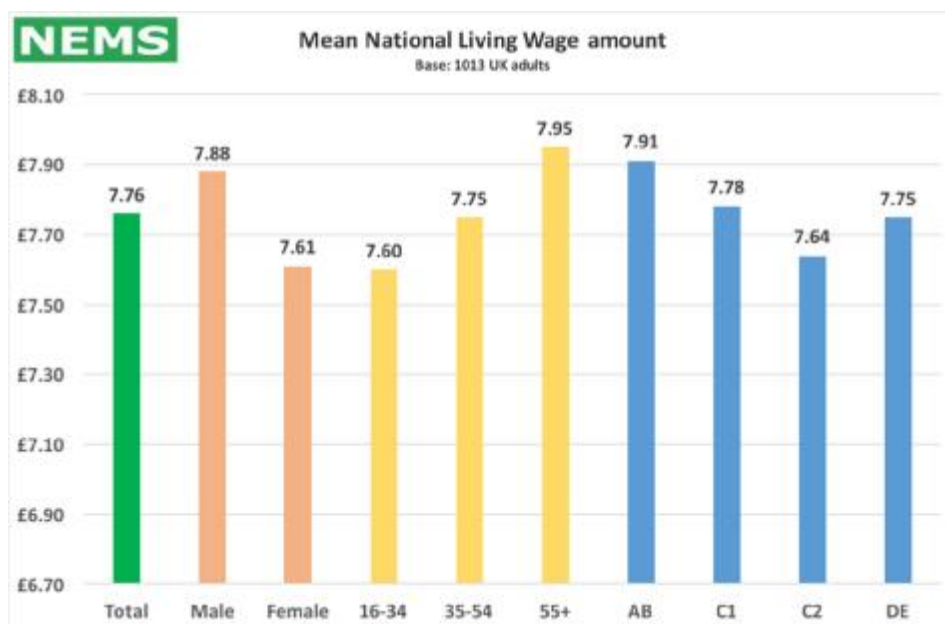
The National Living Wage will come into effect from 1 April 2016.

Although 50% of the population don't know the rate at which the forthcoming National Living Wage will be set, one in four know that it will be between £7.00 and £7.49.

17% correctly know that the introductory level will be set at £7.20 an hour, increasing to 20% among women and 21% among those aged 16-34.



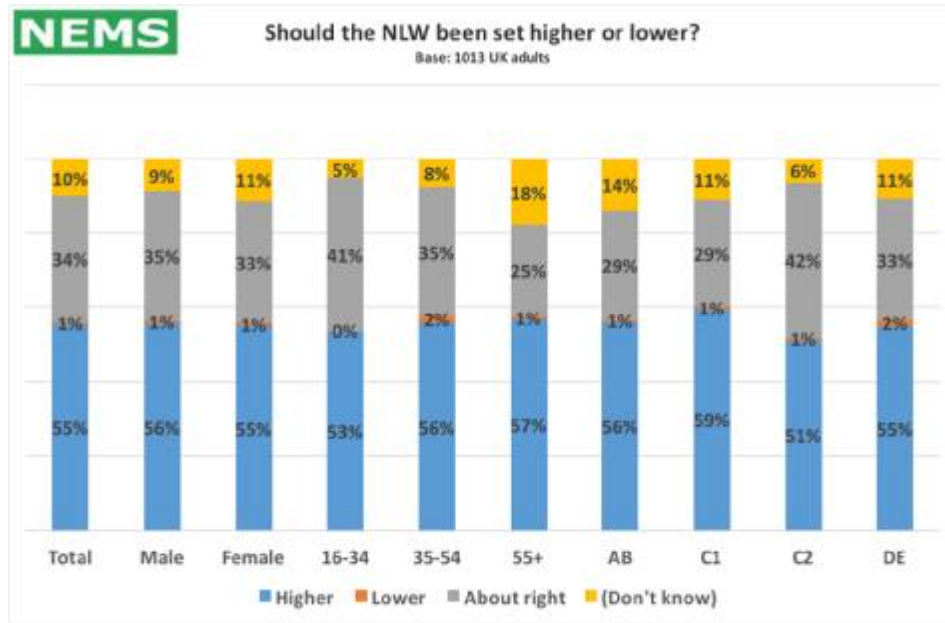
Among all adults on average they think that the new National Living Wage will initially be set at £7.76 an hour.



Opinion towards £7.20 / hour for the National Living Wage

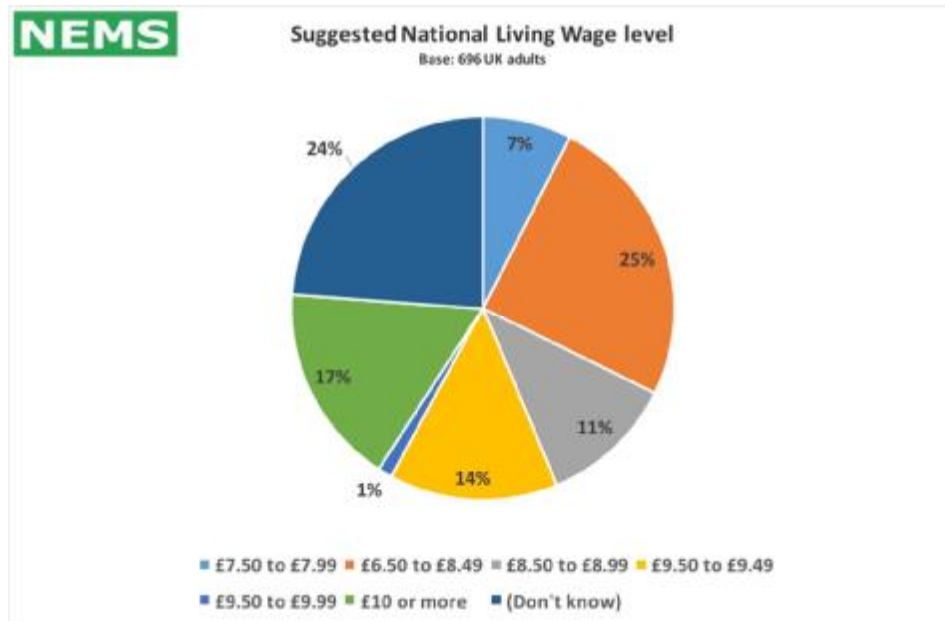
When it was explained that the new National Living Wage was to be set at £7.20 an hour, a third of adults felt that it this has been set at about the right level.

More than half (55%) are of the opinion that it should have been set at more than £7.20 an hour and just 1% of the population are of the opinion that it should have been set at less than £7.20 an hour.



Suggested level for the National Living Wage

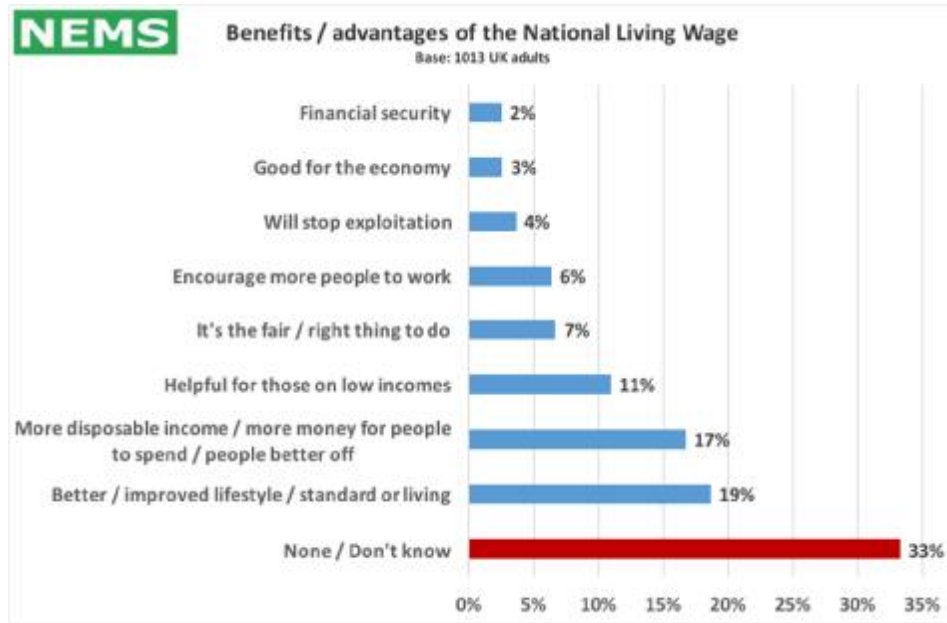
The suggested mean hourly rate for the new National Living Wage that should have been set was £8.82 an hour, i.e. 23% higher than the rate that will come into effect on Friday 1st April.



Benefits / advantages of introducing the National Living Wage

Although a third of the population are unable to think of any benefits or advantages of introducing the National Living Wage, 19% of adults believe that it will result in a better / improved standard of living.

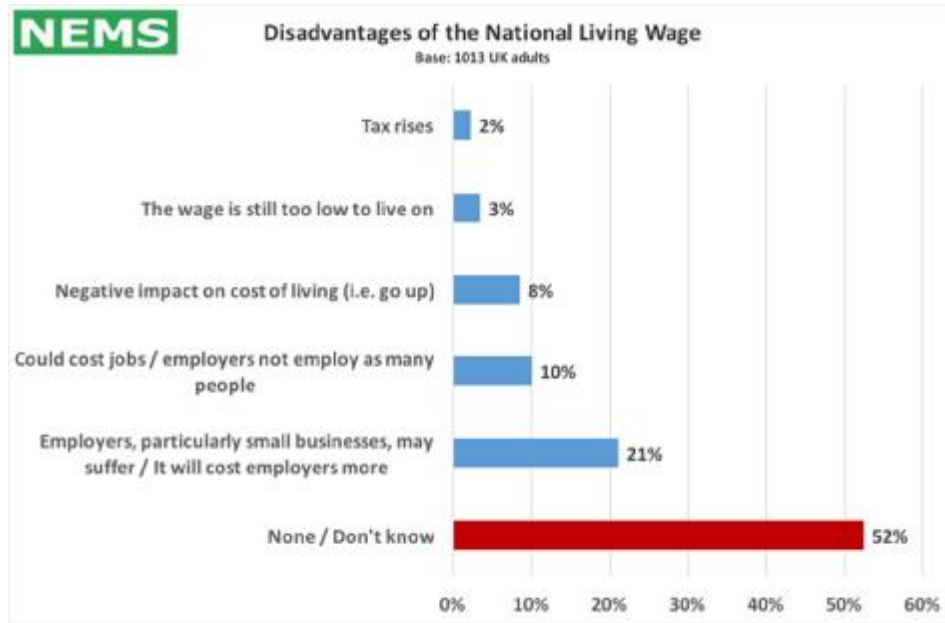
17% of adults think that it will give more people more money / disposable income and 11% think that it will help those on low incomes.



Disadvantages of introducing the National Living Wage

More than half of all adults (52%) can't think of any disadvantages associated with the new National Living Wage.

21% think that employers, particularly small businesses may suffer. 10% feel that it could cost jobs or result in employers not employing as many people and 9% think that it will increase the cost of living.

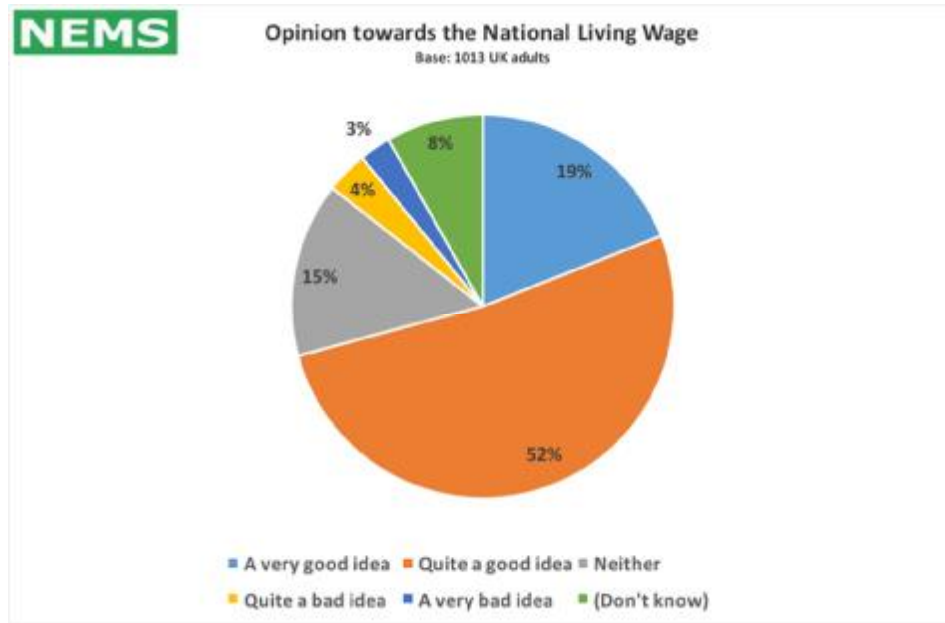


The idea of the National Living Wage

Overall, the concept of the new National Living Wage seems a popular initiative with 19% of adults thinking that it is a very good idea and 52% of adults regarding it as a good idea.

23% of the population are unsure as to whether or not it is a good idea.

Only 4% of adults think it is quite a bad idea and 3% think it is a very bad idea.



Omnibus Data Tabulations

National Living Wage

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
Q01 First of all, before this interview which of the following have you heard of? [MR/PR]																										
National Minimum Wage	95.2%	964	97.0%	480	93.5%	484	94.5%	313	97.2%	342	93.8%	310	98.2%	202	94.3%	291	96.8%	298	90.8%	173	94.2%	340	95.9%	292	95.8%	306
National Living Wage	80.7%	818	83.0%	411	78.6%	407	75.3%	249	85.4%	300	81.3%	269	86.6%	178	86.2%	265	76.5%	236	72.5%	138	81.3%	294	78.1%	238	83.1%	265
The Living Wage	62.7%	635	66.7%	330	58.8%	305	56.0%	186	68.6%	241	62.9%	208	66.8%	138	65.5%	202	58.1%	179	61.0%	117	67.7%	245	57.6%	175	63.9%	204
(None of the above)	3.1%	32	1.4%	7	4.8%	25	2.0%	7	2.1%	7	5.4%	18	1.6%	3	2.9%	9	1.7%	5	7.5%	14	3.7%	14	2.1%	6	3.1%	10
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227
Mean score (£):																										
Q02 Do you know how much the National Minimum Wage states that someone aged 25 or older should be paid per hour?																										
Less than £5	0.2%	2	0.1%	1	0.3%	1	0.0%	0	0.2%	1	0.4%	1	0.7%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.0%	0
£5.00 to £5.49	0.9%	9	0.4%	2	1.5%	8	1.3%	4	0.4%	1	1.2%	4	0.6%	1	0.5%	2	1.5%	5	0.9%	2	2.1%	8	0.5%	1	0.0%	0
£5.50 to £5.99	1.0%	10	1.4%	7	0.6%	3	1.3%	4	1.2%	4	0.5%	2	0.6%	1	2.0%	6	0.3%	1	1.0%	2	0.5%	2	1.0%	3	1.3%	4
£6.50 to £6.49	7.3%	74	8.1%	40	6.7%	35	11.4%	38	6.1%	21	4.6%	15	10.6%	22	4.9%	15	4.6%	14	12.2%	23	9.0%	32	6.2%	19	7.0%	22
£6.50 to £6.99	17.7%	179	16.6%	82	18.7%	97	21.7%	72	18.4%	65	12.9%	43	12.7%	26	21.0%	65	18.4%	57	16.6%	32	19.2%	69	20.2%	62	13.5%	43
£7.00 to £7.49	26.3%	266	24.2%	120	28.2%	146	27.1%	90	26.9%	95	24.7%	82	21.7%	45	21.6%	67	34.4%	106	25.6%	49	26.1%	94	24.1%	73	28.1%	90
£7.50 to £7.99	7.1%	72	8.8%	44	5.5%	29	2.3%	8	9.5%	33	9.5%	31	4.8%	10	6.6%	20	9.8%	30	6.3%	12	7.9%	28	6.5%	20	7.3%	23
£6.50 to £8.49	3.6%	37	5.8%	29	1.5%	8	2.6%	9	3.4%	12	4.8%	16	4.8%	10	3.1%	10	4.2%	13	2.3%	4	3.5%	13	4.8%	15	2.5%	8
£8.50 to £8.99	0.4%	4	0.2%	1	0.6%	3	0.0%	0	0.5%	2	0.7%	2	0.9%	2	0.8%	2	0.0%	0	0.0%	0	0.3%	1	0.5%	1	0.3%	1
£9.50 to £9.49	1.7%	17	2.1%	10	1.3%	7	1.5%	5	1.2%	4	2.4%	8	3.2%	7	2.1%	7	0.6%	2	1.1%	2	0.8%	3	3.0%	9	1.4%	5
£9.50 to £9.99	0.1%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
£10 or more	0.7%	7	0.8%	4	0.6%	3	0.0%	0	1.1%	4	0.9%	3	0.8%	2	1.4%	4	0.1%	0	0.4%	1	0.3%	1	0.7%	2	1.1%	4
Correctly stated £6.70	5.3%	53	4.1%	20	6.4%	33	5.1%	17	7.3%	26	3.3%	11	4.9%	10	4.3%	13	6.0%	19	5.9%	11	5.5%	20	8.3%	25	2.3%	7
(Don't know)	33.0%	334	31.3%	155	34.6%	179	30.9%	102	30.9%	109	37.3%	123	38.7%	80	35.8%	110	26.0%	80	33.6%	64	29.7%	107	32.2%	98	37.4%	119
Mean:		7.04		7.11		6.96		6.86		7.09		7.17		7.04		7.11		7.05		6.90		6.95		7.09		7.08
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
Mean score (£):																										
Q03 The National Living Wage is going to be introduced from 1 April this year which will replace the current National Minimum Wage. Do you know how much the National Living Wage states that someone aged 25 or older should be paid per hour?																										
Less than £5	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		
£5.00 to £5.49	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0		
£5.50 to £5.99	0.1%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0		
£6.50 to £6.49	0.5%	5	0.8%	4	0.2%	1	1.3%	4	0.2%	1	0.2%	1	0.0%	0	1.5%	5	0.1%	0	0.3%	1	0.1%	0	0.2%	1	1.3%	4
£6.50 to £6.99	0.2%	2	0.4%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.1%	0	0.2%	0	0.5%	1	0.5%	2	0.0%	0	0.0%	0
£7.00 to £7.49	24.2%	245	19.8%	98	28.4%	147	29.2%	97	25.5%	90	17.8%	59	25.0%	51	24.1%	74	27.6%	85	18.2%	35	26.2%	95	27.4%	83	19.5%	62
£7.50 to £7.99	8.9%	90	11.1%	55	6.8%	35	9.6%	32	10.0%	35	6.9%	23	6.5%	13	10.2%	31	12.6%	39	3.4%	7	12.2%	44	6.6%	20	7.6%	24
£6.50 to £8.49	6.8%	68	8.8%	44	4.8%	25	5.7%	19	8.2%	29	6.3%	21	4.2%	9	7.3%	23	8.0%	25	6.5%	13	8.7%	31	4.1%	13	7.5%	24
£8.50 to £8.99	1.0%	10	1.8%	9	0.3%	2	0.0%	0	1.0%	4	2.0%	7	1.4%	3	1.7%	5	0.4%	1	0.5%	1	0.6%	2	1.8%	6	0.7%	2
£9.50 to £9.49	5.6%	56	8.1%	40	3.1%	16	6.7%	22	4.0%	14	6.1%	20	11.1%	23	5.2%	16	3.9%	12	3.0%	6	2.3%	8	4.5%	14	10.3%	33
£9.50 to £9.99	0.7%	7	0.9%	4	0.5%	3	0.4%	1	0.7%	2	0.9%	3	1.6%	3	0.4%	1	0.8%	2	0.0%	0	0.7%	3	1.1%	3	0.3%	1
£10 or more	1.8%	18	2.0%	10	1.7%	9	0.0%	0	2.6%	9	2.8%	9	2.0%	4	1.9%	6	1.0%	3	2.8%	5	1.4%	5	1.9%	6	2.0%	7
Correctly stated £7.20	16.8%	170	13.4%	66	20.1%	104	21.0%	69	16.8%	59	12.6%	42	13.1%	27	20.1%	62	17.6%	54	14.3%	27	16.6%	60	18.1%	55	16.5%	53
(Don't know)	50.1%	508	46.1%	228	53.9%	279	47.1%	156	46.9%	165	56.5%	187	47.4%	98	47.7%	147	45.5%	140	64.4%	123	47.1%	170	52.0%	158	50.7%	162
Mean:	7.76	7.88	7.61	7.60	7.75	7.95	7.91	7.78	7.64	7.75	7.62	7.70	7.97													
Weighted base:	1013	495	518	331	351	331	206	308	308	191	361	304	319													
Sample:	1013	487	526	106	447	460	173	289	326	225	404	287	227													

Mean score: [Higher = 1, Lower = -1, About right = 0]

Q04 The National Living Wage will initially be set at £7.20 per hour. Do you think it should have been set higher or lower than this amount? [PR]

Higher	55.2%	560	55.6%	275	54.9%	284	53.4%	177	55.7%	196	56.6%	187	55.9%	115	59.4%	183	50.9%	157	54.8%	105	57.4%	208	56.5%	172	50.8%	162
Lower	0.9%	9	0.9%	5	0.9%	5	0.0%	0	2.0%	7	0.8%	3	0.7%	1	0.7%	2	0.8%	2	1.7%	3	0.8%	3	1.6%	5	0.4%	1
About right	33.7%	341	34.7%	172	32.7%	169	41.3%	137	34.8%	122	24.8%	82	29.5%	61	28.8%	89	41.9%	129	32.7%	62	35.9%	130	28.1%	86	37.2%	119
(Don't know)	10.2%	103	8.8%	43	11.5%	59	5.3%	17	7.6%	27	17.8%	59	13.9%	29	11.0%	34	6.4%	20	10.8%	21	5.8%	21	13.8%	42	11.5%	37
Mean:	0.60	0.60	0.61	0.56	0.58	0.68	0.64	0.66	0.54	0.60	0.60	0.64	0.57													
Weighted base:	1013	495	518	331	351	331	206	308	308	191	361	304	319													
Sample:	1013	487	526	106	447	460	173	289	326	225	404	287	227													

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
Mean score (£):																										
Q05 What do you think should have been the hourly rate for the new National Living Wage?																										
<i>Those who felt it should be different from £7.20</i>																										
Less than £5	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		
£5.00 to £5.49	0.3%	2	0.2%	1	0.4%	1	0.0%	0	0.6%	1	0.3%	1	0.0%	0	0.4%	1	1.1%	1	0.0%	0	1.0%	2	0.0%	0		
£5.50 to £5.99	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		
£6.50 to £6.49	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		
£6.50 to £6.99	0.2%	2	0.3%	1	0.2%	1	0.0%	0	0.6%	1	0.1%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.6%	1	0.0%	0		
£7.00 to £7.49	0.1%	1	0.2%	1	0.1%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	0	0.3%	1		
£7.50 to £7.99	7.4%	50	6.9%	22	7.9%	28	6.8%	13	10.3%	24	5.3%	13	2.9%	4	7.4%	16	10.7%	19	8.1%	10	10.3%	24	8.0%	17	3.3%	7
£6.50 to £8.49	24.7%	166	24.1%	78	25.2%	88	27.6%	54	26.6%	61	20.6%	51	13.3%	19	23.9%	52	34.6%	62	24.9%	32	26.5%	61	24.8%	54	23.0%	46
£8.50 to £8.99	11.3%	76	8.5%	28	13.9%	48	8.1%	16	15.6%	36	9.9%	25	12.7%	18	16.3%	36	8.5%	15	5.2%	7	11.9%	28	13.7%	30	9.1%	18
£9.50 to £9.49	14.1%	95	18.2%	59	10.4%	36	23.7%	46	10.1%	23	10.4%	26	24.0%	35	14.1%	31	11.3%	20	7.0%	9	9.2%	21	11.1%	24	23.4%	47
£9.50 to £9.99	1.2%	8	1.0%	3	1.3%	5	1.4%	3	0.6%	1	1.6%	4	1.1%	2	0.6%	1	1.6%	3	1.7%	2	1.7%	4	1.0%	2	0.3%	1
£10 or more	16.9%	114	19.8%	64	14.2%	49	12.6%	24	16.9%	39	20.3%	51	15.7%	23	14.4%	32	16.7%	30	22.9%	29	20.7%	48	13.8%	30	14.9%	30
(Don't know)	23.6%	159	20.7%	67	26.4%	92	19.7%	38	18.4%	42	31.5%	78	30.0%	44	22.8%	50	15.6%	28	29.1%	37	19.8%	46	25.8%	56	25.7%	52
Mean:	8.82		8.93		8.70		8.95		8.66		8.88		9.00		8.84		8.58		8.97		8.89		8.69		8.86	
Weighted base:	672		323		349		194		229		249		145		219		179		129		232		219		200	
Sample:	696		332		364		60		295		341		117		207		210		162		277		195		151	

Mean score (£):

Q05 What do you think should have been the hourly rate for the new National Living Wage?*Those who felt it should be lower than £7.20*

Less than £5	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		
£5.00 to £5.49	23.3%	2	16.5%	1	30.0%	1	0.0%	0	20.7%	1	30.2%	1	0.0%	0	0.0%	0	31.0%	1	44.6%	1	0.0%	0	45.6%	2	0.0%	0
£5.50 to £5.99	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
£6.50 to £6.49	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
£6.50 to £6.99	17.2%	2	20.1%	1	14.4%	1	0.0%	0	20.6%	1	8.2%	0	0.0%	0	38.6%	1	29.5%	1	0.0%	0	0.0%	0	29.4%	1	0.0%	0
£7.00 to £7.49	4.6%	0	0.0%	0	9.1%	0	0.0%	0	6.3%	0	0.0%	0	29.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	0	0.0%	0
£7.50 to £7.99	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
£6.50 to £8.49	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
£8.50 to £8.99	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
£9.50 to £9.49	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
£9.50 to £9.99	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
£10 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
(Don't know)	55.0%	5	63.5%	3	46.5%	2	0.0%	0	52.5%	4	61.7%	2	70.6%	1	61.3%	1	39.5%	1	55.3%	2	100.0%	3	16.1%	1	100.0%	1
Mean:	5.80		5.83		5.78		0.00		5.94		5.32		7.20		6.51		5.73		5.00		0.00		5.76		0.00	
Weighted base:	9		5		5		0		7		3		1		2		2		3		3		5		1	
Sample:	13		7		6		0		9		4		3		4		3		3		4		6		2	

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
Mean score (£):																										
Q05 What do you think should have been the hourly rate for the new National Living Wage?																										
<i>Those who felt it should be higher than £7.20</i>																										
Less than £5	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		
£5.00 to £5.49	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		
£5.50 to £5.99	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		
£6.50 to £6.49	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		
£6.50 to £6.99	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		
£7.00 to £7.49	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
£7.50 to £7.99	8.9%	50	8.1%	22	9.7%	28	7.5%	13	12.0%	24	7.1%	13	3.6%	4	8.8%	16	12.2%	19	10.0%	10	11.5%	24	10.2%	17	4.1%	7
£6.50 to £8.49	29.6%	166	28.3%	78	30.8%	88	30.4%	54	31.1%	61	27.3%	51	16.8%	19	28.6%	52	39.5%	62	30.6%	32	29.5%	61	31.6%	54	28.4%	46
£8.50 to £8.99	13.6%	76	10.0%	28	17.0%	48	8.9%	16	18.2%	36	13.2%	25	16.0%	18	19.5%	36	9.6%	15	6.3%	7	13.3%	28	17.4%	30	11.2%	18
£9.50 to £9.49	17.0%	95	21.4%	59	12.7%	36	26.1%	46	11.9%	23	13.8%	26	30.3%	35	16.9%	31	12.9%	20	8.6%	9	10.3%	21	14.1%	24	28.9%	47
£9.50 to £9.99	1.4%	8	1.2%	3	1.6%	5	1.6%	3	0.7%	1	2.1%	4	1.3%	2	0.8%	1	1.8%	3	2.1%	2	1.9%	4	1.3%	2	0.4%	1
£10 or more	20.3%	114	23.3%	64	17.4%	49	13.8%	24	19.8%	39	27.0%	51	19.8%	23	17.2%	32	19.1%	30	28.1%	29	23.1%	48	17.6%	30	18.4%	30
(Don't know)	9.1%	51	7.4%	20	10.6%	30	11.8%	21	6.1%	12	9.6%	18	12.0%	14	8.1%	15	4.6%	7	14.3%	15	10.5%	22	7.8%	13	8.2%	13
<i>Mean:</i>		8.84		8.96		8.73		8.95		8.71		8.90		9.00		8.85		8.61		9.04		8.89		8.77		8.86
Weighted base:		560		275		284		177		196		187		115		183		157		105		208		172		162
Sample:		574		275		299		55		255		264		97		166		180		131		246		150		117

Mean score: [A very good idea = 2, Quite a good idea = 1, Neither = 0, Quite a bad idea = -1, A very bad idea = -2]

Q06 And which of the following best describes how you feel about the new National Living Wage? [PR]

A very good idea	19.0%	192	22.6%	112	15.6%	81	20.5%	68	21.0%	74	15.4%	51	22.0%	45	20.5%	63	18.5%	57	14.2%	27	17.7%	64	20.0%	61	19.9%	63
Quite a good idea	51.8%	525	50.3%	249	53.2%	276	54.7%	181	52.2%	183	48.4%	160	54.2%	112	48.1%	148	54.4%	168	50.9%	97	47.8%	173	54.3%	165	53.8%	172
Neither	14.8%	150	12.9%	64	16.7%	86	15.1%	50	14.5%	51	14.9%	49	16.8%	35	19.7%	61	8.8%	27	14.5%	28	18.1%	65	15.9%	48	10.7%	34
Quite a bad idea	3.5%	36	3.0%	15	4.0%	21	1.2%	4	4.4%	15	5.0%	16	1.1%	2	3.6%	11	3.6%	11	5.9%	11	4.2%	15	3.3%	10	3.1%	10
A very bad idea	2.7%	27	4.0%	20	1.4%	7	3.0%	10	2.4%	8	2.6%	9	0.8%	2	3.3%	10	3.5%	11	2.4%	4	3.7%	13	1.3%	4	2.2%	7
(Don't know)	8.2%	83	7.2%	36	9.1%	47	5.6%	18	5.6%	20	13.7%	45	5.0%	10	4.9%	15	11.2%	34	12.1%	23	8.5%	31	5.2%	16	10.2%	33
<i>Mean:</i>		0.88		0.91		0.86		0.94		0.90		0.80		1.01		0.83		0.91		0.78		0.78		0.93		0.96
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227

Omnibus Data Tabulations

National Living Wage

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
Q07 What benefits or advantages, if any, do you think there will be as a result of introducing the new National Living Wage? [MR]																										
Better / improved lifestyle / standard or living	18.6%	189	19.7%	97	17.6%	91	22.9%	76	18.9%	66	14.0%	46	17.3%	36	21.0%	65	19.1%	59	15.4%	29	14.0%	50	18.3%	56	24.5%	78
More disposable income / more money for people to spend / people better off	16.7%	169	18.5%	92	14.9%	77	20.6%	68	15.9%	56	13.6%	45	17.6%	36	15.1%	46	15.3%	47	20.6%	39	19.6%	71	17.0%	52	13.6%	44
Helpful for those on low incomes	10.9%	111	16.1%	80	5.9%	31	18.0%	59	7.7%	27	7.3%	24	15.5%	32	7.6%	23	12.0%	37	9.6%	18	11.1%	40	7.3%	22	14.5%	46
It's the fair / right thing to do	6.7%	68	5.4%	27	7.8%	41	4.4%	15	8.0%	28	7.6%	25	7.1%	15	6.6%	20	8.5%	26	3.4%	7	6.3%	23	8.4%	26	4.5%	14
Encourage more people to work	6.4%	64	5.9%	29	6.9%	35	1.8%	6	9.7%	34	7.4%	24	5.0%	10	8.5%	26	6.4%	20	4.3%	8	4.5%	16	10.1%	31	5.4%	17
Will stop exploitation	3.6%	36	3.5%	17	3.7%	19	0.4%	1	6.3%	22	3.8%	13	2.4%	5	5.3%	16	3.3%	10	2.5%	5	3.6%	13	3.2%	10	3.8%	12
Good for the economy	2.6%	26	2.5%	12	2.7%	14	4.1%	14	2.4%	8	1.3%	4	3.5%	7	3.8%	12	1.3%	4	1.6%	3	1.2%	4	3.1%	9	3.6%	11
Financial security	2.5%	25	2.2%	11	2.8%	14	2.7%	9	3.1%	11	1.7%	6	2.2%	4	4.1%	13	2.5%	8	0.2%	0	2.3%	8	3.9%	12	1.2%	4
Less poverty	1.9%	20	2.4%	12	1.5%	8	0.0%	0	4.3%	15	1.4%	5	3.8%	8	1.8%	5	1.2%	4	1.4%	3	1.8%	6	3.0%	9	1.5%	5
Give people more independence	1.8%	19	1.3%	6	2.4%	12	1.3%	4	2.4%	8	1.8%	6	1.7%	4	2.6%	8	1.7%	5	1.1%	2	2.4%	9	1.1%	3	2.0%	6
Young people will benefit the most	0.7%	7	0.6%	3	0.8%	4	0.0%	0	1.2%	4	0.9%	3	0.7%	1	0.4%	1	1.2%	4	0.6%	1	1.1%	4	0.9%	3	0.2%	1
Other	0.4%	4	0.0%	0	0.8%	4	1.2%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0
(Don't know)	17.5%	177	10.7%	53	24.0%	124	13.5%	45	14.5%	51	24.7%	82	16.8%	35	16.2%	50	14.7%	45	24.7%	47	16.7%	60	15.5%	47	19.3%	62
(None mentioned)	15.7%	159	16.7%	83	14.7%	76	13.6%	45	13.6%	48	20.0%	66	8.7%	18	13.7%	42	20.3%	63	18.9%	36	21.8%	79	13.1%	40	11.5%	37
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227

Omnibus Data Tabulations

National Living Wage

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
Q08 And what disadvantages, if any, do you think there will be as a result of introducing the new National Living Wage? [MR]																										
Employers, particularly small businesses, may suffer / It will cost employers more	21.1%	213	24.9%	123	17.5%	90	24.7%	82	23.9%	84	14.5%	48	26.9%	55	23.7%	73	20.1%	62	12.1%	23	21.3%	77	19.0%	58	24.3%	78
Could cost jobs / employers not employ as many people	10.0%	102	14.4%	72	5.8%	30	9.1%	30	10.5%	37	10.5%	35	15.0%	31	10.6%	33	8.3%	26	6.4%	12	7.5%	27	13.6%	41	9.9%	32
Negative impact on cost of living (i.e. go up)	8.5%	86	9.3%	46	7.7%	40	8.3%	27	9.4%	33	7.7%	25	8.4%	17	6.9%	21	7.8%	24	12.3%	24	7.1%	26	8.9%	27	9.9%	32
The wage is still too low to live on	3.4%	35	2.4%	12	4.4%	23	2.4%	8	2.1%	7	5.9%	19	2.2%	5	2.7%	8	2.8%	9	7.0%	13	5.3%	19	2.7%	8	1.9%	6
Tax rises	2.3%	23	2.5%	12	2.1%	11	3.3%	11	2.7%	9	0.8%	3	4.8%	10	1.9%	6	0.5%	1	3.0%	6	1.8%	6	1.7%	5	3.5%	11
May be abused by employers to not increase wages	1.2%	12	1.4%	7	1.0%	5	0.0%	0	2.2%	8	1.3%	4	1.1%	2	0.9%	3	1.6%	5	1.1%	2	1.2%	4	1.0%	3	1.4%	4
It may encourage illegal workers	0.8%	8	1.4%	7	0.3%	1	2.0%	7	0.5%	2	0.0%	0	0.0%	0	2.8%	8	0.0%	0	0.0%	0	1.5%	5	0.6%	2	0.4%	1
It's a con, people wont be much better off in the long run	0.8%	8	0.7%	3	0.9%	5	0.0%	0	1.2%	4	1.2%	4	1.4%	3	0.7%	2	0.7%	2	0.5%	1	1.1%	4	1.2%	4	0.2%	1
Age needs to be lowered / not fair for those under 25	0.8%	8	0.6%	3	1.0%	5	1.9%	6	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	6	0.9%	2	0.8%	3	0.6%	2	0.4%	1
Will lead to confusion and loopholes will be found	0.6%	6	1.1%	5	0.2%	1	0.0%	0	1.4%	5	0.4%	1	0.7%	2	0.7%	2	0.7%	2	0.3%	0	0.4%	1	0.7%	2	0.8%	3
May increase migrant workforce	0.5%	5	0.4%	2	0.6%	3	0.0%	0	1.0%	4	0.4%	1	0.6%	1	0.8%	3	0.0%	0	0.5%	1	0.7%	3	0.3%	1	0.4%	1
Other	0.5%	5	0.2%	1	0.8%	4	0.3%	1	0.6%	2	0.6%	2	0.9%	2	0.5%	1	0.3%	1	0.4%	1	0.4%	2	0.9%	3	0.2%	1
Regional variations need to be taken into account	0.4%	4	0.0%	0	0.7%	4	0.6%	2	0.5%	2	0.0%	0	0.0%	0	0.9%	3	0.4%	1	0.0%	0	0.6%	2	0.2%	1	0.4%	1
Benefit losses	0.4%	4	0.0%	0	0.7%	4	1.0%	3	0.2%	1	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Some business sectors will be hit the hardest	0.3%	3	0.2%	1	0.4%	2	0.0%	0	0.5%	2	0.4%	1	0.6%	1	0.1%	0	0.2%	1	0.5%	1	0.0%	0	0.9%	3	0.0%	0
Doesn't seem to be fully thought through	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.5%	2	0.8%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
(None mentioned)	35.3%	358	35.3%	175	35.3%	183	37.2%	123	36.1%	127	32.6%	108	31.7%	65	32.6%	100	41.5%	128	33.8%	65	38.5%	139	37.9%	115	28.3%	90
(Don't know)	17.1%	173	10.5%	52	23.4%	121	12.1%	40	12.6%	44	26.9%	89	11.3%	23	17.4%	54	16.5%	51	23.9%	46	13.3%	48	15.3%	47	22.4%	71
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227

SEX Sex of respondent

Male	48.9%	495	100.0%	495	0.0%	0	50.6%	167	50.3%	177	45.7%	151	51.2%	106	50.0%	154	53.3%	164	37.3%	71	49.8%	180	45.5%	138	53.3%	170
Female	51.1%	518	0.0%	0	100.0%	518	49.4%	164	49.7%	175	54.3%	180	48.8%	101	50.0%	154	46.7%	144	62.7%	120	50.2%	181	54.5%	166	46.7%	149
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227

Omnibus Data Tabulations

National Living Wage

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
AGE To ensure we get a representative sample, could I ask how old you are ?																										
16 to 24	15.1%	153	15.9%	79	14.4%	75	46.3%	153	0.0%	0	0.0%	0	17.6%	36	9.1%	28	17.5%	54	18.3%	35	15.6%	56	7.6%	23	21.8%	70
25 to 34	17.5%	178	17.9%	89	17.2%	89	53.7%	178	0.0%	0	0.0%	0	19.8%	41	21.5%	66	17.8%	55	8.4%	16	16.8%	61	17.5%	53	20.0%	64
35 to 44	18.4%	186	18.9%	94	17.9%	93	0.0%	0	53.0%	186	0.0%	0	20.3%	42	26.1%	80	16.0%	49	7.8%	15	15.8%	57	23.6%	72	17.2%	55
45 to 54	16.3%	165	16.8%	83	15.8%	82	0.0%	0	47.0%	165	0.0%	0	10.5%	22	17.1%	53	23.4%	72	9.8%	19	16.8%	61	20.9%	64	12.0%	38
55 to 64	13.1%	133	13.4%	66	12.8%	66	0.0%	0	0.0%	0	40.1%	133	12.4%	26	15.2%	47	10.3%	32	14.9%	28	14.5%	52	10.5%	32	13.1%	42
65 +	19.6%	198	17.1%	85	21.9%	113	0.0%	0	0.0%	0	59.9%	198	19.5%	40	11.0%	34	14.9%	46	40.8%	78	20.5%	74	19.9%	61	15.9%	51
Weighted base:	1013	495	518	331	351	331	206	308	308	191	361	304	319													
Sample:	1013	487	526	106	447	460	173	289	326	225	404	287	227													
SEG Socio-economic group																										
A	3.3%	33	3.1%	15	3.4%	18	4.2%	14	3.3%	12	2.3%	8	16.1%	33	0.0%	0	0.0%	0	0.0%	0	4.6%	17	4.0%	12	1.3%	4
B	17.1%	173	18.2%	90	16.0%	83	19.0%	63	14.7%	52	17.6%	58	83.9%	173	0.0%	0	0.0%	0	0.0%	0	11.9%	43	22.0%	67	18.9%	60
C1	30.4%	308	31.1%	154	29.7%	154	28.5%	94	37.9%	133	24.4%	81	0.0%	0	100.0%	308	0.0%	0	0.0%	0	29.3%	106	30.6%	93	33.0%	105
C2	30.4%	308	33.2%	164	27.7%	144	32.9%	109	34.5%	121	23.5%	78	0.0%	0	0.0%	0	100.0%	308	0.0%	0	34.0%	123	27.6%	84	28.5%	91
D	6.4%	65	5.6%	27	7.2%	37	6.4%	21	6.8%	24	5.9%	20	0.0%	0	0.0%	0	0.0%	0	34.0%	65	7.9%	28	4.9%	15	6.2%	20
E	12.5%	126	8.8%	44	15.9%	82	9.0%	30	2.7%	10	26.3%	87	0.0%	0	0.0%	0	0.0%	0	66.0%	126	12.3%	45	10.9%	33	12.2%	39
(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:	1013	495	518	331	351	331	206	308	308	191	361	304	319													
Sample:	1013	487	526	106	447	460	173	289	326	225	404	287	227													
EMP Which of the following best describes your current employment status ? [PR]																										
Working full-time (30+ hours a week)	47.1%	478	63.3%	313	31.7%	164	57.3%	190	65.3%	229	17.7%	59	51.5%	106	55.4%	171	52.5%	162	20.5%	39	49.6%	179	49.2%	150	45.0%	144
Part-time	14.9%	151	7.6%	38	21.9%	113	14.9%	49	19.3%	68	10.3%	34	14.2%	29	14.6%	45	17.5%	54	12.0%	23	14.8%	54	16.6%	50	14.0%	45
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.5%	147	9.8%	48	19.0%	98	27.8%	92	11.8%	42	3.9%	13	9.8%	20	13.5%	41	15.1%	47	20.2%	39	12.3%	45	11.2%	34	19.8%	63
Not working (retired / invalid)	23.1%	234	19.1%	94	27.0%	140	0.0%	0	2.9%	10	67.8%	224	24.1%	50	16.0%	49	14.5%	45	47.3%	90	23.0%	83	22.6%	69	20.8%	66
(Refused)	0.3%	3	0.2%	1	0.5%	2	0.0%	0	0.8%	3	0.2%	1	0.4%	1	0.5%	2	0.4%	1	0.0%	0	0.2%	1	0.5%	1	0.4%	1
Weighted base:	1013	495	518	331	351	331	206	308	308	191	361	304	319													
Sample:	1013	487	526	106	447	460	173	289	326	225	404	287	227													

Omnibus Data Tabulations

National Living Wage

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
ADU How many adults aged 16 years or older, including yourself, live in your household ?																										
One	24.1%	244	22.5%	111	25.6%	133	8.1%	27	21.1%	74	43.2%	143	20.3%	42	23.7%	73	17.5%	54	39.4%	75	25.3%	92	28.6%	87	17.9%	57
Two	45.3%	459	48.0%	238	42.7%	221	40.4%	134	53.2%	187	41.9%	139	46.6%	96	47.5%	146	46.0%	142	39.4%	75	46.4%	168	47.0%	143	43.1%	138
Three	14.6%	148	13.8%	69	15.4%	80	18.7%	62	14.6%	51	10.6%	35	14.0%	29	14.8%	46	15.7%	48	13.3%	25	13.7%	50	13.1%	40	17.0%	54
Four	11.0%	112	11.4%	56	10.7%	56	23.7%	78	7.5%	26	2.1%	7	17.3%	36	8.9%	27	12.6%	39	5.2%	10	9.4%	34	7.7%	23	15.8%	50
Five	3.9%	39	3.7%	18	4.0%	21	8.5%	28	2.4%	8	0.7%	2	1.7%	4	2.8%	9	7.6%	23	1.7%	3	4.0%	14	2.7%	8	5.0%	16
Six or more	0.4%	4	0.1%	0	0.6%	3	0.6%	2	0.5%	2	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.3%	0	0.7%	3	0.4%	1	0.0%	0
(Refused)	0.7%	7	0.5%	2	0.9%	5	0.0%	0	0.7%	2	1.4%	5	0.0%	0	1.2%	4	0.6%	2	0.7%	1	0.5%	2	0.5%	1	1.2%	4
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227
CHI How many children live in your household, aged 15 years and under ?																										
None	67.1%	679	65.4%	324	68.6%	355	53.6%	177	51.8%	182	96.7%	320	64.8%	134	64.4%	198	63.0%	194	80.2%	153	70.0%	253	64.7%	197	64.5%	206
One	15.2%	154	16.2%	80	14.3%	74	25.2%	84	19.3%	68	0.8%	3	14.5%	30	15.8%	49	16.0%	49	13.8%	26	16.0%	58	17.8%	54	13.1%	42
Two	13.7%	139	15.0%	74	12.4%	64	18.3%	61	21.6%	76	0.7%	2	16.4%	34	15.0%	46	15.9%	49	5.1%	10	10.1%	36	14.4%	44	18.1%	58
Three	2.5%	26	1.9%	9	3.1%	16	2.9%	9	4.1%	15	0.5%	2	2.7%	6	2.8%	8	3.7%	11	0.1%	0	3.2%	12	1.9%	6	1.5%	5
Four	0.5%	5	0.5%	3	0.4%	2	0.0%	0	1.4%	5	0.0%	0	1.6%	3	0.0%	0	0.4%	1	0.2%	0	0.3%	1	0.4%	1	0.8%	3
Five	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Six or more	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(Refused)	0.9%	9	0.8%	4	0.9%	5	0.0%	0	1.3%	4	1.3%	4	0.0%	0	1.9%	6	0.6%	2	0.5%	1	0.4%	1	0.5%	1	1.8%	6
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227
IS2 ISBA region																										
Ulster	2.8%	29	1.4%	7	4.2%	22	1.3%	4	1.5%	5	5.8%	19	1.4%	3	1.4%	4	3.3%	10	5.9%	11	0.0%	0	0.0%	0	0.0%	0
Scotland	8.3%	84	8.3%	41	8.4%	43	5.2%	17	10.0%	35	9.7%	32	7.9%	16	9.4%	29	6.8%	21	9.4%	18	23.3%	84	0.0%	0	0.0%	0
North / Borders	6.1%	62	6.4%	32	5.9%	30	3.0%	10	7.3%	26	8.0%	27	5.3%	11	5.1%	16	9.4%	29	3.4%	6	17.2%	62	0.0%	0	0.0%	0
Lancashire	11.0%	111	11.0%	55	10.9%	57	11.7%	39	9.3%	33	12.0%	40	7.3%	15	11.9%	37	14.1%	43	8.4%	16	30.7%	111	0.0%	0	0.0%	0
Yorkshire	10.2%	104	10.7%	53	9.9%	51	15.5%	51	7.1%	25	8.4%	28	8.4%	17	8.0%	25	9.6%	29	17.1%	33	28.7%	104	0.0%	0	0.0%	0
Wales & South West	10.6%	108	8.7%	43	12.5%	65	8.4%	28	13.7%	48	9.6%	32	7.6%	16	8.8%	27	13.5%	41	12.4%	24	0.0%	0	27.2%	83	7.9%	25
Midlands	14.9%	151	13.8%	68	15.9%	83	11.3%	37	21.7%	76	11.3%	37	26.5%	55	14.9%	46	10.1%	31	10.2%	19	0.0%	0	49.6%	151	0.0%	0
East England	6.9%	70	7.2%	35	6.7%	35	5.7%	19	6.9%	24	8.3%	27	4.7%	10	8.2%	25	6.7%	21	7.5%	14	0.0%	0	23.1%	70	0.0%	0
London	19.9%	202	21.4%	106	18.4%	96	29.3%	97	13.0%	46	17.8%	59	23.4%	48	23.4%	72	15.5%	48	17.5%	33	0.0%	0	0.0%	0	63.1%	202
Southern	9.1%	92	11.1%	55	7.2%	37	8.7%	29	9.6%	34	9.0%	30	7.5%	15	8.9%	27	11.0%	34	8.2%	16	0.0%	0	0.2%	1	29.0%	92
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227

Omnibus Data Tabulations

National Living Wage

Weighted:

March 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE	North	Midlands	South													
TV2 TV region [MR]																										
Grampian / Scottish	8.3%	84	8.3%	41	8.4%	43	5.2%	17	10.0%	35	9.7%	32	7.9%	16	9.4%	29	6.8%	21	9.4%	18	23.3%	84	0.0%	0	0.0%	0
Tyne Tees / Border	7.9%	80	8.2%	41	7.6%	40	4.8%	16	9.3%	33	9.6%	32	6.4%	13	6.2%	19	12.0%	37	5.7%	11	22.2%	80	0.0%	0	0.0%	0
Granada	11.4%	115	11.8%	58	11.0%	57	11.1%	37	11.9%	42	11.1%	37	7.1%	15	11.7%	36	15.8%	49	8.2%	16	27.3%	99	5.4%	17	0.0%	0
Yorkshire	13.8%	140	15.1%	75	12.6%	65	17.1%	57	10.9%	38	13.6%	45	11.4%	23	12.6%	39	12.2%	38	20.9%	40	32.5%	117	7.4%	23	0.0%	0
HTV / West Country	11.6%	117	9.9%	49	13.2%	69	10.8%	36	13.7%	48	10.2%	34	6.2%	13	10.2%	31	15.8%	49	12.9%	25	2.1%	8	27.1%	83	8.7%	28
Central	18.2%	185	17.0%	84	19.4%	100	14.7%	49	24.6%	86	15.0%	50	24.6%	51	20.7%	64	12.7%	39	16.4%	31	4.8%	17	53.6%	163	1.3%	4
Anglia	10.2%	104	8.9%	44	11.5%	60	8.7%	29	10.2%	36	11.9%	39	11.7%	24	9.9%	31	8.4%	26	12.1%	23	0.2%	1	29.7%	90	4.0%	13
LWT / Carlton	22.7%	230	25.5%	126	20.0%	104	31.2%	103	16.5%	58	20.8%	69	30.9%	64	26.7%	82	16.3%	50	17.6%	34	0.0%	0	5.9%	18	66.4%	212
Meridian	12.3%	125	14.0%	69	10.8%	56	10.0%	33	14.5%	51	12.4%	41	14.1%	29	13.6%	42	11.4%	35	9.9%	19	0.0%	0	7.6%	23	32.1%	103
Weighted base:		1013		495		518		331		351		331		206		308		308		191		361		304		319
Sample:		1013		487		526		106		447		460		173		289		326		225		404		287		227