

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 1

**Q.1 The Government is deciding where would be the best location for the one 'Las Vegas-style' super casino. Where do you think would be the most suitable location in the UK for a 'Las Vegas-style' super casino?**

**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1036	480	556	85	172	215	194	190	180	329	218	181	308	264	279	258	142	93
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
London	314 30%	143 29%	171 32%	41 36%	62 35%	64 31%	57 32%	38 24%	52 25%	72 28%	105 35%	71 32%	67 26%	107 39%	87 32%	49 19%	45 31%	27 29%
Blackpool	149 14%	84 17%	65 12%	10 9%	24 14%	37 18%	26 15%	21 13%	31 15%	35 14%	36 12%	43 20%	36 14%	30 11%	28 10%	67 26%	15 11%	8 9%
Birmingham	46 4%	26 5%	20 4%	7 6%	6 4%	9 5%	9 5%	6 4%	8 4%	12 5%	13 4%	11 5%	9 4%	3 1%	30 11%	6 2%	3 2%	4 5%
Manchester	38 4%	20 4%	18 3%	5 4%	11 6%	8 4%	3 2%	7 4%	4 2%	11 4%	7 2%	13 6%	7 3%	3 1%	6 2%	21 8%	4 3%	3 4%
Glasgow	20 2%	10 2%	10 2%	2 1%	6 3%	3 1%	4 2%	2 2%	4 2%	4 2%	8 3%	3 1%	5 2%	- -	- -	- -	* *	20 22%
Newcastle	13 1%	6 1%	7 1%	- -	3 1%	2 1%	5 3%	2 1%	2 1%	6 2%	3 1%	1 1%	3 1%	1 *	1 *	10 4%	* *	- -
Scotland	11 1%	6 1%	5 1%	2 2%	3 2%	2 1%	1 1%	2 1%	1 *	3 1%	5 2%	- -	2 1%	1 *	- -	1 *	1 1%	8 9%
Leeds	9 1%	8 2%	1 *	1 1%	- -	2 1%	2 1%	2 1%	2 1%	3 1%	3 1%	1 1%	2 1%	- -	1 *	8 3%	- -	- -
Liverpool	7 1%	2 *	5 1%	- -	- -	3 2%	1 *	3 2%	- -	* *	- -	4 2%	2 1%	- -	2 1%	3 1%	1 1%	1 1%
Sheffield	6 1%	4 1%	2 *	- -	1 1%	- -	1 *	1 *	3 2%	- -	1 *	2 1%	3 1%	- -	2 1%	4 2%	- -	- -
Cardiff	3 *	1 *	2 *	- -	1 1%	2 1%	- -	- -	- -	1 *	3 1%	- -	- -	- -	- -	- -	3 2%	- -
Other	104 10%	55 11%	49 9%	21 18%	9 5%	17 8%	13 7%	19 12%	24 12%	24 9%	27 9%	21 9%	32 12%	26 9%	26 10%	24 9%	23 16%	5 5%
Nowhere	72 7%	27 5%	45 8%	4 4%	8 5%	14 7%	9 5%	20 13%	18 9%	21 8%	18 6%	13 6%	20 8%	21 8%	23 9%	14 6%	10 7%	4 4%
Don't know	271 26%	117 24%	154 29%	24 21%	45 25%	53 26%	46 26%	40 26%	64 31%	72 28%	77 26%	46 21%	77 30%	84 31%	73 27%	53 21%	42 29%	20 22%

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Absolutes/col percents

Table 1

**Q.1 The Government is deciding where would be the best location for the one 'Las Vegas-style' super casino. Where do you think would be the most suitable location in the UK for a 'Las Vegas-style' super casino?**

**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1036	48	89	77	102	131	133	93	49	100	121	93
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
London	314 30%	14 31%	22 24%	30 39%	33 33%	53 36%	54 41%	24 27%	20 38%	24 25%	13 11%	27 29%
Blackpool	149 14%	4 8%	9 11%	11 14%	7 7%	19 13%	11 9%	9 10%	6 12%	10 10%	54 45%	8 9%
Birmingham	46 4%	- -	4 4%	3 4%	2 2%	2 1%	1 1%	1 1%	3 5%	25 27%	2 2%	4 5%
Manchester	38 4%	3 6%	7 8%	2 3%	1 1%	3 2%	1 *	3 4%	1 2%	3 3%	11 10%	3 4%
Glasgow	20 2%	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	20 22%
Newcastle	13 1%	10 22%	- -	1 1%	- -	1 1%	* *	* *	- -	* *	- -	- -
Scotland	11 1%	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -	1 1%	8 9%
Leeds	9 1%	- -	8 9%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
Liverpool	7 1%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	3 2%	1 1%
Sheffield	6 1%	- -	4 5%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -
Cardiff	3 *	- -	- -	- -	- -	- -	- -	2 2%	2 3%	- -	- -	- -
Other	104 10%	3 5%	8 9%	6 8%	12 12%	18 12%	8 6%	19 20%	5 9%	8 9%	14 11%	5 5%
Nowhere	72 7%	2 4%	6 7%	5 7%	10 11%	11 7%	11 8%	4 4%	6 11%	8 8%	6 5%	4 4%
Don't know	271 26%	11 23%	21 23%	19 25%	35 35%	41 28%	44 33%	30 33%	12 22%	19 20%	21 18%	20 22%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 2

**Q.2 Out of these following locations which do you think would be the most suitable location for a 'vegas-style' super casino?**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1036	480	556	85	172	215	194	190	180	329	218	181	308	264	279	258	142	93
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
Blackpool	395 38%	181 36%	215 40%	46 40%	62 35%	85 41%	67 38%	59 38%	76 37%	92 35%	110 37%	92 42%	102 39%	106 38%	96 35%	116 46%	51 36%	26 28%
Greenwich (South East London)	144 14%	82 16%	62 12%	21 19%	36 21%	27 13%	21 12%	19 12%	20 10%	36 14%	45 15%	35 16%	28 11%	46 17%	40 15%	17 7%	25 17%	16 17%
Manchester	106 10%	60 12%	45 8%	14 12%	15 8%	19 9%	22 13%	15 10%	21 10%	26 10%	32 11%	25 12%	22 9%	18 6%	31 12%	39 15%	10 7%	7 8%
Brent (North West London)	71 7%	31 6%	40 7%	4 3%	16 9%	14 7%	11 6%	12 8%	14 7%	17 6%	20 7%	16 7%	18 7%	24 9%	24 9%	9 4%	7 5%	6 7%
Glasgow	59 6%	31 6%	28 5%	5 5%	13 8%	11 5%	11 6%	8 5%	10 5%	18 7%	15 5%	9 4%	18 7%	13 5%	12 4%	7 3%	6 4%	21 23%
Sheffield	43 4%	24 5%	19 4%	2 2%	7 4%	11 5%	7 4%	5 3%	10 5%	11 4%	12 4%	8 4%	11 4%	9 3%	13 5%	19 7%	2 1%	-
Newcastle	40 4%	14 3%	25 5%	6 5%	5 3%	6 3%	11 6%	3 2%	9 4%	12 5%	9 3%	6 3%	12 5%	6 2%	6 2%	18 7%	4 3%	6 6%
Cardiff	29 3%	9 2%	20 4%	4 4%	6 4%	8 4%	4 2%	2 2%	4 2%	10 4%	7 2%	5 2%	8 3%	6 2%	6 2%	1 1%	16 11%	-
None of these	101 10%	50 10%	51 9%	7 6%	8 5%	21 10%	13 8%	24 15%	28 14%	30 12%	34 11%	15 7%	21 8%	26 9%	35 13%	17 7%	17 12%	6 7%
Don't know	48 5%	16 3%	33 6%	5 4%	6 4%	6 3%	10 5%	7 4%	15 7%	8 3%	16 5%	6 3%	18 7%	21 8%	8 3%	11 4%	5 4%	2 3%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 2

**Q.2 Out of these following locations which do you think would be the most suitable location for a 'vegas-style' super casino?**

**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Mid-lands	East-ern	South East	London	South West	Wales	West Mid-lands	North West	Scot-land
Unweighted base	1036	48	89	77	102	131	133	93	49	100	121	93
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
Blackpool	395 38%	13 29%	32 36%	27 36%	37 37%	62 42%	44 34%	32 35%	19 36%	32 33%	71 59%	26 28%
Greenwich (South East London)	144 14%	2 4%	10 11%	15 19%	10 10%	23 16%	23 17%	16 18%	9 17%	15 16%	5 4%	16 17%
Manchester	106 10%	2 5%	15 17%	9 12%	6 6%	8 6%	10 7%	7 8%	3 5%	16 16%	22 18%	7 8%
Brent (North West London)	71 7%	1 2%	5 5%	5 6%	13 13%	12 8%	12 9%	4 5%	3 5%	6 6%	3 3%	6 7%
Glasgow	59 6%	2 5%	1 2%	3 4%	4 4%	7 5%	6 4%	5 5%	1 2%	4 5%	4 3%	21 23%
Sheffield	43 4%	3 6%	13 15%	5 6%	4 4%	3 2%	6 5%	1 1%	1 1%	4 4%	3 2%	- -
Newcastle	40 4%	16 34%	2 2%	2 2%	3 3%	4 3%	2 2%	2 2%	2 5%	2 2%	* *	6 6%
Cardiff	29 3%	1 3%	- -	1 1%	2 2%	3 2%	4 3%	6 7%	10 19%	3 3%	- -	- -
None of these	101 10%	3 6%	7 8%	9 12%	16 16%	12 8%	14 11%	13 14%	4 7%	10 10%	7 6%	6 7%
Don't know	48 5%	3 7%	3 4%	1 1%	4 4%	12 8%	10 8%	4 5%	1 2%	4 4%	4 4%	2 3%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 3

**Q.3 Out of these following locations in the North West of England which do you think would be the most suitable location for a 'vegas-style' super casino?**

**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1036	480	556	85	172	215	194	190	180	329	218	181	308	264	279	258	142	93
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
Blackpool	651 63%	315 63%	336 62%	69 61%	113 64%	136 66%	109 62%	92 59%	131 64%	155 60%	185 62%	148 68%	163 63%	165 60%	164 61%	171 67%	93 64%	57 63%
Manchester	281 27%	139 28%	142 26%	41 36%	55 31%	54 26%	52 29%	37 24%	42 20%	75 29%	85 28%	55 25%	66 26%	75 27%	75 28%	66 26%	35 24%	31 34%
Neither of these	76 7%	35 7%	41 8%	4 4%	6 3%	14 7%	10 5%	19 12%	24 11%	22 9%	25 8%	12 6%	17 6%	21 8%	26 10%	13 5%	13 9%	3 3%
Don't know	28 3%	8 2%	20 4%	- -	2 1%	3 1%	6 3%	7 5%	10 5%	7 3%	6 2%	3 1%	12 5%	15 5%	5 2%	4 2%	3 2%	- -

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 3

**Q.3 Out of these following locations in the North West of England which do you think would be the most suitable location for a 'vegas-style' super casino?**

**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1036	48	89	77	102	131	133	93	49	100	121	93
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
Blackpool	651 63%	27 58%	52 59%	44 57%	62 63%	90 62%	76 58%	57 62%	36 69%	59 62%	92 77%	57 63%
Manchester	281 27%	16 34%	30 34%	24 31%	27 27%	36 25%	39 30%	23 25%	13 24%	24 26%	20 17%	31 34%
Neither of these	76 7%	2 4%	5 6%	8 11%	8 8%	11 7%	11 8%	9 10%	4 7%	9 10%	6 5%	3 3%
Don't know	28 3%	2 4%	* *	1 1%	2 2%	10 7%	5 4%	3 3%	* 1%	2 2%	2 2%	- -

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 4

**Q.4 Have you visited Blackpool for business or pleasure in the last two years?****Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1036	480	556	85	172	215	194	190	180	329	218	181	308	264	279	258	142	93
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
Yes	258 25%	145 29%	113 21%	32 28%	42 24%	54 26%	48 27%	28 18%	54 26%	61 24%	57 19%	74 34%	66 25%	40 15%	63 23%	114 45%	26 18%	15 17%
No	778 75%	352 71%	425 79%	82 72%	134 76%	153 74%	128 73%	127 82%	153 74%	198 76%	243 81%	143 66%	193 75%	236 85%	207 77%	140 55%	119 82%	76 83%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 4

**Q.4 Have you visited Blackpool for business or pleasure in the last two years?****Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1036	48	89	77	102	131	133	93	49	100	121	93
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
Yes	258 25%	9 20%	27 31%	20 27%	14 14%	18 12%	22 17%	14 16%	11 21%	29 31%	78 65%	15 17%
No	778 75%	38 80%	61 69%	56 73%	86 86%	128 88%	108 83%	77 84%	42 79%	66 69%	41 35%	76 83%



## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 5

**Q.5a Blackpool is being considered as the location for the one new 'Las Vegas style' resort casino, along with 5 star hotels, Michelin quality restaurants, high quality retail outlets such as Georgio Armani and world class entertainment. Would you be likely to visit Blackpool more often if the 'Las Vegas style' resort casino were built there?**

**Base: All respondents who have visited Blackpool in the last two years**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	257	136	121	22	45	54	54	35	47	76	42	63	76	38	62	118	25	14
Weighted base	258	145	113	32	42	54	48	28	54	61	57	74	66	40	63	114	26	15
Yes	115 45%	70 48%	46 40%	20 63%	19 46%	23 43%	20 41%	9 32%	23 43%	26 42%	25 43%	36 49%	28 43%	20 49%	21 34%	58 51%	10 39%	6 37%
No	139 54%	75 52%	65 57%	12 37%	22 51%	30 56%	28 58%	18 65%	30 55%	35 58%	33 57%	37 49%	35 53%	20 51%	41 65%	54 47%	15 59%	10 63%
Don't know	4 2%	1 *	3 3%	- -	1 3%	* 1%	1 1%	1 3%	1 2%	- -	- -	2 2%	2 3%	- -	1 2%	2 2%	1 2%	- -

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 5

**Q.5a Blackpool is being considered as the location for the one new 'Las Vegas style' resort casino, along with 5 star hotels, Michelin quality restaurants, high quality retail outlets such as Georgio Armani and world class entertainment. Would you be likely to visit Blackpool more often if the 'Las Vegas style' resort casino were built there?**

**Base: All respondents who have visited Blackpool in the last two years**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	257	11	26	21	12	16	22	16	9	29	81	14
Weighted base	258	9	27	20	14	18	22	14	11	29	78	15
Yes	115 45%	5 53%	13 48%	8 41%	3 21%	7 42%	12 55%	7 49%	3 26%	10 34%	40 52%	6 37%
No	139 54%	4 42%	14 52%	12 59%	10 71%	10 58%	10 45%	7 47%	8 74%	19 66%	36 46%	10 63%
Don't know	4 2%	* 5%	-	-	1 8%	-	-	1 4%	-	-	2 2%	-

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 6

**Q.5b Blackpool is being considered as the location for the one new 'Las Vegas style' resort casino, along with 5 star hotels, Michelin quality restaurants, high quality retail outlets such as Georgio Armani and world class entertainment. Would you be more likely to visit Blackpool if the 'Las Vegas style' resort casino were built there?**

**Base: All respondents who haven't visited Blackpool in the last two years**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	779	344	435	63	127	161	140	155	133	253	176	118	232	226	217	140	117	79
Weighted base	778	352	425	82	134	153	128	127	153	198	243	143	193	236	207	140	119	76
Yes	238 31%	122 35%	117 27%	44 54%	59 44%	41 27%	32 25%	26 20%	37 24%	53 27%	78 32%	46 32%	61 32%	71 30%	60 29%	45 32%	33 28%	29 39%
No	529 68%	228 65%	301 71%	36 44%	74 55%	108 71%	95 74%	101 79%	115 75%	141 71%	162 67%	97 68%	129 67%	158 67%	145 70%	94 67%	85 72%	46 61%
Don't know	10 1%	2 1%	8 2%	1 2%	1 1%	4 3%	1 1%	1 1%	1 1%	3 2%	3 1%	1 1%	3 1%	6 3%	2 1%	1 1%	1 1%	- -

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 6

**Q.5b Blackpool is being considered as the location for the one new 'Las Vegas style' resort casino, along with 5 star hotels, Michelin quality restaurants, high quality retail outlets such as Georgio Armani and world class entertainment. Would you be more likely to visit Blackpool if the 'Las Vegas style' resort casino were built there?**

**Base: All respondents who haven't visited Blackpool in the last two years**

	Region											
	Total	North East	Yorks & Humb.	East Mid-lands	East-ern	South East	London	South West	Wales	West Mid-lands	North West	Scot-land
Unweighted base	779	37	63	56	90	115	111	77	40	71	40	79
Weighted base	778	38	61	56	86	128	108	77	42	66	41	76
Yes	238 31%	9 23%	23 37%	18 32%	19 23%	41 32%	31 28%	19 24%	14 34%	23 34%	13 32%	29 39%
No	529 68%	29 77%	37 61%	38 68%	65 76%	84 65%	75 69%	58 75%	27 66%	42 64%	28 68%	46 61%
Don't know	10 1%	-	1 1%	-	1 1%	4 3%	3 2%	1 1%	-	1 1%	-	-

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1036	480	556	85	172	215	194	190	180	329	218	181	308	264	279	258	142	93	
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91	
<b>Sex</b>																			
Male	497	497	-	52	90	102	85	65	103	124	136	120	117	134	127	126	63	48	
	48%	100%	-	46%	51%	49%	48%	42%	50%	48%	45%	55%	45%	49%	47%	49%	44%	52%	
Female	539	-	539	62	86	105	91	90	104	135	164	98	142	142	143	129	81	44	
	52%	-	100%	54%	49%	51%	52%	58%	50%	52%	55%	45%	55%	51%	53%	51%	56%	48%	
<b>Age</b>																			
18-24	(21)	114	52	62	114	-	-	-	-	34	39	17	24	39	26	26	14	10	
		11%	10%	12%	100%	-	-	-	-	13%	13%	8%	9%	14%	9%	10%	10%	11%	
25-34	(29.5)	176	90	86	-	176	-	-	-	62	60	35	20	56	45	33	23	19	
		17%	18%	16%	-	100%	-	-	-	24%	20%	16%	8%	20%	17%	13%	16%	21%	
35-44	(39.5)	207	102	105	-	-	207	-	-	49	71	61	27	52	49	56	36	15	
		20%	21%	19%	-	-	100%	-	-	19%	24%	28%	10%	19%	18%	22%	25%	16%	
45-54	(49.5)	176	85	91	-	-	-	176	-	54	47	50	25	43	51	45	21	15	
		17%	17%	17%	-	-	-	100%	-	21%	15%	23%	10%	16%	19%	18%	15%	17%	
55-64	(59.5)	155	65	90	-	-	-	-	155	38	42	34	42	33	44	42	23	13	
		15%	13%	17%	-	-	-	-	100%	15%	14%	16%	16%	12%	16%	16%	16%	14%	
65+	(70)	207	103	104	-	-	-	-	207	23	43	21	121	52	55	52	28	20	
		20%	21%	19%	-	-	-	-	100%	9%	14%	10%	47%	19%	20%	21%	19%	22%	
Average age		46.55	46.40	46.68	21.00	29.50	39.50	49.50	59.50	70.00	42.36	43.78	44.82	55.42	44.64	47.50	47.63	46.57	46.48

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
<b><u>Social Class</u></b>																		
AB	259 25%	124 25%	135 25%	34 30%	62 35%	49 23%	54 31%	38 24%	23 11%	259 100%	-	-	-	83 30%	63 23%	57 22%	35 24%	21 23%
C1	300 29%	136 27%	164 31%	39 34%	60 34%	71 34%	47 26%	42 27%	43 21%	-	300 100%	-	-	84 30%	66 24%	69 27%	45 31%	37 41%
C2	218 21%	120 24%	98 18%	17 15%	35 20%	61 30%	50 28%	34 22%	21 10%	-	-	218 100%	-	47 17%	70 26%	58 23%	34 23%	9 10%
DE	259 25%	117 24%	142 26%	24 21%	20 12%	27 13%	25 14%	42 27%	121 58%	-	-	-	259 100%	63 23%	72 26%	70 28%	31 21%	23 26%
<b><u>Region</u></b>																		
North	346 33%	173 35%	173 32%	35 31%	53 30%	71 34%	61 34%	55 35%	72 35%	78 30%	107 36%	67 31%	93 36%	-	-	255 100%	-	91 100%
Midlands	323 31%	149 30%	174 32%	31 27%	49 28%	58 28%	62 35%	57 37%	65 31%	78 30%	80 27%	81 37%	85 33%	-	270 100%	-	53 37%	-
South	367 35%	175 35%	193 36%	47 41%	75 42%	78 38%	54 30%	43 28%	70 34%	103 40%	114 38%	70 32%	81 31%	276 100%	-	-	91 63%	-

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
<b>Working status</b>																		
Full-time	460 44%	295 59%	165 31%	41 36%	119 67%	138 66%	102 58%	55 36%	5 3%	153 59%	159 53%	106 49%	42 16%	131 48%	108 40%	112 44%	68 47%	41 45%
Part-time	116 11%	25 5%	91 17%	13 12%	18 10%	28 14%	26 15%	22 14%	9 4%	36 14%	37 12%	29 13%	14 5%	30 11%	36 14%	23 9%	16 11%	10 11%
Not working but seeking work or temporarily unemployed/sick	59 6%	21 4%	38 7%	15 13%	18 10%	10 5%	11 6%	3 2%	1 1%	10 4%	8 3%	18 8%	23 9%	15 5%	21 8%	9 4%	9 7%	4 5%
Not working/not seeking work	102 10%	20 4%	82 15%	14 12%	15 8%	24 11%	29 16%	17 11%	4 2%	17 7%	19 6%	33 15%	33 13%	27 10%	28 10%	29 11%	14 10%	4 5%
Retired	251 24%	114 23%	137 25%	- -	- -	1 *	7 4%	56 36%	187 91%	30 11%	52 17%	30 14%	140 54%	56 20%	69 26%	70 27%	34 23%	23 26%
Student	47 5%	21 4%	27 5%	31 27%	7 4%	6 3%	2 1%	1 1%	- -	13 5%	25 8%	2 1%	7 3%	17 6%	7 3%	12 5%	2 2%	8 9%
Refused	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
<b>Tenure</b>																		
Own outright	331 32%	173 35%	158 29%	25 22%	17 10%	29 14%	46 26%	92 59%	123 60%	77 30%	89 29%	64 29%	102 40%	66 24%	91 34%	92 36%	50 34%	32 36%
Own with a mortgage	425 41%	204 41%	221 41%	44 38%	89 50%	138 67%	106 60%	36 23%	12 6%	145 56%	129 43%	104 48%	47 18%	107 39%	113 42%	105 41%	61 42%	38 42%
Council	135 13%	53 11%	82 15%	17 15%	27 15%	18 9%	10 6%	14 9%	49 24%	7 3%	32 11%	23 10%	74 29%	46 17%	32 12%	36 14%	9 6%	12 13%
Housing Assoc.	31 3%	12 2%	20 4%	2 2%	6 3%	6 3%	4 2%	3 2%	10 5%	2 1%	7 2%	9 4%	13 5%	12 5%	5 2%	8 3%	3 2%	3 3%
Rented from someone else	85 8%	44 9%	41 8%	21 18%	33 19%	11 6%	7 4%	6 4%	7 3%	22 9%	36 12%	14 6%	13 5%	35 13%	19 7%	12 5%	17 12%	3 4%
Rent free	5 *	2 *	3 1%	- -	1 *	1 *	2 1%	1 *	1 *	1 *	2 1%	- -	2 1%	1 *	1 *	- -	2 1%	1 1%
Refused	24 2%	10 2%	14 3%	5 4%	4 2%	3 2%	2 1%	4 3%	5 2%	5 2%	6 2%	5 2%	8 3%	8 3%	9 3%	2 1%	3 2%	2 3%



## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
<b>Foreign Holiday in last 3 years</b>																		
Yes	642 62%	307 62%	335 62%	73 64%	124 70%	130 63%	126 71%	98 63%	91 44%	211 81%	195 65%	130 60%	107 41%	171 62%	156 58%	173 68%	79 55%	63 69%
No	394 38%	190 38%	204 38%	41 36%	52 30%	77 37%	51 29%	57 37%	116 56%	48 19%	106 35%	88 40%	152 59%	105 38%	114 42%	82 32%	65 45%	28 31%
<b>Number of cars</b>																		
None	209 20%	86 17%	123 23%	28 25%	30 17%	29 14%	19 11%	19 12%	84 41%	24 9%	48 16%	26 12%	111 43%	70 26%	43 16%	59 23%	19 13%	18 20%
1	451 43%	217 44%	234 43%	42 37%	76 43%	88 42%	73 41%	77 50%	94 46%	94 36%	137 46%	115 53%	105 41%	113 41%	125 46%	104 41%	65 45%	43 47%
2	292 28%	147 30%	145 27%	27 24%	56 32%	79 38%	62 35%	44 29%	24 11%	104 40%	92 31%	61 28%	35 13%	70 25%	85 31%	69 27%	42 29%	26 29%
3+	84 8%	46 9%	37 7%	16 14%	14 8%	12 6%	23 13%	15 9%	5 2%	37 14%	23 8%	16 7%	8 3%	22 8%	17 6%	22 9%	19 13%	4 5%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
<b>Internet Access</b>																		
At all	725 70%	346 70%	380 70%	103 90%	155 88%	179 86%	133 75%	94 60%	62 30%	230 89%	242 80%	142 65%	111 43%	211 77%	187 69%	169 66%	96 67%	62 68%
At home (net)	622 60%	300 60%	321 60%	88 77%	128 72%	161 77%	116 66%	83 53%	47 23%	208 80%	210 70%	119 55%	85 33%	180 65%	164 61%	143 56%	86 59%	48 53%
At work (net)	336 32%	201 40%	136 25%	35 31%	91 52%	97 47%	71 40%	36 23%	5 3%	146 56%	125 42%	43 20%	23 9%	102 37%	80 30%	83 33%	42 29%	29 32%
At home	342 33%	131 26%	211 39%	58 51%	52 29%	78 37%	60 34%	51 33%	43 21%	79 30%	102 34%	91 42%	70 27%	95 34%	96 36%	78 31%	48 34%	25 27%
At work	57 5%	32 6%	25 5%	6 5%	16 9%	15 7%	15 8%	5 3%	1 1%	17 6%	17 6%	15 7%	8 3%	16 6%	12 4%	18 7%	5 3%	6 6%
Both at home and at work	280 27%	169 34%	111 21%	30 26%	76 43%	83 40%	56 32%	31 20%	4 2%	129 50%	108 36%	28 13%	15 6%	85 31%	69 25%	65 25%	37 26%	24 26%
Somewhere else	47 5%	14 3%	33 6%	9 8%	12 7%	4 2%	2 1%	6 4%	13 7%	6 2%	15 5%	8 4%	18 7%	15 5%	11 4%	8 3%	6 4%	8 9%
Not at all	310 30%	152 30%	159 29%	11 10%	21 12%	29 14%	44 25%	61 40%	145 70%	28 11%	59 20%	75 35%	148 57%	65 23%	83 31%	86 34%	48 33%	29 32%
Refused	* *	- -	* *	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
<b><u>Age Finished Full Time Education</u></b>																		
Up to 15	219 21%	106 21%	113 21%	2 2%	10 5%	10 5%	26 15%	57 37%	114 55%	22 9%	29 10%	52 24%	117 45%	42 15%	62 23%	62 24%	28 19%	26 28%
16	250 24%	119 24%	131 24%	20 18%	38 22%	78 38%	55 31%	30 20%	27 13%	40 15%	66 22%	78 36%	65 25%	67 24%	63 23%	66 26%	38 26%	16 18%
17	95 9%	42 9%	53 10%	7 6%	12 7%	24 11%	23 13%	15 10%	15 7%	15 6%	31 10%	28 13%	21 8%	28 10%	21 8%	19 7%	13 9%	15 16%
18	135 13%	65 13%	70 13%	30 26%	23 13%	31 15%	30 17%	12 8%	10 5%	41 16%	50 17%	27 13%	17 6%	32 11%	42 15%	41 16%	16 11%	5 6%
19 or over	277 27%	138 28%	139 26%	27 23%	88 50%	56 27%	39 22%	36 23%	31 15%	127 49%	97 32%	28 13%	26 10%	88 32%	68 25%	57 22%	46 32%	18 20%
Still in full time education	30 3%	15 3%	15 3%	20 18%	3 2%	7 3%	- -	- -	- -	8 3%	16 5%	2 1%	3 1%	14 5%	2 1%	7 3%	* *	7 8%
Had no full time education	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	- -
Refused	28 3%	11 2%	18 3%	8 7%	3 2%	2 1%	3 2%	5 3%	8 4%	5 2%	12 4%	3 1%	9 3%	6 2%	11 4%	3 1%	4 3%	4 4%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
<b>Marital Status</b>																		
Single	221 21%	118 24%	103 19%	70 62%	52 30%	37 18%	21 12%	14 9%	25 12%	64 25%	70 23%	31 14%	56 22%	80 29%	43 16%	45 18%	31 21%	22 24%
Married/ co-habiting	570 55%	277 56%	293 54%	40 35%	103 59%	139 67%	117 66%	95 61%	77 37%	161 62%	167 56%	144 66%	99 38%	137 50%	163 60%	151 59%	77 53%	42 46%
Widowed/ separated/ divorced	227 22%	94 19%	133 25%	- -	18 10%	28 13%	37 21%	44 28%	101 49%	31 12%	59 20%	38 17%	100 39%	52 19%	57 21%	58 23%	34 24%	26 29%
Refused	17 2%	8 2%	9 2%	4 3%	3 2%	3 1%	1 1%	3 2%	4 2%	4 2%	4 1%	5 2%	5 2%	7 2%	7 2%	1 *	2 1%	1 1%
<b>Children</b>																		
None aged 18 or under	683 66%	340 68%	343 64%	88 77%	95 54%	57 27%	102 58%	143 92%	198 96%	169 65%	185 62%	123 57%	205 79%	195 71%	169 63%	170 67%	88 61%	61 67%
NET: Yes	328 32%	143 29%	185 34%	21 19%	76 43%	146 71%	73 42%	9 6%	2 1%	83 32%	109 36%	90 41%	46 18%	72 26%	93 35%	82 32%	53 36%	27 30%
NET: Yes any aged 15 or under	298 29%	135 27%	164 30%	21 19%	76 43%	138 67%	55 31%	7 4%	2 1%	71 27%	98 33%	87 40%	43 17%	67 24%	86 32%	74 29%	48 33%	24 27%
- Aged under 5	125 12%	55 11%	70 13%	16 14%	54 31%	48 23%	7 4%	- -	- -	26 10%	49 16%	32 15%	19 7%	27 10%	37 14%	27 11%	20 14%	15 16%
- Aged 5-10	138 13%	64 13%	74 14%	5 5%	42 24%	70 34%	16 9%	2 2%	2 1%	34 13%	50 17%	32 15%	22 9%	38 14%	34 13%	34 13%	22 15%	9 10%
- Aged 11-15	129 12%	59 12%	69 13%	2 2%	10 5%	69 33%	44 25%	4 3%	- -	31 12%	28 9%	48 22%	22 9%	30 11%	39 14%	31 12%	23 16%	7 7%
- Aged 16-18	69 7%	25 5%	44 8%	- -	2 1%	29 14%	35 20%	3 2%	- -	20 8%	19 6%	21 10%	9 3%	13 5%	18 7%	21 8%	13 9%	4 4%
Refused	25 2%	14 3%	11 2%	5 4%	5 3%	4 2%	1 1%	3 2%	7 3%	7 3%	6 2%	5 2%	7 3%	8 3%	8 3%	3 1%	3 2%	3 3%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1036	497	539	114	176	207	176	155	207	259	300	218	259	276	270	255	144	91
<b>Grocery shopping status</b>																		
I am the main grocery shopper in the household	715 69%	261 53%	454 84%	49 43%	119 67%	147 71%	128 72%	109 70%	164 79%	160 62%	205 68%	159 73%	192 74%	180 65%	184 68%	183 72%	100 69%	67 74%
I regularly do the main grocery shop	750 72%	293 59%	457 85%	57 50%	129 73%	156 75%	126 71%	118 76%	165 80%	174 67%	219 73%	160 73%	198 76%	196 71%	193 71%	187 73%	105 73%	69 76%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	783 76%	352 71%	431 80%	77 67%	134 76%	162 78%	138 78%	114 74%	159 77%	184 71%	227 76%	176 81%	196 76%	214 77%	195 72%	196 77%	104 72%	74 82%
I do not do grocery shopping	103 10%	84 17%	19 4%	20 18%	13 7%	18 9%	16 9%	20 13%	15 7%	37 14%	29 9%	14 6%	23 9%	32 11%	26 10%	31 12%	9 6%	5 5%
Refused	13 1%	5 1%	8 2%	2 2%	3 2%	1 *	1 1%	3 2%	4 2%	3 1%	2 1%	3 1%	5 2%	4 1%	5 2%	1 *	2 1%	1 1%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1036	48	89	77	102	131	133	93	49	100	121	93
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b>Sex</b>												
Male	497 48%	15 32%	47 53%	33 43%	45 46%	69 48%	65 50%	40 44%	22 42%	49 51%	64 54%	48 52%
Female	539 52%	32 68%	42 47%	43 57%	54 54%	76 52%	65 50%	51 56%	30 58%	46 49%	55 46%	44 48%
<b>Age</b>												
18-24	(21) 114 11%	5 11%	9 10%	5 7%	10 10%	9 6%	30 23%	9 9%	6 11%	11 11%	12 10%	10 11%
25-34	(29.5) 176 17%	5 11%	12 14%	12 16%	14 14%	30 20%	27 20%	18 20%	4 8%	19 20%	15 13%	19 21%
35-44	(39.5) 207 20%	11 23%	15 17%	11 14%	25 26%	27 19%	25 19%	26 29%	9 18%	13 14%	31 26%	15 16%
45-54	(49.5) 176 17%	11 24%	17 20%	17 23%	15 16%	30 21%	13 10%	10 11%	11 20%	19 20%	17 14%	15 17%
55-64	(59.5) 155 15%	8 16%	17 19%	17 23%	16 16%	18 12%	15 12%	10 11%	13 25%	11 12%	17 14%	13 14%
65+	(70) 207 20%	6 13%	18 21%	13 18%	19 19%	31 22%	21 16%	18 19%	10 18%	23 24%	28 23%	20 22%
Average age	46.55	46.07	48.46	48.86	46.82	47.50	41.44	44.99	49.29	47.12	47.63	46.48

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b><u>Social Class</u></b>												
AB	259 25%	14 31%	16 18%	20 27%	26 27%	40 28%	43 33%	20 22%	15 28%	16 17%	27 23%	21 23%
C1	300 29%	14 30%	33 37%	19 25%	22 22%	39 27%	44 34%	30 33%	14 27%	25 26%	22 19%	37 41%
C2	218 21%	6 13%	21 23%	18 24%	24 24%	25 17%	22 17%	23 25%	11 20%	28 29%	32 27%	9 10%
DE	259 25%	12 27%	20 22%	19 25%	27 27%	42 29%	21 16%	18 20%	13 25%	26 27%	38 32%	23 26%
<b><u>Region</u></b>												
North	346 33%	47 100%	89 100%	-	-	-	-	-	-	-	119 100%	91 100%
Midlands	323 31%	-	-	76 100%	99 100%	-	-	-	53 100%	95 100%	-	-
South	367 35%	-	-	-	-	146 100%	130 100%	91 100%	-	-	-	-

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b><u>Working status</u></b>												
Full-time	460 44%	18 39%	41 46%	33 43%	43 43%	75 51%	56 43%	43 47%	24 46%	33 35%	53 45%	41 45%
Part-time	116 11%	5 10%	9 10%	15 20%	11 11%	14 10%	16 13%	11 12%	5 10%	11 11%	9 8%	10 11%
Not working but seeking work or temporarily unemployed/sick	59 6%	4 8%	5 6%	5 7%	7 7%	7 5%	8 6%	9 10%	- -	9 9%	1 *	4 5%
Not working/not seeking work	102 10%	5 10%	7 8%	6 8%	11 11%	17 12%	9 7%	7 7%	8 14%	10 11%	17 14%	4 5%
Retired	251 24%	12 26%	24 27%	17 22%	26 26%	30 21%	25 19%	20 22%	14 26%	27 28%	33 28%	23 26%
Student	47 5%	3 7%	3 4%	- -	1 1%	2 1%	15 12%	1 1%	1 3%	6 6%	6 5%	8 9%
Refused	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -



## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b>Tenure</b>												
Own outright	331 32%	17 36%	33 37%	28 37%	26 27%	35 24%	31 24%	29 32%	20 39%	36 38%	42 35%	32 36%
Own with a mortgage	425 41%	20 42%	39 44%	35 46%	49 49%	57 39%	50 38%	42 46%	19 36%	29 31%	46 39%	38 42%
Council	135 13%	4 9%	9 10%	5 7%	12 12%	22 15%	24 18%	4 4%	5 10%	15 16%	23 19%	12 13%
Housing Assoc.	31 3%	2 5%	2 2%	- -	1 1%	9 7%	3 2%	2 3%	1 2%	4 4%	4 3%	3 3%
Rented from someone else	85 8%	3 7%	6 6%	6 8%	7 7%	18 12%	17 13%	11 12%	5 10%	6 6%	3 3%	3 4%
Rent free	5 *	- -	- -	- -	* *	1 1%	- -	1 1%	1 2%	1 1%	- -	1 1%
Refused	24 2%	* 1%	- -	1 2%	3 3%	2 1%	7 5%	2 2%	1 1%	4 4%	1 1%	2 3%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Mid-lands	East-ern	South East	London	South West	Wales	West Mid-lands	North West	Scot-land
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b><u>Foreign Holiday in last 3 years</u></b>												
Yes	642 62%	33 70%	63 71%	47 62%	59 59%	89 61%	82 63%	56 61%	23 44%	51 54%	77 64%	63 69%
No	394 38%	14 30%	26 29%	29 38%	40 41%	56 39%	49 37%	35 39%	30 56%	44 46%	42 36%	28 31%
<b><u>Number of cars</u></b>												
None	209 20%	14 29%	12 14%	9 11%	12 12%	28 20%	42 32%	12 13%	7 14%	23 24%	33 28%	18 20%
1	451 43%	19 42%	41 46%	40 53%	51 51%	64 44%	50 38%	45 49%	20 37%	34 36%	44 37%	43 47%
2	292 28%	11 25%	24 27%	20 26%	33 33%	40 28%	30 23%	26 28%	16 31%	32 34%	34 29%	26 29%
3+	84 8%	2 5%	12 14%	7 10%	4 4%	13 9%	9 7%	9 10%	10 18%	6 6%	8 7%	4 5%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b><u>Internet Access</u></b>												
At all	725 70%	32 69%	60 68%	50 66%	76 77%	109 75%	102 78%	61 67%	35 67%	61 64%	76 64%	62 68%
At home (net)	622 60%	29 62%	54 60%	44 57%	68 68%	93 64%	87 67%	57 63%	28 53%	53 56%	60 51%	48 53%
At work (net)	336 32%	15 31%	33 37%	23 30%	31 32%	53 36%	49 38%	27 29%	15 29%	26 28%	35 30%	29 32%
At home	342 33%	17 36%	26 29%	27 35%	40 40%	49 33%	46 35%	33 36%	15 28%	30 31%	36 30%	25 27%
At work	57 5%	3 5%	5 6%	6 7%	3 3%	8 6%	8 6%	2 3%	2 4%	3 3%	11 9%	6 6%
Both at home and at work	280 27%	12 26%	28 32%	17 23%	28 28%	44 31%	41 31%	24 26%	13 25%	23 25%	25 21%	24 26%
Somewhere else	47 5%	1 2%	1 2%	1 1%	5 5%	8 5%	7 5%	1 1%	5 9%	5 5%	5 5%	8 9%
Not at all	310 30%	14 31%	29 32%	26 34%	23 23%	37 25%	28 22%	30 33%	18 33%	34 36%	43 36%	29 32%
Refused	* *	- -	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- -

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b><u>Age Finished Full Time Education</u></b>												
Up to 15	219 21%	10 21%	22 25%	20 26%	20 20%	30 20%	12 9%	16 18%	12 22%	22 24%	30 25%	26 28%
16	250 24%	12 26%	19 21%	20 26%	21 21%	40 28%	27 20%	27 30%	10 20%	23 24%	35 29%	16 18%
17	95 9%	4 9%	4 4%	5 7%	8 8%	17 12%	11 8%	7 7%	6 11%	8 8%	11 9%	15 16%
18	135 13%	3 7%	22 25%	10 13%	17 17%	20 13%	12 9%	7 8%	8 16%	15 16%	16 13%	5 6%
19 or over	277 27%	13 29%	21 24%	20 26%	30 31%	35 24%	53 40%	30 33%	16 30%	18 19%	23 19%	18 20%
Still in full time education	30 3%	3 7%	1 1%	- -	- -	3 2%	11 9%	* *	- -	2 2%	3 2%	7 8%
Had no full time education	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Refused	28 3%	* 1%	1 1%	1 2%	3 3%	2 1%	5 4%	3 4%	1 1%	7 7%	1 1%	4 4%

## Blackpool Survey

### Fieldwork : July 26th-27th 2006

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Mid-lands	East-ern	South East	London	South West	Wales	West Mid-lands	North West	Scot-land
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b><u>Marital Status</u></b>												
Single	221 21%	10 21%	10 11%	10 13%	16 17%	27 19%	52 40%	20 22%	11 20%	17 18%	26 22%	22 24%
Married/ co-habiting	570 55%	30 65%	56 63%	52 68%	59 60%	82 57%	55 42%	49 53%	29 54%	52 55%	65 54%	42 46%
Widowed/ separated/ divorced	227 22%	6 13%	24 27%	13 18%	19 20%	35 24%	18 14%	22 24%	13 24%	24 25%	28 24%	26 29%
Refused	17 2%	* 1%	- -	1 1%	4 4%	1 1%	5 4%	1 1%	1 1%	2 2%	* *	1 1%
<b><u>Children</u></b>												
None aged 18 or under	683 66%	32 69%	62 70%	44 58%	57 58%	97 67%	98 75%	58 63%	31 58%	67 71%	75 63%	61 67%
NET: Yes	328 32%	14 30%	26 30%	29 39%	39 39%	45 31%	28 21%	31 34%	21 41%	25 27%	42 35%	27 30%
NET: Yes any aged 15 or under	298 29%	12 26%	22 24%	25 34%	36 36%	40 28%	26 20%	31 34%	16 31%	25 27%	40 34%	24 27%
- Aged under 5	125 12%	4 8%	8 9%	13 17%	14 14%	21 15%	6 4%	14 15%	6 12%	10 11%	15 13%	15 16%
- Aged 5-10	138 13%	6 14%	7 7%	9 12%	16 16%	21 14%	18 13%	13 14%	9 18%	9 10%	21 18%	9 10%
- Aged 11-15	129 12%	6 13%	9 10%	10 13%	18 18%	16 11%	13 10%	14 15%	9 16%	11 12%	16 13%	7 7%
- Aged 16-18	69 7%	4 9%	8 9%	9 11%	6 6%	9 6%	4 3%	7 8%	6 11%	3 4%	9 8%	4 4%
Refused	25 2%	* 1%	- -	2 3%	3 3%	3 2%	5 4%	3 3%	1 1%	2 2%	2 2%	3 3%

## Blackpool Survey

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Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Mid-lands	East-ern	South East	London	South West	Wales	West Mid-lands	North West	Scot-land
Weighted base	1036	47	89	76	99	146	130	91	53	95	119	91
<b><u>Grocery shopping status</u></b>												
I am the main grocery shopper in the household	715 69%	34 73%	64 73%	55 72%	65 65%	99 68%	81 62%	63 69%	37 70%	65 68%	85 71%	67 74%
I regularly do the main grocery shop	750 72%	35 75%	65 73%	54 71%	74 74%	105 72%	91 70%	62 68%	43 82%	65 68%	87 73%	69 76%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	783 76%	32 69%	71 80%	59 77%	67 68%	114 79%	99 76%	63 69%	41 78%	69 73%	93 78%	74 82%
I do not do grocery shopping	103 10%	5 11%	9 10%	5 6%	9 9%	16 11%	15 12%	7 7%	3 5%	12 13%	17 14%	5 5%
Refused	13 1%	* 1%	- -	1 1%	3 3%	1 *	3 3%	1 1%	1 1%	1 1%	* *	1 1%