

Table 1
FOR EACH ONE I READ OUT, PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
BASE: ALL ADULTS AGED 15+

	DOG FIGHTING	BADGER BAITING	FOX HUNTING	DEER HUNTING	HARE HUNTING AND COURSING
UNWEIGHTED BASE	2003	2003	2003	2003	2003
WEIGHTED BASE	1997	1997	1997	1997	1997
A. YES, SHOULD BE MADE LEGAL AGAIN	31 2%	39 2%	412 21%	245 12%	229 11%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1945 97%	1915 96%	1499 75%	1683 84%	1698 85%
DON'T KNOW	20 1%	42 2%	85 4%	68 3%	70 4%

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 2
Q.MC01_1
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
DOG FIGHTING
BASE: ALL ADULTS AGED 15+

UNWEIGHTED BASE

WEIGHTED BASE

A. YES, SHOULD BE
MADE LEGAL AGAIN

B. NO, SHOULD NOT
BE MADE LEGAL
AGAIN

DONT KNOW

TOTAL	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION			
	MALE (a)	FE- MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR- KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)
2003	944	1059	329	286	327	284	328	449	736	184	1083	369	664	428	542	1033	970	1727	273	622	267	420	476
1997	965	1032	324	309	365	319	288	392	890	194	912	525	579	421	472	1104	893	1817	174	623	287	489	392
100%	48%	52%	16%	15%	18%	16%	14%	20%	45%	10%	46%	26%	29%	21%	24%	55%	45%	91%	9%	31%	14%	24%	20%
31	20	11	11	8	6	2	*	4	13	1	17	4	6	7	14	10	21	22	9	6	4	5	11
2%	2%	1%	3%gh	3%h	2%	1%	*	1%	1%	*	2%	1%	1%	2%	3%mn	1%	2%q	1%	5%st	1%	1%	1%	3%
1945	936	1009	308	295	355	315	287	386	869	192	884	519	567	409	450	1086	859	1786	154	609	280	478	377
97%	97%	98%	95%	95%	97%	99%de	100%de	98%de	98%	99%	97%	99%p	98%p	97%	95%	98%r	96%	98%t	89%	98%	98%	98%	96%
20	9	11	6	6	4	2	1	2	8	1	11	1	6	5	8	8	12	10	10	8	3	5	4
1%	1%	1%	2%	2%	1%	1%	*	*	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	6%st	1%	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)



Table 3
Q.MC01_1
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
DOG FIGHTING
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
UNWEIGHTED BASE	2003	119	238	209	132	133	56	191	377	216	144	188	754	465	784	633	1370
WEIGHTED BASE	1997	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
	100%	5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
A. YES, SHOULD BE MADE LEGAL AGAIN	31	1	2	-	-	-	*	1	7	18	1	2	5	1	25	18	13
	2%	1%	1%	-	-	-	*	*	2%	7%abc deg hjk	1%	1%	1%	*	3%lm	3%p	1%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1945	101	214	164	138	166	81	182	393	240	97	169	648	482	815	634	1311
	97%	98%i	97%i	98%i	97%	99%i	100%i	100%i	98%i	92%	99%i	98%i	98%	98%	96%	96%	98%o
DON'T KNOW	20	1	3	3	4	2	-	-	-	4	-	2	9	6	4	7	13
	1%	1%h	2%h	2%h	3%h	1%	-	-	-	2%h	-	1%	1%	1%	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 4
Q.MC01_1
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
DOG FIGHTING
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS-EHOLD (a)	BEING BO-UGHT ON A MOR-TGAGE (b)	RE-NTED FROM LOCAL AUTH-ORITY (c)	RE-NTED FROM A PR-IVATE LAND-LORD (d)	OTHER (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB-LOID (k)
UNWEIGHTED BASE	2003	634	692	357	306	5	568	1166	269	286	428	515
WEIGHTED BASE	1997	637	761	269	295	13**	467	1209	321	347	431	480
	100%	32%	38%	13%	15%	1%**	23%	61%	16%	17%	22%	24%
A. YES, SHOULD BE MADE LEGAL AGAIN	31	4	11	1	13	-	8	22	1	3	11	7
	2%	1%	1%	*	4%abc	-	2%	2%	*	1%	3%	2%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1945	626	744	266	277	13	449	1176	320	341	414	470
	97%	98%cd	98%cd	99%cd	94%	100%	96%	97%	100%fg	98%	96%	98%
DON'T KNOW	20	6	6	3	6	-	9	11	-	3	6	2
	1%	1%	1%	1%	2%	-	2%h	1%	-	1%	1%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 5
Q.MC01_1
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
DOG FIGHTING
BASE: ALL ADULTS AGED 15+

	POLITICAL PARTY TEND TO SUPPORT				
	CONSERVATIVE (n)	LABOUR (o)	LIB DEM (p)	OTHER (q)	NONE-REF
UNWEIGHTED BASE	22%	26%	9%	9%	34%
WEIGHTED BASE	26%	23%	10%	8%	32%
A. YES, SHOULD BE MADE LEGAL AGAIN	1%	2%	*	1%	3%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	99%o	96%	100%o	98%	96%
DON'T KNOW	*	2%n	-	2%n	1%

Proportions/Mean: Columns Tested (5% risk level) - n/o/p/q
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 6
Q.MC01_2
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
BADGER BAITING
BASE: ALL ADULTS AGED 15+

UNWEIGHTED BASE
WEIGHTED BASE

A. YES, SHOULD BE
MADE LEGAL AGAIN
B. NO, SHOULD NOT
BE MADE LEGAL
AGAIN
DONT KNOW

TOTAL	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION				
	MALE (a)	FE- MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR- KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)	
2003	944	1059	329	286	327	284	328	449	736	184	1083	369	664	428	542	1033	970	1727	273	622	267	420	476	
1997	965	1032	324	309	365	319	288	392	890	194	912	525	579	421	472	1104	893	1817	174	623	287	489	392	
100%	48%	52%	16%	15%	18%	16%	14%	20%	45%	10%	46%	26%	29%	21%	24%	55%	45%	91%	9%	31%	14%	24%	20%	
39	22	17	10	11	8	2	-	9	14	2	24	6	9	6	18	15	24	33	7	9	3	8	15	
2%	2%	2%	3%h	3%gh	2%h	1%	-	2%h	2%	1%	3%	1%	2%	1%	4%mn	1%	3%	2%	4%	1%	1%	2%	4%u	
1915	922	994	306	288	347	314	287	373	861	189	865	514	554	407	441	1067	848	1757	154	603	280	469	367	
96%	96%	96%	94%	93%	95%	98% ei	100% fi	95%	97%	97%	95%	98% p	96%	97% p	93%	97%	95%	97% t	88%	97% x	98% x	96%	94%	
42	21	21	8	11	9	3	1	9	15	3	24	5	16	8	13	21	21	28	14	11	4	13	10	
2%	2%	2%	3%	3%h	3%	1%	*	2%	2%	2%	3%	1%	3%	2%	3%	2%	2%	2%	8% s	2%	1%	3%	3%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 7
Q.MC01_2
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
BADGER BAITING
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
UNWEIGHTED BASE	2003	119	238	209	132	133	56	191	377	216	144	188	754	465	784	633	1370
WEIGHTED BASE	1997	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
	100%	5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
A. YES, SHOULD BE MADE LEGAL AGAIN	39	1	2	1	2	2	-	-	12	17	1	1	6	4	29	20	19
	2%	1%	1%	1%	1%	1%	-	-	3%g	7%bcd egjk	1%	*	1%	1%	3%lm	3%p	1%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1915	99	211	164	138	159	82	182	379	235	96	170	644	475	796	625	1291
	96%	96%	96%i	98%i	97%i	95%	100%i	99%eh i	95%i	90%	99%i	98%i	97%n	97%	94%	95%	97%
DON'T KNOW	42	2	6	3	2	7	-	1	9	9	*	2	13	10	19	15	27
	2%	2%	3%	2%	2%	4%	-	1%	2%	4%	*	1%	2%	2%	2%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 8
Q.MC01_2
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
BADGER BAITING
BASE: ALL ADULTS AGED 15+

UNWEIGHTED BASE
WEIGHTED BASE

A. YES, SHOULD BE
MADE LEGAL AGAIN

B. NO, SHOULD NOT
BE MADE LEGAL
AGAIN

DON'T KNOW

TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
	OWNED OUT- RIGHT BY HOUS- EHOLD (a)	BEING BO- UGHT ON A MOR- TGAGE (b)	RE- NTED FROM LOCAL AUTH- ORITY (c)	RE- NTED FROM A PR- IVATE LAND- LORD (d)	OTHER (e)	URBAN (f)	SUB- URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB- LOID (k)
2003	634	692	357	306	5	568	1166	269	286	428	515
1997	637	761	269	295	13**	467	1209	321	347	431	480
100%	32%	38%	13%	15%	1%**	23%	61%	16%	17%	22%	24%
39	10	12	3	15	-	7	28	5	6	11	10
2%	2%	2%	1%	5%abc	-	2%	2%	1%	2%	3%	2%
1915	620	736	261	264	13	442	1160	314	336	406	463
96%	97%cd	97%cd	97%cd	89%	100%	95%	96%	98%	97%	94%	96%
42	6	13	6	17	-	18	22	2	5	14	8
2%	1%	2%	2%	6%abc	-	4%gh	2%	1%	1%	3%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 9
Q.MC01_2
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
BADGER BAITING
BASE: ALL ADULTS AGED 15+

	POLITICAL PARTY TEND TO SUPPORT				
	CONSERVATIVE (n)	LABOUR (o)	LIB DEM (p)	OTHER (q)	NONE-REF
UNWEIGHTED BASE	22%	26%	9%	9%	34%
WEIGHTED BASE	26%	23%	10%	8%	32%
A. YES, SHOULD BE MADE LEGAL AGAIN	1%	3%	1%	1%	3%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	97%o	94%	98%	97%	96%
DON'T KNOW	2%	3%	1%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - n/o/p/q
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 10
Q.MC01_3
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
FOX HUNTING
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION				
		MALE (a)	FE-MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR-KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON-WHITE (t)	GCSE/O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)	
UNWEIGHTED BASE	2003	944	1059	329	286	327	284	328	449	736	184	1083	369	664	428	542	1033	970	1727	273	622	267	420	476	
WEIGHTED BASE	1997	965	1032	324	309	365	319	288	392	890	194	912	525	579	421	472	1104	893	1817	174	623	287	489	392	
	100%	48%	52%	16%	15%	18%	16%	14%	20%	45%	10%	46%	26%	29%	21%	24%	55%	45%	91%	9%	31%	14%	24%	20%	
A. YES, SHOULD BE MADE LEGAL AGAIN	412	253	159	53	56	64	73	76	90	199	26	186	135	126	71	81	261	151	393	19	119	58	102	79	
	21%	26%b	15%	16%	18%	18%	23%	27%de	23%df	22%k	14%	20%	26%op	22%	17%	17%	24%r	17%	22%t	11%	19%	20%	21%	20%	
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1499	676	823	261	238	287	238	200	274	656	158	685	366	429	330	374	795	704	1348	146	480	213	360	296	
	75%	70%	80%a	81%hi	77%	79%hi	75%	70%	70%	74%	81%	75%	70%	74%	78% ^m	79% ^m	72%	79%q	74%	84% ^s	77%	74%	74%	76%	
DONT KNOW	85	35	50	10	14	14	8	11	28	35	10	41	25	24	20	17	48	37	77	8	24	16	27	17	
	4%	4%	5%	3%	5%	4%	2%	4%	7% ^{dg}	4%	5%	4%	5%	4%	5%	4%	4%	4%	4%	5%	4%	5%	6%	4%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
 Overlap formulae used.

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 11
Q.MC01_3
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
FOX HUNTING
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
UNWEIGHTED BASE	2003	119	238	209	132	133	56	191	377	216	144	188	754	465	784	633	1370
WEIGHTED BASE	1997	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
	100%	5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
A. YES, SHOULD BE MADE LEGAL AGAIN	412	16	30	35	38	25	21	47	95	61	18	27	107	102	203	114	299
	21%	15%	14%	21%	27%be k	15%	25%	26%be	24%b	23%b	18%	16%	16%	21%	24%l	17%	22%o
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1499	84	181	123	98	137	57	128	279	195	76	141	529	368	602	516	983
	75%	82%dg h	83%cd gh	74%	69%	82%dg h	70%	70%	70%	74%	78%	81%dg h	80%n	75%	71%	78%p	73%
DON'T KNOW	85	3	8	9	6	6	4	8	26	6	4	6	26	19	40	30	56
	4%	3%	4%	6%	4%	4%	5%	4%	6%	2%	4%	3%	4%	4%	5%	4%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 12
Q.MC01_3
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
FOX HUNTING
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS-EHOLD (a)	BEING BO-UGHT ON A MOR-TGAGE (b)	RE-NTED FROM LOCAL AUTH-ORITY (c)	RE-NTED FROM A PR-IVATE LAND-LORD (d)	OTHER (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB-LOID (k)
UNWEIGHTED BASE	2003	634	692	357	306	5	568	1166	269	286	428	515
WEIGHTED BASE	1997	637	761	269	295	13**	467	1209	321	347	431	480
	100%	32%	38%	13%	15%	1%**	23%	61%	16%	17%	22%	24%
A. YES, SHOULD BE MADE LEGAL AGAIN	412	154	159	36	55	1	65	278	70	98	111	82
	21%	24% ^c	21% ^c	13%	19%	10%	14%	23% ^f	22% ^f	28% ^k	26% ^k	17%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1499	448	575	226	227	12	390	877	231	230	299	375
	75%	70%	76%	84% ^{ab}	77%	90%	84% ^{gh}	73%	72%	66%	69%	78% ^{ij}
DON'T KNOW	85	35	26	8	13	-	12	55	19	19	22	23
	4%	6%	3%	3%	4%	-	2%	5%	6% ^f	5%	5%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 13
Q.MC01_3
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
FOX HUNTING
BASE: ALL ADULTS AGED 15+

	POLITICAL PARTY TEND TO SUPPORT				
	CONSER VATIVE (n)	LABOUR (o)	LIB DEM (p)	OTHER (q)	NONE- REF
UNWEIGHTED BASE	22%	26%	9%	9%	34%
WEIGHTED BASE	26%	23%	10%	8%	32%
A. YES, SHOULD BE MADE LEGAL AGAIN	33% ^o pq	13%	19%	20%	17%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	62%	83% ⁿ	77% ⁿ	76% ⁿ	79%
DON'T KNOW	5%	3%	5%	4%	5%

Proportions/Mean: Columns Tested (5% risk level) - n/o/p/q
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 14
Q.MC01_4
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
DEER HUNTING
BASE: ALL ADULTS AGED 15+

UNWEIGHTED BASE

WEIGHTED BASE

A. YES, SHOULD BE
MADE LEGAL AGAIN

B. NO, SHOULD NOT
BE MADE LEGAL
AGAIN

DON'T KNOW

TOTAL	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION			
	MALE (a)	FE- MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR- KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)
2003	944	1059	329	286	327	284	328	449	736	184	1083	369	664	428	542	1033	970	1727	273	622	267	420	476
1997	965	1032	324	309	365	319	288	392	890	194	912	525	579	421	472	1104	893	1817	174	623	287	489	392
100%	48%	52%	16%	15%	18%	16%	14%	20%	45%	10%	46%	26%	29%	21%	24%	55%	45%	91%	9%	31%	14%	24%	20%
245	169	76	25	43	45	53	34	45	127	17	102	69	66	47	64	135	110	231	14	64	42	57	53
12%	18% ^b	7%	8%	14% ^d	12%	16% ^d	12%	12%	14%	9%	11%	13%	11%	11%	13%	12%	12%	13%	8%	10%	15%	12%	14%
1683	758	925	289	253	311	261	247	322	732	173	777	438	488	358	398	927	756	1529	149	540	235	411	329
84%	79%	90% ^a	89% ^e	82%	85%	82%	86%	82%	82%	89% ^j	85%	84%	84%	85%	84%	84%	85%	84%	86%	87%	82%	84%	84%
68	38	31	10	13	9	6	7	24	31	4	33	17	25	16	11	42	26	57	11	19	10	21	9
3%	4%	3%	3%	4%	2%	2%	2%	6% ^{fgh}	4%	2%	4%	3%	4%	4%	2%	4%	3%	3%	6% ^s	3%	3%	4%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 15
Q.MC01_4
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
DEER HUNTING
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
UNWEIGHTED BASE	2003	119	238	209	132	133	56	191	377	216	144	188	754	465	784	633	1370
WEIGHTED BASE	1997	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
	100%	5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
A. YES, SHOULD BE MADE LEGAL AGAIN	245	4	17	17	19	13	10	18	59	41	9	38	76	51	118	77	168
	12%	3%	8%	10%a	14%a	8%	12%	10%	15%ab	16%ab	9%	22%ab cegj	11%	10%	14%	12%	13%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1683	94	195	147	119	150	69	158	317	215	87	133	569	425	689	568	1115
	84%	91%hi k	89%hk	88%hk	84%	89%hk	84%	87%	79%	82%	89%hk	77%	86%	87%n	82%	86%	83%
DON'T KNOW	68	6	7	3	3	5	3	7	24	6	2	2	18	13	36	15	53
	3%	5%	3%	2%	2%	3%	3%	4%	6%k	2%	2%	1%	3%	3%	4%	2%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

For further information telephone Ipsos MORI on +44 (0) 20 8861 8000



Ipsos MORI

Table 16
Q.MC01_4
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
DEER HUNTING
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS-EHOLD (a)	BEING BO-UGHT ON A MOR-TGAGE (b)	RE-NTED FROM LOCAL AUTH-ORITY (c)	RE-NTED FROM A PR-IVATE LAND-LORD (d)	OTHER (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB-LOID (k)
UNWEIGHTED BASE	2003	634	692	357	306	5	568	1166	269	286	428	515
WEIGHTED BASE	1997	637	761	269	295	13**	467	1209	321	347	431	480
	100%	32%	38%	13%	15%	1%**	23%	61%	16%	17%	22%	24%
A. YES, SHOULD BE MADE LEGAL AGAIN	245	66	110	26	43	-	46	148	52	59	78	48
	12%	10%	14%a	10%	15%	-	10%	12%	16%l	17%k	18%k	10%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1683	544	634	237	233	13	400	1020	263	277	332	415
	84%	85%cd	83%	88%cd	79%	100%	86%	84%	82%	80%	77%	86%ij
DON'T KNOW	68	27	16	6	19	-	20	41	7	11	20	17
	3%	4%b	2%	2%	6%bc	-	4%	3%	2%	3%	5%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 17
Q.MC01_4
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
DEER HUNTING
BASE: ALL ADULTS AGED 15+

	POLITICAL PARTY TEND TO SUPPORT				
	CONSERVATIVE (n)	LABOUR (o)	LIB DEM (p)	OTHER (q)	NONE-REF
UNWEIGHTED BASE	22%	26%	9%	9%	34%
WEIGHTED BASE	26%	23%	10%	8%	32%
A. YES, SHOULD BE MADE LEGAL AGAIN	19%op	10%op	5%	20%op	9%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	77%	86%no	93%no	79%	88%
DON'T KNOW	5%	3%	2%	1%	3%

Proportions/Mean: Columns Tested (5% risk level) - n/o/p/q
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 18
Q.MC01_5
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
HARE HUNTING AND COURSING
BASE: ALL ADULTS AGED 15+

UNWEIGHTED BASE

WEIGHTED BASE

A. YES, SHOULD BE
MADE LEGAL AGAIN

B. NO, SHOULD NOT
BE MADE LEGAL
AGAIN

DON'T KNOW

	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION				
	MALE (a)	FE- MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR- KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)	
TOTAL																								
2003	944	1059	329	286	327	284	328	449	736	184	1083	369	664	428	542	1033	970	1727	273	622	267	420	476	
1997	965	1032	324	309	365	319	288	392	890	194	912	525	579	421	472	1104	893	1817	174	623	287	489	392	
100%	48%	52%	16%	15%	18%	16%	14%	20%	45%	10%	46%	26%	29%	21%	24%	55%	45%	91%	9%	31%	14%	24%	20%	
229	155	73	46	55	38	35	25	31	108	26	95	59	59	45	65	118	111	213	15	73	40	44	48	
11%	16% ^b	7%	14% ⁱ	18% ^{fg}	10%	11%	9%	8%	12%	13%	10%	11%	10%	11%	14%	11%	12%	12%	8%	12%	14%	9%	12%	
1698	769	929	267	245	312	275	255	344	752	163	782	453	494	357	393	948	750	1547	147	528	236	424	333	
85%	80%	90% ^a	82%	79%	86%	86%	88% ^e	88% ^e	84%	84%	86%	86%	85%	85%	83%	86%	84%	85%	84%	85%	82%	87%	85%	
70	41	29	11	9	15	9	9	17	30	5	35	12	26	18	14	38	32	57	13	22	11	21	11	
4%	4%	3%	4%	3%	4%	3%	3%	4%	3%	3%	4%	2%	4%	4%	3%	3%	4%	3%	7% ^s	3%	4%	4%	3%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)



Table 19
Q.MC01_5
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
HARE HUNTING AND COURSING
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
UNWEIGHTED BASE	2003	119	238	209	132	133	56	191	377	216	144	188	754	465	784	633	1370
WEIGHTED BASE	1997	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
	100%	5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
A. YES, SHOULD BE MADE LEGAL AGAIN	229	8	27	21	15	14	5	16	54	35	12	21	77	46	106	74	155
	11%	8%	12%	12%	11%	8%	6%	9%	13%	14%	12%	12%	12%	9%	13%	11%	12%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1698	88	187	142	123	146	70	163	331	216	84	148	565	423	710	561	1137
	85%	86%	85%	85%	86%	87%	86%	89%	83%	82%	86%	85%	85%	86%	84%	85%	85%
DON'T KNOW	70	6	5	5	4	8	6	3	15	11	2	4	20	21	29	25	45
	4%	6%	2%	3%	3%	5%	8%	2%	4%	4%	2%	2%	3%	4%	3%	4%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

For further information telephone Ipsos MORI on +44 (0) 20 8861 8000



Ipsos MORI

Table 20
Q.MC01_5
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
HARE HUNTING AND COURSING
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS-EHOLD (a)	BEING BO-UGHT ON A MOR-TGAGE (b)	RE-NTED FROM LOCAL AUTH-ORITY (c)	RE-NTED FROM A PR-IVATE LAND-LORD (d)	OTHER (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB-LOID (k)
UNWEIGHTED BASE	2003	634	692	357	306	5	568	1166	269	286	428	515
WEIGHTED BASE	1997	637	761	269	295	13**	467	1209	321	347	431	480
	100%	32%	38%	13%	15%	1%**	23%	61%	16%	17%	22%	24%
A. YES, SHOULD BE MADE LEGAL AGAIN	229	46	102	29	51	1	49	142	38	37	49	55
	11%	7%	13%a	11%	17%ac	7%	10%	12%	12%	11%	11%	11%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	1698	564	637	234	228	12	395	1028	274	304	363	411
	85%	89%bd	84%d	87%d	77%	93%	85%	85%	86%	88%	84%	86%
DONT KNOW	70	26	21	6	16	-	23	39	9	7	20	14
	4%	4%	3%	2%	6%	-	5%	3%	3%	2%	5%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 21
Q.MC01_5
PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN.
HARE HUNTING AND COURSING
BASE: ALL ADULTS AGED 15+

	POLITICAL PARTY TEND TO SUPPORT				
	CONSERVATIVE (n)	LABOUR (o)	LIB DEM (p)	OTHER (q)	NONE-REF
UNWEIGHTED BASE	22%	26%	9%	9%	34%
WEIGHTED BASE	26%	23%	10%	8%	32%
A. YES, SHOULD BE MADE LEGAL AGAIN	12%	11%	7%	18% ^p	11%
B. NO, SHOULD NOT BE MADE LEGAL AGAIN	84%	85%	92% ⁿ q	81%	85%
DON'T KNOW	5%	4%	2%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - n/o/p/q
Overlap formulae used.

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 22
DEMOGRAPHICS
 BASE: ALL ADULTS AGED 15+

	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION				
	MALE (a)	FE-MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR- KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)	
UNWEIGHTED BASE	2003	944	1059	329	286	327	284	328	449	736	184	1083	369	664	428	542	1033	970	1727	273	622	267	420	476
WEIGHTED BASE	1997	965	1032	324	309	365	319	288	392	890	194	912	525	579	421	472	1104	893	1817	174	623	287	489	392
	100%	48%	52%	16%	15%	18%	16%	14%	20%	45%	10%	46%	26%	29%	21%	24%	55%	45%	91%	9%	31%	14%	24%	20%
SEX																								
MALE	965	965	-	166	151	182	154	141	170	545	54	366	270	260	226	208	530	435	867	95	307	144	229	159
	48%	100% ^b	-	51%	49%	50%	48%	49%	43%	61% ^{kl}	28%	40% ^k	52%	45%	54% ^{np}	44%	48%	49%	48%	55%	49% ^x	50% ^x	47%	41%
FEMALE	1032	-	1032	158	157	182	165	147	222	345	141	545	254	319	194	264	574	458	950	79	316	142	260	232
	52%	-	100% ^a	49%	51%	50%	52%	51%	57%	39%	72% ^{jl}	60% ^j	48%	55% ^o	46%	56% ^o	52%	51%	52%	45%	51%	50%	53%	59% ^{uv}
AGE																								
16-24	229	118	111	229	-	-	-	-	-	97	24	108	35	80	53	60	116	113	200	27	76	68	31	23
	11%	12%	11%	71% ^{efg} hi	-	-	-	-	-	11%	12%	12%	7%	14% ^m	13% ^m	13% ^m	10%	13%	11%	16% ^s	12% ^{wx}	24% ^{uw}	6%	6%
25-34	309	151	157	-	309	-	-	-	-	194	29	85	83	90	66	70	173	136	253	56	87	60	118	32
	15%	16%	15%	-	100% ^{dfg} hi	-	-	-	-	22% ^l	15% ^l	9%	16%	16%	16%	15%	16%	15%	14%	32% ^s	14% ^x	21% ^{ux}	24% ^{ux}	8%
35-44	365	182	182	-	-	365	-	-	-	247	46	72	100	103	81	81	203	162	326	36	132	49	110	48
	18%	19%	18%	-	-	100% ^{deg} hi	-	-	-	28% ^l	24% ^l	8%	19%	18%	19%	17%	18%	18%	18%	21%	21% ^x	17%	23% ^x	12%
45-54	319	154	165	-	-	-	319	-	-	221	41	57	112	94	60	54	205	114	297	21	100	44	111	43
	16%	16%	16%	-	-	-	100% ^{def} hi	-	-	25% ^l	21% ^l	6%	21% ^{op}	16% ^p	14%	11%	19% ^r	13%	16%	12%	16% ^x	15%	23% ^{uv} x	11%
55-64	288	141	147	-	-	-	-	288	-	110	39	139	80	90	58	60	170	118	280	8	81	40	52	75
	14%	15%	14%	-	-	-	-	100% ^{def} gi	-	12%	20% ^j	15%	15%	15%	14%	13%	15%	13%	15% ^t	5%	13%	14%	11%	19% ^{uw}

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
 Overlap formulae used.

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 22
DEMOGRAPHICS
 BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION				
		MALE (a)	FE- MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WORK- ING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)	
WEIGHTED BASE	1997 100%	965 48%	1032 52%	324 16%	309 15%	365 18%	319 16%	288 14%	392 20%	890 45%	194 10%	912 46%	525 26%	579 29%	421 21%	472 24%	1104 55%	893 45%	1817 91%	174 9%	623 31%	287 14%	489 24%	392 20%	
65+	392 20%	170 18%	222 21%	- -	- -	- -	- -	- -	392 100% ^{gh}	15 2%	6 3%	371 41% ^{gh}	95 18%	99 17%	79 19%	117 25% ^{mn}	195 18%	197 22% ^q	384 21% ^t	8 4%	84 14% ^v	19 7%	66 13% ^v	166 42% ^{uvw}	
WORKING STATUS																									
FULL TIME	890 45%	545 56% ^b	345 33%	104 32% ⁱ	194 63% ^{dh} i	247 68% ^{dh} i	221 69% ^{dh} i	110 38% ⁱ	15 4%	890 100% ^{kl}	- -	- -	272 52% ^p	274 47% ^p	202 48% ^p	142 30%	546 49% ^r	345 39%	816 45%	71 41%	285 46% ^x	155 54% ^x	293 60% ^{ux}	93 24%	
PART TIME	194 10%	54 6%	141 14% ^a	33 10% ⁱ	29 10% ⁱ	46 13% ⁱ	41 13% ⁱ	39 14% ⁱ	6 2%	- -	194 100% ^{jl}	- -	56 11%	58 10%	42 10%	38 8%	114 10%	80 9%	173 10%	21 12%	62 10%	32 11%	60 12%	32 8%	
NOT WORKING	912 46%	366 38%	545 53% ^a	187 58% ^{ef} gh	85 28% ^{fg}	72 20%	57 18%	139 48% ^{ef} g	371 95% ^{def} gh	- -	- -	912 100% ^{jk}	197 38%	247 43%	176 42%	291 62% ^{mn} o	444 40%	468 52% ^q	829 46%	82 47%	276 44% ^{vw}	100 35%	136 28%	267 68% ^{uvw}	
SOCIAL GRADE																									
AB	525 26%	270 28%	254 25%	54 17%	83 27% ^d	100 28% ^d	112 35% ^{di}	80 28% ^d	95 24% ^d	272 31% ^l	56 29%	197 22%	525 100% ^{nop}	- -	- -	- -	525 48% ^r	- -	498 27% ^t	25 14%	85 14% ^x	79 27% ^{ux}	285 58% ^{uvx}	28 7%	
C1	579 29%	260 27%	319 31%	104 32%	90 29%	103 28%	94 29%	90 31%	99 25%	274 31%	58 30%	247 27%	- -	579 100% ^{mop}	- -	- -	579 52% ^r	- -	516 28%	62 36% ^s	178 29% ^x	117 41% ^{uw} x	135 28% ^x	71 18%	
C2	421 21%	226 23% ^b	194 19%	77 24%	66 21%	81 22%	60 19%	58 20%	79 20%	202 23%	42 22%	176 19%	- -	- -	421 100% ^{mnp}	- -	- 47% ^q	421 21%	373 27% ^s	48 27% ^s	181 29% ^{vw}	57 20% ^w	47 10%	96 24% ^w	
DE	472 24%	208 22%	264 26%	89 27% ^g	70 23%	81 22%	54 17%	60 21%	117 30% ^{fg} h	142 16%	38 20%	291 32% ^{jk}	- -	- -	- -	472 100% ^{mno}	- 53% ^q	472 24%	430 23%	40 23%	178 29% ^{vw}	34 12% ^w	22 5%	196 50% ^{uvw}	

Proportions: Means: Columns Tested (5% risk level) - a/b - d/e/f/gh/i - j/kl - m/n/o/p - q/r - s/t - u/v/w/x
 Overlap formulae used.

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 22
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION				
	TOTAL	MALE (a)	FE- MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR- KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)
WEIGHTED BASE	1997 100%	965 48%	1032 52%	324 16%	309 15%	365 18%	319 16%	288 14%	392 20%	890 45%	194 10%	912 46%	525 26%	579 29%	421 21%	472 24%	1104 55%	893 45%	1817 91%	174 9%	623 31%	287 14%	489 24%	392 20%
SOCIAL GRADE																								
ABC1	1104 55%	530 55%	574 56%	158 49%	173 56%	203 56%	205 64% di	170 59% di	195 50%	546 61% l	114 59% l	444 49%	525 100% o p	579 100% op	- -	- -	1104 100% r	- -	1014 56%	86 50%	263 42% x	195 68% ux	420 86% uv x	99 25%
C2DE	893 45%	435 45%	458 44%	166 51% gh	136 44%	162 44%	114 36%	118 41%	197 50% gh	345 39%	80 41%	468 51% jk	- -	- -	421 100% m n	472 100% mn	- -	893 100% q	803 44%	88 50%	359 58% vw	91 32% w	69 14%	292 75% uvw
ETHNIC																								
WHITE	1817 91%	867 90%	950 92%	277 86%	253 82%	326 89% e	297 93% de	280 97% de fg	384 98% de fg	816 92%	173 89%	829 91%	498 95% no	516 89%	373 89%	430 91%	1014 92%	803 90%	1817 100% t	- -	585 94% vw	256 89%	426 87%	366 93% w
NONWHITE	174 9%	95 10%	79 8%	45 14% gh i	56 18% fg hi	36 10% hi	21 7% i	8 3%	8 2%	71 8%	21 11%	82 9%	25 5%	62 11% m	48 11% m	40 9% m	86 8%	88 10%	- -	174 100% s	36 6%	31 11% u	61 12% ux	26 7%
EDUCATION																								
GCSE/ O-LV/ CSE/ NVQ12	623 31%	307 32%	316 31%	139 43% eg hi	87 28%	132 36% i	100 31% i	81 28%	84 21%	285 32%	62 32%	276 30%	85 16%	178 31% m	181 43% mn	178 38% mn	263 24%	359 40% q	585 32% t	36 21%	623 100% vw x	- -	- -	- -
A-LVL OR EQUIV	287 14%	144 15%	142 14%	74 23% fg hi	60 19% i	49 13% i	44 14% i	40 14% i	19 5%	155 17% l	32 16%	100 11%	79 15% p	117 20% op	57 14% p	34 7%	195 18% r	91 10%	256 14%	31 18%	- -	287 100% uw x	- -	- -
DEGR/ MAST/ PHD	489 24%	229 24%	260 25%	31 10%	118 38% dh i	110 30% dh i	111 35% dh i	52 18% d	66 17% d	293 33% l	60 31% l	136 15%	285 54% no p	135 23% op	47 11% p	22 5%	420 38% r	69 8%	426 23%	61 35% s	- -	- -	489 100% uv x	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/gh/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
 Overlap formulae used.

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 22
DEMOGRAPHICS
 BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION				
		MALE (a)	FE- MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR- KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)	
WEIGHTED BASE	1997 100%	965 48%	1032 52%	324 16%	309 15%	365 18%	319 16%	288 14%	392 20%	890 45%	194 10%	912 46%	525 26%	579 29%	421 21%	472 24%	1104 55%	893 45%	1817 91%	174 9%	623 31%	287 14%	489 24%	392 20%	
NO FORML QUAL	392 20%	159 17%	232 23%a	27 8%	32 10%	48 13%	43 14%	75 26%de fg	166 42%de fgh	93 10%	32 16%j	267 29%jk	28 5%	71 12%m	96 23%mn	196 42%mo	99 9%	292 33%q	366 20%	26 15%	- -	- -	- -	392 100%uvw	
STANDARD REGION																									
NORTH	103 5%	53 6%	50 5%	23 7%	18 6%	16 4%	16 5%	11 4%	19 5%	56 6%k	1 1%	46 5%k	22 4%	26 4%	17 4%	37 8%mo	48 4%	54 6%	100 6%t	3 1%	35 6%	11 4%	19 4%	25 6%	
NORTH WEST	219 11%	104 11%	116 11%	48 15%gh i	38 12%	51 14%gh	24 8%	23 8%	35 9%	87 10%	21 11%	111 12%	39 7%	63 11%	60 14%mn	58 12%mn	101 9%	118 13%q	188 10%	31 18%st	99 16%vw x	16 6%	49 10%	35 9%	
YORKS & HUMBE RSIDE	167 8%	77 8%	90 9%	32 10%	27 9%	23 6%	30 10%	25 9%	31 8%	67 8%	26 13%jl	74 8%	35 7%	54 9%	25 6%	53 11%mo	90 8%	78 9%	159 9%	8 5%	49 8%	28 10%	38 8%	43 11%	
WEST MIDLANDS	142 7%	78 8%	64 6%	17 5%	17 5%	32 9%	35 11%de	17 6%	24 6%	63 7%	15 8%	64 7%	66 13%nop	29 5%	31 7%p	17 4%	95 9%r	47 5%	118 6%	24 14%st	23 4%	10 3%	61 12%uv x	26 7%	
EAST MIDLANDS	168 8%	73 8%	95 9%	16 5%	29 9%	43 12%dh	29 9%	16 6%	35 9%	93 10%k	7 4%	69 8%	48 9%	40 7%	34 8%	46 10%	88 8%	80 9%	160 9%	9 5%	54 9%	24 8%	35 7%	46 12%w	
EAST ANGLIA	82 4%	40 4%	42 4%	12 4%	15 5%	13 3%	13 4%	15 5%	14 4%	40 4%	11 6%	31 3%	18 4%	23 4%	30 7%mp	11 2%	42 4%	40 4%	80 4%t	2 1%	42 7%wx	16 6%xy	13 3%	6 2%	
SOUTH WEST	183 9%	88 9%	94 9%	41 13%eg	18 6%	32 9%	20 6%	33 12%eg	39 10%	75 8%	25 13%	82 9%	66 13%p	52 9%	34 8%	31 7%	117 11%r	65 7%	182 10%t	1 *	64 10%xy	30 10%	52 11%xy	22 6%	
SOUTH EAST	400 20%	193 20%	206 20%	49 15%	52 17%	70 19%	58 18%	73 25%de	97 25%de	179 20%	32 17%	189 21%	114 22%p	116 20%	96 23%p	74 16%	230 21%	170 19%	392 22%t	8 5%	105 17%	62 22%	99 20%	89 23%u	

Proportions: Means: Columns Tested (5% risk level) - a/b - d/e/f/gh/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
 Overlap formulae used.

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 22
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE					WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION					
		MALE (a)	FE- MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WOR- KING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON- WHITE (t)	GCSE/ O-LV/ CSE/ NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/ MAST/ PHD (w)	NO FORML QUAL (x)	
WEIGHTED BASE	1997 100%	965 48%	1032 52%	324 16%	309 15%	365 18%	319 16%	288 14%	392 20%	890 45%	194 10%	912 46%	525 26%	579 29%	421 21%	472 24%	1104 55%	893 45%	1817 91%	174 9%	623 31%	287 14%	489 24%	392 20%	
GREATER LONDON	262 13%	129 13%	133 13%	41 13%	46 15%	40 11%	49 15%	35 12%	51 13%	116 13%	31 16%	115 13%	71 13%o	88 15%o	34 8%	69 15%o	159 14%	103 12%	170 9%	88 50% ^s	64 10%	49 17% ^{ux}	79 16% ^{ux}	38 10%	
WALES	98 5%	47 5%	51 5%	23 7%	17 6%	14 4%	14 4%	15 5%	15 4%	39 4%	12 6%	47 5%	19 4%	27 5%	25 6%	26 5%	46 4%	51 6%	96 5% ^t	1 1%	31 5%	11 4%	14 3%	22 6%	
SCOTLAND	173 9%	83 9%	90 9%	22 7%	31 10%	31 8%	31 10%	26 9%	32 8%	76 9%	12 6%	85 9%	27 5%	61 10% ^m	35 8%	51 11% ^m	88 8%	85 10%	173 10% ^t	* *	56 9%	30 11%	31 6%	39 10%	
STANDARD REGION																									
NORTH	663 33%	317 33%	346 34%	125 39% ^{hi}	114 37%	121 33%	101 32%	85 29%	116 30%	286 32%	61 31%	316 35%	123 23%	204 35% ^m	136 32% ^m	199 42% ^{mn} o	327 30%	336 38% ^q	620 34% ^t	42 24%	239 38% ^{vw}	85 30%	137 28%	143 37% ^w	
MIDLANDS	489 25%	238 25%	251 24%	68 21%	79 25%	101 28%	91 29%	63 22%	88 22%	234 26%	45 23%	210 23%	151 29% ^{np}	120 21%	120 28% ^{np}	99 21%	270 24%	219 25%	453 25%	36 21%	150 24%	61 21%	122 25%	99 25%	
SOUTH	844 42%	410 43%	434 42%	131 41%	116 38%	142 39%	127 40%	141 49% ^{ef} g	187 48% ^{ef} g	370 42%	89 46%	386 42%	251 48% ^{op}	255 44% ^p	164 39%	174 37%	506 46% ^r	338 38%	744 41%	97 55% ^s	234 38%	140 49% ^{ux}	230 47% ^{ux}	149 38%	
CHILDREN IN HOUSEHOLD																									
YES	660 33%	293 30%	366 35% ^a	125 39% ^{hi}	157 51% ^d ghi	251 69% ^{de} ghi	113 35% ^{hi}	12 4% ⁱ	1 *	353 40% ⁱ	93 48% ⁱ	214 23%	187 36%	197 34%	125 30%	151 32%	384 35%	275 31%	568 31%	88 50% ^s	222 36% ^x	100 35% ^x	194 40% ^x	83 21%	
NO	1337 67%	671 70% ^b	665 65%	199 61% ^{ef}	151 49% ^f	113 31%	206 65% ^{ef}	276 96% ^d efg	391 100% ^{de} fgh	538 60%	101 52%	698 77% ^{jk}	338 64%	382 66%	296 70%	321 68%	720 65%	617 69%	1250 69% ^t	86 50%	401 64%	187 65%	295 60%	309 79% ^{uvw}	

Proportions: Means: Columns Tested (5% risk level) - a/b - d/e/f/ghi - j/kl - m/n/o/p - q/r - s/t - u/v/w/x
 Overlap formulae used.

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 22
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION					
	TOTAL	MALE	FE-MALE	15-24	25-34	35-44	45-54	55-64	65+	FULL TIME	PART TIME	NOT WORKING	AB	C1	C2	DE	ABC1	C2DE	WHITE	NON-WHITE	GCSE/O-LV/ CSE/ NVQ12	A-LVL OR EQUIV	DEGR/ MAST/ PHD	NO FORML QUAL	
		(a)	(b)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	
WEIGHTED BASE	1997 100%	965 48%	1032 52%	324 16%	309 15%	365 18%	319 16%	288 14%	392 20%	890 45%	194 10%	912 46%	525 26%	579 29%	421 21%	472 24%	1104 55%	893 45%	1817 91%	174 9%	623 31%	287 14%	489 24%	392 20%	
TENURE																									
OWNED OUTRIGHT BY HOUSEHOLD	637 32%	302 31%	335 32%	32 10%	25 8%	25 7%	75 24% de f	174 60% de fg	305 78% de fgh	169 19%	51 26% j	417 46% j k	206 39% op	190 33% op	119 28%	121 26%	396 36% r	241 27%	603 33% t	34 19%	164 26%	72 25%	155 32%	153 39% uvw	
BEING BOUGHT ON A MORTGAGE	761 38%	372 39%	389 38%	134 41% hi	135 44% hi	227 62% de hi	178 56% de hi	64 22% i	22 6%	503 56% kl	82 42% l	176 19%	250 48% op	256 44% op	155 37% p	99 21%	507 46% r	254 28%	701 39%	56 32%	264 42% x	145 51% x	233 48% x	61 16%	
RENTED FROM LOCAL AUTHORITY	269 13%	115 12%	154 15%	57 17% h	38 12%	51 14%	43 13%	30 10%	51 13%	79 9%	23 12%	168 18% j k	13 2%	37 6% m	78 18% mn	142 30% mno	50 5%	219 25% q	257 14% t	12 7%	104 17% vw	16 6%	19 4%	109 28% uvw	
RENTED FROM A PRIVATE LANDLORD	295 15%	163 17% b	132 13%	81 25% fg hi	109 35% df ghi	56 15% ghi	24 7% i	14 5%	13 3%	129 15%	34 18%	132 14%	41 8%	91 16% m	63 15% m	101 21% mn o	132 12%	164 18% q	231 13%	63 36% s	81 13%	48 17%	77 16%	61 16%	
OTHER	13 1%	3 *	10 1%	12 4% efg hi	1 *	-	-	-	-	1 *	-	12 1% j	8 1%	2 *	1 *	3 1%	10 1%	4 *	9 1%	4 2% s	10 2% x	1 *	1 *	-	
AREA																									
URBAN	467 23%	227 24%	240 23%	92 28% hi	96 31% f h i	81 22%	73 23%	57 20%	68 17%	191 21%	43 22%	233 26%	102 19%	118 20%	104 25%	143 30% mn	220 20%	247 28% q	380 21%	85 49% s	124 20%	57 20%	118 24%	108 28% uvw	
SUB- URBAN	1209 61%	578 60%	632 61%	188 58%	168 54%	234 64% e	195 61%	183 63%	241 62%	562 63%	112 58%	535 59%	375 71% no p	350 60% o	223 53%	261 55%	724 66% r	485 54%	1118 62% t	88 50%	379 61% x	171 60%	319 65% x	211 54%	

Proportions: Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
 Overlap formulae used.

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 22
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE						WORKING STATUS			SOCIAL GRADE				SOCIAL GRADE		ETHNIC		EDUCATION			
		MALE (a)	FE-MALE (b)	15-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	FULL TIME (j)	PART TIME (k)	NOT WORKING (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	WHITE (s)	NON-WHITE (t)	GCSE/O-LV/CSE/NVQ12 (u)	A-LVL OR EQUIV (v)	DEGR/MAST/PHD (w)	NO FORML QUAL (x)
WEIGHTED BASE	1997 100%	965 48%	1032 52%	324 16%	309 15%	365 18%	319 16%	288 14%	392 20%	890 45%	194 10%	912 46%	525 26%	579 29%	421 21%	472 24%	1104 55%	893 45%	1817 91%	174 9%	623 31%	287 14%	489 24%	392 20%
RURAL	321 16%	160 17%	161 16%	44 14%	45 15%	50 14%	50 16%	49 17%	82 21%df	137 15%	40 20%	144 16%	48 9%	112 19% _m	93 22% _{mp}	68 14% _m	160 14%	161 18%	319 18% _t	2 1%	119 19% _w	58 20% _w	53 11%	73 19% _w
NEWSPAPER READERSHIP																								
BROAD SHEET	347 17%	167 17%	179 17%	35 11%	43 14%	58 16%	66 21% _d	52 18% _d	93 24% _{de}	169 19%	26 13%	152 17%	189 36% _{no}	102 18% _{op}	27 6%	29 6%	290 26% _r	56 6%	319 18%	28 16%	57 9% _x	63 22% _{ux}	172 35% _{uvx}	20 5%
MID MKT PRESS	431 22%	214 22%	217 21%	47 15%	57 18%	56 15%	65 20%	88 31% _{de}	119 30% _{de}	181 20%	29 15%	221 24% _k	108 21%	124 21%	110 26% _p	89 19%	233 21%	199 22%	381 21%	50 29% _s	122 20%	79 27% _{uw}	83 17%	82 21%
TABLOID	480 24%	241 25%	239 23%	71 22%	75 24%	99 27% _g	61 19%	73 26%	101 26%	220 25%	41 21%	219 24%	50 10%	115 20% _m	145 34% _{mn}	170 36% _{mn}	165 15%	315 35% _q	457 25% _t	23 13%	191 31% _{vw}	63 22% _w	39 8%	145 37% _{vw}

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l - m/n/o/p - q/r - s/t - u/v/w/x
 Overlap formulae used.

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 23
DEMOGRAPHICS
 BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION										STANDARD REGION			CHILDREN IN HOUSEHOLD		
		NORTH (a)	NORTH WEST (b)	YORKS & HUMB ERSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LOND ON (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
UNWEIGHTED BASE	2003	119	238	209	132	133	56	191	377	216	144	188	754	465	784	633	1370
WEIGHTED BASE	1997	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
	100%	5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
SEX																	
MALE	965	53	104	77	78	73	40	88	193	129	47	83	317	238	410	293	671
	48%	52%	47%	46%	55%	44%	49%	48%	48%	49%	48%	48%	48%	49%	49%	44%	50% _o
FEMALE	1032	50	116	90	64	95	42	94	206	133	51	90	346	251	434	366	665
	52%	48%	53%	54%	45%	56%	51%	52%	52%	51%	52%	52%	52%	51%	51%	56% _p	50%
AGE																	
16-24	229	18	35	25	11	13	10	27	32	28	19	11	90	53	87	76	153
	11%	17% _{de} hk	16% _{de} hk	15% _{hk}	7%	8%	12%	15% _{hk}	8%	11%	20% _{de} ik	7%	14%	11%	10%	12%	11%
25-34	309	18	38	27	17	29	15	18	52	46	17	31	114	79	116	157	151
	15%	17%	18%	16%	12%	17%	19%	10%	13%	17%	18%	18%	17%	16%	14%	24% _p	11%
35-44	365	16	51	23	32	43	13	32	70	40	14	31	121	101	142	251	113
	18%	16%	23% _{cj}	14%	23%	26% _{ci} j	16%	17%	18%	15%	14%	18%	18%	21%	17%	38% _p	8%
45-54	319	16	24	30	35	29	13	20	58	49	14	31	101	91	127	113	206
	16%	15%	11%	18%	24% _{bg} h	17%	16%	11%	14%	19% _b	15%	18%	15%	19%	15%	17%	15%
55-64	288	11	23	25	17	16	15	33	73	35	15	26	85	63	141	12	276
	14%	11%	11%	15%	12%	9%	18%	18%	18% _{be}	13%	15%	15%	13%	13%	17%	2%	21% _o
65+	392	19	35	31	24	35	14	39	97	51	15	32	116	88	187	1	391
	20%	18%	16%	19%	17%	21%	17%	21%	24% _{bj}	19%	15%	19%	18%	18%	22%	*	29% _o

Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 23
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMB ERSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LOND ON (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
WEIGHTED BASE	1997 100%	103* 5%*	219 11%	167 8%	142 7%	168* 8%*	82* 4%*	183 9%	400 20%	262 13%	98 5%	173 9%	663 33%	489 25%	844 42%	660 33%	1337 67%
WORKING STATUS																	
FULL TIME	890 45%	56 54%bc j	87 40%	67 40%	63 44%	93 55%bc gj	40 48%	75 41%	179 45%	116 44%	39 40%	76 44%	286 43%	234 48%	370 44%	353 53%p	538 40%
PART TIME	194 10%	1 1%	21 10%a	26 16%ae hk	15 11%a	7 4%	11 14%ae	25 14%ae	32 8%a	31 12%ae	12 12%ae	12 7%	61 9%	45 9%	89 10%	93 14%p	101 8%
NOT WORKING	912 46%	46 44%	111 50%	74 44%	64 45%	69 41%	31 38%	82 45%	189 47%	115 44%	47 48%	85 49%	316 48%	210 43%	386 46%	214 32%	698 52%o
SOCIAL GRADE																	
AB	525 26%	22 22%	39 18%	35 21%	66 46%ab cefh jk	48 28%bk	18 23%	66 36%ab cjk	114 29%bk	71 27%bk	19 20%	27 16%	123 19%	151 31%l	251 30%l	187 28%	338 25%
C1	579 29%	26 25%	63 29%	54 32%cd	29 20%	40 24%	23 28%	52 28%	116 29%	88 34%cd	27 28%	61 35%cd	204 31%lm	120 24%	255 30%	197 30%	382 29%
C2	421 21%	17 17%	60 27%ci	25 15%	31 22%	34 20%	30 36%ac egik	34 19%	96 24%ci	34 13%	25 26%ci	35 20%	136 21%	120 24%	164 19%	125 19%	296 22%
DE	472 24%	37 36%df gh	58 27%df h	53 32%df gh	17 12%	46 27%cd	11 13%	31 17%	74 18%	69 26%dh	26 26%cd	51 29%cdf gh	199 30%mn	99 20%	174 21%	151 23%	321 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/gh/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 23
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
WEIGHTED BASE	1997 100%	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
		5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
SOCIAL GRADE																	
ABC1	1104 55%	48 47%	101 46%	90 53%	95 67%ab cejk	88 52%	42 51%	117 64%ab jk	230 58%b	159 61%ab j	46 48%	88 51%	327 49%	270 55%	506 60%l	384 58%	720 54%
C2DE	893 45%	54 53%dg i	118 54%dg hi	78 47% d	47 33%	80 48% d	40 49%	65 36%	170 42%	103 39%	51 52% dg i	85 49% dg	336 51% n	219 45%	338 40%	275 42%	617 46%
ETHNIC																	
WHITE	1817 91%	100 97%bd i	188 86% i	159 95%bd i	118 83% i	160 95%bd i	80 98% b di	182 100% bc dei	392 98% bd i	170 65%	96 99% b di	173 100% bc dei	620 94% n	453 93% n	744 88%	568 86%	1250 93% o
NONWHITE	174 9%	3 3%	31 14%ace fghjk	8 5% gk	24 17%ace fghjk	9 5% gk	2 2%	1 *	8 2%	88 33%abc defghj k	1 1%	* *	42 6%	36 7%	97 11% lm	88 13% p	86 6%
EDUCATION																	
GCSE/ O-LV/ CSE/ NVQ12	623 31%	35 34% d	99 45% cd ehijk	49 29% d	23 16%	54 32% d	42 51% cd ehijk	64 35% di	105 26% d	64 24%	31 32% d	56 32% d	239 36% n	150 31%	234 28%	222 34%	401 30%
A-LVL OR EQUIV	287 14%	11 11%	16 7%	28 17% bd	10 7%	24 14%	16 20% bd	30 16% bd	62 16% bd	49 19% bd	11 11%	30 17% bd	85 13%	61 12%	140 17%	100 15%	187 14%
DEGR/ MAST/ PHD	489 24%	19 19%	49 22%	38 23%	61 43%ab cefg ijk	35 21%	13 16%	52 28% j	99 25% j	79 30% af jk	14 14%	31 18%	137 21%	122 25%	230 27% l	194 29% p	295 22%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base
 Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 23
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION										STANDARD REGION			CHILDREN IN HOUSEHOLD		
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
WEIGHTED BASE	1997 100%	103* 5%*	219 11%	167 8%	142 7%	168* 8%*	82* 4%*	183 9%	400 20%	262 13%	98 5%	173 9%	663 33%	489 25%	844 42%	660 33%	1337 67%
NO FORML QUAL	392 20%	25 25%fg i	35 16%	43 26%bf gi	26 18%	46 27%bfg i	6 8%	22 12%	89 22%fg i	38 14%	22 22%fg	39 23%fg	143 22%	99 20%	149 18%	83 13%	309 23%o
STANDARD REGION																	
NORTH	103 5%	103 100%bcd efghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	103 16%mn	- -	- -	30 5%	73 5%
NORTH WEST	219 11%	- -	219 100%acd efghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	219 33%mn	- -	- -	81 12%	139 10%
YORKS & HUMBE RSIDE	167 8%	- -	- -	167 100%abd efghijk	- -	- -	- -	- -	- -	- -	- -	- -	167 25%mn	- -	- -	55 8%	113 8%
WEST MIDLANDS	142 7%	- -	- -	- -	142 100%abc efghijk	- -	- -	- -	- -	- -	- -	- -	- -	142 29%ln	- -	60 9%p	82 6%
EAST MIDLANDS	168 8%	- -	- -	- -	- -	168 100%abc dfghijk	- -	- -	- -	- -	- -	- -	- -	168 34%ln	- -	54 8%	114 9%
EAST ANGLIA	82 4%	- -	- -	- -	- -	- -	82 100%abc degijk	- -	- -	- -	- -	- -	- -	82 17%ln	- -	16 2%	65 5%o

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/gh/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 23
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION										STANDARD REGION			CHILDREN IN HOUSEHOLD		
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE R SIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LOND ON (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
WEIGHTED BASE	1997 100%	103* 5%*	219 11%	167 8%	142 7%	168* 8%*	82* 4%*	183 9%	400 20%	262 13%	98 5%	173 9%	663 33%	489 25%	844 42%	660 33%	1337 67%
SOUTH WEST	183 9%	- -	- -	- -	- -	- -	- -	183 100%abc defhijk	- -	- -	- -	- -	- -	- -	183 22%lm	50 8%	133 10%
SOUTH EAST	400 20%	- -	- -	- -	- -	- -	- -	- -	400 100%abc defgijk	- -	- -	- -	- -	- -	400 47%lm	134 20%	266 20%
GREATER LONDON	262 13%	- -	- -	- -	- -	- -	- -	- -	- -	262 100%abc defghijk	- -	- -	- -	- -	262 31%lm	89 13%	173 13%
WALES	98 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	98 100%abc defghik	- -	- -	98 20%ln	- -	35 5%	62 5%
SCOTLAND	173 9%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	173 100%ab cdefgh ij	173 26%mn	- -	- -	56 9%	117 9%
STANDARD REGION																	
NORTH	663 33%	103 100%cd efghi j	219 100%cd efghi j	167 100%def ghij	- -	- -	- -	- -	- -	- -	- -	173 100%cd efghi j	663 100%mn	- -	- -	222 34%	441 33%
MIDLANDS	489 25%	- -	- -	- -	142 100%a bcghi k	168 100%a bcghi k	82 100%abc ghik	- -	- -	- -	98 100%abc ghik	- -	- -	489 100%ln	- -	165 25%	325 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/ghi/l/j/k - l/m/n - o/p
 Overlap formulae used. * small base
 Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 23
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION										STANDARD REGION			CHILDREN IN HOUSEHOLD		
		NORTH (a)	NORTH WEST (b)	YORKS & HUMB ERSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LOND ON (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
WEIGHTED BASE	1997 100%	103* 5%*	219 11%	167 8%	142 7%	168* 8%*	82* 4%*	183 9%	400 20%	262 13%	98 5%	173 9%	663 33%	489 25%	844 42%	660 33%	1337 67%
SOUTH	844 42%	- -	- -	- -	- -	- -	- -	183 100%a bcdef jk	400 100%a bcdef jk	262 100%abc defjk	- -	- -	- -	- -	844 100%lm	272 41%	572 43%
CHILDREN IN HOUSEHOLD																	
YES	660 33%	30 29%	81 37% ^f	55 33%	60 42% ^{fg}	54 32%	16 20%	50 27%	134 33%	89 34%	35 36% ^f	56 33%	222 34%	165 34%	272 32%	660 100% ^p	- -
NO	1337 67%	73 71%	139 63%	113 67%	82 58%	114 68%	65 80% ^{bd} i	133 73% ^d	266 67%	173 66%	62 64%	117 67%	441 66%	325 66%	572 68%	- -	1337 100% ^o
TENURE																	
OWNED OUTRIGHT BY HOUSEHOLD	637 32%	25 24%	58 26%	55 33%	61 43% ^{ab} ijk	55 33%	22 27%	61 33%	151 38% ^{ab} ik	74 28%	27 28%	46 27%	184 28%	166 34%	287 34% ^l	51 8%	586 44% ^o
BEING BOUGHT ON A MORTGAGE	761 38%	35 34%	73 33%	58 35%	45 32%	64 38%	37 45%	71 39%	152 38%	102 39%	49 50% ^{ab} cdh	74 43%	240 36%	195 40%	325 38%	370 56% ^p	390 29%
RENTED FROM LOCAL AUTHORITY	269 13%	24 23% ^{cd} fghij	43 20% ^{ch} ij	19 12%	17 12%	28 17% ⁱ	7 9%	21 12%	44 11%	17 6%	10 10%	38 22% ^{cg} hij	125 19% ^{mn}	62 13%	83 10%	108 16% ^p	161 12%
RENTED FROM A PRIVATE LANDLORD	295 15%	19 18% ^{gk}	39 18% ^{gk}	34 20% ^{dg} hjk	15 10%	21 13%	15 19%	16 8%	48 12%	63 24% ^{de} ghjk	11 11%	15 9%	107 16%	62 13%	127 15%	117 18% ^p	179 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 23
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
WEIGHTED BASE	1997 100%	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
		5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
OTHER	13 1%	-	-	-	1	-	-	8	-	4	1	-	-	2	12	4	9
		-	-	-	1%	-	-	4%bce	-	2%h	1%h	-	-	*	1%l	1%	1%
								hk									
AREA																	
URBAN	467 23%	36 35%fg hijk	121 55%ac dfghi jk	51 30%fg hjk	42 30%fg hk	80 48%cdf ghijk	-	29 16%fh	5 1%	60 23%fh	18 19%fh	24 14%fh	231 35%n	141 29%n	94 11%	176 27%p	290 22%
SUB- URBAN	1209 61%	67 65%b	64 29%	97 58%b	100 70%bc ek	88 52%b	56 68%b	105 58%b	279 70%bc egk	201 77%ab cegjk	61 62%b	91 53%b	319 48%	304 62%l	586 69%lm	396 60%	813 61%
RURAL	321 16%	- 16%ad ei	35 12%ade i	20 12%ade i	- -	- -	26 32%ab cdei	48 26%ab cdei	116 29%abc deij	- -	18 19%ad ei	58 34%ab cdeij	112 17%m	44 9%	164 19%m	87 13%	234 17%o
NEWSPAPER READERSHIP																	
BROAD SHEET	347 17%	10 10%	33 15%j	25 15%j	27 19%j	26 16%j	5 6%	42 23%af j	74 19%j	65 25%abc fj	7 7%	33 19%fj	101 15%	65 13%	181 21%lm	108 16%	239 18%
MID MKT PRESS	431 22%	14 13%	38 17%	18 11%	17 12%	32 19%	22 27%ac d	35 19%c	85 21%cd	100 38%ab cdegh j	14 14%	57 33%ab cdegh j	127 19%	86 17%	219 26%lm	95 14%	336 25%o

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
 Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 23
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	STANDARD REGION											STANDARD REGION			CHILDREN IN HOUSEHOLD	
		NORTH (a)	NORTH WEST (b)	YORKS & HUMBE RSIDE (c)	WEST MID- LANDS (d)	EAST MID- LANDS (e)	EAST AN- GLIA (f)	SOUTH WEST (g)	SOUTH EAST (h)	GR- EATER LONDO N (i)	WALES (j)	SCOT- LAND (k)	NORTH (l)	MID- LANDS (m)	SOUTH (n)	YES (o)	NO (p)
WEIGHTED BASE	1997	103*	219	167	142	168*	82*	183	400	262	98	173	663	489	844	660	1337
	100%	5%*	11%	8%	7%	8%*	4%*	9%	20%	13%	5%	9%	33%	25%	42%	33%	67%
TABLOID	480	37	54	33	18	55	21	36	75	52	21	79	203	114	163	142	338
	24%	36%bc dghij	25%d	20%	13%	32%cd ghi	25%	20%	19%	20%	21%	45%bc dfghi j	31%mn	23%	19%	21%	25%

Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n - o/p
Overlap formulae used. * small base

Respondent type: Adults in GB aged 15+
Fieldwork dates: 4-10 September 2009
Source: Ipsos MORI (JN37093)

Table 24
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS-EHOLD (a)	BEING BO-UGHT ON A MOR-TGAGE (b)	RE-NTED FROM LOCAL AUTH-ORITY (c)	RE-NTED FROM A PR-IVATE LAND-LORD (d)	OTHER (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB-LOID (k)
UNWEIGHTED BASE	2003	634	692	357	306	5	568	1166	269	286	428	515
WEIGHTED BASE	1997	637	761	269	295	13**	467	1209	321	347	431	480
	100%	32%	38%	13%	15%	1%**	23%	61%	16%	17%	22%	24%
SEX												
MALE	965 48%	302 47%	372 49%	115 43%	163 55% ^c	3 23%	227 49%	578 48%	160 50%	167 48%	214 50%	241 50%
FEMALE	1032 52%	335 53%	389 51%	154 57% ^d	132 45%	10 77%	240 51%	632 52%	161 50%	179 52%	217 50%	239 50%
AGE												
16-24	229 11%	24 4%	88 12% ^a	38 14% ^a	74 25% ^{ab}	2 13%	72 15% ^g	123 10%	34 11%	22 6%	29 7%	48 10%
25-34	309 15%	25 4%	135 18% ^a	38 14% ^a	109 37% ^{ab}	1 10%	96 21% ^{gh}	168 14%	45 14%	43 12%	57 13%	75 16%
35-44	365 18%	25 4%	227 30% ^{ac}	51 19% ^a	56 19% ^a	-	81 17%	234 19%	50 16%	58 17%	56 13%	99 21% ^j
45-54	319 16%	75 12%	178 23% ^{ac}	43 16% ^d	24 8%	-	73 16%	195 16%	50 16%	66 19% ^k	65 15%	61 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 24
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS-EHOLD (a)	BEING BO-UGHT ON A MOR-TGAGE (b)	RE-NTED FROM LOCAL AUTH-ORITY (c)	RE-NTED FROM A PR-IVATE LAND-LORD (d)	OTHER (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB-LOID (k)
WEIGHTED BASE	1997 100%	637 32%	761 38%	269 13%	295 15%	13** 1%**	467 23%	1209 61%	321 16%	347 17%	431 22%	480 24%
55-64	288 14%	174 27%bcd	64 8%	30 11%d	14 5%	-	57 12%	183 15%	49 15%	52 15%	88 20%k	73 15%
65+	392 20%	305 48%bcd	22 3%	51 19%bd	13 4%	-	68 15%	241 20%f	82 26%f	93 27%	119 28%k	101 21%
WORKING STATUS												
FULL TIME	890 45%	169 26%	503 66%acd	79 29%	129 44%ac	1 10%	191 41%	562 46%	137 43%	169 49%	181 42%	220 46%
PART TIME	194 10%	51 8%	82 11%	23 8%	34 12%	-	43 9%	112 9%	40 12%	26 7%	29 7%	41 8%
NOT WORKING	912 46%	417 65%bd	176 23%	168 62%bd	132 45%b	12 90%	233 50%g	535 44%	144 45%	152 44%	221 51%	219 46%
SOCIAL GRADE												
AB	525 26%	206 32%cd	250 33%cd	13 5%	41 14%c	8 57%	102 22%h	375 31%fh	48 15%	189 54%jk	108 25%k	50 10%
C1	579 29%	190 30%c	256 34%c	37 14%	91 31%c	2 17%	118 25%	350 29%	112 35%f	102 29%	124 29%	115 24%
C2	421 21%	119 19%	155 20%	78 29%abd	63 21%	1 7%	104 22%	223 18%	93 29%g	27 8%	110 25%l	145 30%i

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 24
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS-EHOLD (a)	BEING BO-UGHT ON A MOR-TGAGE (b)	RE-NTED FROM LOCAL AUTH-ORITY (c)	RE-NTED FROM A PR-IVATE LAND-LORD (d)	OTHER (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB-LOID (k)
WEIGHTED BASE	1997 100%	637 32%	761 38%	269 13%	295 15%	13** 1%**	467 23%	1209 61%	321 16%	347 17%	431 22%	480 24%
DE	472 24%	121 19% ^b	99 13%	142 53% ^{ab} d	101 34% ^{ab}	3 20%	143 31% ^{gh}	261 22%	68 21%	29 8%	89 21% ⁱ	170 35% ^{ij}
SOCIAL GRADE												
ABC1	1104 55%	396 62% ^{cd}	507 67% ^{cd}	50 19%	132 45% ^c	10 73%	220 47%	724 60% ^{fh}	160 50%	290 84% ^{jk}	233 54% ^k	165 34%
C2DE	893 45%	241 38%	254 33%	219 81% ^{ab} d	164 55% ^{ab}	4 27%	247 53% ^g	485 40%	161 50% ^g	56 16%	199 46% ⁱ	315 66% ^{ij}
ETHNIC												
WHITE	1817 91%	603 95% ^d	701 92% ^d	257 95% ^d	231 78%	9 69%	380 81%	1118 92% ^f	319 100% ^{fg}	319 92%	381 88%	457 95% ^j
NONWHITE	174 9%	34 5%	56 7%	12 5%	63 21% ^{ab} c	4 31%	85 18% ^{gh}	88 7% ^h	2 *	28 8%	50 12% ^k	23 5%
EDUCATION												
GCSE/ O-LV/ CSE/ NVQ12	623 31%	164 26%	264 35% ^{ad}	104 38% ^{ad}	81 27%	10 77%	124 27%	379 31%	119 37% ^f	57 17%	122 28% ⁱ	191 40% ^{ij}
A-LVL OR EQUIV	287 14%	72 11% ^c	145 19% ^{ac}	16 6%	48 16% ^c	1 7%	57 12%	171 14%	58 18% ^f	63 18%	79 18% ^k	63 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
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Respondent type: Adults in GB aged 15+
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Table 24
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS-EHOLD (a)	BEING BO-UGHT ON A MOR-TGAGE (b)	RE-NTED FROM LOCAL AUTH-ORITY (c)	RE-NTED FROM A PR-IVATE LAND-LORD (d)	OTHER (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB-LOID (k)
WEIGHTED BASE	1997	637	761	269	295	13**	467	1209	321	347	431	480
	100%	32%	38%	13%	15%	1%**	23%	61%	16%	17%	22%	24%
DEGR/ MAST/ PHD	489	155	233	19	77	1	118	319	53	172	83	39
	24%	24% ^c	31% ^{ac}	7%	26% ^c	10%	25% ^h	26% ^h	16%	50% ^{jk}	19% ^k	8%
NO FORML QUAL	392	153	61	109	61	-	108	211	73	20	82	145
	20%	24% ^b	8%	41% ^{ab} d	21% ^b	-	23% ^g	17%	23%	6%	19% ⁱ	30% ^{ij}
STANDARD REGION												
NORTH	103	25	35	24	19	-	36	67	-	10	14	37
	5%	4%	5%	9% ^{ab}	6%	-	8% ^h	6% ^h	-	3%	3%	8% ^{ij}
NORTH WEST	219	58	73	43	39	-	121	64	35	33	38	54
	11%	9%	10%	16% ^{ab}	13%	-	26% ^{gh}	5%	11% ^g	9%	9%	11%
YORKS & HUMBE RSIDE	167	55	58	19	34	-	51	97	20	25	18	33
	8%	9%	8%	7%	12%	-	11%	8%	6%	7%	4%	7%
WEST MIDLANDS	142	61	45	17	15	1	42	100	-	27	17	18
	7%	10% ^{bd}	6%	6%	5%	6%	9% ^h	8% ^h	-	8% ^{jk}	4%	4%
EAST MIDLANDS	168	55	64	28	21	-	80	88	-	26	32	55
	8%	9%	8%	10%	7%	-	17% ^{gh}	7% ^h	-	8%	8%	11%
EAST ANGLIA	82	22	37	7	15	-	-	56	26	5	22	21
	4%	3%	5%	3%	5%	-	-	5% ^f	8% ^{fg}	1%	5% ⁱ	4% ⁱ

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 24
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS- EHOLD (a)	BEING BO- UGHT ON A MOR- TGAGE (b)	RE- NTED FROM LOCAL AUTH- ORITY (c)	RE- NTED FROM A PR- IVATE LAND- LORD (d)	OTHER (e)	URBAN (f)	SUB- URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB- LOID (k)
WEIGHTED BASE	1997	637	761	269	295	13**	467	1209	321	347	431	480
	100%	32%	38%	13%	15%	1%**	23%	61%	16%	17%	22%	24%
SOUTH WEST	183	61	71	21	16	8	29	105	48	42	35	36
	9%	10% ^d	9%	8%	5%	57%	6%	9%	15% ^{fg}	12%	8%	8%
SOUTH EAST	400	151	152	44	48	-	5	279	116	74	85	75
	20%	24% ^{cd}	20%	16%	16%	-	1%	23% ^f	36% ^{fg}	21%	20%	16%
GREATER LONDON	262	74	102	17	63	4	60	201	-	65	100	52
	13%	12% ^c	13% ^c	6%	21% ^{ab}	31% ^c	13% ^h	17% ^h	-	19% ^k	23% ^k	11%
WALES	98	27	49	10	11	1	18	61	18	7	14	21
	5%	4%	6%	4%	4%	7%	4%	5%	6%	2%	3%	4%
SCOTLAND	173	46	74	38	15	-	24	91	58	33	57	79
	9%	7%	10% ^d	14% ^{ad}	5%	-	5%	8%	18% ^{fg}	9%	13%	16% ⁱ
STANDARD REGION												
NORTH	663	184	240	125	107	-	231	319	112	101	127	203
	33%	29%	32%	46% ^{ab}	36% ^d	-	50% ^{gh}	26%	35% ^g	29%	29%	42% ^{ij}
MIDLANDS	489	166	195	62	62	2	141	304	44	65	86	114
	25%	26%	26%	23%	21%	13%	30% ^{gh}	25% ^h	14%	19%	20%	24%
SOUTH	844	287	325	83	127	12	94	586	164	181	219	163
	42%	45% ^c	43% ^c	31%	43% ^c	87%	20%	48% ^f	51% ^f	52% ^k	51% ^k	34%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

Table 24
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

TOTAL	TENURE					AREA			NEWSPAPER READERSHIP			
	OWNED OUT- RIGHT BY HOU- SEHOLD (a)	BEING BO- UGHT ON A MOR- TGAGE (b)	RE- NTED FROM LOCAL AUTH- ORITY (c)	RE- NTED FROM A PR- IVATE LAND- LORD (d)	OTHER (e)	URBAN (f)	SUB- URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB- LOID (k)	
WEIGHTED BASE	1997 100%	637 32%	761 38%	269 13%	295 15%	13** 1%**	467 23%	1209 61%	321 16%	347 17%	431 22%	480 24%
CHILDREN IN HOUSEHOLD												
YES	660 33%	51 8%	370 49% ^{acd} d	108 40% ^a	117 39% ^a	4 31%	176 38% ^h	396 33%	87 27%	108 31% ^j	95 22%	142 30% ^j
NO	1337 67%	586 92% ^{bcd} d	390 51%	161 60% ^b	179 61% ^b	9 69%	290 62%	813 67%	234 73% ^f	239 69%	336 78% ^{ik}	338 70%
TENURE												
OWNED OUTRIGHT BY HOUSEHOLD	637 32%	637 100% ^{bcd}	-	-	-	-	110 24%	385 32% ^f	141 44% ^{fg}	157 45% ^k	186 43% ^k	138 29%
BEING BOUGHT ON A MORTGAGE	761 38%	-	761 100% ^{acd}	-	-	-	137 29%	501 41% ^f	122 38% ^f	141 41% ^j	142 33%	171 36%
RENTED FROM LOCAL AUTHORITY	269 13%	-	-	269 100% ^{abd}	-	-	102 22% ^{gh}	146 12% ^h	21 7%	12 4%	47 11% ⁱ	106 22% ^{ij}
RENTED FROM A PRIVATE LANDLORD	295 15%	-	-	-	295 100% ^{abc}	-	109 23% ^{gh}	150 12%	36 11%	31 9%	46 11%	64 13%
OTHER	13 1%	-	-	-	-	13 100%	-	13 1% ^f	-	3 1%	3 1%	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
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Respondent type: Adults in GB aged 15+
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Table 24
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	TENURE					AREA			NEWSPAPER READERSHIP		
		OWNED OUT-RIGHT BY HOUS- EHOLD (a)	BEING BO- UGHT ON A MOR- TGAGE (b)	RE- NTED FROM LOCAL AUTH- ORITY (c)	RE- NTED FROM A PR- IVATE LAND- LORD (d)	OTHER (e)	URBAN (f)	SUB- URBAN (g)	RURAL (h)	BROAD SHEET (i)	MID MKT PRESS (j)	TAB- LOID (k)
WEIGHTED BASE	1997 100%	637 32%	761 38%	269 13%	295 15%	13** 1%	467 23%	1209 61%	321 16%	347 17%	431 22%	480 24%
AREA												
URBAN	467 23%	110 17%	137 18%	102 38%ab	109 37%ab	-	467 100%gh	-	-	68 20%	92 21%	119 25%
SUB- URBAN	1209 61%	385 60% ^d	501 66% ^{cd}	146 54%	150 51%	13 100%	-	1209 100% ^{fh}	-	222 64%	267 62%	285 59%
RURAL	321 16%	141 22% ^{bc} ^d	122 16% ^c	21 8%	36 12%	-	-	-	321 100% ^{fg}	57 16%	71 17%	75 16%
NEWSPAPER READERSHIP												
BROAD SHEET	347 17%	157 25% ^{bc} ^d	141 19% ^{cd}	12 5%	31 10% ^c	3 20%	68 15%	222 18%	57 18%	347 100% ^{jk}	79 18% ^k	34 7%
MID MKT PRESS	431 22%	186 29% ^{bc} ^d	142 19%	47 17%	46 16%	3 20%	92 20%	267 22%	71 22%	79 23%	431 100% ^{lk}	115 24%
TABLOID	480 24%	138 22%	171 22%	106 39% ^{ab} ^d	64 22%	1 10%	119 26%	285 24%	75 23%	34 10%	115 27% ⁱ	480 100% ^{ij}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Respondent type: Adults in GB aged 15+
 Fieldwork dates: 4-10 September 2009
 Source: Ipsos MORI (JN37093)

	Page	Table	Title	Base Description	Base
	1	1	FOR EACH ONE I READ OUT, PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR / SHOULD NOT BE MADE LEGAL AGAIN.	BASE: ALL ADULTS AGED 15+	2003
•	2	2	Q.MC01_1 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / DOG FIGHTING	BASE: ALL ADULTS AGED 15+	2003
•	3	3	Q.MC01_1 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / DOG FIGHTING	BASE: ALL ADULTS AGED 15+	2003
•	4	4	Q.MC01_1 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / DOG FIGHTING	BASE: ALL ADULTS AGED 15+	2003
•	5	5	Q.MC01_1 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / DOG FIGHTING	BASE: ALL ADULTS AGED 15+	22
•	6	6	Q.MC01_2 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / BADGER BAITING	BASE: ALL ADULTS AGED 15+	2003
•	7	7	Q.MC01_2 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / BADGER BAITING	BASE: ALL ADULTS AGED 15+	2003
•	8	8	Q.MC01_2 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / BADGER BAITING	BASE: ALL ADULTS AGED 15+	2003
•	9	9	Q.MC01_2 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / BADGER BAITING	BASE: ALL ADULTS AGED 15+	22

	Page	Table	Title	Base Description	Base
●	10	10	Q.MC01_3 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / FOX HUNTING	BASE: ALL ADULTS AGED 15+	2003
●	11	11	Q.MC01_3 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / FOX HUNTING	BASE: ALL ADULTS AGED 15+	2003
●	12	12	Q.MC01_3 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / FOX HUNTING	BASE: ALL ADULTS AGED 15+	2003
●	13	13	Q.MC01_3 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / FOX HUNTING	BASE: ALL ADULTS AGED 15+	22
●	14	14	Q.MC01_4 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / DEER HUNTING	BASE: ALL ADULTS AGED 15+	2003
●	15	15	Q.MC01_4 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / DEER HUNTING	BASE: ALL ADULTS AGED 15+	2003
●	16	16	Q.MC01_4 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / DEER HUNTING	BASE: ALL ADULTS AGED 15+	2003
●	17	17	Q.MC01_4 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / DEER HUNTING	BASE: ALL ADULTS AGED 15+	22
●	18	18	Q.MC01_5 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / HARE HUNTING AND COURSING	BASE: ALL ADULTS AGED 15+	2003

	Page	Table	Title	Base Description	Base
	19	19	Q.MC01_5 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / HARE HUNTING AND COURSING	BASE: ALL ADULTS AGED 15+	2003
●	20	20	Q.MC01_5 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / HARE HUNTING AND COURSING	BASE: ALL ADULTS AGED 15+	2003
●	21	21	Q.MC01_5 / PLEASE TELL ME WHETHER YOU THINK IT SHOULD OR SHOULD NOT BE MADE LEGAL AGAIN. / HARE HUNTING AND COURSING	BASE: ALL ADULTS AGED 15+	22
●	22	22	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	2003
●	23	22	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	24	22	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	25	22	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	26	22	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	27	22	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	28	22	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	29	23	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	2003
●	30	23	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	31	23	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	32	23	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	33	23	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	34	23	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	35	23	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	36	23	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	37	24	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	2003

	Page	Table	Title	Base Description	Base
●	38	24	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	39	24	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	40	24	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	41	24	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	42	24	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997
●	43	24	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	1997