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Measuring and Understanding Public Opinion:

Online Price Comparison / Checking In Store

November 2015

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>

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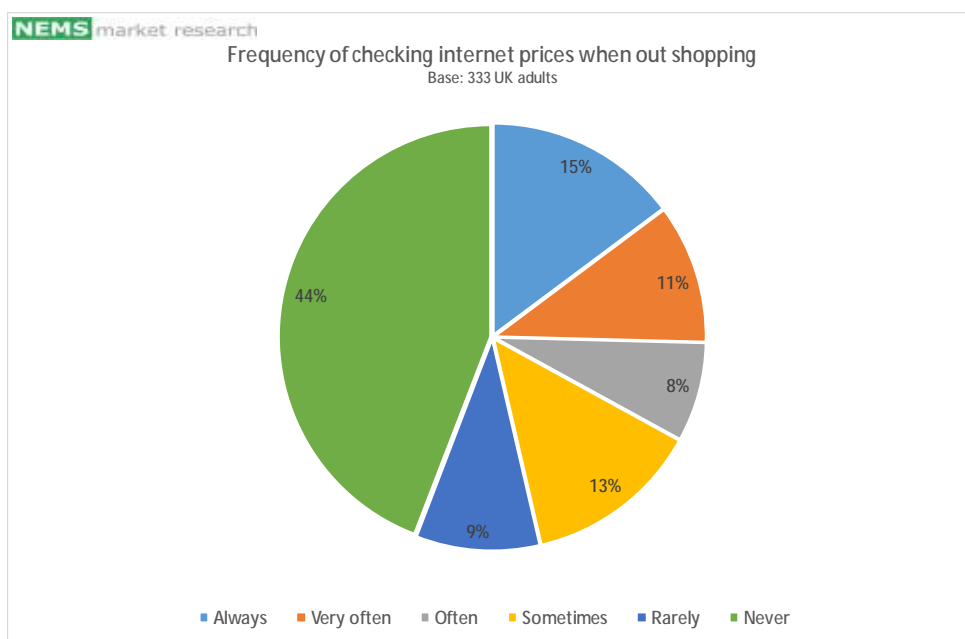


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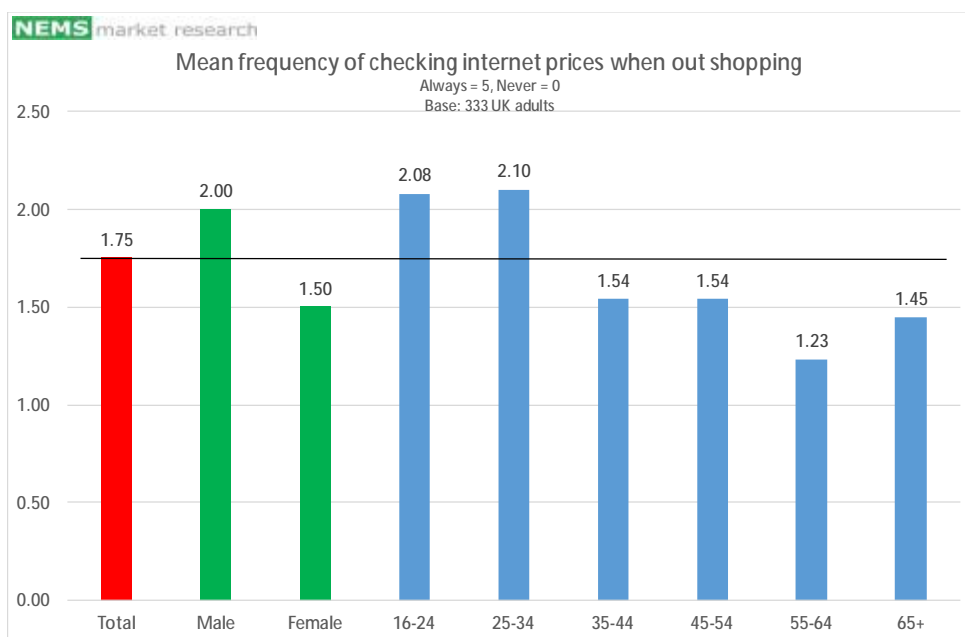
Online Price Comparison / Checking In Store

Prevalence of price comparison and checking when out shopping

Among the population who have a smartphone and also shop online, checking the prices of goods online whilst out shopping is a practice that more than half of us do (56%). 15% of us admit to always doing it, a figure which increases to 20% among men. It also tends to be done more by the younger age groups, i.e. those aged 16-24 and 25-34. It is also most common among those from the AB socio-economic group.



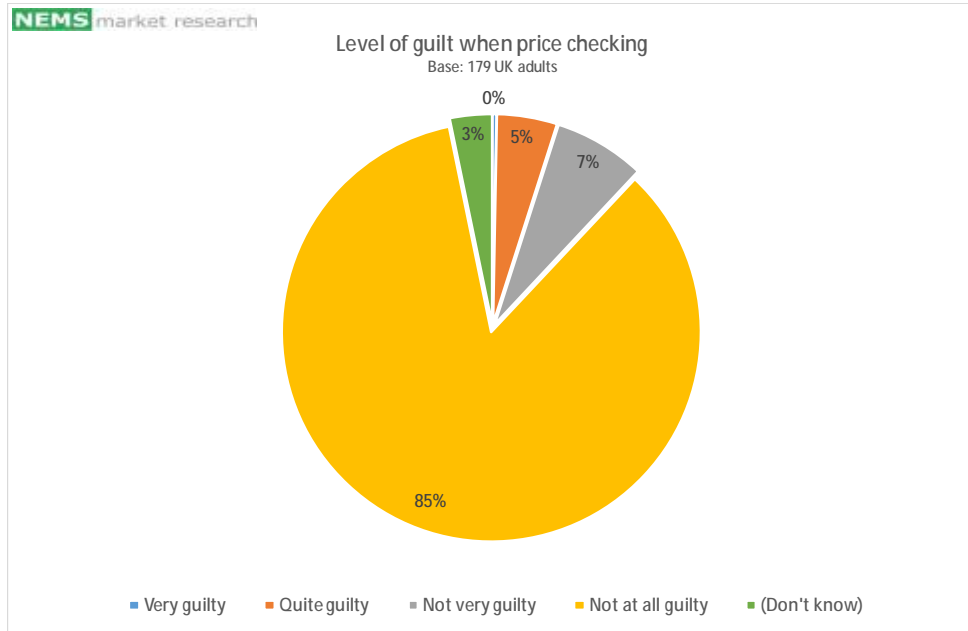
The chart below shows how the different demographic groups compare to the average; above the line are those that price check more than the average and below the line are those that price check less than the average.



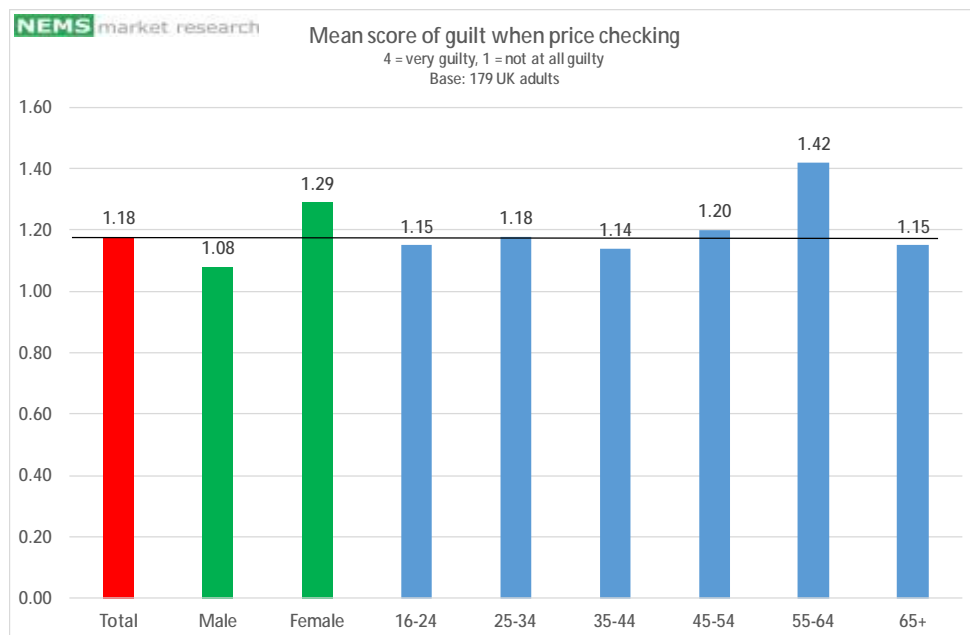
Guilt

Of those who admit to checking internet prices when out shopping, 85% say that they don't feel guilty at all about their behaviour. Men are more hard faced, with 94% feeling not all guilty compared to 75% of women.

In fact only 5% of price checkers feel either very or quite guilty.

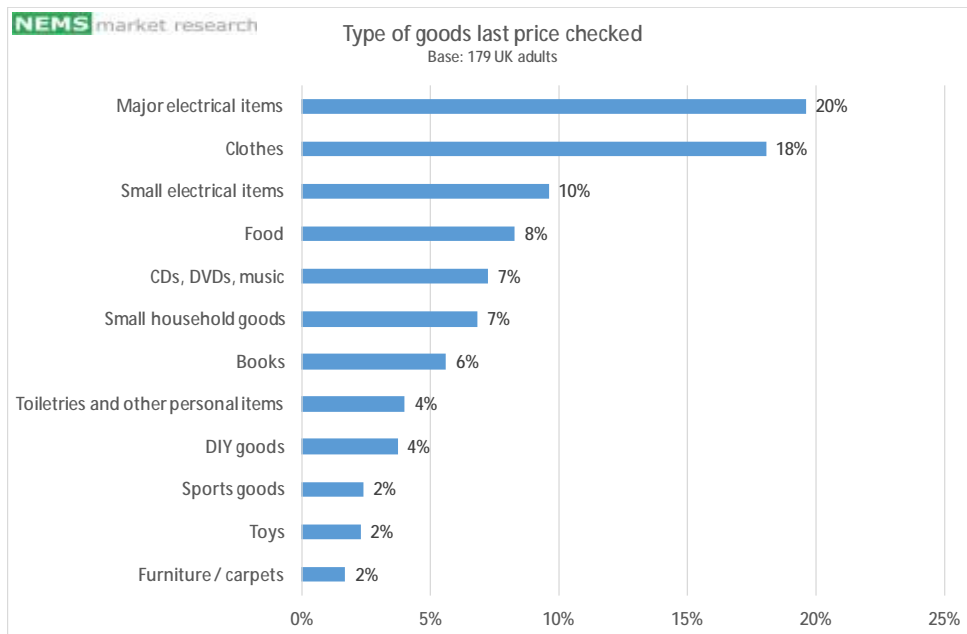


The chart below shows the relative guilt between different demographic groups; above the line are those that feel more guilty than the average and below the line are those that feel less guilty than the average.



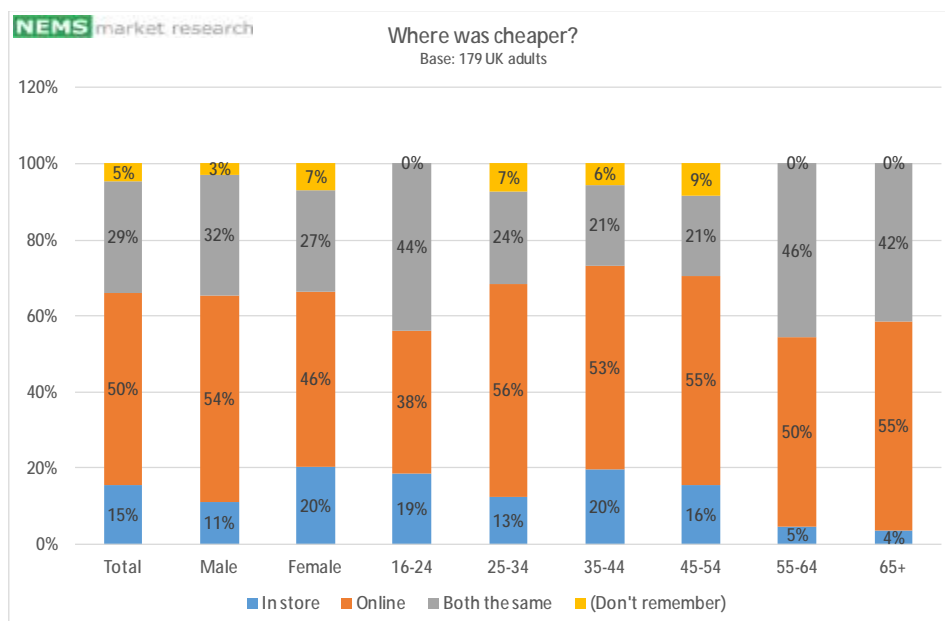
Types of goods price checked

The most popular types of goods that people check prices online when out shopping are major electrical items (20%), clothes (18%) and small electrical items (10%). Given its competitiveness and purchasing frequency, perhaps surprisingly food is also an item which is price checked by 8% of us with smartphones.

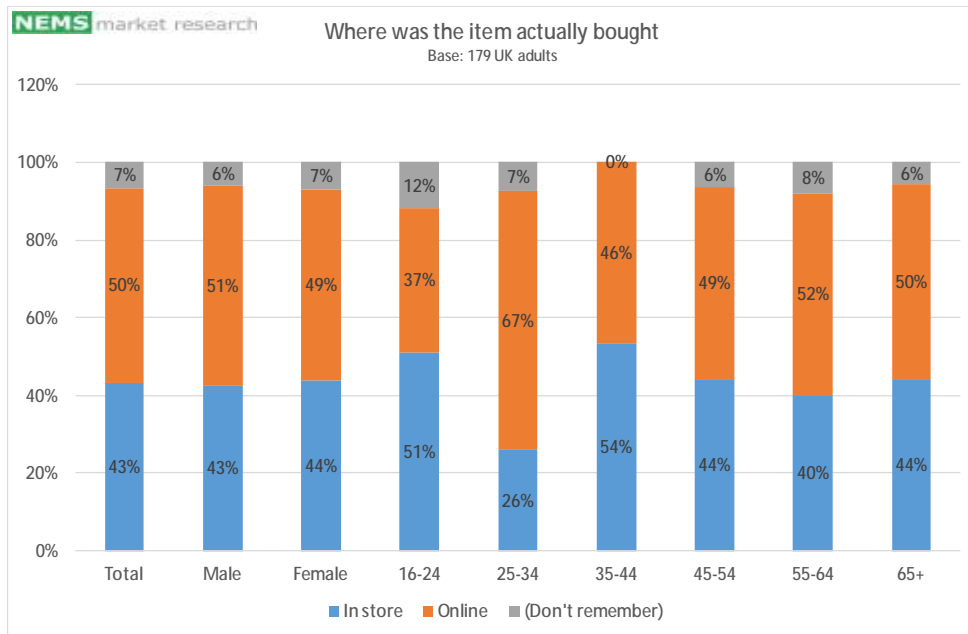


Outcome after price checking

After price checking an item, half the time the internet proves to be a cheaper place to buy with men finding the internet cheaper than women (54% v 46%). Often there is no difference between online or in-store (30%) and 16% of us find that in-store is actually cheaper than buying online.

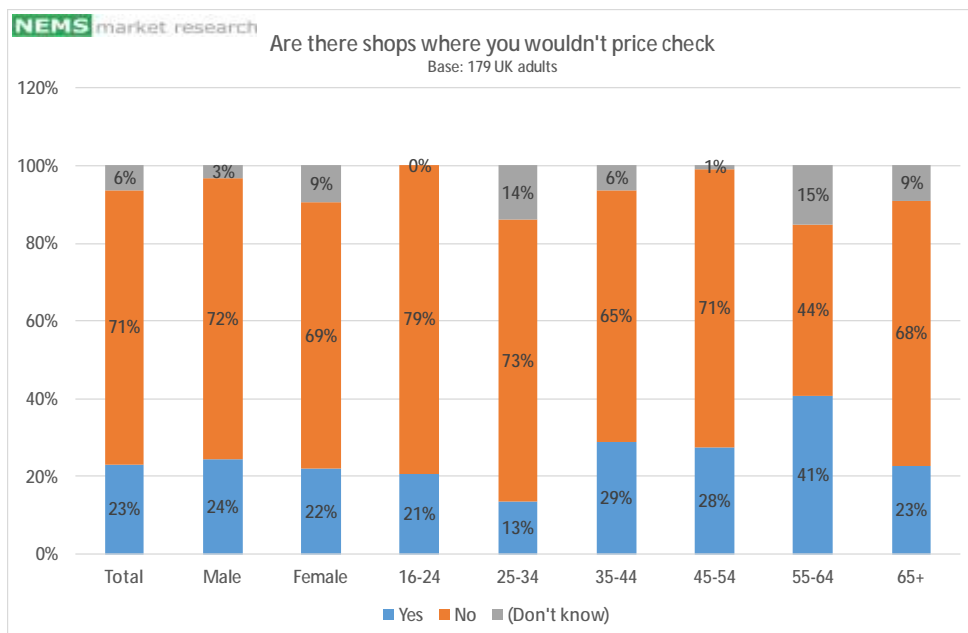


Despite in-store being cheaper for just 16% after price checking, 43% of shoppers still go on to make the actual purchase in-store. The convenience of there and then either offsetting the price difference or the price difference after factoring in delivery costs, etc. making the saving not worthwhile.



Types of shops which would be price checked

Despite not feeling guilty about price checking, nearly a quarter of us (23%) admit that there are certain types of shop where we wouldn't check the price against the online price.

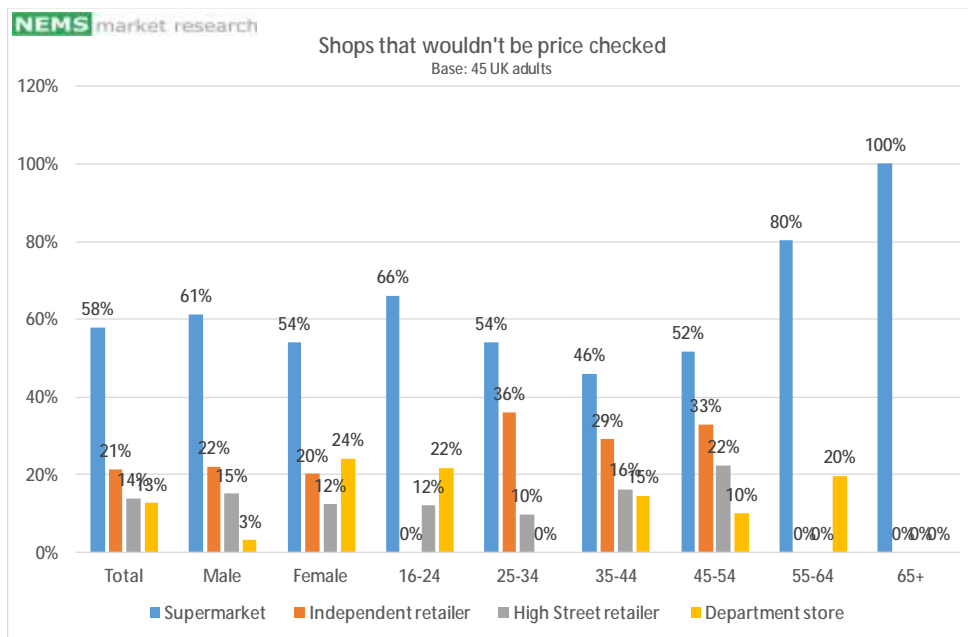


Supermarkets came out top with 58% of us steering clear of online price checking (possibly due to the inconvenience compared to the possible savings).

21% of us wouldn't check an independent retailer's prices with those available online.

There is less reluctance with a High Street retailer where only 14% would avoid price checking.

Finally, Department stores are places where we are least reluctant to price check, just 13% of us would avoid doing so here.



Conclusions

More than half of us admit to sometimes checking a store's prices with the same goods bought over the internet.

This behaviour engenders little feeling of guilt perhaps because although the in store price is rarely cheaper than online more often than not we still go on to make the purchase in store. Whether this is because the online saving isn't great enough or we just check online to make sure the price in store is there or thereabouts is not clear.

Either way there are still some places where we won't price check, aside from supermarkets where the inconvenience of such behaviour must prohibit all but the most dedicated price checker we feel less comfortable price checking in an independent retailer's shop, but a High Street retailer or a department store are considered more fair game.

Weighted:

Online Price Comparison / Checking In Store

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
INT Do you have access to the internet ?																		
Yes	83.9%	818	84.1%	399	83.7%	418	97.4%	144	93.8%	160	93.8%	168	92.8%	147	81.6%	104	49.4%	94
No	16.0%	156	15.7%	74	16.3%	81	2.6%	4	6.2%	11	6.2%	11	7.2%	11	18.4%	24	50.0%	95
(Don't know)	0.1%	1	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312

INT2 How do you access the internet on a day-to-day basis? [MR/PR]*Those with internet access at INT*

PC	40.4%	330	43.3%	173	37.5%	157	40.2%	58	29.8%	48	35.4%	59	49.5%	73	43.3%	45	50.0%	47
Laptop	53.1%	435	57.7%	231	48.8%	204	54.6%	78	48.3%	77	51.3%	86	54.8%	81	62.6%	65	49.3%	46
Tablet / iPad	47.8%	391	44.9%	179	50.6%	212	56.0%	80	42.1%	68	50.4%	85	56.4%	83	37.0%	38	38.7%	36
Smartphone or phone capable of accessing the internet	57.9%	474	60.1%	240	55.8%	233	76.0%	109	71.8%	115	64.4%	108	55.7%	82	31.7%	33	27.5%	26
Other	0.3%	3	0.4%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.4%	0
Weighted base:		818		399		418		144		160		168		147		104		94
Sample:		774		374		400		54		65		150		231		118		156

Mean score: [Always = 5, Very often = 4, Often = 3, Sometimes = 2, Rarely = 1, Never = 0]**Q12 When you are out shopping how often do you ever check the prices in store with how much it would be to buy them on the internet? [PR]***Those who use the internet through their smartphone and do online shopping*

Always	14.8%	59	19.7%	40	9.7%	19	12.6%	11	27.5%	24	7.2%	7	11.8%	9	18.2%	5	11.7%	2
Very often	10.6%	42	13.4%	27	7.7%	15	21.8%	19	3.3%	3	13.5%	13	6.8%	5	1.9%	1	7.1%	1
Often	7.6%	30	7.1%	15	8.0%	16	10.1%	9	5.8%	5	9.6%	9	7.3%	6	0.0%	0	6.2%	1
Sometimes	13.4%	54	10.0%	20	16.9%	33	11.5%	10	15.0%	13	13.3%	13	15.4%	12	9.2%	3	13.2%	3
Rarely	9.4%	38	6.2%	13	12.8%	25	4.7%	4	12.1%	11	7.9%	8	14.8%	11	6.4%	2	9.3%	2
Never	44.1%	176	43.5%	89	44.7%	88	39.4%	34	36.4%	32	48.4%	48	43.4%	34	64.4%	19	50.2%	10
(Don't know / varies)	0.2%	1	0.2%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.2%	0
Mean:		1.75		2.00		1.50		2.08		2.10		1.54		1.54		1.23		1.45
Weighted base:		400		204		196		88		88		98		78		29		20
Sample:		333		157		176		32		37		87		115		32		30

Mean score: [Very guilty = 4, Quite guilty = 3, Not very guilty = 2, Not at all guilty = 1]**Q13 How guilty do you feel about doing this? [PR]***Those who have checked the price of goods online while out shopping at Q12*

Very guilty	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Quite guilty	4.6%	10	1.4%	2	8.0%	9	5.2%	3	4.9%	3	2.8%	1	2.9%	1	21.1%	2	0.0%	0
Not very guilty	7.1%	16	5.0%	6	9.3%	10	4.7%	2	6.2%	3	8.5%	4	9.3%	4	0.0%	0	15.1%	1
Not at all guilty	84.8%	190	93.6%	108	75.3%	82	90.1%	48	76.7%	43	88.7%	45	85.4%	38	78.9%	8	84.9%	8
(Don't know)	3.2%	7	0.0%	0	6.7%	7	0.0%	0	12.2%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Mean:		1.18		1.08		1.29		1.15		1.18		1.14		1.20		1.42		1.15
Weighted base:		224		115		108		53		56		51		44		10		10
Sample:		179		84		95		20		24		47		61		12		15

Weighted:

Online Price Comparison / Checking In Store

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Q14 The last time you did this, what type of goods did you price check? [PR]																		
<i>Those who have checked the price of goods online while out shopping at Q12</i>																		
Major electrical items	19.6%	44	18.9%	22	20.4%	22	7.1%	4	21.7%	12	22.1%	11	19.8%	9	30.0%	3	51.8%	5
Clothes	18.1%	40	25.2%	29	10.5%	11	32.5%	17	33.0%	19	5.8%	3	2.3%	1	0.0%	0	7.4%	1
Small electrical items	9.6%	22	10.9%	13	8.3%	9	13.7%	7	8.9%	5	10.2%	5	8.5%	4	0.0%	0	4.5%	0
Food	8.3%	19	8.5%	10	8.1%	9	12.6%	7	3.6%	2	4.2%	2	12.4%	5	19.3%	2	3.6%	0
CDs, DVDs, music	7.3%	16	11.1%	13	3.2%	3	20.6%	11	0.0%	0	7.8%	4	1.1%	0	0.0%	0	9.3%	1
Small household goods	6.8%	15	1.4%	2	12.7%	14	4.8%	3	9.6%	5	4.0%	2	12.1%	5	0.0%	0	0.0%	0
Books	5.6%	13	3.8%	4	7.6%	8	0.0%	0	4.1%	2	13.5%	7	6.1%	3	7.6%	1	0.0%	0
Toiletries and other personal items	4.0%	9	1.6%	2	6.6%	7	0.0%	0	7.4%	4	3.6%	2	3.7%	2	13.5%	1	0.0%	0
DIY goods	3.7%	8	3.9%	5	3.5%	4	3.5%	2	0.0%	0	11.5%	6	1.5%	1	0.0%	0	0.0%	0
Sports goods	2.4%	5	2.6%	3	2.2%	2	0.0%	0	0.0%	0	4.6%	2	7.0%	3	0.0%	0	0.0%	0
Toys	2.3%	5	0.9%	1	3.8%	4	0.0%	0	4.3%	2	2.1%	1	2.5%	1	5.3%	1	0.0%	0
Furniture / carpets	1.7%	4	1.4%	2	2.1%	2	0.0%	0	0.0%	0	1.9%	1	4.5%	2	0.0%	0	9.4%	1
Other	1.5%	3	1.8%	2	1.1%	1	0.0%	0	0.0%	0	4.5%	2	0.0%	0	9.5%	1	0.0%	0
Jewellery	0.9%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Holiday and / or travel tickets	0.7%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	2	0.0%	0
Garden items	0.6%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	6.8%	15	5.7%	7	8.0%	9	5.2%	3	7.4%	4	4.2%	2	10.9%	5	0.0%	0	14.0%	1
Weighted base:		224		115		108		53		56		51		44		10		10
Sample:		179		84		95		20		24		47		61		12		15
Q15 And where was it cheapest? [PR]																		
<i>Those who have checked the price of goods online while out shopping at Q12</i>																		
In store	15.5%	35	11.0%	13	20.3%	22	18.8%	10	12.5%	7	19.7%	10	15.6%	7	4.7%	0	3.6%	0
Online	50.5%	113	54.4%	63	46.3%	50	37.5%	20	56.0%	31	53.5%	27	54.9%	24	49.6%	5	54.9%	5
Both the same	29.3%	65	31.8%	37	26.6%	29	43.7%	23	24.1%	14	21.3%	11	20.9%	9	45.7%	5	41.6%	4
(Don't remember)	4.8%	11	2.8%	3	6.9%	7	0.0%	0	7.4%	4	5.6%	3	8.5%	4	0.0%	0	0.0%	0
Weighted base:		224		115		108		53		56		51		44		10		10
Sample:		179		84		95		20		24		47		61		12		15
Q16 Where did you actually buy the item, was it in store or was it online? [PR]																		
<i>Those who have checked the price of goods online while out shopping at Q12</i>																		
In store	43.2%	97	42.6%	49	43.9%	48	51.2%	27	26.0%	15	53.5%	27	44.3%	19	40.2%	4	44.3%	4
Online	50.2%	112	51.2%	59	49.2%	53	37.0%	20	66.6%	37	46.5%	24	49.4%	22	51.7%	5	49.9%	5
(Don't remember)	6.5%	15	6.1%	7	6.9%	8	11.9%	6	7.4%	4	0.0%	0	6.3%	3	8.1%	1	5.8%	1
Weighted base:		224		115		108		53		56		51		44		10		10
Sample:		179		84		95		20		24		47		61		12		15
Q17 Are there any types of shops where you wouldn't do this?																		
<i>Those who have checked the price of goods online while out shopping at Q12</i>																		
Yes	23.2%	52	24.4%	28	21.9%	24	20.8%	11	13.5%	8	29.0%	15	27.7%	12	40.7%	4	22.9%	2
No	70.6%	158	72.5%	84	68.7%	74	79.2%	42	72.5%	41	64.7%	33	71.5%	31	44.2%	5	68.1%	7
(Don't know)	6.2%	14	3.2%	4	9.4%	10	0.0%	0	14.0%	8	6.3%	3	0.9%	0	15.1%	2	9.0%	1
Weighted base:		224		115		108		53		56		51		44		10		10
Sample:		179		84		95		20		24		47		61		12		15
Q18 Which of these types of shops are where you wouldn't do this? [MR/PR]																		
<i>Those who answered 'Yes' at Q17</i>																		
Supermarket	57.9%	30	61.2%	17	54.0%	13	66.1%	7	54.0%	4	46.1%	7	51.7%	6	80.3%	3	100.0%	2
Independent retailer	21.3%	11	22.2%	6	20.2%	5	0.0%	0	36.1%	3	29.2%	4	33.0%	4	0.0%	0	0.0%	0
High Street retailer	13.9%	7	15.1%	4	12.4%	3	12.1%	1	9.8%	1	16.4%	2	22.3%	3	0.0%	0	0.0%	0
Department store	12.7%	7	3.1%	1	24.1%	6	21.8%	2	0.0%	0	14.7%	2	10.0%	1	19.7%	1	0.0%	0
(Don't know)	1.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Weighted base:		52		28		24		11		8		15		12		4		2
Sample:		45		24		21		5		4		10		17		5		4
SEX Sex of respondent																		
Male	48.7%	475	100.0%	475	0.0%	0	51.2%	75	49.7%	85	50.1%	90	50.2%	80	49.8%	64	42.6%	81
Female	51.3%	500	0.0%	0	100.0%	500	48.8%	72	50.3%	86	49.9%	90	49.8%	79	50.2%	64	57.4%	110
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312

Column %ges.

Weighted:

Online Price Comparison / Checking In Store

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
AGE To ensure we get a representative sample, could I ask how old you are ?																		
16 to 24	15.1%	147	15.9%	75	14.4%	72	100.0%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	171	17.9%	85	17.2%	86	0.0%	0	100.0%	171	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 to 44	18.4%	179	18.9%	90	17.9%	90	0.0%	0	0.0%	0	100.0%	179	0.0%	0	0.0%	0	0.0%	0
45 to 54	16.3%	159	16.8%	80	15.8%	79	0.0%	0	0.0%	0	0.0%	0	100.0%	159	0.0%	0	0.0%	0
55 to 64	13.1%	128	13.4%	64	12.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128	0.0%	0
65 +	19.6%	191	17.1%	81	21.9%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	191
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
SEG Socio-economic group																		
A	3.0%	29	4.5%	22	1.5%	8	6.7%	10	0.0%	0	3.2%	6	4.0%	6	2.3%	3	2.2%	4
B	13.9%	135	15.5%	73	12.4%	62	13.1%	19	15.9%	27	17.4%	31	14.0%	22	11.1%	14	11.0%	21
C1	29.9%	292	26.1%	124	33.6%	168	37.1%	55	23.2%	40	33.2%	59	32.2%	51	31.7%	40	24.3%	46
C2	31.4%	306	34.8%	165	28.1%	141	26.0%	38	38.0%	65	34.4%	62	34.8%	55	33.2%	42	22.7%	43
D	11.4%	111	11.6%	55	11.2%	56	15.2%	22	17.5%	30	8.8%	16	11.7%	19	9.8%	13	6.3%	12
E	10.4%	102	7.5%	35	13.2%	66	1.9%	3	5.4%	9	3.1%	5	3.3%	5	11.8%	15	33.5%	64
(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
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
EMP Which of the following best describes your current employment status ? [PR]																		
Working full-time (30+ hours a week)	44.5%	434	55.3%	262	34.4%	172	42.6%	63	69.3%	118	57.2%	103	59.5%	94	35.0%	45	6.0%	11
Part-time	17.8%	174	10.0%	48	25.2%	126	18.1%	27	16.0%	27	30.3%	54	23.5%	37	15.0%	19	4.6%	9
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	11.6%	113	12.6%	60	10.6%	53	36.2%	53	7.5%	13	8.9%	16	9.8%	16	8.8%	11	2.0%	4
Not working (retired / invalid)	25.5%	249	21.8%	103	29.0%	145	1.9%	3	6.0%	10	3.1%	6	6.7%	11	41.3%	53	87.4%	167
(Refused)	0.6%	5	0.3%	1	0.8%	4	1.2%	2	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
SHP Main shopper:																		
Yes	74.0%	722	63.0%	299	84.6%	423	25.3%	37	81.1%	139	82.1%	147	81.1%	129	85.7%	109	84.2%	161
No	26.0%	253	37.0%	176	15.4%	77	74.7%	110	18.9%	32	17.9%	32	18.9%	30	14.3%	18	15.8%	30
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
ADU How many adults aged 16 years or older, including yourself, live in your household ?																		
One	24.0%	234	25.5%	121	22.5%	113	7.4%	11	15.7%	27	15.5%	28	23.3%	37	31.6%	40	47.6%	91
Two	48.8%	476	47.5%	225	50.0%	250	30.3%	45	57.8%	99	67.0%	120	40.0%	64	53.3%	68	42.2%	81
Three	17.5%	171	17.1%	81	17.9%	90	38.7%	57	18.2%	31	11.6%	21	20.8%	33	10.5%	13	8.1%	16
Four	7.4%	72	7.6%	36	7.2%	36	17.7%	26	6.3%	11	4.6%	8	12.7%	20	4.0%	5	1.0%	2
Five	0.7%	7	0.8%	4	0.5%	3	0.0%	0	0.0%	0	0.8%	1	2.5%	4	0.7%	1	0.2%	0
Six or more	1.1%	11	1.1%	5	1.1%	5	5.9%	9	0.8%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
CHI How many children live in your household, aged 15 years and under ?																		
None	72.9%	710	75.2%	357	70.6%	353	75.9%	112	54.8%	94	42.5%	76	76.4%	121	95.3%	122	97.4%	186
One	11.7%	114	9.7%	46	13.5%	68	14.8%	22	21.6%	37	18.2%	33	11.2%	18	1.7%	2	1.3%	2
Two	10.0%	98	8.9%	42	11.1%	56	6.6%	10	12.7%	22	28.0%	50	8.4%	13	1.6%	2	0.4%	1
Three	4.6%	45	5.3%	25	3.9%	20	2.7%	4	9.7%	17	10.2%	18	3.3%	5	0.6%	1	0.0%	0
Four	0.3%	3	0.5%	2	0.1%	0	0.0%	0	0.0%	0	0.6%	1	0.3%	0	0.9%	1	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
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
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312

Column %ges.

Weighted:

Online Price Comparison / Checking In Store

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
HLD Size of household																		
One	21.9%	214	24.6%	117	19.3%	97	7.4%	11	10.0%	17	11.4%	20	21.5%	34	31.6%	40	47.6%	91
Two	31.9%	311	30.9%	147	32.8%	164	19.7%	29	30.2%	52	24.2%	43	26.3%	42	51.7%	66	41.5%	79
Three	20.2%	197	18.8%	89	21.5%	108	35.8%	53	27.5%	47	17.6%	32	22.4%	36	10.4%	13	8.7%	17
Four	16.4%	160	15.4%	73	17.3%	87	24.6%	36	17.8%	30	31.0%	56	21.3%	34	2.1%	3	0.4%	1
Five or more	9.1%	88	9.9%	47	8.2%	41	12.5%	18	13.3%	23	15.2%	27	8.0%	13	4.2%	5	1.0%	2
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
IS2 ISBA region																		
Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.7%	84	9.7%	46	7.7%	38	10.6%	16	11.1%	19	8.3%	15	7.5%	12	7.5%	10	6.9%	13
North / Borders	6.3%	62	6.7%	32	6.0%	30	8.3%	12	7.1%	12	7.3%	13	6.1%	10	4.3%	5	4.6%	9
Lancashire	12.1%	118	13.8%	65	10.5%	53	8.7%	13	17.0%	29	11.6%	21	13.2%	21	11.9%	15	9.9%	19
Yorkshire	9.9%	97	9.4%	45	10.4%	52	5.3%	8	11.5%	20	11.1%	20	8.3%	13	9.1%	12	13.0%	25
Wales & South West	10.9%	107	10.6%	50	11.3%	56	14.0%	21	15.0%	26	7.6%	14	9.2%	15	10.2%	13	9.9%	19
Midlands	15.3%	149	13.1%	62	17.4%	87	28.4%	42	2.7%	5	14.0%	25	18.9%	30	13.5%	17	15.7%	30
East England	7.3%	71	5.3%	25	9.2%	46	8.8%	13	3.1%	5	6.6%	12	7.9%	12	8.8%	11	9.0%	17
London	19.6%	191	21.6%	102	17.7%	89	9.3%	14	20.8%	36	21.8%	39	20.6%	33	24.8%	32	20.1%	38
Southern	9.9%	97	10.0%	47	9.8%	49	6.6%	10	11.6%	20	11.6%	21	8.2%	13	9.8%	12	10.8%	21
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312