

## Diana Inquest Survey

### CATI Fieldwork : March 20th-22nd 2008

Absolutes/col percents

Table 1

**Q.1 An inquest into the death of Diana, Princess of Wales, has been taking place at London's High Court since October of last year and is due to come to an end in the next few weeks. Do you think that the inquest into how Princess Diana died will put an end to the speculation about her death?**  
**Base: All respondents**

	Gender		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	1009	473	536	90	140	186	212	174	207	327	226	191	265	264	264	251	141	89
Weighted base	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
Yes	203 20%	89 18%	113 22%	27 22%	26 16%	26 13%	23 14%	25 17%	76 36%	44 17%	55 19%	34 16%	69 29%	42 16%	51 19%	58 23%	35 25%	17 19%
No	784 78%	385 79%	399 76%	88 73%	129 80%	172 86%	143 84%	121 81%	131 62%	217 83%	234 80%	168 79%	165 68%	217 82%	210 79%	180 72%	106 74%	71 80%
Refused	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 1%
Don't know	22 2%	9 2%	13 2%	5 4%	5 3%	2 1%	3 2%	4 2%	3 1%	1 1%	4 1%	9 4%	8 3%	5 2%	4 1%	11 4%	1 1%	1 1%

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 2

**Q.2 On balance, do you think that Princess Diana's death was the result of a conspiracy to murder her, or the result of an accident?**

**Base: All respondents**

	Gender		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	1009	473	536	90	140	186	212	174	207	327	226	191	265	264	264	251	141	89
Weighted base	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
Conspiracy to murder her	156 15%	69 14%	86 16%	23 19%	27 17%	40 20%	23 13%	22 15%	20 10%	27 10%	47 16%	35 17%	46 19%	40 15%	45 17%	42 17%	19 13%	9 10%
An accident	453 45%	238 49%	215 41%	38 32%	54 33%	87 43%	77 45%	82 55%	115 55%	157 60%	125 43%	76 36%	95 39%	119 45%	121 46%	111 44%	61 43%	41 46%
Unsure	388 38%	169 35%	219 42%	57 47%	77 48%	70 35%	69 41%	45 30%	70 34%	75 29%	114 39%	99 47%	100 41%	100 38%	97 37%	95 38%	61 43%	35 40%
Refused	13 1%	8 2%	4 1%	2 2%	2 1%	3 2%	1 1%	- -	4 2%	4 1%	6 2%	2 1%	- -	5 2%	2 1%	1 *	1 1%	3 3%

## Diana Inquest Survey

### CATI Fieldwork : March 20th-22nd 2008

Absolutes/col percents

Table 3

**Q.3 By the time it is over, the inquest into Princess Diana's death will have taken around six months and cost the taxpayer an estimated £10million. Do you believe that the inquest will prove to have been worthwhile in terms of...?**

**Base: All respondents**

	Gender			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	1009	473	536	90	140	186	212	174	207	327	226	191	265	264	264	251	141	89
Weighted base	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b>Cost</b>																		
Yes	164 16%	83 17%	81 15%	21 18%	22 13%	25 12%	28 17%	30 20%	38 18%	40 15%	43 15%	37 17%	44 18%	42 16%	44 17%	44 18%	27 19%	7 8%
No	825 82%	396 82%	429 82%	96 80%	133 83%	171 85%	136 80%	119 79%	170 81%	219 83%	243 83%	172 81%	190 79%	217 82%	214 81%	200 80%	112 79%	82 92%
Refused	2 *	1 *	1 *	- -	- -	- -	- -	1 1%	1 *	1 *	1 *	- -	- -	- -	- -	1 *	1 1%	- -
Don't know	19 2%	5 1%	13 3%	2 2%	5 3%	4 2%	6 3%	- *	1 *	2 1%	5 2%	3 1%	8 3%	6 2%	6 2%	4 2%	2 2%	- -
<b>Discovering the truth about Princess Diana's death</b>																		
Yes	227 22%	121 25%	105 20%	35 29%	36 23%	37 19%	31 18%	30 20%	58 28%	48 18%	58 20%	52 25%	68 28%	64 24%	48 18%	67 27%	35 25%	13 14%
No	754 75%	346 72%	408 78%	82 69%	119 74%	159 80%	130 76%	118 79%	146 70%	208 79%	227 78%	156 74%	163 68%	190 72%	213 81%	171 69%	106 74%	75 84%
Refused	2 *	2 *	- -	- -	1 1%	1 *	- -	- -	1 *	1 *	1 *	- -	- -	1 *	- -	1 *	- -	1 1%
Don't know	26 3%	15 3%	12 2%	3 2%	4 2%	3 2%	10 6%	1 1%	5 3%	5 2%	7 2%	3 2%	11 4%	10 4%	4 1%	10 4%	1 1%	1 1%
<b>Bringing final closure to all affected by the Princess death</b>																		
Yes	285 28%	126 26%	159 30%	44 37%	38 24%	47 24%	38 22%	34 23%	83 40%	62 23%	68 23%	58 28%	97 40%	67 25%	76 29%	82 33%	41 29%	18 20%
No	696 69%	345 71%	351 67%	72 60%	115 72%	151 75%	127 75%	113 75%	118 56%	197 75%	214 73%	148 70%	137 56%	192 73%	179 68%	159 64%	99 70%	67 76%
Refused	3 *	2 *	1 *	- -	1 1%	1 *	- -	- -	2 1%	1 *	1 *	- -	1 *	- -	1 *	1 *	1 1%	1 1%
Don't know	25 2%	12 2%	13 2%	3 3%	6 4%	1 1%	5 3%	3 2%	7 3%	3 1%	10 3%	5 3%	7 3%	5 2%	8 3%	8 3%	1 1%	3 3%

## Diana Inquest Survey

### CATI Fieldwork : March 20th-22nd 2008

Absolutes/col percents

Table 3

**Q.3 By the time it is over, the inquest into Princess Diana's death will have taken around six months and cost the taxpayer an estimated £10million.**

**Do you believe that the inquest will prove to have been worthwhile in terms of...?**

**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b><u>Easing suspicion among the general public towards the events surrounding Princess Diana's death</u></b>																		
Yes	290 29%	146 30%	144 27%	52 43%	41 26%	47 23%	34 20%	44 30%	71 34%	71 27%	78 27%	58 28%	82 34%	69 26%	76 29%	80 32%	41 29%	24 27%
No	685 68%	321 66%	364 69%	66 55%	110 69%	151 76%	131 77%	101 67%	126 60%	183 70%	205 70%	147 70%	150 62%	179 68%	183 69%	162 65%	98 69%	64 72%
Refused	3 *	3 1%	- -	- -	- -	1 1%	- -	- -	2 1%	2 1%	- -	- -	1 *	1 *	1 *	1 *	- -	1 1%
Don't know	31 3%	15 3%	16 3%	2 2%	9 5%	1 *	5 3%	5 3%	11 5%	6 2%	9 3%	6 3%	10 4%	16 6%	4 2%	7 3%	3 2%	1 1%

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 4

**Q.4 In your opinion have the reputations of the following people been improved or damaged by the inquest into Princess Diana's death?**

**Princess Diana**

**Base: All respondents**

	Gender			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	1009	473	536	90	140	186	212	174	207	327	226	191	265	264	264	251	141	89
Weighted base	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
NET: Improved	119 12%	70 14%	49 9%	22 19%	26 16%	25 13%	15 9%	16 11%	14 7%	22 8%	36 12%	28 13%	32 13%	27 10%	40 15%	31 12%	17 12%	4 4%
Greatly improved	(+2) 61 6%	39 8%	23 4%	9 8%	12 8%	13 6%	6 4%	12 8%	9 4%	8 3%	18 6%	14 6%	22 9%	16 6%	18 7%	15 6%	11 8%	1 1%
Somewhat improved	(+1) 58 6%	31 6%	26 5%	13 11%	14 9%	12 6%	8 5%	4 3%	5 3%	14 5%	18 6%	14 7%	11 4%	11 4%	22 8%	16 6%	6 4%	3 3%
Stayed the same	(0) 617 61%	275 57%	342 65%	66 55%	93 58%	124 62%	116 68%	103 69%	116 55%	171 65%	190 65%	121 57%	134 56%	169 64%	162 61%	143 57%	83 58%	61 68%
Somewhat damaged	(-1) 131 13%	63 13%	68 13%	19 16%	16 10%	26 13%	20 12%	17 11%	33 16%	44 17%	33 11%	24 11%	30 12%	34 13%	25 10%	41 16%	21 15%	9 10%
Greatly damaged	(-2) 84 8%	48 10%	35 7%	6 5%	11 7%	18 9%	7 4%	10 7%	32 15%	14 5%	14 5%	24 11%	32 13%	14 5%	25 10%	16 7%	16 11%	11 13%
NET: Damaged	215 21%	111 23%	103 20%	25 20%	28 17%	44 22%	27 16%	27 18%	65 31%	57 22%	48 16%	48 22%	62 25%	48 18%	51 19%	57 23%	38 27%	21 23%
Don't know	58 6%	28 6%	31 6%	7 6%	13 8%	7 4%	12 7%	4 3%	14 7%	12 4%	18 6%	15 7%	13 6%	20 8%	12 4%	18 7%	5 3%	4 4%
Mean	-0.12	-0.11	-0.14	0.01	*	-0.12	-0.08	-0.06	-0.38	-0.16	-0.03	-0.15	-0.17	-0.08	-0.07	-0.12	-0.19	-0.32
Standard deviation	0.89	0.98	0.80	0.91	0.93	0.91	0.72	0.86	0.95	0.74	0.81	0.97	1.04	0.82	0.94	0.88	0.98	0.79
Standard error	0.03	0.05	0.04	0.10	0.08	0.07	0.05	0.07	0.07	0.04	0.06	0.07	0.07	0.05	0.06	0.06	0.08	0.09

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 5

**Q.4 In your opinion have the reputations of the following people been improved or damaged by the inquest into Princess Diana's death?**

**Mohammed al Fayed**

**Base: All respondents**

	Gender			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	1009	473	536	90	140	186	212	174	207	327	226	191	265	264	264	251	141	89
Weighted base	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
NET: Improved	72 7%	43 9%	28 5%	9 7%	15 9%	15 7%	10 6%	11 7%	13 6%	16 6%	21 7%	13 6%	22 9%	24 9%	13 5%	14 6%	12 9%	8 9%
Greatly improved (+2)	31 3%	20 4%	11 2%	3 2%	4 3%	7 3%	5 3%	5 3%	8 4%	6 2%	10 4%	3 1%	12 5%	13 5%	6 2%	3 1%	7 5%	3 3%
Somewhat improved (+1)	40 4%	23 5%	17 3%	6 5%	11 7%	8 4%	5 3%	5 4%	5 2%	10 4%	10 4%	10 5%	11 4%	11 4%	8 3%	11 4%	5 4%	5 6%
Stayed the same (0)	338 34%	144 30%	195 37%	44 37%	65 41%	72 36%	52 31%	57 38%	48 23%	79 30%	98 33%	86 40%	76 32%	79 30%	100 38%	78 31%	55 39%	26 29%
Somewhat damaged (-1)	263 26%	114 24%	148 28%	44 36%	39 24%	60 30%	48 28%	22 15%	50 24%	78 30%	64 22%	55 26%	66 27%	72 27%	72 27%	68 27%	32 23%	18 20%
Greatly damaged (-2)	264 26%	148 31%	116 22%	13 11%	26 16%	47 23%	47 27%	52 34%	80 38%	76 29%	83 28%	46 21%	59 24%	66 25%	62 24%	66 26%	37 26%	32 36%
NET: Damaged	526 52%	262 54%	264 50%	56 47%	64 40%	106 53%	95 56%	74 49%	130 62%	154 59%	147 50%	101 47%	125 52%	138 52%	135 51%	134 54%	70 49%	50 56%
Don't know	73 7%	35 7%	37 7%	11 9%	15 9%	6 3%	13 8%	8 6%	18 9%	14 5%	27 9%	13 6%	18 7%	23 9%	16 6%	23 9%	5 3%	5 6%
Mean	-0.73	-0.77	-0.70	-0.53	-0.49	-0.68	-0.81	-0.78	-1.00	-0.83	-0.75	-0.66	-0.67	-0.70	-0.72	-0.81	-0.64	-0.85
Standard deviation	1.02	1.10	0.95	0.87	0.96	1.00	1.00	1.10	1.07	0.99	1.06	0.94	1.08	1.08	0.95	0.96	1.09	1.10
Standard error	0.03	0.05	0.04	0.10	0.09	0.07	0.07	0.09	0.08	0.06	0.07	0.07	0.07	0.07	0.06	0.06	0.09	0.12

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 6

**Q.4 In your opinion have the reputations of the following people been improved or damaged by the inquest into Princess Diana's death?**

**Paul Burrell**

**Base: All respondents**

	Gender			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	1009	473	536	90	140	186	212	174	207	327	226	191	265	264	264	251	141	89
Weighted base	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
NET: Improved	30 3%	20 4%	10 2%	9 8%	5 3%	3 2%	4 2%	4 3%	5 2%	5 2%	4 1%	12 6%	9 4%	6 2%	4 1%	11 4%	7 5%	3 3%
Greatly improved (+2)	9 1%	6 1%	3 *	4 3%	2 1%	- -	1 1%	1 1%	- -	2 1%	1 *	3 1%	2 1%	3 1%	- -	4 1%	2 1%	- -
Somewhat improved (+1)	22 2%	14 3%	8 1%	5 4%	3 2%	3 2%	3 2%	2 2%	5 2%	3 1%	3 1%	9 4%	7 3%	3 1%	4 1%	7 3%	5 3%	3 3%
Stayed the same (0)	181 18%	92 19%	88 17%	18 15%	31 20%	37 18%	27 16%	32 21%	36 17%	43 16%	44 15%	39 18%	55 23%	52 20%	46 17%	34 14%	27 19%	22 24%
Somewhat damaged (-1)	275 27%	117 24%	158 30%	42 35%	40 25%	56 28%	49 29%	32 21%	55 26%	84 32%	89 30%	44 21%	59 24%	65 24%	83 31%	70 28%	37 26%	22 24%
Greatly damaged (-2)	435 43%	212 44%	223 42%	37 31%	69 43%	88 44%	75 44%	69 46%	97 47%	109 41%	130 45%	98 46%	98 40%	111 42%	112 42%	111 44%	64 45%	38 43%
NET: Damaged	711 70%	330 68%	381 73%	80 66%	109 68%	145 72%	124 73%	101 67%	153 73%	193 73%	219 75%	142 67%	157 65%	176 66%	194 73%	181 72%	101 71%	60 67%
Don't know	87 9%	42 9%	45 9%	13 11%	14 9%	16 8%	15 9%	13 9%	16 8%	22 8%	26 9%	19 9%	20 8%	31 12%	20 8%	24 10%	8 5%	5 5%
Mean	-1.20	-1.17	-1.23	-0.97	-1.17	-1.25	-1.26	-1.20	-1.27	-1.22	-1.29	-1.17	-1.10	-1.19	-1.24	-1.23	-1.16	-1.12
Standard deviation	0.90	0.96	0.84	1.03	0.94	0.83	0.85	0.93	0.85	0.84	0.81	1.01	0.95	0.91	0.81	0.93	0.97	0.92
Standard error	0.03	0.05	0.04	0.12	0.08	0.06	0.06	0.07	0.06	0.05	0.06	0.08	0.06	0.06	0.05	0.06	0.08	0.10

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 7

**Q.4 In your opinion have the reputations of the following people been improved or damaged by the inquest into Princess Diana's death?**

**The Duke of Edinburgh**

**Base: All respondents**

	Gender			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	1009	473	536	90	140	186	212	174	207	327	226	191	265	264	264	251	141	89
Weighted base	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
NET: Improved	69 7%	37 8%	32 6%	8 7%	9 6%	11 6%	10 6%	14 9%	16 8%	18 7%	12 4%	20 10%	18 8%	17 7%	14 5%	17 7%	13 9%	7 8%
Greatly improved (+2)	20 2%	11 2%	9 2%	3 2%	2 1%	1 1%	2 1%	6 4%	5 3%	5 2%	1 *	8 4%	6 3%	5 2%	5 2%	5 2%	4 3%	2 3%
Somewhat improved (+1)	49 5%	25 5%	23 4%	6 5%	8 5%	10 5%	8 4%	7 5%	10 5%	13 5%	11 4%	13 6%	12 5%	13 5%	9 4%	12 5%	9 7%	5 6%
Stayed the same (0)	607 60%	289 60%	318 61%	71 59%	88 55%	124 62%	107 63%	91 61%	126 60%	174 66%	194 66%	110 52%	129 53%	177 67%	163 62%	136 55%	76 53%	54 61%
Somewhat damaged (-1)	155 15%	66 14%	89 17%	14 11%	30 19%	36 18%	28 16%	21 14%	27 13%	35 13%	44 15%	33 15%	42 17%	26 10%	42 16%	45 18%	26 18%	16 19%
Greatly damaged (-2)	84 8%	41 8%	43 8%	4 3%	13 8%	15 8%	13 8%	17 12%	22 10%	14 5%	17 6%	22 11%	31 13%	20 8%	19 7%	22 9%	16 12%	6 7%
NET: Damaged	239 24%	107 22%	132 25%	18 15%	43 27%	51 26%	41 24%	38 25%	48 23%	50 19%	62 21%	55 26%	73 30%	46 17%	60 23%	68 27%	42 30%	23 26%
Don't know	94 9%	52 11%	43 8%	23 19%	20 12%	14 7%	12 7%	7 5%	20 9%	21 8%	26 9%	26 12%	21 9%	24 9%	27 10%	29 12%	11 8%	5 5%
Mean	-0.26	-0.23	-0.28	-0.11	-0.32	-0.29	-0.27	-0.25	-0.26	-0.17	-0.25	-0.27	-0.36	-0.19	-0.25	-0.31	-0.31	-0.23
Standard deviation	0.78	0.80	0.77	0.69	0.76	0.72	0.74	0.90	0.84	0.70	0.65	0.91	0.89	0.74	0.74	0.81	0.90	0.79
Standard error	0.03	0.04	0.03	0.08	0.07	0.06	0.05	0.07	0.06	0.04	0.05	0.07	0.06	0.05	0.05	0.05	0.08	0.09



**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender			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	1009	473	536	90	140	186	212	174	207	327	226	191	265	264	264	251	141	89	
Weighted base	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89	
<b>Gender</b>																			
Male	484	484	-	60	79	100	76	73	96	133	135	113	104	124	130	113	71	46	
	48%	100%	-	50%	50%	50%	44%	49%	46%	51%	46%	53%	43%	47%	49%	45%	50%	52%	
Female	525	-	525	59	80	100	94	76	114	130	158	99	138	140	134	136	72	42	
	52%	-	100%	50%	50%	50%	56%	51%	54%	49%	54%	47%	57%	53%	51%	55%	50%	48%	
<b>Age</b>																			
18-24	(21)	120	60	59	120	-	-	-	-	28	37	33	21	26	36	29	20	9	
		12%	12%	11%	100%	-	-	-	-	11%	13%	16%	9%	10%	14%	12%	14%	10%	
25-34	(29.5)	160	79	80	-	160	-	-	-	41	54	44	21	52	39	36	21	12	
		16%	16%	15%	-	100%	-	-	-	16%	18%	21%	9%	20%	15%	14%	15%	14%	
35-44	(39.5)	200	100	100	-	-	200	-	-	64	71	34	30	56	59	40	32	14	
		20%	21%	19%	-	-	100%	-	-	25%	24%	16%	13%	21%	22%	16%	23%	15%	
45-54	(49.5)	170	76	94	-	-	-	170	-	46	47	41	35	43	44	45	25	13	
		17%	16%	18%	-	-	-	100%	-	18%	16%	19%	15%	16%	16%	18%	18%	15%	
55-64	(59.5)	150	73	76	-	-	-	-	150	37	46	28	38	36	39	40	19	16	
		15%	15%	15%	-	-	-	-	100%	14%	16%	13%	16%	14%	15%	16%	13%	18%	
65+	(70)	209	96	114	-	-	-	-	-	209	46	37	31	95	51	48	60	26	
		21%	20%	22%	-	-	-	-	-	100%	17%	13%	15%	39%	19%	18%	24%	29%	
Average age		46.70	46.17	47.18	21.00	29.50	39.50	49.50	59.50	70.00	45.84	43.95	43.59	53.68	45.96	45.66	48.17	45.24	50.18

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b><u>Social Class</u></b>																		
AB	263 26%	133 27%	130 25%	28 23%	41 26%	64 32%	46 27%	37 25%	46 22%	263 100%	-	-	-	88 33%	57 22%	60 24%	34 24%	23 26%
C1	293 29%	135 28%	158 30%	37 31%	54 34%	71 35%	47 28%	46 31%	37 18%	-	293 100%	-	-	76 29%	87 33%	65 26%	40 28%	24 27%
C2	212 21%	113 23%	99 19%	33 28%	44 28%	34 17%	41 24%	28 19%	31 15%	-	-	212 100%	-	51 19%	53 20%	49 20%	37 26%	22 25%
DE	242 24%	104 21%	138 26%	21 18%	21 13%	30 15%	35 21%	38 26%	95 46%	-	-	-	242 100%	50 19%	67 25%	75 30%	31 22%	20 22%
<b><u>Region</u></b>																		
North	338 33%	160 33%	178 34%	38 32%	48 30%	53 27%	58 34%	55 37%	85 41%	83 32%	89 31%	71 34%	95 39%	-	-	249 100%	-	89 100%
Midlands	317 31%	153 32%	163 31%	43 36%	48 30%	69 35%	53 31%	47 31%	56 27%	66 25%	98 34%	73 34%	80 33%	-	264 100%	-	52 37%	-
South	354 35%	171 35%	183 35%	39 32%	64 40%	78 39%	59 35%	47 31%	68 32%	113 43%	105 36%	68 32%	67 28%	264 100%	-	-	90 63%	-

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b>Working status</b>																		
Full-time	454 45%	275 57%	179 34%	51 42%	106 66%	133 66%	106 62%	49 33%	10 5%	140 53%	153 52%	109 51%	51 21%	127 48%	120 45%	106 42%	63 44%	39 44%
Part-time	121 12%	27 6%	94 18%	21 18%	21 13%	28 14%	20 12%	25 16%	5 3%	30 11%	47 16%	29 13%	15 6%	35 13%	28 11%	31 12%	22 16%	5 6%
Not working but seeking work or temporarily unemployed/sick	47 5%	21 4%	26 5%	4 3%	10 6%	11 6%	16 9%	5 4%	1 *	8 3%	5 2%	11 5%	22 9%	14 5%	7 2%	15 6%	10 7%	1 1%
Not working/not seeking work	87 9%	21 4%	66 13%	9 8%	19 12%	22 11%	19 11%	14 9%	3 2%	16 6%	16 6%	20 10%	35 14%	22 8%	25 9%	24 10%	11 8%	5 5%
Retired	244 24%	111 23%	132 25%	2 1%	- -	3 1%	6 4%	48 32%	185 88%	55 21%	50 17%	32 15%	107 44%	57 22%	64 24%	62 25%	29 20%	32 36%
Student	34 3%	15 3%	18 4%	30 25%	2 1%	1 *	1 *	- -	- -	10 4%	16 5%	3 1%	5 2%	4 1%	16 6%	5 2%	4 3%	4 5%
Refused	22 2%	14 3%	8 2%	4 3%	2 1%	2 1%	2 1%	8 5%	5 2%	4 1%	5 2%	7 4%	6 3%	6 2%	5 2%	6 3%	2 2%	2 3%

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b>Tenure</b>																		
Own outright	329 33%	163 34%	166 32%	15 12%	17 11%	32 16%	40 24%	80 53%	146 70%	90 34%	90 31%	61 29%	89 37%	83 31%	85 32%	84 34%	44 31%	33 38%
Own with a mortgage	390 39%	179 37%	211 40%	50 41%	78 48%	124 62%	87 51%	40 26%	11 5%	131 50%	128 44%	83 39%	48 20%	94 35%	105 40%	99 40%	68 47%	25 28%
Council	130 13%	60 12%	70 13%	20 17%	27 17%	16 8%	25 15%	12 8%	29 14%	12 5%	26 9%	31 15%	60 25%	29 11%	36 14%	34 14%	14 10%	17 19%
Housing Assoc.	34 3%	13 3%	22 4%	3 2%	4 3%	7 3%	6 4%	5 3%	10 5%	2 1%	6 2%	10 5%	17 7%	13 5%	7 3%	6 2%	5 4%	3 3%
Rented from someone else	93 9%	53 11%	41 8%	25 21%	27 17%	19 10%	9 5%	7 5%	7 3%	20 8%	34 12%	18 9%	21 9%	38 14%	24 9%	16 7%	9 6%	7 8%
Rent free	6 1%	4 1%	2 *	1 1%	2 1%	- -	* *	* *	3 1%	2 1%	2 1%	1 *	2 1%	2 1%	3 1%	1 *	- -	- -
Refused	26 3%	13 3%	13 3%	7 6%	5 3%	2 1%	2 1%	6 4%	4 2%	6 2%	7 2%	8 4%	5 2%	6 2%	5 2%	8 3%	3 2%	4 4%

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	605 60%	292 60%	314 60%	68 57%	100 62%	128 64%	107 63%	98 65%	105 50%	198 75%	198 68%	114 54%	96 40%	166 63%	154 58%	159 64%	73 51%	53 60%
No	404 40%	193 40%	211 40%	52 43%	60 38%	72 36%	63 37%	52 35%	104 50%	65 25%	95 32%	98 46%	146 60%	98 37%	110 42%	90 36%	70 49%	36 40%
<b><u>Number of cars</u></b>																		
None	210 21%	91 19%	119 23%	34 28%	27 17%	29 14%	38 22%	17 11%	65 31%	27 10%	44 15%	41 19%	97 40%	79 30%	38 14%	44 18%	25 17%	24 28%
1	420 42%	208 43%	212 40%	33 28%	65 41%	82 41%	62 37%	69 46%	108 52%	97 37%	126 43%	94 44%	102 42%	102 38%	120 45%	106 43%	59 41%	33 37%
2	290 29%	137 28%	153 29%	33 27%	47 29%	78 39%	51 30%	52 35%	29 14%	107 41%	91 31%	56 26%	36 15%	64 24%	75 28%	80 32%	46 32%	25 28%
3+	90 9%	49 10%	41 8%	20 17%	21 13%	12 6%	19 11%	12 8%	7 3%	31 12%	31 11%	21 10%	7 3%	20 8%	31 12%	19 8%	13 9%	6 7%

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b>Internet Access</b>																		
At all	708 70%	355 73%	352 67%	95 79%	141 88%	178 89%	133 78%	101 67%	60 29%	226 86%	246 84%	137 65%	99 41%	205 77%	186 71%	161 65%	96 67%	59 67%
At home (net)	634 63%	320 66%	314 60%	85 71%	130 81%	161 80%	116 68%	90 60%	53 25%	216 82%	213 73%	118 56%	87 36%	180 68%	163 62%	148 60%	91 64%	52 59%
At work (net)	322 32%	168 35%	154 29%	42 35%	74 47%	95 48%	70 41%	37 25%	3 1%	132 50%	122 42%	50 24%	18 7%	94 36%	83 31%	72 29%	44 31%	28 32%
At home	354 35%	170 35%	184 35%	48 40%	63 39%	80 40%	53 31%	59 39%	51 25%	93 35%	110 37%	78 37%	73 30%	102 39%	91 34%	82 33%	50 35%	29 32%
At work	41 4%	18 4%	23 4%	4 3%	7 5%	14 7%	8 5%	7 4%	1 *	9 3%	19 6%	11 5%	3 1%	17 6%	11 4%	6 2%	4 2%	4 5%
Both at home and at work	281 28%	150 31%	130 25%	38 32%	67 42%	81 41%	62 37%	31 21%	2 1%	123 47%	104 35%	40 19%	15 6%	77 29%	72 27%	67 27%	41 28%	24 27%
Somewhere else	32 3%	17 4%	14 3%	5 4%	4 3%	3 1%	9 5%	5 3%	6 3%	2 1%	14 5%	9 4%	8 3%	8 3%	12 5%	7 3%	2 1%	3 3%
Not at all	301 30%	129 27%	172 33%	25 21%	19 12%	22 11%	37 22%	49 33%	150 71%	36 14%	47 16%	75 35%	143 59%	60 23%	78 29%	88 35%	46 33%	29 33%

**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b>What is the highest educational level that you have achieved to date?</b>																		
Secondary/ high school/ NVQ 1-3	551 55%	252 52%	299 57%	62 51%	84 53%	103 52%	95 56%	80 53%	127 61%	92 35%	146 50%	153 72%	160 66%	120 46%	154 58%	140 56%	88 62%	49 55%
University degree or equivalent professional qualification/ NVQ4	283 28%	147 30%	136 26%	40 33%	54 34%	68 34%	43 25%	42 28%	37 17%	108 41%	103 35%	34 16%	39 16%	88 33%	76 29%	56 23%	34 24%	29 32%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	85 8%	45 9%	40 8%	12 10%	17 10%	23 12%	16 9%	10 6%	7 4%	51 19%	22 8%	7 4%	5 2%	31 12%	19 7%	20 8%	7 5%	9 10%
None of these	70 7%	28 6%	43 8%	3 3%	2 1%	3 1%	15 9%	14 9%	33 16%	7 3%	17 6%	13 6%	34 14%	20 8%	10 4%	27 11%	12 8%	1 1%
Refused	19 2%	12 3%	7 1%	3 3%	3 2%	2 1%	1 1%	5 4%	5 2%	5 2%	5 2%	5 2%	4 2%	5 2%	6 2%	5 2%	2 1%	1 2%

## Diana Inquest Survey

### CATI Fieldwork : March 20th-22nd 2008

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b><u>Marital Status</u></b>																		
Single	243 24%	129 27%	113 22%	88 74%	54 34%	42 21%	28 17%	9 6%	21 10%	60 23%	78 27%	45 21%	59 24%	73 28%	66 25%	53 21%	33 23%	17 19%
Married/ co-habiting	583 58%	294 61%	289 55%	26 22%	98 61%	133 66%	108 63%	108 72%	110 53%	164 62%	167 57%	141 67%	111 46%	130 49%	169 64%	151 61%	82 58%	50 57%
Widowed/ separated/ divorced	166 16%	50 10%	115 22%	2 2%	6 3%	24 12%	33 19%	27 18%	75 36%	34 13%	42 14%	21 10%	69 28%	58 22%	24 9%	39 15%	25 17%	20 23%
Refused	18 2%	11 2%	7 1%	3 3%	2 1%	2 1%	2 1%	5 3%	3 2%	4 2%	6 2%	4 2%	3 1%	3 1%	5 2%	6 2%	2 2%	1 2%
<b><u>Children</u></b>																		
None aged 18 or under	701 69%	347 72%	354 67%	91 76%	82 51%	67 33%	113 67%	143 96%	206 98%	179 68%	194 66%	136 64%	192 79%	174 66%	183 69%	182 73%	89 63%	72 81%
NET: Yes	305 30%	135 28%	170 32%	29 24%	78 49%	130 65%	57 33%	7 4%	3 2%	83 32%	96 33%	76 36%	50 21%	90 34%	78 30%	67 27%	53 37%	17 19%
NET: Yes any aged 15 or under	278 28%	126 26%	152 29%	29 24%	78 49%	125 62%	39 23%	4 3%	3 2%	75 29%	88 30%	67 32%	47 20%	77 29%	76 29%	61 25%	49 35%	15 17%
- Aged under 5	118 12%	52 11%	65 12%	19 16%	58 36%	34 17%	4 3%	* *	2 1%	32 12%	26 9%	38 18%	22 9%	33 13%	31 12%	23 9%	23 16%	7 8%
- Aged 5-10	136 14%	60 12%	76 15%	10 8%	37 23%	71 36%	18 11%	1 1%	-	41 15%	42 14%	30 14%	23 10%	43 16%	43 16%	22 9%	21 15%	8 9%
- Aged 11-15	118 12%	52 11%	66 13%	6 5%	15 9%	66 33%	24 14%	3 2%	3 2%	24 9%	49 17%	22 11%	22 9%	25 10%	34 13%	33 13%	16 11%	9 10%
- Aged 16-18	63 6%	24 5%	39 7%	2 2%	2 1%	25 13%	28 17%	4 2%	2 1%	20 8%	20 7%	13 6%	10 4%	21 8%	15 6%	11 5%	13 9%	2 3%
Refused	3 *	2 *	1 *	- -	- -	3 1%	- -	- -	- -	1 *	2 1%	- -	- -	- -	3 1%	- -	- -	- -



**Diana Inquest Survey**  
**CATI Fieldwork : March 20th-22nd 2008**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Gender		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	1009	484	525	120	160	200	170	150	209	263	293	212	242	264	264	249	142	89
<b>Grocery shopping status</b>																		
Yes - do half or more	777 77%	296 61%	481 92%	64 53%	128 80%	163 81%	140 82%	114 76%	169 81%	209 80%	229 78%	153 72%	185 77%	221 84%	194 73%	193 78%	103 73%	65 73%
No - do less than half	222 22%	182 37%	41 8%	53 44%	30 19%	37 19%	29 17%	33 22%	39 19%	51 19%	60 20%	57 27%	55 23%	41 16%	70 27%	51 21%	37 26%	22 25%
Refused	10 1%	6 1%	3 1%	3 3%	2 1%	- -	1 1%	3 2%	1 1%	2 1%	4 1%	2 1%	1 1%	2 1%	- -	5 2%	2 1%	1 2%