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Measuring and Understanding Public Opinion:

Drinking & Pub snacks

December 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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Drinking & Pub snacks

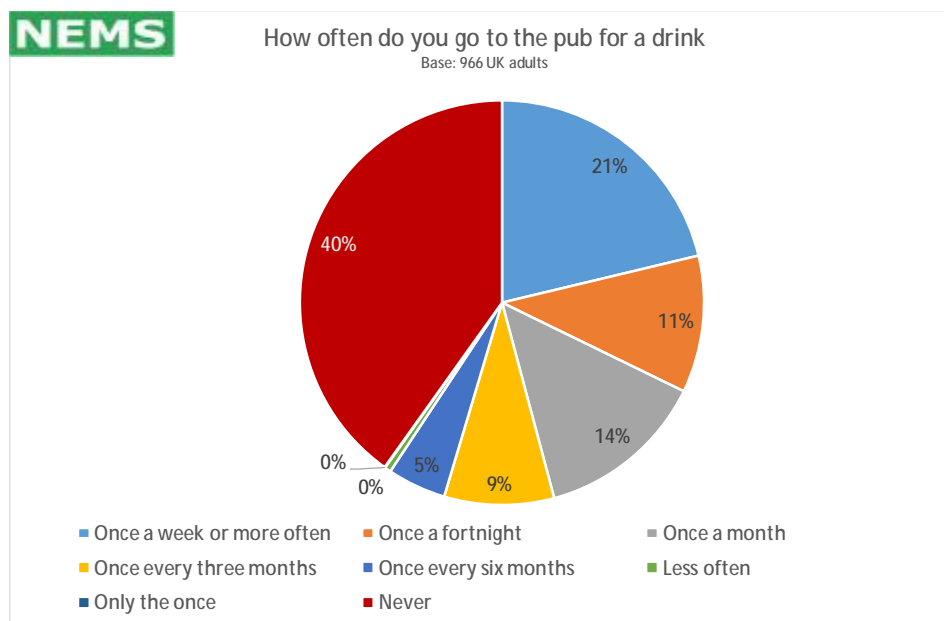
SPEED READ

- 40% of adults never go to the pub for drink;
- This increases to 50% among women;
- Almost half of pub drinkers buy savoury snacks with their drink;
- Crisps are the most popular snack followed by nuts and then pork scratchings;
- Other snacks such as pork pies, scotch eggs and pickled eggs have very limited appeal.

Going to the pub for a drink

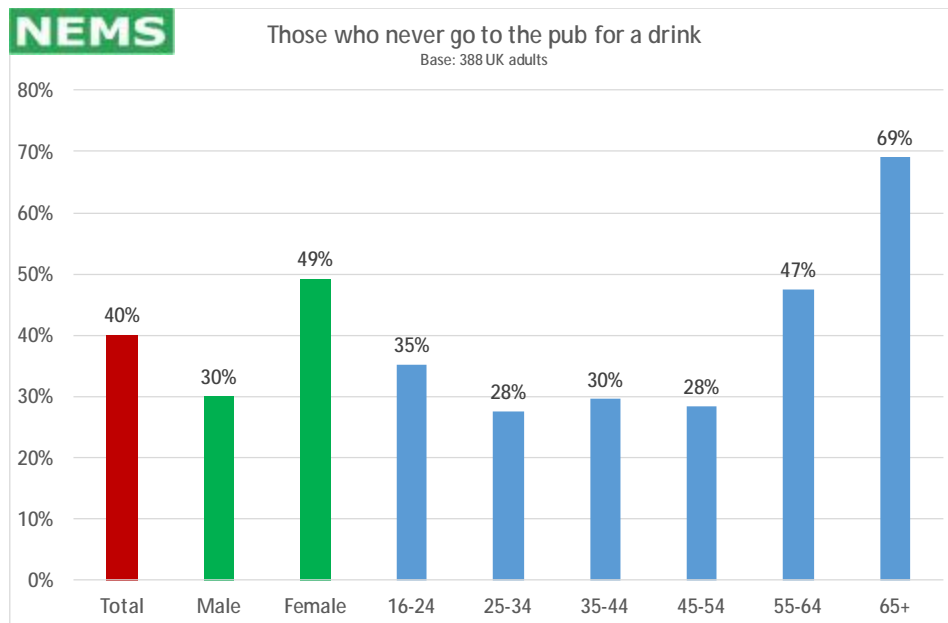
Six out of ten people go to the pub for drink, increasing to seven out of ten men but just half of women. This leaves 40% of the population who never visit a pub for a drink.

21% of us go at least once a week, increasing to 29% among men but decreasing to 14% among women. 11% of the population drink in a pub once a fortnight and 14% of adults drink in a pub once a month.



Profile of those who don't go to the pub for a drink

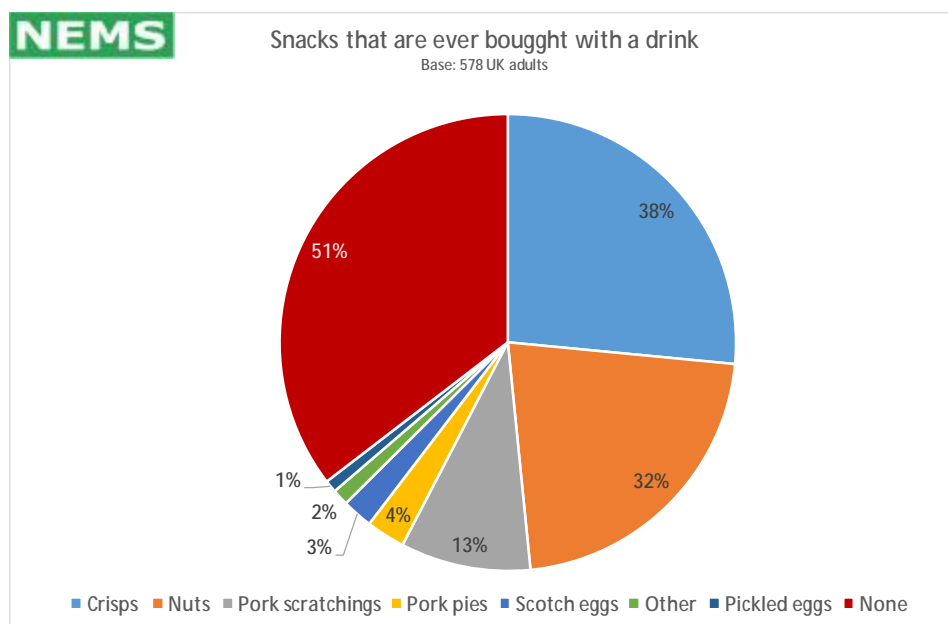
40% of the population never go to the pub for a drink, this increases to 49% among women and as can be seen below the two oldest age groups are least likely to go out for a drink.



Snacks ever bought in the pub

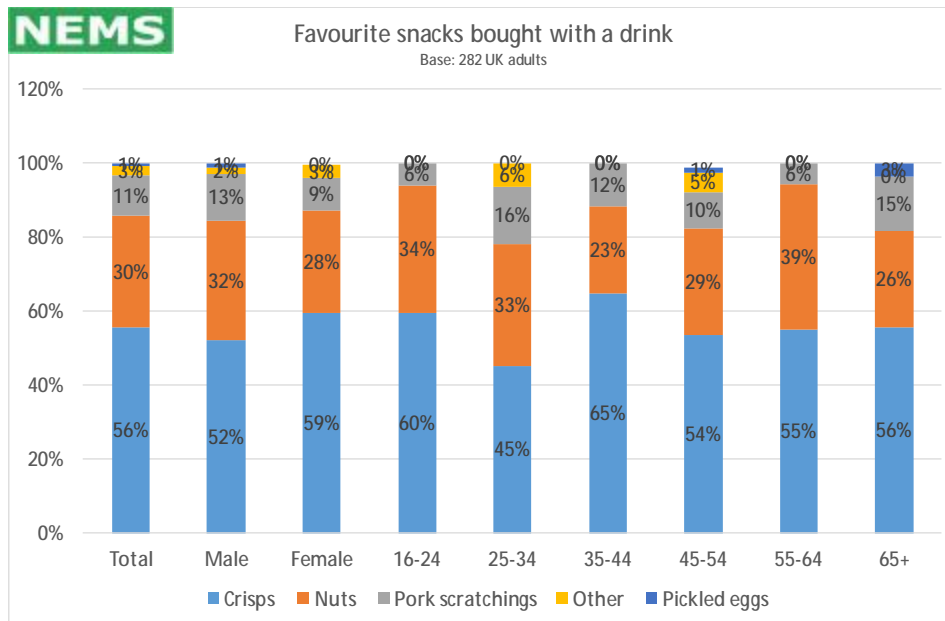
In terms of savoury snacks, just under half of pub drinkers (49%) buy at least some form of savoury snack. Women are slightly more keen on having a savoury snack with their drink compared to men.

The three most popular being crisps bought by 38% of pub-goers, nuts which are bought by 32% of us when drinking in a pub and pork scratchings, bought by 14% of drinkers.



Preferred pub snacks

As to which of these snacks are the most preferred, crisps are overwhelmingly the first choice, preferred by 56% of pub snack buyers, followed by nuts which are the snack of choice for three out of ten snack buyers. Pork scratchings came in third again with just 11% of snack buyers citing these as their favourite.



| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|--|-------|------|--------|-------|-------|-------|-------|-------|-----|
|--|-------|------|--------|-------|-------|-------|-------|-------|-----|

Mean score (occurrences per year):

B01 How often do you go to the pub for a drink?

Those aged 18 or over

| | | | | | | | | | | | | | | | | | | |
|---------------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Once a week or more often | 21.3% | 205 | 29.1% | 133 | 14.3% | 73 | 23.9% | 28 | 18.3% | 32 | 17.9% | 33 | 25.9% | 42 | 26.5% | 35 | 18.1% | 36 |
| Once a fortnight | 10.9% | 106 | 14.8% | 67 | 7.5% | 38 | 17.5% | 20 | 11.9% | 21 | 15.5% | 29 | 11.3% | 18 | 9.3% | 12 | 2.7% | 5 |
| Once a month | 13.6% | 132 | 14.0% | 64 | 13.3% | 68 | 15.2% | 18 | 29.7% | 52 | 11.7% | 21 | 14.0% | 23 | 7.9% | 10 | 3.6% | 7 |
| Once every three months | 8.8% | 85 | 7.4% | 34 | 10.1% | 51 | 6.0% | 7 | 9.1% | 16 | 15.0% | 28 | 12.8% | 21 | 4.5% | 6 | 3.8% | 7 |
| Once every six months | 4.7% | 46 | 4.2% | 19 | 5.2% | 26 | 2.2% | 3 | 3.3% | 6 | 9.8% | 18 | 5.9% | 10 | 3.5% | 5 | 2.6% | 5 |
| Less often | 0.5% | 5 | 0.5% | 2 | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 1.6% | 3 | 0.5% | 1 | 0.3% | 1 |
| Only the once | 0.1% | 0 | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 |
| Never | 40.1% | 387 | 30.0% | 137 | 49.2% | 251 | 35.2% | 41 | 27.6% | 48 | 29.6% | 54 | 28.4% | 46 | 47.5% | 62 | 69.0% | 135 |
| Mean: | 15.99 | | 21.03 | | 11.48 | | 19.09 | | 16.64 | | 15.53 | | 18.77 | | 17.40 | | 10.75 | |
| Weighted base: | 966 | | 456 | | 510 | | 117 | | 175 | | 184 | | 163 | | 131 | | 196 | |
| Sample: | 989 | | 482 | | 507 | | 49 | | 73 | | 161 | | 248 | | 207 | | 251 | |

B02 Do you ever buy any of the following snacks when you go for a drink in the pub? [MR/PR]

Those who go to the pub for a drink, aged 18 or over

| | | | | | | | | | | | | | | | | | | |
|------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Crisps | 38.4% | 222 | 35.7% | 114 | 41.7% | 108 | 35.4% | 27 | 33.6% | 43 | 41.8% | 54 | 45.5% | 53 | 43.1% | 30 | 25.8% | 16 |
| Nuts | 31.7% | 183 | 33.3% | 106 | 29.7% | 77 | 28.8% | 22 | 30.9% | 39 | 37.0% | 48 | 33.7% | 39 | 34.5% | 24 | 18.6% | 11 |
| Pork scratchings | 13.3% | 77 | 16.0% | 51 | 10.1% | 26 | 17.8% | 13 | 10.3% | 13 | 18.3% | 24 | 14.2% | 17 | 5.6% | 4 | 10.6% | 6 |
| Pork pies | 4.0% | 23 | 6.7% | 21 | 0.7% | 2 | 7.9% | 6 | 7.1% | 9 | 2.4% | 3 | 3.5% | 4 | 0.0% | 0 | 1.4% | 1 |
| Scotch eggs | 3.1% | 18 | 4.5% | 14 | 1.4% | 4 | 4.2% | 3 | 4.7% | 6 | 0.8% | 1 | 6.0% | 7 | 0.0% | 0 | 1.4% | 1 |
| Other | 1.7% | 10 | 1.5% | 5 | 2.0% | 5 | 0.0% | 0 | 2.9% | 4 | 0.8% | 1 | 3.5% | 4 | 0.6% | 0 | 0.9% | 1 |
| Pickled eggs | 1.3% | 7 | 1.5% | 5 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 3.7% | 4 | 0.0% | 0 | 1.1% | 1 |
| None | 51.3% | 296 | 54.2% | 173 | 47.6% | 123 | 56.7% | 43 | 54.4% | 69 | 47.1% | 61 | 42.7% | 50 | 47.5% | 33 | 67.5% | 41 |
| Weighted base: | 578 | | 319 | | 259 | | 76 | | 127 | | 129 | | 117 | | 69 | | 61 | |
| Sample: | 549 | | 305 | | 244 | | 31 | | 53 | | 108 | | 174 | | 106 | | 77 | |

B03 And which is your favourite when buying a snack when you go for a drink in the pub ? [PR]

Those who go to the pub for a drink and have a snack, aged 18 or over

| | | | | | | | | | | | | | | | | | | |
|------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Crisps | 55.6% | 157 | 52.1% | 76 | 59.4% | 81 | 59.7% | 20 | 45.2% | 26 | 64.8% | 44 | 53.7% | 36 | 54.9% | 20 | 55.6% | 11 |
| Nuts | 30.1% | 85 | 32.3% | 47 | 27.8% | 38 | 34.4% | 11 | 32.9% | 19 | 23.4% | 16 | 28.7% | 19 | 39.4% | 14 | 25.9% | 5 |
| Pork scratchings | 10.8% | 31 | 12.7% | 18 | 8.9% | 12 | 5.9% | 2 | 15.6% | 9 | 11.8% | 8 | 9.8% | 7 | 5.7% | 2 | 15.0% | 3 |
| Other | 2.6% | 7 | 1.8% | 3 | 3.4% | 5 | 0.0% | 0 | 6.3% | 4 | 0.0% | 0 | 5.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Pickled eggs | 0.6% | 2 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 3.4% | 1 |
| Scotch eggs | 0.2% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Pork pies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| None | 0.0% | 0 | 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: | 282 | | 146 | | 136 | | 33 | | 58 | | 68 | | 67 | | 36 | | 20 | |
| Sample: | 260 | | 136 | | 124 | | 14 | | 23 | | 57 | | 89 | | 52 | | 25 | |

SEX Sex of respondent

| | | | | | | | | | | | | | | | | | | |
|----------------|-------|-----|--------|-----|--------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Male | 47.4% | 461 | 100.0% | 461 | 0.0% | 0 | 49.3% | 61 | 48.6% | 85 | 48.9% | 90 | 49.1% | 80 | 48.7% | 64 | 41.5% | 81 |
| Female | 52.6% | 511 | 0.0% | 0 | 100.0% | 511 | 50.7% | 63 | 51.4% | 90 | 51.1% | 94 | 50.9% | 83 | 51.3% | 67 | 58.5% | 115 |
| Weighted base: | 972 | | 461 | | 511 | | 123 | | 175 | | 184 | | 163 | | 131 | | 196 | |
| Sample: | 991 | | 483 | | 508 | | 51 | | 73 | | 161 | | 248 | | 207 | | 251 | |

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

| | | | | | | | | | | | | | | | | | | |
|----------------|-------|-----|-------|----|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| 16 to 24 | 12.7% | 123 | 13.2% | 61 | 12.2% | 63 | 100.0% | 123 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 25 to 34 | 18.0% | 175 | 18.5% | 85 | 17.6% | 90 | 0.0% | 0 | 100.0% | 175 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 35 to 44 | 18.9% | 184 | 19.5% | 90 | 18.4% | 94 | 0.0% | 0 | 0.0% | 0 | 100.0% | 184 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 45 to 54 | 16.7% | 163 | 17.3% | 80 | 16.2% | 83 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 163 | 0.0% | 0 | 0.0% | 0 |
| 55 to 64 | 13.5% | 131 | 13.8% | 64 | 13.1% | 67 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 131 | 0.0% | 0 |
| 65 + | 20.2% | 196 | 17.7% | 81 | 22.5% | 115 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 196 |
| Weighted base: | 972 | | 461 | | 511 | | 123 | | 175 | | 184 | | 163 | | 131 | | 196 | |
| Sample: | 991 | | 483 | | 508 | | 51 | | 73 | | 161 | | 248 | | 207 | | 251 | |

Weighted:

December 2015

| | Total | Male | | Female | | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | | | | | | | |
|--|-------|------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-----|-------|-----|-------|-----|-------|-----|
| SEG Socio-economic group | | | | | | | | | | | | | | | | | | |
| A | 4.4% | 43 | 6.4% | 30 | 2.6% | 13 | 5.3% | 7 | 0.9% | 2 | 5.6% | 10 | 6.8% | 11 | 5.8% | 8 | 2.9% | 6 |
| B | 13.8% | 134 | 12.7% | 58 | 14.8% | 76 | 7.0% | 9 | 13.2% | 23 | 16.9% | 31 | 19.0% | 31 | 17.2% | 22 | 9.1% | 18 |
| C1 | 30.3% | 295 | 31.9% | 147 | 28.9% | 148 | 33.9% | 42 | 37.0% | 65 | 36.1% | 66 | 23.4% | 38 | 32.9% | 43 | 20.6% | 40 |
| C2 | 30.8% | 300 | 31.0% | 143 | 30.7% | 157 | 35.1% | 43 | 31.7% | 56 | 33.8% | 62 | 37.8% | 62 | 26.4% | 35 | 21.8% | 43 |
| D | 9.3% | 91 | 11.2% | 52 | 7.6% | 39 | 13.1% | 16 | 12.0% | 21 | 5.4% | 10 | 12.1% | 20 | 8.8% | 11 | 6.3% | 12 |
| E | 11.3% | 110 | 6.8% | 32 | 15.4% | 79 | 5.5% | 7 | 5.2% | 9 | 2.2% | 4 | 0.8% | 1 | 8.9% | 12 | 39.3% | 77 |
| (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: | | 972 | | 461 | | 511 | | 123 | | 175 | | 184 | | 163 | | 131 | | 196 |
| Sample: | | 991 | | 483 | | 508 | | 51 | | 73 | | 161 | | 248 | | 207 | | 251 |
| EMP Which of the following best describes your current employment status ? [PR] | | | | | | | | | | | | | | | | | | |
| Working full-time (30+ hours a week) | 43.9% | 426 | 56.1% | 258 | 32.9% | 168 | 26.6% | 33 | 62.8% | 110 | 65.4% | 120 | 63.3% | 103 | 40.9% | 53 | 3.4% | 7 |
| Part-time | 16.7% | 163 | 7.6% | 35 | 24.9% | 127 | 30.2% | 37 | 15.5% | 27 | 17.2% | 32 | 18.2% | 30 | 20.5% | 27 | 5.2% | 10 |
| Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid) | 13.1% | 128 | 13.9% | 64 | 12.4% | 63 | 32.6% | 40 | 12.4% | 22 | 15.4% | 28 | 16.0% | 26 | 8.2% | 11 | 0.2% | 0 |
| Not working (retired / invalid) | 25.6% | 249 | 22.2% | 102 | 28.6% | 146 | 10.6% | 13 | 9.3% | 16 | 0.9% | 2 | 2.5% | 4 | 29.1% | 38 | 89.5% | 175 |
| (Refused) | 0.7% | 7 | 0.2% | 1 | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 1.3% | 2 | 1.7% | 3 |
| Weighted base: | | 972 | | 461 | | 511 | | 123 | | 175 | | 184 | | 163 | | 131 | | 196 |
| Sample: | | 991 | | 483 | | 508 | | 51 | | 73 | | 161 | | 248 | | 207 | | 251 |
| ADU How many adults aged 16 years or older, including yourself, live in your household ? | | | | | | | | | | | | | | | | | | |
| One | 22.9% | 223 | 20.4% | 94 | 25.2% | 129 | 5.2% | 6 | 18.2% | 32 | 15.2% | 28 | 18.2% | 30 | 28.0% | 37 | 46.0% | 90 |
| Two | 50.9% | 494 | 52.9% | 244 | 49.0% | 251 | 43.4% | 53 | 56.1% | 98 | 62.7% | 115 | 48.6% | 79 | 47.2% | 62 | 44.2% | 87 |
| Three | 16.5% | 160 | 17.4% | 80 | 15.6% | 80 | 27.8% | 34 | 20.0% | 35 | 15.3% | 28 | 19.5% | 32 | 14.2% | 19 | 6.2% | 12 |
| Four | 7.0% | 68 | 5.3% | 25 | 8.5% | 43 | 13.9% | 17 | 5.7% | 10 | 4.2% | 8 | 12.0% | 20 | 8.5% | 11 | 1.1% | 2 |
| Five | 1.4% | 14 | 2.1% | 10 | 0.7% | 4 | 8.1% | 10 | 0.0% | 0 | 0.4% | 1 | 1.3% | 2 | 0.4% | 1 | 0.0% | 0 |
| Six or more | 0.2% | 2 | 0.5% | 2 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 |
| (Refused) | 1.2% | 11 | 1.3% | 6 | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 2.2% | 4 | 0.4% | 1 | 1.3% | 2 | 2.6% | 5 |
| Weighted base: | | 972 | | 461 | | 511 | | 123 | | 175 | | 184 | | 163 | | 131 | | 196 |
| Sample: | | 991 | | 483 | | 508 | | 51 | | 73 | | 161 | | 248 | | 207 | | 251 |
| CHI How many children live in your household, aged 15 years and under ? | | | | | | | | | | | | | | | | | | |
| None | 66.3% | 645 | 67.5% | 311 | 65.3% | 334 | 66.5% | 82 | 52.6% | 92 | 32.5% | 60 | 60.8% | 99 | 93.9% | 123 | 96.4% | 189 |
| One | 12.8% | 124 | 10.9% | 50 | 14.5% | 74 | 17.6% | 22 | 18.6% | 33 | 18.2% | 33 | 18.2% | 30 | 3.7% | 5 | 1.0% | 2 |
| Two | 14.7% | 143 | 16.3% | 75 | 13.2% | 68 | 15.9% | 20 | 19.7% | 35 | 34.0% | 63 | 15.5% | 25 | 0.7% | 1 | 0.0% | 0 |
| Three | 3.7% | 36 | 3.4% | 16 | 4.0% | 20 | 0.0% | 0 | 4.1% | 7 | 11.3% | 21 | 4.8% | 8 | 0.4% | 0 | 0.0% | 0 |
| Four | 1.1% | 11 | 0.5% | 2 | 1.6% | 8 | 0.0% | 0 | 4.4% | 8 | 1.2% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Five | 0.0% | 0 | 0.0% | 0 | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 |
| Six or more | 0.2% | 2 | 0.0% | 0 | 0.5% | 2 | 0.0% | 0 | 0.6% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Refused) | 1.1% | 11 | 1.3% | 6 | 0.9% | 5 | 0.0% | 0 | 0.0% | 0 | 2.2% | 4 | 0.0% | 0 | 1.3% | 2 | 2.6% | 5 |
| Weighted base: | | 972 | | 461 | | 511 | | 123 | | 175 | | 184 | | 163 | | 131 | | 196 |
| Sample: | | 991 | | 483 | | 508 | | 51 | | 73 | | 161 | | 248 | | 207 | | 251 |
| HLD Size of household | | | | | | | | | | | | | | | | | | |
| One | 20.4% | 199 | 18.9% | 87 | 21.8% | 111 | 5.2% | 6 | 16.8% | 29 | 8.2% | 15 | 12.9% | 21 | 28.0% | 37 | 46.0% | 90 |
| Two | 29.7% | 289 | 31.0% | 143 | 28.5% | 146 | 25.1% | 31 | 21.9% | 38 | 17.6% | 32 | 25.3% | 41 | 45.5% | 59 | 44.2% | 87 |
| Three | 19.3% | 188 | 20.0% | 92 | 18.8% | 96 | 32.2% | 40 | 23.9% | 42 | 20.6% | 38 | 24.3% | 40 | 14.4% | 19 | 5.2% | 10 |
| Four | 20.0% | 194 | 20.3% | 93 | 19.7% | 101 | 21.2% | 26 | 24.5% | 43 | 33.9% | 62 | 29.5% | 48 | 8.2% | 11 | 2.1% | 4 |
| Five or more | 9.4% | 91 | 8.5% | 39 | 10.2% | 52 | 16.3% | 20 | 12.9% | 23 | 17.6% | 32 | 7.7% | 12 | 2.6% | 3 | 0.0% | 0 |
| (Refused) | 1.2% | 11 | 1.3% | 6 | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 2.2% | 4 | 0.4% | 1 | 1.3% | 2 | 2.6% | 5 |
| Weighted base: | | 972 | | 461 | | 511 | | 123 | | 175 | | 184 | | 163 | | 131 | | 196 |
| Sample: | | 991 | | 483 | | 508 | | 51 | | 73 | | 161 | | 248 | | 207 | | 251 |

Weighted:

December 2015

| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | | | | | | | | | |
|------------------------|-------|------|--------|-------|-------|-------|-------|-------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| IS2 ISBA region | | | | | | | | | | | | | | | | | | |
| Ulster | 2.5% | 25 | 2.0% | 9 | 3.1% | 16 | 3.1% | 4 | 2.1% | 4 | 2.3% | 4 | 2.4% | 4 | 3.2% | 4 | 2.5% | 5 |
| Scotland | 8.4% | 82 | 10.8% | 50 | 6.3% | 32 | 4.0% | 5 | 13.9% | 24 | 10.6% | 20 | 7.3% | 12 | 4.6% | 6 | 7.8% | 15 |
| North / Borders | 6.3% | 61 | 6.7% | 31 | 5.9% | 30 | 7.7% | 9 | 8.3% | 15 | 4.8% | 9 | 4.4% | 7 | 8.7% | 11 | 4.9% | 10 |
| Lancashire | 11.9% | 116 | 14.2% | 66 | 9.9% | 50 | 5.6% | 7 | 19.1% | 33 | 6.3% | 12 | 9.8% | 16 | 13.1% | 17 | 15.8% | 31 |
| Yorkshire | 9.6% | 94 | 9.4% | 43 | 9.8% | 50 | 3.9% | 5 | 13.8% | 24 | 10.9% | 20 | 5.3% | 9 | 10.5% | 14 | 11.4% | 22 |
| Wales & South West | 10.7% | 104 | 11.6% | 53 | 9.9% | 51 | 15.7% | 19 | 13.0% | 23 | 10.3% | 19 | 10.4% | 17 | 7.7% | 10 | 8.3% | 16 |
| Midlands | 16.0% | 155 | 13.4% | 62 | 18.3% | 94 | 21.3% | 26 | 5.2% | 9 | 18.3% | 34 | 17.1% | 28 | 18.7% | 24 | 17.4% | 34 |
| East England | 7.3% | 71 | 7.2% | 33 | 7.4% | 38 | 15.1% | 19 | 5.6% | 10 | 8.5% | 16 | 7.2% | 12 | 4.9% | 6 | 4.4% | 9 |
| London | 18.0% | 175 | 13.5% | 62 | 22.0% | 112 | 12.5% | 15 | 11.3% | 20 | 18.0% | 33 | 25.5% | 41 | 21.6% | 28 | 18.6% | 37 |
| Southern | 9.2% | 90 | 11.2% | 52 | 7.5% | 38 | 11.2% | 14 | 7.7% | 14 | 10.1% | 19 | 10.8% | 18 | 7.0% | 9 | 8.7% | 17 |
| Weighted base: | | 972 | | 461 | | 511 | | 123 | | 175 | | 184 | | 163 | | 131 | | 196 |
| Sample: | | 991 | | 483 | | 508 | | 51 | | 73 | | 161 | | 248 | | 207 | | 251 |