

Measuring and Understanding Public Opinion: Attitudes towards Nottingham as a tourist destination November 2013

This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography, geography and any key interesting market sub-groups.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, November 2013".

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



Total Male Female 16 to 34 35 to 54 55+ ABC1 C2DE

Mean score: [Strongly agree = 4, Slightly agree = 3, Slightly disagree = 2, Strongly disagree = 1]

QA Thinking about Nottingham, in your opinion how much do you agree or disagree with the following about Nottingham? [PR]

It's a central location for visiting other areas

Strongly agree	18.6%	93	20.5%	51	16.8%	42	6.1%	10	22.8%	39	25.8%	45	17.1%	36	19.8%	57
Slightly agree	14.5%	72	19.2%	48	9.8%	24	15.4%	24	18.2%	31	10.0%	17	20.7%	44	9.9%	29
Slightly disagree	10.7%	53	13.7%	34	7.6%	19	16.0%	25	8.6%	15	7.9%	14	10.0%	21	11.2%	32
Strongly disagree	3.8%	19	2.9%	7	4.7%	12	3.0%	5	3.0%	5	5.4%	9	6.0%	13	2.2%	6
(Don't know)	52.4%	262	43.7%	109	61.1%	153	59.5%	93	47.4%	81	51.0%	88	46.3%	98	56.9%	164
Mean:		3.01		3.02		3.00		2.61		3.16		3.15		2.91		3.10
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

Nottingham has good transport links and is easy to get to

Strongly agree	15.0%	75	17.2%	43	12.9%	32	12.1%	19	17.7%	30	15.1%	26	16.5%	35	14.0%	40
Slightly agree	16.1%	80	22.4%	56	9.8%	25	21.3%	33	13.4%	23	13.9%	24	18.2%	39	14.5%	42
Slightly disagree	4.4%	22	7.0%	17	1.9%	5	7.3%	11	2.2%	4	4.1%	7	4.8%	10	4.1%	12
Strongly disagree	1.0%	5	1.7%	4	0.4%	1	0.5%	1	1.3%	2	1.3%	2	1.4%	3	0.8%	2
(Don't know)	63.4%	317	51.7%	129	75.1%	188	58.9%	92	65.4%	112	65.5%	114	59.1%	125	66.6%	192
Mean:		3.23		3.14		3.41		3.10		3.37		3.24		3.22		3.25
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

There's a wide range of attractions for families, such as theme parks

Strongly agree	9.6%	48	9.3%	23	9.9%	25	6.6%	10	10.6%	18	11.3%	20	7.4%	16	11.2%	32
Slightly agree	12.7%	64	16.2%	40	9.3%	23	19.8%	31	8.4%	14	10.7%	19	12.9%	27	12.6%	36
Slightly disagree	3.9%	19	5.3%	13	2.5%	6	6.2%	10	1.9%	3	3.8%	7	6.2%	13	2.2%	6
Strongly disagree	1.3%	7	1.8%	5	0.8%	2	0.5%	1	1.5%	3	2.0%	3	1.7%	4	1.1%	3
(Don't know)	72.4%	362	67.4%	168	77.4%	194	66.9%	104	77.7%	133	72.2%	125	71.8%	152	72.9%	210
Mean:		3.11		3.01		3.26		2.99		3.26		3.13		2.93		3.25
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

Somewhere with plenty of natural beauty

Strongly agree	16.6%	83	19.1%	48	14.1%	35	10.4%	16	18.0%	31	20.8%	36	17.1%	36	16.3%	47
Slightly agree	16.1%	81	18.4%	46	13.8%	35	17.4%	27	14.6%	25	16.4%	29	18.4%	39	14.5%	42
Slightly disagree	4.0%	20	6.8%	17	1.3%	3	7.5%	12	1.3%	2	3.7%	6	3.4%	7	4.5%	13
Strongly disagree	1.6%	8	2.1%	5	1.0%	3	0.5%	1	2.8%	5	1.3%	2	2.2%	5	1.1%	3
(Don't know)	61.7%	308	53.5%	133	69.8%	175	64.2%	100	63.3%	108	57.8%	100	58.9%	125	63.6%	184
Mean:		3.25		3.17		3.36		3.06		3.30		3.35		3.23		3.26
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

Good historic sites (such as Nottingham Castle and Wollaton Hall and Park)

Strongly agree	22.4%	112	25.0%	62	19.9%	50	15.4%	24	25.9%	44	25.3%	44	25.2%	53	20.3%	59
Slightly agree	17.3%	87	24.3%	60	10.5%	26	19.5%	30	14.4%	25	18.4%	32	17.8%	38	17.0%	49
Slightly disagree	1.1%	6	1.6%	4	0.7%	2	1.3%	2	0.3%	0	1.9%	3	1.7%	4	0.7%	2
Strongly disagree	1.1%	6	1.3%	3	1.0%	2	0.5%	1	2.3%	4	0.5%	1	1.7%	4	0.7%	2
(Don't know)	58.0%	290	47.9%	119	68.0%	171	63.4%	99	57.1%	98	53.9%	93	53.5%	113	61.2%	177
Mean:		3.45		3.40		3.54		3.36		3.49		3.49		3.43		3.47
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

A good place for shopping

Strongly agree	13.5%	68	13.2%	33	13.9%	35	7.3%	11	16.5%	28	16.2%	28	11.9%	25	14.8%	43
Slightly agree	11.7%	58	14.7%	37	8.7%	22	15.4%	24	10.5%	18	9.5%	17	14.3%	30	9.7%	28
Slightly disagree	3.1%	16	6.1%	15	0.2%	1	6.6%	10	0.6%	1	2.5%	4	6.3%	13	0.8%	2
Strongly disagree	0.6%	3	0.4%	1	0.8%	2	0.0%	0	1.0%	2	0.7%	1	1.2%	3	0.1%	0
(Don't know)	71.1%	355	65.7%	164	76.4%	192	70.7%	110	71.3%	122	71.1%	123	66.3%	140	74.6%	215
Mean:		3.32		3.19		3.51		3.02		3.48		3.43		3.09		3.54
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
A good choice for live events, such as music or sports																
Strongly agree	10.6%	53	15.2%	38	6.1%	15	8.1%	13	13.6%	23	10.0%	17	9.4%	20	11.5%	33
Slightly agree	10.3%	52	11.0%	28	9.6%	24	10.6%	17	10.7%	18	9.7%	17	11.3%	24	9.6%	28
Slightly disagree	2.5%	12	2.6%	6	2.3%	6	2.0%	3	1.4%	2	3.9%	7	3.4%	7	1.8%	5
Strongly disagree	0.9%	4	1.1%	3	0.7%	2	0.5%	1	0.6%	1	1.6%	3	1.9%	4	0.2%	0
(Don't know)	75.7%	378	70.0%	174	81.3%	204	78.8%	123	73.7%	126	74.8%	130	74.0%	156	77.0%	222
Mean:		3.26		3.35		3.13		3.25		3.42		3.11		3.09		3.41
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

It's a place to experience culture																
Strongly agree	13.1%	66	15.8%	39	10.4%	26	11.7%	18	13.5%	23	14.1%	24	10.0%	21	15.4%	44
Slightly agree	15.5%	78	19.2%	48	11.8%	30	18.6%	29	13.4%	23	14.8%	26	21.9%	46	10.8%	31
Slightly disagree	2.1%	10	3.5%	9	0.7%	2	1.3%	2	0.5%	1	4.2%	7	2.8%	6	1.5%	4
Strongly disagree	1.8%	9	2.1%	5	1.4%	4	0.5%	1	2.6%	4	2.2%	4	2.6%	6	1.2%	3
(Don't know)	67.5%	338	59.4%	148	75.6%	190	67.9%	106	70.0%	120	64.7%	112	62.7%	133	71.1%	205
Mean:		3.23		3.20		3.28		3.30		3.26		3.15		3.05		3.40
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

QB When did you last visit Nottingham? [PR]																
In the last 12 months	9.2%	46	12.0%	30	6.3%	16	10.2%	16	7.6%	13	9.7%	17	11.7%	25	7.3%	21
In the 2-5 years	10.2%	51	9.5%	24	10.8%	27	12.9%	20	9.6%	16	8.2%	14	12.2%	26	8.6%	25
Longer than 5 years ago	23.3%	116	31.4%	78	15.2%	38	18.5%	29	25.8%	44	25.0%	43	23.1%	49	23.4%	67
I've never been to Nottingham	55.1%	276	44.5%	111	65.7%	165	56.4%	88	53.4%	91	55.7%	97	51.1%	108	58.1%	167
(None of the above)	2.3%	12	2.5%	6	2.1%	5	1.9%	3	3.6%	6	1.4%	2	1.8%	4	2.7%	8
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

QC When you've visited Nottingham, was it for... [PR]																
<i>Those who have ever visited Nottingham at QB</i>																
...retail / shopping																
Yes	13.5%	29	10.6%	14	18.2%	15	8.4%	5	16.0%	12	15.5%	12	12.9%	13	14.0%	16
No	84.4%	180	86.9%	115	80.3%	65	91.6%	59	82.4%	61	80.0%	59	85.3%	85	83.6%	95
(Don't remember)	2.1%	5	2.5%	3	1.5%	1	0.0%	0	1.6%	1	4.5%	3	1.8%	2	2.4%	3
Weighted base:		213		132		81		65		74		74		100		113
Sample:		200		115		85		29		82		89		105		95

...leisure																
Yes	58.9%	125	54.4%	72	66.3%	54	56.0%	36	61.4%	45	58.9%	44	63.7%	63	54.7%	62
No	39.0%	83	43.1%	57	32.3%	26	44.0%	29	36.9%	27	36.6%	27	34.6%	34	42.8%	49
(Don't remember)	2.1%	5	2.5%	3	1.5%	1	0.0%	0	1.6%	1	4.5%	3	1.8%	2	2.4%	3
Weighted base:		213		132		81		65		74		74		100		113
Sample:		200		115		85		29		82		89		105		95

...business / work / education																
Yes	24.9%	53	31.8%	42	13.5%	11	35.6%	23	23.9%	18	16.5%	12	20.5%	20	28.7%	33
No	73.4%	156	66.3%	87	85.0%	69	64.4%	42	74.5%	55	80.2%	60	78.6%	78	68.8%	78
(Don't remember)	1.7%	4	1.9%	2	1.5%	1	0.0%	0	1.6%	1	3.3%	2	0.9%	1	2.4%	3
Weighted base:		213		132		81		65		74		74		100		113
Sample:		200		115		85		29		82		89		105		95

Total Male Female 16 to 34 35 to 54 55+ ABC1 C2DE

Mean score: [Very likely = 4, Quite likely = 3, Quite unlikely = 2, Not at all likely = 1]

QD How likely are you to visit Nottingham for either a day out, weekend break, holiday or stay in the next 2 years? [PR]

Very likely	5.8%	29	8.2%	20	3.4%	8	4.5%	7	6.8%	12	5.9%	10	7.2%	15	4.7%	14
Quite likely	11.4%	57	9.0%	22	13.8%	35	8.7%	14	13.0%	22	12.3%	21	10.8%	23	11.8%	34
Quite unlikely	14.0%	70	16.1%	40	11.9%	30	11.5%	18	18.5%	32	11.9%	21	12.8%	27	14.9%	43
Not at all likely (Don't know)	63.4%	317	61.2%	153	65.5%	164	65.4%	102	58.7%	100	66.2%	115	61.3%	130	64.9%	187
	5.5%	27	5.5%	14	5.4%	14	10.0%	16	3.1%	5	3.7%	6	7.8%	17	3.7%	11
Mean:		1.57		1.62		1.53		1.47		1.67		1.56		1.61		1.55
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

SEX Sex of respondent

Male	49.8%	249	100.0%	249	0.0%	0	51.4%	80	50.7%	87	47.6%	82	53.5%	113	47.1%	136
Female	50.2%	251	0.0%	0	100.0%	251	48.6%	76	49.3%	84	52.4%	91	46.5%	98	52.9%	152
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	14.6%	73	15.2%	38	14.1%	35	47.0%	73	0.0%	0	0.0%	0	22.6%	48	8.8%	25
25 to 34	16.5%	83	17.0%	42	16.1%	40	53.0%	83	0.0%	0	0.0%	0	14.2%	30	18.3%	53
35 to 44	17.2%	86	17.5%	44	16.9%	42	0.0%	0	50.4%	86	0.0%	0	14.7%	31	19.0%	55
45 to 54	16.9%	85	17.2%	43	16.7%	42	0.0%	0	49.6%	85	0.0%	0	20.0%	42	14.7%	42
55 to 64	14.4%	72	14.6%	36	14.3%	36	0.0%	0	0.0%	0	41.6%	72	14.8%	31	14.2%	41
65 +	20.2%	101	18.5%	46	22.0%	55	0.0%	0	0.0%	0	58.4%	101	13.7%	29	25.0%	72
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

SG1 Socio-economic group

AB	17.5%	87	20.8%	52	14.2%	36	24.9%	39	16.0%	27	12.3%	21	41.3%	87	0.0%	0
C1	24.8%	124	24.6%	61	25.0%	63	25.0%	39	27.0%	46	22.5%	39	58.7%	124	0.0%	0
C2	29.9%	150	31.1%	77	28.8%	72	31.3%	49	32.9%	56	25.8%	45	0.0%	0	51.9%	150
DE	27.7%	139	23.5%	59	31.9%	80	18.8%	29	24.1%	41	39.4%	68	0.0%	0	48.1%	139
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

EMP Which of the following best describes your current employment status ? [PR]

Working full-time (30+ hours a week)	42.2%	211	50.2%	125	34.3%	86	57.2%	89	49.0%	84	22.1%	38	48.1%	102	37.9%	109
Part-time	19.0%	95	10.7%	27	27.2%	68	23.6%	37	25.9%	44	8.1%	14	20.9%	44	17.6%	51
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	10.3%	51	11.3%	28	9.3%	23	11.2%	17	14.5%	25	5.4%	9	13.3%	28	8.1%	23
Not working (retired / invalid)	28.5%	142	27.7%	69	29.2%	73	8.0%	13	10.7%	18	64.4%	112	17.7%	37	36.4%	105
(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
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	52.5%	263	57.8%	144	47.3%	119	47.7%	74	60.2%	103	49.3%	85	58.6%	124	48.0%	138
Single	27.0%	135	27.1%	67	26.9%	67	48.2%	75	24.0%	41	10.8%	19	27.6%	58	26.5%	76
Divorced	6.0%	30	3.4%	8	8.6%	22	1.3%	2	4.4%	8	11.8%	20	4.0%	8	7.5%	22
Widowed	12.9%	65	10.4%	26	15.4%	39	2.9%	4	8.4%	14	26.5%	46	7.9%	17	16.6%	48
Separated	0.9%	4	0.5%	1	1.3%	3	0.0%	0	1.1%	2	1.5%	3	1.2%	3	0.7%	2
(Refused)	0.7%	3	0.8%	2	0.5%	1	0.0%	0	1.8%	3	0.2%	0	0.7%	1	0.7%	2
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
CHI How many children live in your household, aged 15 years and under ?																
None	76.3%	381	82.3%	205	70.2%	176	65.0%	101	64.9%	111	97.6%	169	70.8%	150	80.3%	232
One	9.7%	48	5.0%	12	14.3%	36	14.5%	23	12.8%	22	2.3%	4	11.1%	24	8.6%	25
Two	7.4%	37	6.4%	16	8.3%	21	6.1%	9	15.8%	27	0.2%	0	9.5%	20	5.8%	17
Three	5.0%	25	3.5%	9	6.4%	16	9.8%	15	5.6%	10	0.0%	0	4.9%	10	5.0%	15
Four	1.1%	6	2.2%	6	0.0%	0	3.5%	6	0.0%	0	0.0%	0	2.6%	6	0.0%	0
Five	0.3%	2	0.0%	0	0.7%	2	1.1%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Six or more	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.1%	0
(Refused)	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.1%	0
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

ADU How many adults aged 16 years or older, including yourself, live in your household ?																
One	27.2%	136	26.4%	66	28.0%	70	9.4%	15	27.4%	47	43.0%	74	19.0%	40	33.2%	96
Two	46.1%	230	49.7%	124	42.5%	107	45.1%	70	48.9%	83	44.3%	77	52.4%	111	41.5%	120
Three	16.8%	84	16.3%	41	17.2%	43	26.5%	41	14.4%	25	10.4%	18	19.3%	41	14.9%	43
Four	4.6%	23	3.7%	9	5.6%	14	5.4%	8	6.2%	11	2.4%	4	2.9%	6	5.9%	17
Five	1.4%	7	0.0%	0	2.8%	7	2.6%	4	1.8%	3	0.0%	0	0.5%	1	2.1%	6
Six or more	3.3%	16	2.8%	7	3.8%	10	9.7%	15	0.8%	1	0.0%	0	5.5%	12	1.7%	5
(Refused)	0.6%	3	1.2%	3	0.0%	0	1.3%	2	0.6%	1	0.0%	0	0.3%	1	0.8%	2
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

IS2 ISBA region																
Ulster	2.9%	14	3.8%	9	2.0%	5	1.5%	2	3.4%	6	3.6%	6	3.4%	7	2.5%	7
Scotland	8.3%	42	9.3%	23	7.4%	19	7.7%	12	9.3%	16	8.0%	14	9.1%	19	7.8%	22
North / Borders	4.9%	25	4.3%	11	5.5%	14	4.9%	8	4.5%	8	5.3%	9	5.0%	11	4.9%	14
Lancashire	12.3%	62	14.3%	36	10.4%	26	6.2%	10	12.5%	21	17.7%	31	11.8%	25	12.7%	37
Yorkshire	9.3%	47	7.1%	18	11.6%	29	18.4%	29	7.1%	12	3.4%	6	8.2%	17	10.2%	29
Wales & South West	11.6%	58	8.9%	22	14.2%	36	11.2%	17	15.2%	26	8.3%	14	9.3%	20	13.2%	38
Midlands	16.5%	83	22.1%	55	11.0%	28	19.3%	30	15.9%	27	14.7%	25	18.5%	39	15.1%	43
East England	6.9%	35	7.3%	18	6.6%	17	7.6%	12	8.0%	14	5.3%	9	6.9%	15	7.0%	20
London	18.5%	92	18.4%	46	18.6%	47	16.7%	26	17.9%	31	20.7%	36	19.4%	41	17.8%	51
Southern	8.7%	43	4.5%	11	12.8%	32	6.6%	10	6.2%	11	13.0%	23	8.4%	18	8.9%	26
Weighted base:		500		249		251		156		171		173		212		288
Sample:		500		240		260		72		206		222		238		262

Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
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Mean score: [Strongly agree = 4, Slightly agree = 3, Slightly disagree = 2, Strongly disagree = 1]

QA Thinking about Nottingham, in your opinion how much do you agree or disagree with the following about Nottingham? [PR]

It's a central location for visiting other areas

Strongly agree	18.6%	93	14.5%	25	21.5%	35	21.8%	33
Slightly agree	14.5%	72	17.1%	30	14.6%	24	12.0%	18
Slightly disagree	10.7%	53	11.9%	21	14.0%	23	6.5%	10
Strongly disagree	3.8%	19	2.9%	5	5.0%	8	3.1%	5
(Don't know)	52.4%	262	53.6%	94	44.9%	72	56.5%	85
Mean:		3.01		2.93		2.96		3.21
Weighted base:		500		175		161		150
Sample:		500		197		136		113

Nottingham has good transport links and is easy to get to

Strongly agree	15.0%	75	8.9%	16	21.0%	34	16.9%	25
Slightly agree	16.1%	80	18.6%	33	16.4%	26	12.7%	19
Slightly disagree	4.4%	22	5.5%	10	6.7%	11	1.3%	2
Strongly disagree	1.0%	5	2.7%	5	0.0%	0	0.0%	0
(Don't know)	63.4%	317	64.3%	112	55.9%	90	69.1%	104
Mean:		3.23		2.94		3.33		3.51
Weighted base:		500		175		161		150
Sample:		500		197		136		113

There's a wide range of attractions for families, such as theme parks

Strongly agree	9.6%	48	8.5%	15	11.6%	19	9.7%	15
Slightly agree	12.7%	64	10.5%	18	19.6%	32	8.3%	12
Slightly disagree	3.9%	19	4.2%	7	2.5%	4	5.2%	8
Strongly disagree	1.3%	7	2.2%	4	1.6%	3	0.0%	0
(Don't know)	72.4%	362	74.7%	130	64.6%	104	76.8%	116
Mean:		3.11		3.00		3.16		3.19
Weighted base:		500		175		161		150
Sample:		500		197		136		113

Somewhere with plenty of natural beauty

Strongly agree	16.6%	83	13.9%	24	19.3%	31	18.0%	27
Slightly agree	16.1%	81	15.1%	26	16.6%	27	17.4%	26
Slightly disagree	4.0%	20	3.9%	7	6.9%	11	1.4%	2
Strongly disagree	1.6%	8	2.0%	3	1.8%	3	0.6%	1
(Don't know)	61.7%	308	65.1%	114	55.4%	89	62.6%	94
Mean:		3.25		3.17		3.20		3.41
Weighted base:		500		175		161		150
Sample:		500		197		136		113

Good historic sites (such as Nottingham Castle and Wollaton Hall and Park)

Strongly agree	22.4%	112	16.9%	30	30.4%	49	21.8%	33
Slightly agree	17.3%	87	15.7%	27	18.9%	30	18.2%	27
Slightly disagree	1.1%	6	2.1%	4	0.7%	1	0.7%	1
Strongly disagree	1.1%	6	1.6%	3	0.8%	1	0.9%	1
(Don't know)	58.0%	290	63.7%	111	49.2%	79	58.5%	88
Mean:		3.45		3.32		3.55		3.46
Weighted base:		500		175		161		150
Sample:		500		197		136		113

A good place for shopping

Strongly agree	13.5%	68	9.6%	17	16.7%	27	15.8%	24
Slightly agree	11.7%	58	9.7%	17	15.9%	26	9.5%	14
Slightly disagree	3.1%	16	4.2%	7	1.4%	2	3.9%	6
Strongly disagree	0.6%	3	0.5%	1	0.7%	1	0.6%	1
(Don't know)	71.1%	355	75.9%	133	65.3%	105	70.1%	105
Mean:		3.32		3.18		3.40		3.36
Weighted base:		500		175		161		150
Sample:		500		197		136		113

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
A good choice for live events, such as music or sports								
Strongly agree	10.6%	53	9.7%	17	15.6%	25	7.2%	11
Slightly agree	10.3%	52	12.0%	21	11.7%	19	7.2%	11
Slightly disagree	2.5%	12	4.6%	8	1.7%	3	1.0%	1
Strongly disagree	0.9%	4	0.7%	1	0.2%	0	1.8%	3
(Don't know)	75.7%	378	72.9%	127	70.8%	114	82.8%	125
Mean:		3.26		3.14		3.46		3.16
Weighted base:		500		175		161		150
Sample:		500		197		136		113

It's a place to experience culture								
Strongly agree	13.1%	66	12.8%	22	13.5%	22	14.2%	21
Slightly agree	15.5%	78	13.5%	24	18.9%	30	14.6%	22
Slightly disagree	2.1%	10	4.1%	7	1.0%	2	1.1%	2
Strongly disagree	1.8%	9	0.9%	1	2.2%	3	2.5%	4
(Don't know)	67.5%	338	68.8%	120	64.5%	104	67.6%	102
Mean:		3.23		3.22		3.23		3.25
Weighted base:		500		175		161		150
Sample:		500		197		136		113

QB When did you last visit Nottingham? [PR]

In the last 12 months	9.2%	46	6.5%	11	15.4%	25	6.4%	10
In the 2-5 years	10.2%	51	9.6%	17	13.2%	21	7.7%	12
Longer than 5 years ago	23.3%	116	22.8%	40	23.9%	38	24.3%	37
I've never been to Nottingham	55.1%	276	60.4%	105	46.4%	75	56.1%	84
(None of the above)	2.3%	12	0.7%	1	1.0%	2	5.4%	8
Weighted base:		500		175		161		150
Sample:		500		197		136		113

QC When you've visited Nottingham, was it for... [PR]

Those who have ever visited Nottingham at QB

...retail / shopping

Yes	13.5%	29	14.1%	10	12.7%	11	14.2%	8
No	84.4%	180	83.3%	57	85.5%	72	83.7%	48
(Don't remember)	2.1%	5	2.6%	2	1.8%	2	2.1%	1
Weighted base:		213		68		84		58
Sample:		200		73		72		44

...leisure

Yes	58.9%	125	55.6%	38	58.5%	49	62.1%	36
No	39.0%	83	41.7%	28	39.6%	33	35.8%	21
(Don't remember)	2.1%	5	2.6%	2	1.8%	2	2.1%	1
Weighted base:		213		68		84		58
Sample:		200		73		72		44

...business / work / education

Yes	24.9%	53	24.1%	16	25.3%	21	25.3%	15
No	73.4%	156	74.6%	51	72.8%	61	72.6%	42
(Don't remember)	1.7%	4	1.3%	1	1.8%	2	2.1%	1
Weighted base:		213		68		84		58
Sample:		200		73		72		44

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Mean score: [Very likely = 4, Quite likely = 3, Quite unlikely = 2, Not at all likely = 1]

QD How likely are you to visit Nottingham for either a day out, weekend break, holiday or stay in the next 2 years? [PR]

Very likely	5.8%	29	2.5%	4	12.0%	19	3.5%	5
Quite likely	11.4%	57	9.6%	17	11.5%	18	13.1%	20
Quite unlikely	14.0%	70	16.3%	28	12.7%	20	13.0%	20
Not at all likely (Don't know)	63.4%	317	65.2%	114	59.7%	96	64.9%	98
	5.5%	27	6.5%	11	4.1%	7	5.5%	8
Mean:		1.57		1.46		1.75		1.53
Weighted base:		500		175		161		150
Sample:		500		197		136		113

SEX Sex of respondent

Male	49.8%	249	49.9%	87	54.7%	88	43.0%	65
Female	50.2%	251	50.1%	87	45.3%	73	57.0%	86
Weighted base:		500		175		161		150
Sample:		500		197		136		113

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	14.6%	73	13.9%	24	17.1%	28	13.8%	21
25 to 34	16.5%	83	19.3%	34	17.5%	28	12.8%	19
35 to 44	17.2%	86	16.4%	29	21.1%	34	13.9%	21
45 to 54	16.9%	85	16.3%	28	17.6%	28	16.5%	25
55 to 64	14.4%	72	15.0%	26	11.6%	19	16.2%	24
65 +	20.2%	101	19.2%	33	15.0%	24	26.8%	40
Weighted base:		500		175		161		150
Sample:		500		197		136		113

SG1 Socio-economic group

AB	17.5%	87	20.4%	36	15.0%	24	16.1%	24
C1	24.8%	124	20.9%	37	29.3%	47	24.6%	37
C2	29.9%	150	28.5%	50	36.9%	59	25.2%	38
DE	27.7%	139	30.2%	53	18.8%	30	34.1%	51
Weighted base:		500		175		161		150
Sample:		500		197		136		113

EMP Which of the following best describes your current employment status ? [PR]

Working full-time (30+ hours a week)	42.2%	211	38.8%	68	45.9%	74	42.5%	64
Part-time	19.0%	95	22.9%	40	21.0%	34	12.2%	18
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	10.3%	51	11.8%	21	9.4%	15	9.7%	15
Not working (retired / invalid)	28.5%	142	26.4%	46	23.7%	38	35.6%	54
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		500		175		161		150
Sample:		500		197		136		113

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	52.5%	263	52.0%	91	55.7%	89	48.7%	73
Single	27.0%	135	29.2%	51	28.2%	45	23.7%	36
Divorced	6.0%	30	4.9%	9	5.6%	9	7.5%	11
Widowed	12.9%	65	11.2%	20	10.1%	16	18.8%	28
Separated	0.9%	4	1.5%	3	0.4%	1	0.6%	1
(Refused)	0.7%	3	1.1%	2	0.2%	0	0.7%	1
Weighted base:		500		175		161		150
Sample:		500		197		136		113

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
CHI How many children live in your household, aged 15 years and under ?								
None	76.3%	381	79.5%	139	73.1%	117	76.5%	115
One	9.7%	48	9.0%	16	11.0%	18	8.9%	13
Two	7.4%	37	7.5%	13	9.0%	14	5.5%	8
Three	5.0%	25	3.0%	5	3.5%	6	9.0%	14
Four	1.1%	6	0.0%	0	3.4%	6	0.0%	0
Five	0.3%	2	1.0%	2	0.0%	0	0.0%	0
Six or more	0.1%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		500		175		161		150
Sample:		500		197		136		113

ADU How many adults aged 16 years or older, including yourself, live in your household ?

One	27.2%	136	29.7%	52	21.7%	35	30.0%	45
Two	46.1%	230	50.6%	88	47.1%	76	40.3%	61
Three	16.8%	84	12.4%	22	23.7%	38	14.0%	21
Four	4.6%	23	4.2%	7	3.4%	5	6.7%	10
Five	1.4%	7	2.3%	4	0.7%	1	1.2%	2
Six or more	3.3%	16	0.8%	1	3.4%	6	6.3%	10
(Refused)	0.6%	3	0.0%	0	0.0%	0	1.4%	2
Weighted base:		500		175		161		150
Sample:		500		197		136		113

IS2 ISBA region

Ulster	2.9%	14	0.0%	0	0.0%	0	0.0%	0
Scotland	8.3%	42	23.9%	42	0.0%	0	0.0%	0
North / Borders	4.9%	25	14.1%	25	0.0%	0	0.0%	0
Lancashire	12.3%	62	35.3%	62	0.0%	0	0.0%	0
Yorkshire	9.3%	47	26.8%	47	0.0%	0	0.0%	0
Wales & South West	11.6%	58	0.0%	0	26.9%	43	9.7%	15
Midlands	16.5%	83	0.0%	0	51.5%	83	0.0%	0
East England	6.9%	35	0.0%	0	21.6%	35	0.0%	0
London	18.5%	92	0.0%	0	0.0%	0	61.5%	92
Southern	8.7%	43	0.0%	0	0.0%	0	28.8%	43
Weighted base:		500		175		161		150
Sample:		500		197		136		113

	Total	Ever been to Nottingham (QB)	Retail reasons (QC)	Leisure purposes (QC)	Business use (QC)	Likely to visit (QD)	Unlikely to visit (QD)
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Mean score: [Strongly agree = 4, Slightly agree = 3, Slightly disagree = 2, Strongly disagree = 1]

QA Thinking about Nottingham, in your opinion how much do you agree or disagree with the following about Nottingham? [PR]

It's a central location for visiting other areas

Strongly agree	17.9%	89	31.6%	67	41.5%	12	33.8%	42	25.2%	14	41.0%	34	12.9%	50
Slightly agree	15.0%	75	25.3%	54	32.2%	9	22.3%	28	23.4%	13	27.7%	23	12.0%	47
Slightly disagree	11.1%	56	18.3%	39	9.2%	3	14.9%	18	35.6%	20	9.3%	8	11.7%	46
Strongly disagree	3.7%	19	4.6%	10	4.5%	1	3.5%	4	3.8%	2	2.0%	2	3.9%	15
(Don't know)	52.3%	262	20.2%	43	12.6%	4	25.6%	32	12.0%	7	20.0%	17	59.4%	230
Mean:		2.99		3.05		3.27		3.16		2.80		3.35		2.84
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

Nottingham has good transport links and is easy to get to

Strongly agree	14.8%	74	29.9%	64	25.6%	7	28.8%	36	32.4%	18	44.3%	37	8.6%	33
Slightly agree	15.8%	79	28.9%	61	43.6%	12	30.8%	38	22.1%	12	25.7%	22	12.5%	49
Slightly disagree	4.6%	23	7.8%	16	4.5%	1	4.4%	5	17.9%	10	3.1%	3	5.3%	21
Strongly disagree	1.0%	5	1.8%	4	0.0%	0	2.4%	3	1.5%	1	0.0%	0	1.3%	5
(Don't know)	63.7%	319	31.7%	67	26.4%	7	33.6%	42	26.2%	14	26.8%	23	72.3%	280
Mean:		3.23		3.27		3.29		3.30		3.16		3.56		3.03
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

There's a wide range of attractions for families, such as theme parks

Strongly agree	9.5%	47	19.9%	42	37.8%	11	19.1%	24	22.2%	12	29.0%	24	5.5%	21
Slightly agree	12.1%	61	24.6%	52	16.3%	5	28.4%	35	24.6%	14	24.1%	20	9.2%	36
Slightly disagree	4.0%	20	3.8%	8	4.4%	1	3.6%	4	3.1%	2	4.6%	4	4.0%	16
Strongly disagree	1.3%	7	2.6%	6	3.2%	1	1.7%	2	3.7%	2	1.4%	1	1.3%	5
(Don't know)	73.1%	366	49.1%	104	38.2%	11	47.1%	58	46.4%	26	41.0%	34	80.0%	310
Mean:		3.11		3.21		3.44		3.23		3.22		3.37		2.94
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

Somewhere with plenty of natural beauty

Strongly agree	16.1%	81	32.0%	68	29.0%	8	40.3%	50	18.5%	10	44.5%	37	10.7%	42
Slightly agree	16.2%	81	27.1%	58	37.0%	10	25.5%	32	31.2%	17	28.2%	24	14.1%	55
Slightly disagree	4.1%	20	6.9%	15	3.0%	1	2.8%	3	19.0%	10	3.7%	3	4.4%	17
Strongly disagree	1.7%	8	3.8%	8	7.7%	2	0.9%	1	8.6%	5	1.1%	1	1.9%	7
(Don't know)	62.0%	310	30.2%	64	23.3%	7	30.5%	38	22.6%	12	22.6%	19	68.9%	267
Mean:		3.23		3.25		3.14		3.51		2.77		3.50		3.08
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

Good historic sites (such as Nottingham Castle and Wollaton Hall and Park)

Strongly agree	21.4%	107	44.2%	94	51.9%	15	52.3%	65	29.5%	16	59.5%	50	12.2%	47
Slightly agree	17.7%	88	30.0%	64	31.2%	9	22.2%	28	47.5%	26	19.1%	16	17.8%	69
Slightly disagree	1.2%	6	0.7%	1	0.0%	0	0.8%	1	0.0%	0	3.1%	3	0.9%	3
Strongly disagree	1.3%	6	2.9%	6	3.2%	1	0.1%	0	8.4%	5	0.0%	0	1.6%	6
(Don't know)	58.5%	292	22.1%	47	13.7%	4	24.5%	30	14.6%	8	18.3%	15	67.5%	262
Mean:		3.43		3.48		3.53		3.68		3.15		3.69		3.25
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

A good place for shopping

Strongly agree	12.8%	64	27.6%	59	50.7%	14	28.3%	35	22.8%	13	46.9%	39	5.7%	22
Slightly agree	11.7%	58	22.1%	47	30.7%	9	20.0%	25	21.6%	12	17.8%	15	9.5%	37
Slightly disagree	3.2%	16	4.0%	9	3.0%	1	7.0%	9	1.5%	1	1.4%	1	3.8%	15
Strongly disagree	0.7%	4	1.5%	3	0.0%	0	0.3%	0	4.3%	2	0.5%	0	0.7%	3
(Don't know)	71.6%	358	44.8%	95	15.6%	4	44.5%	55	49.8%	27	33.6%	28	80.3%	312
Mean:		3.29		3.37		3.57		3.37		3.25		3.67		3.03
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

	Total	Ever been to Nottingham (QB)	Retail reasons (QC)	Leisure purposes (QC)	Business use (QC)	Likely to visit (QD)	Unlikely to visit (QD)
A good choice for live events, such as music or sports							
Strongly agree	10.0%	50 20.8%	44 36.9%	10 18.9%	23 18.4%	10 30.8%	26 5.4%
Slightly agree	10.3%	52 17.9%	38 18.2%	5 21.8%	27 13.3%	7 27.7%	23 7.2%
Slightly disagree	2.6%	13 4.3%	9 10.7%	3 3.1%	4 3.1%	2 0.9%	1 2.7%
Strongly disagree	1.0%	5 2.3%	5 0.0%	0 1.3%	2 4.3%	2 2.3%	2 0.8%
(Don't know)	76.2%	381 54.8%	117 34.2%	10 55.0%	68 60.9%	34 38.3%	32 84.0%
Mean:	3.23	3.26	3.40	3.29	3.17	3.41	3.08
Weighted base:	500	213	28	124	55	84	388
Sample:	500	200	29	113	47	84	391

It's a place to experience culture							
Strongly agree	12.9%	64 27.2%	58 29.7%	8 26.7%	33 31.1%	17 33.7%	28 8.6%
Slightly agree	15.4%	77 25.7%	55 36.1%	10 29.9%	37 17.5%	10 34.4%	29 11.1%
Slightly disagree	2.0%	10 3.2%	7 9.3%	3 1.2%	1 3.1%	2 0.4%	0 2.0%
Strongly disagree	1.8%	9 3.4%	7 3.2%	1 2.8%	4 5.2%	3 2.8%	2 1.7%
(Don't know)	68.0%	340 40.4%	86 21.7%	6 39.4%	49 43.1%	24 28.7%	24 76.7%
Mean:	3.23	3.29	3.18	3.33	3.31	3.39	3.14
Weighted base:	500	213	28	124	55	84	388
Sample:	500	200	29	113	47	84	391

QB When did you last visit Nottingham? [PR]							
In the last 12 months	8.7%	43 20.4%	43 38.6%	11 19.8%	25 15.8%	9 35.3%	30 2.5%
In the 2-5 years	10.5%	52 24.6%	52 20.4%	6 31.0%	38 12.8%	7 23.5%	20 7.3%
Longer than 5 years ago	23.4%	117 55.0%	117 41.0%	12 49.2%	61 71.5%	39 20.4%	17 24.8%
I've never been to Nottingham	55.0%	275 0.0%	0 0.0%	0 0.0%	0 0.0%	0 17.8%	15 63.2%
(None of the above)	2.4%	12 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.1%	3 2.1%
Weighted base:	500	213	28	124	55	84	388
Sample:	500	200	29	113	47	84	391

QC When you've visited Nottingham, was it for... [PR]							
<i>Those who have ever visited Nottingham at QB</i>							
...retail / shopping							
Yes	13.3%	28 13.3%	28 100.0%	28 6.9%	9 6.7%	4 22.1%	15 6.7%
No	84.9%	181 84.9%	181 0.0%	0 93.1%	115 91.9%	51 77.9%	52 91.3%
(Don't remember)	1.8%	4 1.8%	4 0.0%	0 0.0%	0 1.4%	1 0.0%	0 2.0%
Weighted base:	213	213	28	124	55	66	134
Sample:	200	200	29	113	47	62	130

...leisure							
Yes	58.1%	124 58.1%	124 30.1%	9 100.0%	124 1.8%	1 68.7%	46 54.2%
No	40.1%	85 40.1%	85 69.9%	20 0.0%	0 96.8%	53 31.3%	21 43.8%
(Don't remember)	1.8%	4 1.8%	4 0.0%	0 0.0%	0 1.4%	1 0.0%	0 2.0%
Weighted base:	213	213	28	124	55	66	134
Sample:	200	200	29	113	47	62	130

...business / work / education							
Yes	25.9%	55 25.9%	55 13.0%	4 0.8%	1 100.0%	55 16.2%	11 32.6%
No	72.7%	155 72.7%	155 87.0%	25 99.2%	123 0.0%	0 83.8%	56 66.1%
(Don't remember)	1.4%	3 1.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.4%
Weighted base:	213	213	28	124	55	66	134
Sample:	200	200	29	113	47	62	130

	Total	Ever been to Nottingham (QB)	Retail reasons (QC)	Leisure purposes (QC)	Business use (QC)	Likely to visit (QD)	Unlikely to visit (QD)
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Mean score: [Very likely = 4, Quite likely = 3, Quite unlikely = 2, Not at all likely = 1]

QD How likely are you to visit Nottingham for either a day out, weekend break, holiday or stay in the next 2 years? [PR]

Very likely	5.3%	27	12.3%	26	13.7%	4	16.4%	20	4.4%	2	31.8%	27	0.0%	0
Quite likely	11.4%	57	18.9%	40	38.2%	11	20.5%	25	15.0%	8	68.2%	57	0.0%	0
Quite unlikely	14.2%	71	16.3%	35	2.1%	1	15.6%	19	21.7%	12	0.0%	0	18.2%	71
Not at all likely (Don't know)	63.4%	317	46.9%	100	29.9%	8	43.3%	54	57.8%	32	0.0%	0	81.8%	317
	5.6%	28	5.6%	12	16.1%	5	4.2%	5	1.0%	1	0.0%	0	0.0%	0
Mean:		1.56		1.96		2.43		2.10		1.66		3.32		1.18
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

SEX Sex of respondent

Male	48.2%	241	60.1%	128	48.0%	14	55.8%	69	76.0%	42	48.6%	41	48.3%	187
Female	51.8%	259	39.9%	85	52.0%	15	44.2%	55	24.0%	13	51.4%	43	51.7%	201
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	15.1%	76	11.7%	25	14.3%	4	13.0%	16	8.6%	5	9.9%	8	15.2%	59
25 to 34	17.5%	88	20.2%	43	6.9%	2	17.3%	21	35.6%	20	15.9%	13	17.1%	66
35 to 44	18.4%	92	18.9%	40	17.4%	5	19.9%	25	21.1%	12	20.3%	17	18.5%	72
45 to 54	16.3%	81	16.4%	35	23.4%	7	17.1%	21	13.2%	7	19.7%	17	16.0%	62
55 to 64	13.1%	65	16.0%	34	21.7%	6	16.5%	20	11.9%	7	20.7%	17	11.4%	44
65 +	19.6%	98	16.7%	36	16.3%	5	16.2%	20	9.7%	5	13.5%	11	21.8%	85
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

SG1 Socio-economic group

AB	19.0%	95	20.9%	44	23.3%	7	22.8%	28	18.8%	10	13.0%	11	18.6%	72
C1	28.0%	140	29.8%	63	27.6%	8	32.2%	40	22.2%	12	37.0%	31	26.7%	104
C2	27.7%	138	29.3%	62	27.6%	8	25.4%	31	45.3%	25	25.9%	22	27.6%	107
DE	25.3%	127	20.1%	43	21.4%	6	19.7%	24	13.7%	8	24.0%	20	27.1%	105
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

EMP Which of the following best describes your current employment status ? [PR]

Working full-time (30+ hours a week)	42.5%	212	44.7%	95	43.6%	12	42.0%	52	58.4%	32	50.9%	43	39.6%	154
Part-time	19.9%	99	20.9%	45	26.4%	7	23.0%	28	15.7%	9	17.4%	15	19.9%	77
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	10.7%	53	8.5%	18	8.2%	2	9.6%	12	2.9%	2	10.7%	9	11.1%	43
Not working (retired / invalid)	27.0%	135	25.9%	55	21.8%	6	25.3%	31	23.0%	13	20.9%	18	29.4%	114
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	52.3%	262	58.7%	125	45.6%	13	60.2%	74	55.6%	31	56.7%	48	51.6%	200
Single	27.3%	136	21.3%	45	36.8%	10	17.7%	22	31.3%	17	25.0%	21	27.2%	105
Divorced	6.0%	30	6.7%	14	3.3%	1	7.6%	9	6.2%	3	5.8%	5	6.2%	24
Widowed	12.7%	63	11.2%	24	9.5%	3	12.4%	15	3.5%	2	8.8%	7	13.7%	53
Separated	1.0%	5	0.6%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.8%	3
(Refused)	0.7%	4	1.5%	3	4.8%	1	1.1%	1	3.5%	2	1.6%	1	0.6%	2
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

	Total	Ever been to Nottingham (QB)		Retail reasons (QC)		Leisure purposes (QC)		Business use (QC)		Likely to visit (QD)		Unlikely to visit (QD)		
CHI How many children live in your household, aged 15 years and under ?														
None	75.3%	376	75.9%	162	74.8%	21	69.8%	86	89.9%	50	73.7%	62	76.8%	298
One	9.8%	49	8.8%	19	17.4%	5	8.3%	10	4.0%	2	7.6%	6	10.0%	39
Two	8.1%	41	6.7%	14	3.3%	1	8.4%	10	3.7%	2	10.5%	9	7.8%	30
Three	5.1%	26	5.7%	12	4.4%	1	8.7%	11	2.5%	1	1.1%	1	4.8%	19
Four	1.0%	5	2.5%	5	0.0%	0	4.2%	5	0.0%	0	6.2%	5	0.0%	0
Five	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Six or more	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0
(Refused)	0.2%	1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

ADU How many adults aged 16 years or older, including yourself, live in your household ?														
One	26.9%	135	24.2%	52	28.6%	8	24.9%	31	23.6%	13	21.4%	18	29.3%	114
Two	46.5%	233	51.3%	109	49.6%	14	49.2%	61	52.1%	29	50.2%	42	45.2%	176
Three	16.6%	83	15.4%	33	12.6%	4	16.8%	21	14.2%	8	14.7%	12	17.7%	68
Four	4.6%	23	5.9%	13	9.1%	3	3.7%	5	10.1%	6	5.6%	5	4.2%	16
Five	1.4%	7	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1	1.6%	6
Six or more	3.3%	17	2.5%	5	0.0%	0	4.2%	5	0.0%	0	6.2%	5	1.3%	5
(Refused)	0.6%	3	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.6%	2
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391

IS2 ISBA region														
Ulster	2.6%	13	1.2%	2	0.6%	0	1.7%	2	1.0%	1	2.4%	2	2.6%	10
Scotland	8.2%	41	3.1%	7	0.0%	0	3.5%	4	1.2%	1	2.2%	2	9.2%	36
North / Borders	6.1%	30	5.9%	13	6.2%	2	4.8%	6	8.7%	5	2.8%	2	6.7%	26
Lancashire	11.7%	58	12.6%	27	2.9%	1	14.1%	17	13.3%	7	6.8%	6	13.4%	52
Yorkshire	10.0%	50	11.9%	25	27.7%	8	9.2%	11	8.7%	5	13.4%	11	8.3%	32
Wales & South West	11.8%	59	5.8%	12	4.4%	1	8.9%	11	2.7%	1	10.8%	9	12.9%	50
Midlands	14.8%	74	22.3%	47	26.5%	7	20.1%	25	24.0%	13	23.4%	20	12.6%	49
East England	7.4%	37	9.5%	20	1.5%	0	9.0%	11	12.0%	7	11.8%	10	6.9%	27
London	18.7%	94	19.5%	41	19.4%	5	25.1%	31	16.6%	9	18.0%	15	18.6%	72
Southern	8.7%	44	8.2%	17	10.7%	3	3.7%	5	11.7%	6	8.5%	7	8.9%	34
Weighted base:		500		213		28		124		55		84		388
Sample:		500		200		29		113		47		84		391