

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:

Supermarket Single Use Carrier Bags

September 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>

You are free to use this data, providing you acknowledge/reference the source as "NEMS Market Research, September 2015".

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

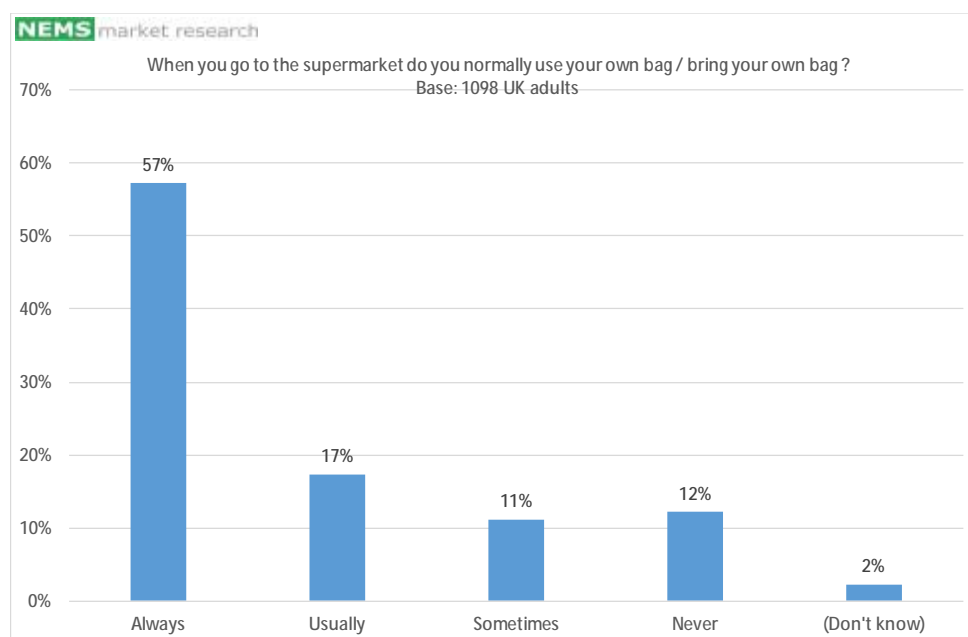
Supermarket Single Use Carrier Bags

Do you use your own bags?

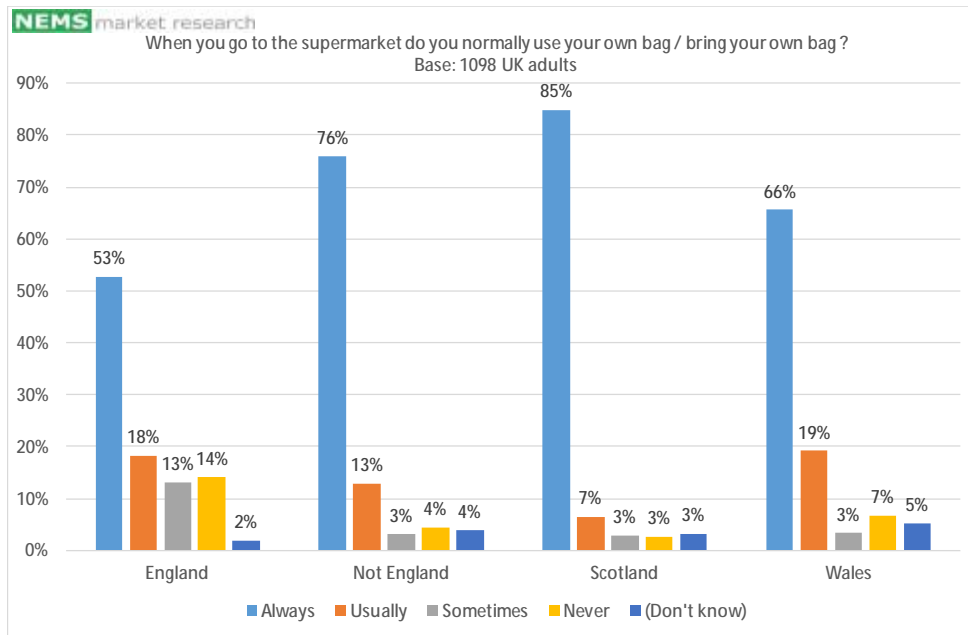
When people go to the supermarket nowadays most people use their own bag or bring their own bag to carry home their shopping.

Just 12% of the population never use their own bag. By contrast three quarters (74%) either always or usually use their own bag with a further 11% admitting to doing so just sometimes.

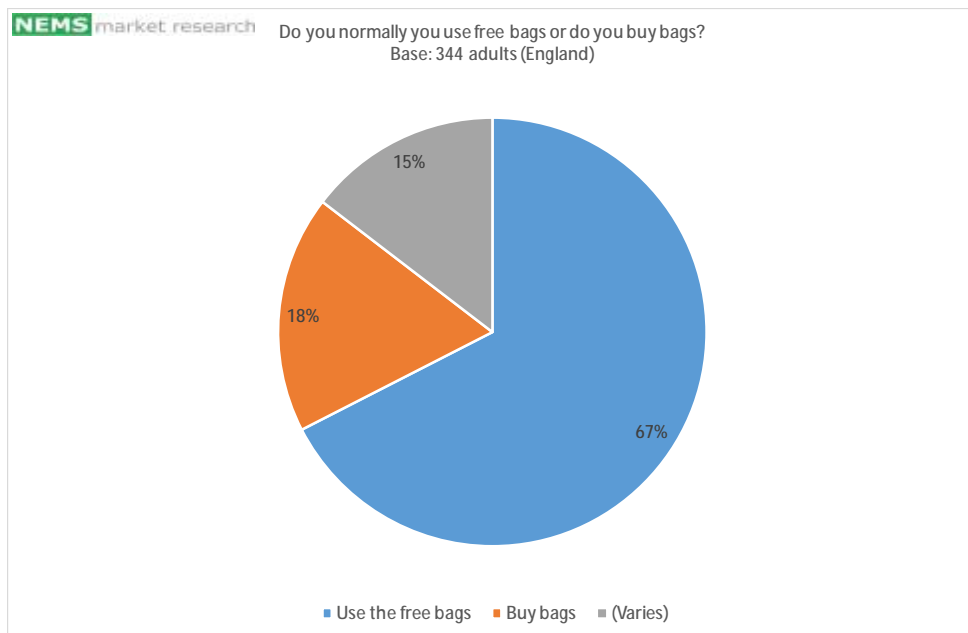
Generally, bag self-sufficiency increases with age and those aged 65+ are the most likely to use their own bags as are women compared to men.



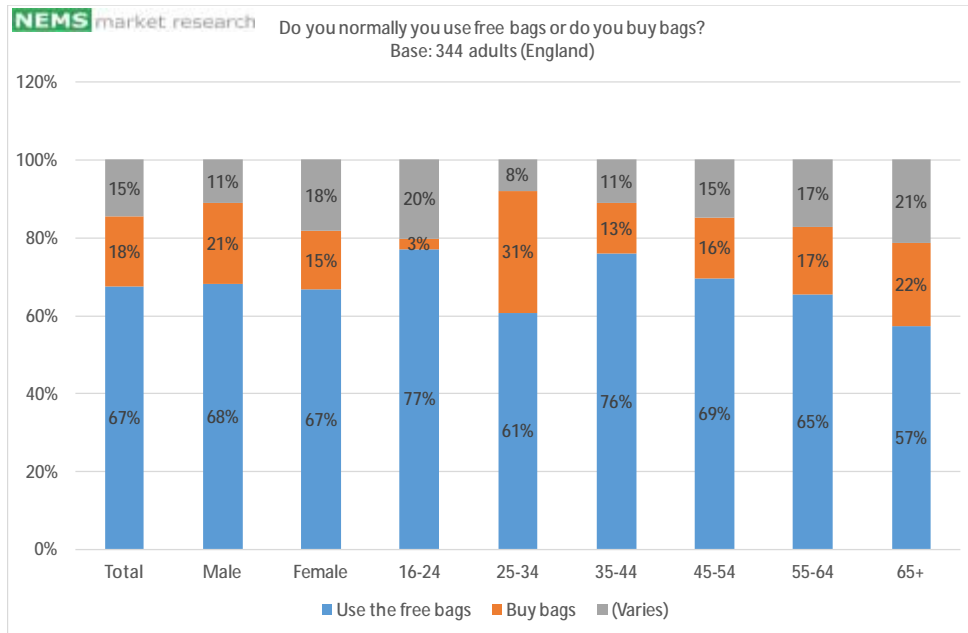
However, it is the regional differences which are most stark with more than 91% of Scots and 85% of Welsh always or usually using their own bag compared to 71% of those living in England.



Looking at the English in more detail, among those that do not always use their own bags, two thirds (68%) use the free bags provided by the shop, 18% buy bags and for the remaining 15% their behaviour varies.



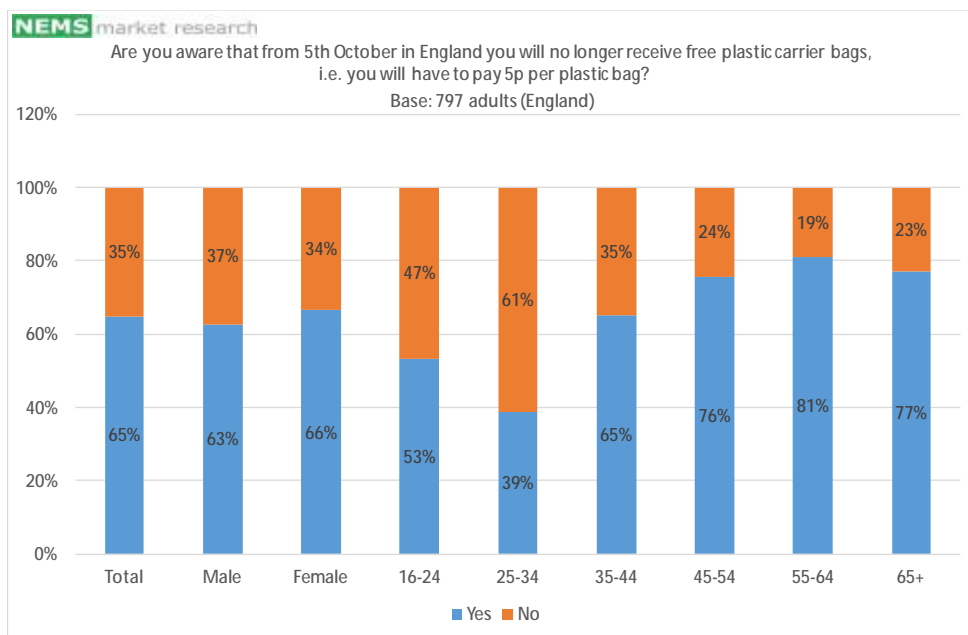
Between different demographic groups behaviour varies with usage of free bags tending to reduce with age.



Awareness of Single Use Carrier Bag Legislation (England)

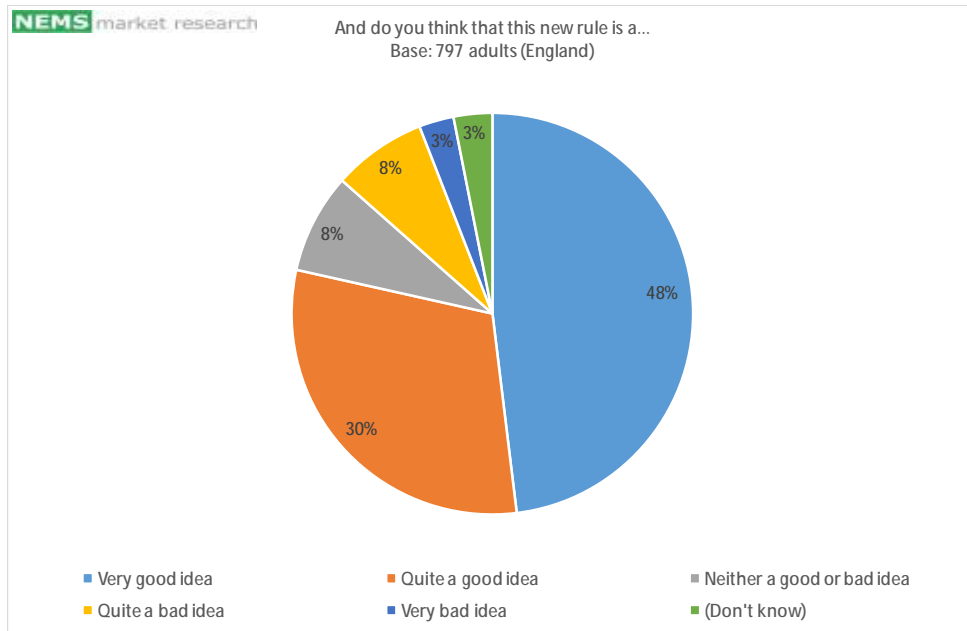
From 5th of October free bags will generally no longer be available in England bringing all constituent parts of the United Kingdom into line.

Two thirds (65%) of the English are aware of this change, with awareness steadily increasing with age so that among those aged 55-64 and 65+ awareness is 81% and 77% respectively.

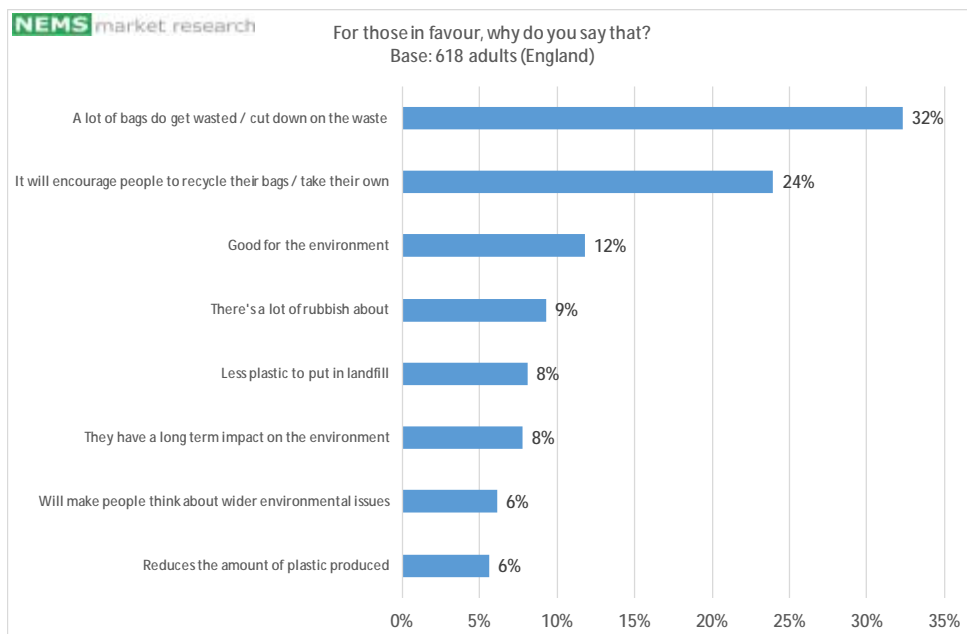


Popularity

At this stage, i.e. before its implementation, it would seem that the concept of charging for bags is a popular one with 48% thinking that it is a very good idea and 30% thinking it is quite a good idea.



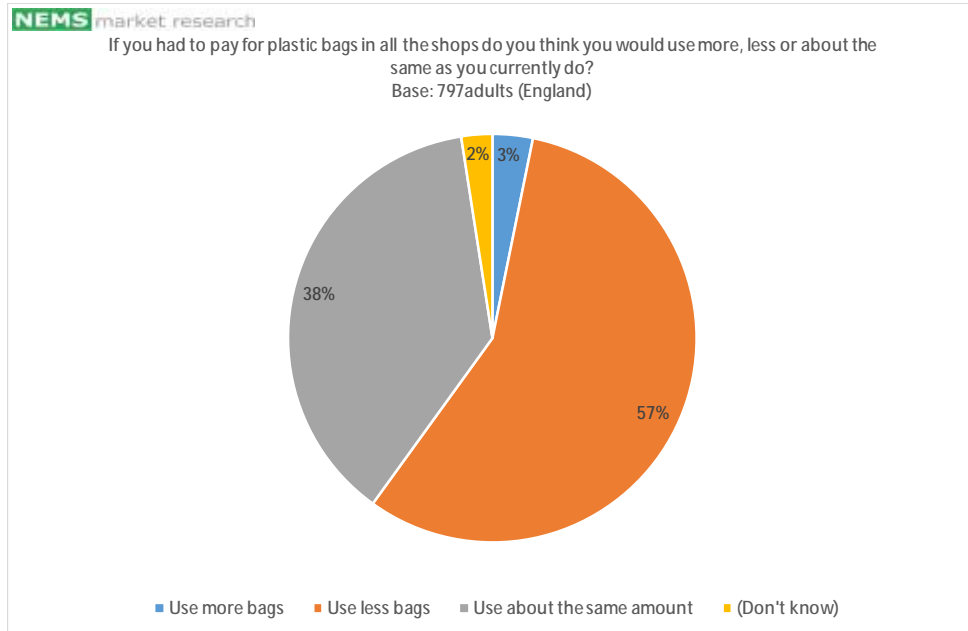
Principally because it is thought that it will cut down on waste (32%), encourage people to recycle their bags / bring their own bags (24%) and be good for the environment (12%).



Just 10% of the English think it is either quite or a very bad idea and among this group 45% don't think that it's right to have to pay for bags, 11% consider it to be just another tax and 10% believe the cost of bags should be factored into the retailers' costs.

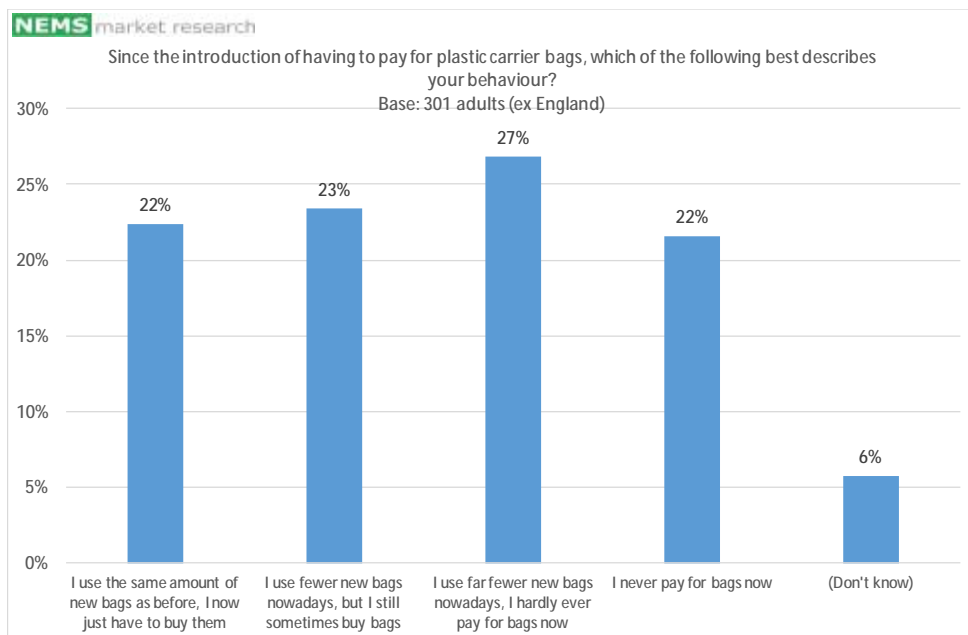
Behavioural change in England

As a result of having to pay for bags, 57% of the English think they will use less bags, especially among the younger age groups and women. 38% think they will use about the same number and 3% think they will use more bags.



Changes in behaviour outside England

Looking at those outside England where charging for plastic bags has already been introduced, 22% of this sample use the same number of bags as before, but they now have to buy them. 23% use fewer bags albeit they still buy bags, 27% use far fewer bags and as such hardly ever buy bags and 22% admit to never buying bags nowadays.



Conclusions

The English are reasonably aware of the forthcoming legislation which takes effect on 5th October 2015 concerning Single Use Carrier Bags with two thirds realising that free supermarket bags will generally become a thing of the past but within that headline figure only 40% of 25-34 year olds are aware of the change happening in a matter of days.

Nevertheless, the concept is not unpopular and should therefore have minimal impact on the English, for a start the majority already use their own bags and looking at the rest of the country those that don't will start to change their behaviour.

People think that abolishing free bags is a good way to help the environment by cutting down on waste and encouraging more recycling however there is a curious aspect about the new legislation namely that often free bags are not technically single use, i.e. people use them to put their rubbish in. Does this mean that we will now start to buy rolls of plastic bags for our rubbish which will find their way into landfill?

Weighted:

September 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Mean score: [Always = 3, Usually = 2, Sometimes = 1, Never = 0]																		
Q07 When you go to the supermarket do you normally use your own / bring your own bag to carry home your shopping? [PR]																		
Always	57.2%	628	54.8%	292	59.5%	336	52.5%	87	44.5%	86	57.8%	117	57.2%	102	68.3%	98	64.2%	138
Usually	17.2%	189	15.4%	82	18.9%	107	14.8%	25	22.5%	43	16.2%	33	14.4%	26	17.1%	25	17.9%	38
Sometimes	11.2%	123	12.9%	68	9.6%	54	11.1%	18	12.7%	24	14.5%	29	13.4%	24	9.9%	14	5.8%	13
Never	12.2%	133	14.0%	75	10.4%	59	19.7%	33	20.3%	39	9.5%	19	13.0%	23	3.4%	5	6.7%	14
(Don't know)	2.2%	24	2.9%	16	1.5%	9	1.9%	3	0.0%	0	2.0%	4	2.0%	4	1.4%	2	5.4%	12
Mean:		2.22	2.14	2.30	2.02	1.91	2.25	2.18	2.52	2.48								
Weighted base:		1098	532	566	166	193	202	179	144	215								
Sample:		1098	526	572	70	69	170	269	216	304								

Q08 Do you normally you use free bags or do you buy bags?*ENGLAND RESPONDENTS ONLY: Those who do not always bring their own bag when shopping in a supermarket at Q07*

Use the free bags	67.5%	282	68.2%	148	66.7%	135	77.2%	54	60.7%	63	75.9%	57	69.4%	48	65.5%	23	57.2%	38
Buy bags	18.0%	75	20.7%	45	15.0%	30	2.6%	2	31.4%	33	12.9%	10	15.7%	11	17.3%	6	21.5%	14
(Varies)	14.6%	61	11.1%	24	18.3%	37	20.2%	14	7.9%	8	11.2%	8	14.9%	10	17.3%	6	21.3%	14
Weighted base:		419	217	202	69	104	75	69	36	66								
Sample:		344	162	182	28	28	57	94	54	83								

Q09 Are you aware that from 5th October in England you will no longer receive free plastic carrier bags, i.e. you will have to pay 5p per plastic bag?*ENGLAND RESPONDENTS ONLY*

Yes	64.8%	574	62.8%	261	66.5%	313	53.1%	71	38.8%	60	65.0%	106	75.6%	113	80.9%	89	77.0%	134
No	35.2%	312	37.2%	155	33.5%	158	46.9%	63	61.2%	95	35.0%	57	24.4%	37	19.1%	21	23.0%	40
Weighted base:		886	415	470	134	155	162	150	110	174								
Sample:		797	362	435	53	47	125	208	151	213								

Mean score: [Very good idea = 2, Quite a good idea = 1, Neither a good or bad idea = 0, Quite a bad idea = -1, Very bad idea = -2]**Q10 And do you think that this new rule is a... [PR]***ENGLAND RESPONDENTS ONLY*

Very good idea	48.1%	426	52.5%	218	44.2%	208	30.8%	41	36.4%	56	57.3%	93	56.0%	84	57.5%	63	50.3%	88
Quite a good idea	30.4%	270	26.9%	112	33.5%	158	47.8%	64	39.1%	61	25.1%	41	23.1%	35	23.4%	26	25.2%	44
Neither a good or bad idea	8.0%	71	7.9%	33	8.2%	38	9.0%	12	6.4%	10	9.2%	15	10.2%	15	7.0%	8	6.4%	11
Quite a bad idea	7.5%	67	6.4%	27	8.6%	40	6.3%	8	15.7%	24	5.7%	9	5.2%	8	6.6%	7	5.6%	10
Very bad idea	2.8%	25	3.4%	14	2.3%	11	1.5%	2	2.4%	4	1.5%	2	3.8%	6	3.4%	4	4.2%	7
(Don't know)	3.1%	28	2.9%	12	3.3%	16	4.6%	6	0.0%	0	1.2%	2	1.7%	3	2.1%	2	8.3%	14
Mean:		1.17	1.22	1.13	1.05	0.91	1.33	1.25	1.28	1.22								
Weighted base:		886	415	470	134	155	162	150	110	174								
Sample:		797	362	435	53	47	125	208	151	213								

Weighted:

September 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Q11 Why do you say that? [MR]																		
<i>ENGLAND RESPONDENTS ONLY: Those who think it is a good idea to no longer receive free plastic carrier bags</i>																		
A lot of bags do get wasted / cut down on the waste	32.3%	225	37.9%	125	27.2%	100	32.0%	34	36.2%	42	32.5%	43	31.4%	37	33.7%	30	28.7%	38
It will encourage people to recycle their bags / take their own	24.0%	167	16.6%	55	30.6%	112	40.2%	42	14.5%	17	26.2%	35	26.3%	31	22.4%	20	16.0%	21
Good for the environment	11.8%	82	15.6%	51	8.4%	31	5.8%	6	25.4%	30	14.0%	19	7.5%	9	8.7%	8	8.1%	11
There's a lot of rubbish about	9.3%	65	9.6%	32	9.0%	33	0.0%	0	9.2%	11	6.7%	9	7.7%	9	12.0%	11	19.2%	25
Less plastic to put in landfill	8.1%	56	9.0%	30	7.3%	27	5.1%	5	9.4%	11	8.0%	11	9.9%	12	7.6%	7	8.3%	11
They have a long term impact on the environment	7.8%	54	8.2%	27	7.4%	27	1.7%	2	2.3%	3	3.9%	5	11.6%	14	8.3%	7	17.7%	23
Will make people think about wider environmental issues	6.1%	43	6.8%	22	5.6%	20	7.3%	8	2.8%	3	7.0%	9	9.7%	11	6.3%	6	3.9%	5
Reduces the amount of plastic produced	5.6%	39	6.0%	20	5.3%	19	0.0%	0	4.1%	5	5.8%	8	9.4%	11	10.0%	9	5.0%	7
Change habits	4.1%	29	4.0%	13	4.3%	16	5.3%	6	0.0%	0	9.7%	13	4.4%	5	2.2%	2	2.3%	3
Proven to work elsewhere	2.5%	17	2.0%	7	2.9%	11	1.7%	2	7.2%	8	0.0%	0	4.1%	5	0.7%	1	1.2%	2
It's the fair / right thing to do	2.5%	17	1.1%	4	3.7%	14	1.8%	2	2.5%	3	1.1%	1	5.7%	7	1.7%	2	2.0%	3
Damages land and sea creatures	1.9%	13	1.6%	5	2.1%	8	0.0%	0	0.0%	0	0.5%	1	0.7%	1	2.7%	2	6.9%	9
People don't think of the consequences of using carrier bags unnecessarily	0.8%	5	0.7%	2	0.9%	3	0.0%	0	1.3%	2	0.7%	1	0.6%	1	1.5%	1	0.6%	1
Other	0.5%	4	0.1%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
I always use my own bags, so should others	0.4%	3	0.5%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.7%	1
(Don't know)	3.9%	27	3.4%	11	4.4%	16	7.7%	8	5.5%	6	4.4%	6	2.0%	2	3.2%	3	1.4%	2
Weighted base:		695		330		366		105		117		134		119		89		132
Sample:		618		280		338		38		34		104		164		121		157

Q11 Why do you say that? [MR]*ENGLAND RESPONDENTS ONLY: Those undecided about whether it is a good or bad thing to no longer receive free plastic carrier bags*

Don't think it's practical	22.7%	22	23.2%	10	22.2%	12	22.3%	4	29.0%	3	27.5%	5	34.6%	6	9.2%	1	14.3%	4
Don't care	14.4%	14	15.0%	7	13.8%	7	0.0%	0	22.0%	2	0.0%	0	23.4%	4	22.0%	2	21.8%	6
Depends on the type of goods you are buying	8.9%	9	7.7%	3	9.8%	5	10.0%	2	0.0%	0	19.8%	3	2.9%	1	3.9%	0	10.3%	3
Should switch to paper bags	7.3%	7	8.3%	4	6.5%	4	11.5%	2	31.3%	3	9.5%	2	2.2%	0	0.0%	0	0.0%	0
Seems a bit pricey	4.2%	4	6.9%	3	2.0%	1	11.3%	2	0.0%	0	0.0%	0	6.1%	1	10.0%	1	0.0%	0
Some people can't afford the 5p	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	2.0%	1
(Don't know)	41.2%	41	38.9%	17	43.2%	23	44.9%	8	17.8%	2	38.2%	6	30.9%	6	54.9%	6	51.6%	13
Weighted base:		99		45		54		18		10		17		18		10		26
Sample:		105		50		55		10		5		12		27		15		36

Q11 Why do you say that? [MR]*ENGLAND RESPONDENTS ONLY: Those who think it is not a good idea to no longer receive free plastic carrier bags*

Don't think it's right to have to pay for bags	45.1%	41	39.6%	16	49.6%	25	30.6%	3	65.6%	18	51.5%	6	33.6%	5	40.2%	4	28.4%	5
Just another tax	11.4%	11	12.0%	5	11.0%	6	28.5%	3	0.0%	0	15.6%	2	23.4%	3	4.5%	0	12.2%	2
Should be factored into the retailers costs	9.8%	9	6.2%	3	12.7%	6	12.4%	1	5.5%	2	9.5%	1	17.6%	2	0.0%	0	15.9%	3
Don't think it will work	9.4%	9	10.6%	4	8.4%	4	0.0%	0	13.5%	4	0.0%	0	4.1%	1	22.5%	2	10.4%	2
People will get caught out	7.2%	7	8.8%	4	6.0%	3	12.4%	1	0.0%	0	5.5%	1	6.9%	1	21.2%	2	8.2%	1
It won't discourage that many people	5.9%	5	8.7%	4	3.6%	2	0.0%	0	0.0%	0	6.9%	1	10.6%	1	4.5%	0	15.8%	3
People rely on free carrier bags	2.3%	2	1.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	1	7.3%	1	0.0%	0
Carrier bags aren't to blame for any significant environmental problems	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
(Don't know)	10.2%	9	15.7%	6	5.8%	3	28.5%	3	15.5%	4	11.1%	1	0.0%	0	0.0%	0	4.5%	1
Weighted base:		92		41		51		10		28		12		13		11		17
Sample:		74		32		42		5		8		9		17		15		20

Column %ges.

Weighted:

September 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Q12 If you had to pay for plastic bags in all the shops do you think you would use more, less or about the same as you currently do?																		
<i>ENGLAND RESPONDENTS ONLY</i>																		
Use more bags	3.2%	28	4.6%	19	2.0%	9	0.0%	0	11.0%	17	1.2%	2	2.0%	3	3.8%	4	1.3%	2
Use less bags	56.8%	503	53.3%	221	59.8%	281	75.2%	101	59.3%	92	65.6%	106	53.3%	80	48.5%	53	40.4%	70
Use about the same amount	37.6%	333	39.6%	165	35.8%	168	22.5%	30	29.7%	46	32.4%	53	43.5%	65	46.0%	51	50.6%	88
(Don't know)	2.5%	22	2.5%	10	2.4%	11	2.3%	3	0.0%	0	0.8%	1	1.2%	2	1.8%	2	7.8%	14
Weighted base:	886	415	470	134	155	162	150	110	174									
Sample:	797	362	435	53	47	125	208	151	213									

Q13 Since the introduction of having to pay for plastic carrier bags, which of the following best describes your behaviour? [PR]*Those not from England*

I use the same amount of new bags as before, I now just have to buy them	22.4%	48	20.4%	24	24.9%	24	38.7%	13	23.6%	9	15.5%	6	9.8%	3	14.7%	5	30.2%	12
I use fewer new bags nowadays, but I still sometimes buy bags	23.4%	50	24.8%	29	21.7%	21	26.4%	9	20.6%	8	34.5%	14	24.2%	7	21.4%	7	13.9%	6
I use far fewer new bags nowadays, I hardly ever pay for bags now	26.8%	57	28.6%	33	24.6%	23	14.3%	5	40.1%	15	29.5%	12	33.4%	10	28.1%	9	16.1%	7
I never pay for bags now	21.6%	46	19.3%	23	24.5%	23	20.6%	7	15.7%	6	16.2%	6	28.4%	8	25.5%	9	25.3%	10
(Don't know)	5.8%	12	6.8%	8	4.4%	4	0.0%	0	0.0%	0	4.3%	2	4.1%	1	10.4%	3	14.5%	6
Weighted base:	212	117	95	32	38	40	29	33	41									
Sample:	301	164	137	17	22	45	61	65	91									

SEX Sex of respondent

Male	48.5%	532	100.0%	532	0.0%	0	51.0%	85	49.5%	95	49.9%	101	50.0%	89	49.6%	71	42.4%	91
Female	51.5%	566	0.0%	0	100.0%	566	49.0%	81	50.5%	97	50.1%	101	50.0%	89	50.4%	72	57.6%	124
Weighted base:	1098	532	566	166	193	202	179	144	215									
Sample:	1098	526	572	70	69	170	269	216	304									

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

16 to 24	15.1%	166	15.9%	85	14.4%	81	100.0%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	193	17.9%	95	17.2%	97	0.0%	0	100.0%	193	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 to 44	18.4%	202	18.9%	101	17.9%	101	0.0%	0	0.0%	0	100.0%	202	0.0%	0	0.0%	0	0.0%	0
45 to 54	16.3%	179	16.8%	89	15.8%	89	0.0%	0	0.0%	0	0.0%	0	100.0%	179	0.0%	0	0.0%	0
55 to 64	13.1%	144	13.4%	71	12.8%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0
65 +	19.6%	215	17.1%	91	21.9%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	215
Weighted base:	1098	532	566	166	193	202	179	144	215									
Sample:	1098	526	572	70	69	170	269	216	304									

SEG Socio-economic group

A	2.3%	25	3.1%	17	1.6%	9	1.8%	3	0.0%	0	4.8%	10	2.4%	4	1.6%	2	2.8%	6
B	16.6%	182	19.3%	103	14.0%	79	12.0%	20	17.9%	34	18.5%	37	19.9%	36	17.0%	24	14.0%	30
C1	30.7%	337	28.6%	152	32.7%	185	39.7%	66	31.1%	60	31.5%	64	29.9%	53	33.4%	48	21.4%	46
C2	31.9%	350	34.3%	183	29.6%	168	24.7%	41	37.7%	73	37.7%	76	33.2%	59	31.2%	45	26.3%	56
D	8.0%	88	7.7%	41	8.3%	47	9.5%	16	7.8%	15	4.8%	10	10.7%	19	9.5%	14	6.8%	15
E	10.5%	116	7.0%	37	13.9%	78	12.3%	20	5.6%	11	2.7%	6	3.9%	7	7.3%	10	28.7%	62
(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:	1098	532	566	166	193	202	179	144	215									
Sample:	1098	526	572	70	69	170	269	216	304									

Weighted:

September 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
EMP Which of the following best describes your current employment status ? [PR]																		
Working full-time (30+ hours a week)	44.7%	491	53.4%	285	36.5%	206	34.3%	57	60.7%	117	70.5%	142	62.4%	112	36.7%	53	4.9%	11
Part-time	14.9%	164	5.3%	28	24.0%	136	19.5%	32	15.4%	30	16.4%	33	21.9%	39	13.7%	20	4.7%	10
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.0%	165	17.3%	92	12.9%	73	43.9%	73	20.2%	39	10.1%	20	10.4%	19	8.7%	13	0.9%	2
Not working (retired / invalid)	24.9%	273	23.5%	125	26.2%	148	1.2%	2	3.8%	7	2.7%	6	4.7%	8	40.9%	59	88.9%	191
(Refused)	0.4%	5	0.4%	2	0.5%	3	1.2%	2	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.6%	1
Weighted base:		1098		532		566		166		193		202		179		144		215
Sample:		1098		526		572		70		69		170		269		216		304
SHP Main shopper:																		
Main shopper	71.5%	785	61.5%	328	80.8%	457	31.1%	52	82.2%	158	76.4%	154	75.2%	134	79.4%	114	79.9%	172
Not main shopper	28.5%	313	38.5%	205	19.2%	109	68.9%	114	17.8%	34	23.6%	48	24.8%	44	20.6%	30	20.1%	43
Weighted base:		1098		532		566		166		193		202		179		144		215
Sample:		1098		526		572		70		69		170		269		216		304
ADU How many adults aged 16 years or older, including yourself, live in your household ?																		
One	22.8%	250	22.9%	122	22.7%	128	6.2%	10	24.2%	47	10.8%	22	17.9%	32	31.2%	45	44.1%	95
Two	48.7%	535	49.2%	262	48.3%	273	23.5%	39	58.6%	113	67.0%	135	43.1%	77	46.6%	67	48.4%	104
Three	15.7%	172	15.0%	80	16.4%	93	33.3%	55	9.7%	19	11.3%	23	25.7%	46	13.9%	20	4.6%	10
Four	9.0%	99	9.0%	48	9.1%	51	26.7%	44	7.5%	15	6.8%	14	10.3%	18	4.8%	7	0.7%	2
Five	1.5%	17	1.5%	8	1.5%	8	3.8%	6	0.0%	0	2.6%	5	1.3%	2	1.9%	3	0.0%	0
Six or more	1.2%	13	1.4%	7	1.0%	6	5.4%	9	0.0%	0	0.6%	1	0.5%	1	1.1%	2	0.1%	0
(Refused)	1.0%	11	0.9%	5	1.1%	6	1.2%	2	0.0%	0	0.9%	2	1.3%	2	0.5%	1	2.1%	5
Weighted base:		1098		532		566		166		193		202		179		144		215
Sample:		1098		526		572		70		69		170		269		216		304
CHI How many children live in your household, aged 15 years and under ?																		
None	67.4%	740	69.3%	369	65.6%	371	74.5%	124	42.9%	83	31.4%	63	67.7%	121	97.5%	140	97.2%	209
One	15.2%	167	16.3%	87	14.2%	80	17.6%	29	36.6%	70	17.0%	34	17.0%	30	1.3%	2	0.6%	1
Two	13.7%	150	11.6%	62	15.6%	88	6.7%	11	19.7%	38	39.8%	80	10.9%	19	0.7%	1	0.1%	0
Three	1.9%	21	1.3%	7	2.4%	13	0.0%	0	0.0%	0	8.0%	16	2.5%	4	0.0%	0	0.0%	0
Four	0.8%	9	0.6%	3	0.9%	5	0.0%	0	0.8%	2	2.7%	5	1.0%	2	0.0%	0	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	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.0%	11	0.8%	4	1.1%	6	1.2%	2	0.0%	0	0.9%	2	1.0%	2	0.5%	1	2.1%	5
Weighted base:		1098		532		566		166		193		202		179		144		215
Sample:		1098		526		572		70		69		170		269		216		304
HLD Size of household																		
One	19.5%	214	20.2%	108	18.9%	107	5.1%	8	12.1%	23	8.0%	16	15.6%	28	30.6%	44	44.1%	95
Two	30.7%	337	32.4%	172	29.1%	165	14.7%	24	30.7%	59	16.3%	33	28.7%	51	46.3%	66	47.9%	103
Three	20.0%	219	19.8%	106	20.1%	114	35.3%	59	29.2%	56	16.1%	33	23.4%	42	13.8%	20	4.8%	10
Four	20.2%	221	18.9%	100	21.4%	121	26.8%	44	23.6%	45	40.8%	82	21.5%	38	5.8%	8	1.0%	2
Five or more	8.6%	94	7.8%	41	9.4%	53	17.0%	28	4.4%	8	17.8%	36	9.5%	17	3.1%	4	0.1%	0
(Refused)	1.0%	11	0.9%	5	1.1%	6	1.2%	2	0.0%	0	0.9%	2	1.3%	2	0.5%	1	2.1%	5
Weighted base:		1098		532		566		166		193		202		179		144		215
Sample:		1098		526		572		70		69		170		269		216		304

Weighted:

September 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
IS2 ISBA region																		
Ulster	2.6%	28	2.7%	14	2.4%	14	1.4%	2	3.8%	7	3.0%	6	1.9%	3	2.1%	3	2.8%	6
Scotland	8.2%	90	10.4%	55	6.2%	35	6.2%	10	9.9%	19	6.5%	13	8.4%	15	12.1%	17	7.1%	15
North / Borders	5.8%	63	4.4%	24	7.1%	40	5.6%	9	1.5%	3	5.5%	11	7.4%	13	7.1%	10	7.7%	17
Lancashire	11.6%	127	10.9%	58	12.3%	69	20.6%	34	8.4%	16	14.6%	30	12.5%	22	6.9%	10	7.1%	15
Yorkshire	9.8%	107	10.5%	56	9.0%	51	7.2%	12	11.9%	23	8.9%	18	9.4%	17	10.5%	15	10.4%	22
Wales & South West	10.6%	116	10.8%	58	10.4%	59	16.1%	27	7.2%	14	10.5%	21	7.7%	14	12.1%	17	10.9%	23
Midlands	15.6%	171	13.8%	73	17.3%	98	11.8%	20	10.5%	20	15.9%	32	18.5%	33	13.3%	19	21.9%	47
East England	7.1%	78	6.2%	33	8.0%	45	8.2%	14	9.1%	18	6.0%	12	4.0%	7	8.7%	13	7.1%	15
London	19.8%	217	20.1%	107	19.4%	110	16.0%	27	27.8%	53	18.6%	37	17.7%	32	20.3%	29	18.0%	39
Southern	9.0%	98	10.1%	54	7.9%	45	6.9%	11	9.9%	19	10.5%	21	12.3%	22	6.8%	10	7.0%	15
Weighted base:	1098	532	566	166	193	202	179	144	215									
Sample:	1098	526	572	70	69	170	269	216	304									
CTY Country:																		
England	80.7%	886	78.0%	415	83.2%	470	80.6%	134	80.4%	155	80.4%	162	84.0%	150	76.7%	110	81.1%	174
Scotland	8.2%	90	10.4%	55	6.2%	35	6.2%	10	9.9%	19	6.5%	13	8.4%	15	12.1%	17	7.1%	15
Northern Ireland	2.6%	28	2.7%	14	2.4%	14	1.4%	2	3.8%	7	3.0%	6	1.9%	3	2.1%	3	2.8%	6
Wales	8.5%	93	8.8%	47	8.2%	46	11.8%	20	5.8%	11	10.0%	20	5.6%	10	9.0%	13	8.9%	19
Weighted base:	1098	532	566	166	193	202	179	144	215									
Sample:	1098	526	572	70	69	170	269	216	304									