

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 1
Q.1 Which company do you think is best at communicating with you?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Sky	86	48	37	10	20	11	15	10	19	25	24	16	21	12	6	7	12	12	3	3	9	5	10	6	12	35
	4%	5%	4%	4%	6%	3%	4%	3%	4%	5%	4%	4%	4%	7%	8%	3%	7%	7%	2%	3%	5%	2%	4%	4%	4%	4%
Virgin	75	39	36	8	6	15	20	7	20	17	23	24	11	8	7	13	4	1	5	3	6	6	15	7	21	30
	4%	4%	4%	4%	2%	4%	5%	2%	5%	3%	4%	6%	2%	4%	9%	6%	2%	1%	3%	3%	3%	2%	5%	4%	7%	4%
NatWest	70	33	37	16	14	13	9	5	13	21	18	18	14	2	-	9	10	8	4	1	6	16	11	2	10	31
	4%	3%	4%	7%	4%	4%	2%	2%	3%	4%	3%	4%	3%	1%	-	4%	6%	4%	3%	1%	3%	6%	4%	1%	4%	4%
Halifax	66	31	35	7	23	8	13	8	8	16	26	15	10	7	3	7	5	7	4	3	9	6	10	6	12	36
	3%	3%	3%	3%	7%	2%	4%	3%	2%	3%	5%	3%	2%	4%	4%	3%	3%	4%	3%	3%	5%	2%	3%	3%	4%	4%
Santander	60	29	31	11	7	9	10	15	7	20	13	20	8	3	2	13	11	5	9	4	2	8	3	1	4	35
	3%	3%	3%	5%	2%	3%	3%	5%	2%	4%	2%	5%	2%	2%	3%	6%	6%	3%	7%	4%	1%	3%	1%	1%	1%	4%
Barclays	60	31	29	11	13	4	9	11	12	17	9	20	13	2	2	8	-	7	2	5	8	12	7	6	9	31
	3%	3%	3%	5%	4%	1%	2%	4%	3%	3%	2%	5%	3%	1%	3%	4%	-	4%	2%	5%	4%	5%	2%	3%	3%	4%
Lloyds	56	26	30	7	12	12	10	2	12	14	7	15	19	4	2	6	4	2	4	-	4	6	15	8	2	27
	3%	3%	3%	3%	4%	4%	3%	1%	3%	3%	1%	4%	4%	2%	3%	3%	2%	1%	3%	-	2%	2%	5%	4%	1%	3%
HSBC	44	26	18	7	15	10	2	5	4	9	14	14	8	*	2	2	4	6	1	1	2	15	8	3	6	27
	2%	3%	2%	3%	5%	3%	1%	2%	1%	2%	2%	3%	2%	*	2%	1%	2%	4%	1%	1%	1%	6%	3%	2%	2%	3%
Nationwide	41	21	20	3	4	4	3	10	16	10	9	12	3	-	3	2	2	1	6	1	5	5	13	2	2	13
	2%	2%	2%	1%	1%	1%	1%	4%	4%	2%	2%	2%	2%	2%	-	1%	1%	1%	4%	1%	2%	2%	5%	1%	1%	2%
British Gas	38	15	22	2	1	7	4	12	11	15	10	7	5	3	2	6	1	7	4	-	5	1	5	5	5	15
	2%	2%	2%	1%	*	2%	1%	4%	3%	3%	2%	2%	1%	1%	3%	3%	*	4%	3%	-	2%	1%	2%	3%	2%	2%
Amazon	36	16	20	1	5	6	9	4	11	10	12	7	8	1	1	2	7	2	4	1	5	6	3	4	6	15
	2%	2%	2%	*	2%	2%	3%	1%	2%	2%	2%	1%	2%	*	1%	1%	4%	1%	3%	1%	2%	2%	1%	2%	2%	2%
Tesco	35	11	23	2	5	7	6	6	8	7	14	7	7	2	1	4	4	3	4	1	2	3	6	4	5	16
	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	3%	2%	1%	1%	1%	2%	2%	2%	3%	1%	1%	1%	2%	2%	2%	2%
BT	31	17	14	2	4	5	5	7	9	12	2	7	10	2	1	5	1	3	3	2	3	3	3	5	6	8
	2%	2%	1%	1%	1%	1%	1%	2%	2%	2%	*	2%	2%	1%	2%	2%	*	2%	2%	2%	2%	1%	1%	3%	2%	1%

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Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
First Direct	31	20	11	1	6	6	5	4	8	12	10	6	1	-	1	3	1	3	4	1	7	2	7	1	2	18
	2%	2%	1%	*	2%	2%	1%	1%	2%	2%	2%	1%	*	-	1%	1%	1%	2%	3%	1%	3%	1%	2%	1%	1%	2%
O2	27	13	14	5	9	3	6	*	4	5	5	9	8	2	1	4	3	2	2	5	3	4	1	*	7	11
	1%	1%	1%	2%	3%	1%	2%	*	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	5%	2%	2%	*	*	2%	1%
RBS	23	11	12	8	2	2	4	4	4	8	8	3	5	16	-	3	2	-	-	-	-	-	2	1	4	9
	1%	1%	1%	3%	*	1%	1%	1%	1%	1%	1%	1%	1%	9%	-	1%	1%	-	-	-	-	-	1%	*	2%	1%
TalkTalk	18	8	10	1	5	3	4	2	3	4	6	5	2	3	1	3	-	3	2	-	2	2	1	1	2	11
	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-	2%	1%	-	1%	1%	*	1%	1%	1%
Vodafone	17	9	8	2	5	6	3	1	1	6	5	4	2	2	-	-	3	*	3	2	2	4	1	-	2	12
	1%	1%	1%	1%	2%	2%	1%	*	*	1%	1%	1%	1%	1%	-	-	1%	*	2%	2%	1%	2%	*	-	1%	1%
eBay	17	10	7	6	2	-	4	2	4	3	6	4	4	3	1	1	-	2	1	-	3	1	1	3	2	7
	1%	1%	1%	2%	*	-	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-	1%	*	-	2%	*	*	2%	1%	1%
E.ON	17	9	8	-	-	3	1	2	11	5	4	2	5	-	1	2	5	-	5	1	1	-	2	*	-	6
	1%	1%	1%	-	-	1%	*	1%	3%	1%	1%	1%	1%	-	1%	1%	3%	-	3%	1%	*	-	1%	*	-	1%
Orange	17	14	3	8	1	*	3	-	4	9	4	-	3	-	-	2	1	2	2	2	4	-	3	1	-	9
	1%	1%	*	3%	*	*	1%	-	1%	2%	1%	-	1%	-	-	1%	*	1%	1%	2%	2%	-	1%	1%	-	1%
Co-op	16	7	9	1	4	2	3	4	1	2	5	5	3	1	-	1	1	3	1	-	1	5	1	2	6	5
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	-	1%	*	2%	1%	-	*	2%	*	1%	2%	1%
Marks & Spencer	11	3	8	-	4	-	2	1	5	3	3	5	-	2	-	1	1	-	1	-	5	1	1	-	1	5
	1%	*	1%	-	1%	-	1%	*	1%	1%	1%	1%	-	1%	-	*	*	-	1%	-	2%	*	*	-	*	1%
Barclaycard	11	5	6	-	5	-	5	1	1	1	5	-	5	-	*	-	1	-	-	5	3	-	2	-	2	4
	1%	1%	1%	-	1%	-	1%	*	*	*	1%	-	1%	-	1%	-	*	-	-	5%	2%	-	1%	-	1%	*
Scottish Power	11	6	4	-	-	2	1	6	2	4	3	1	2	2	-	2	1	2	2	-	1	-	1	-	-	3
	1%	1%	*	-	-	1%	*	2%	*	1%	1%	*	*	1%	-	1%	1%	1%	1%	-	*	-	*	-	-	*
John Lewis	10	2	8	-	-	-	1	4	5	7	2	1	-	1	-	1	-	1	1	-	1	1	4	1	1	4
	1%	*	1%	-	-	-	*	1%	1%	1%	*	*	-	*	-	*	-	1%	1%	-	*	1%	1%	*	*	*
PlusNet	9	4	5	1	3	-	3	1	2	*	4	4	1	1	-	2	-	1	-	*	1	-	3	2	1	4
	*	*	*	*	1%	-	1%	*	*	*	1%	1%	*	1%	-	1%	-	*	-	*	*	-	1%	1%	*	1%

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Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Sainsbury's	9	4	4	1	1	1	1	3	2	3	1	1	4	1	-	4	-	-	1	-	1	1	-	-	2	3
3 (Three)	8	5	3	3	2	-	4	-	-	4	2	2	-	-	-	1	4	-	-	1	-	1	-	1	4	2
npower	8	3	5	1	-	1	-	2	3	2	4	-	1	1	-	-	1	1	1	3	1	-	1	-	1	2
PayPal	8	7	1	2	3	2	-	-	-	2	1	4	1	2	1	-	-	2	-	-	-	-	1	1	-	4
EDF	7	6	1	*	2	1	1	1	2	4	1	1	1	-	*	1	1	1	-	-	-	2	1	1	3	2
Yorkshire Bank	7	2	5	3	-	1	1	-	2	4	2	-	1	-	1	-	5	-	1	-	-	-	-	-	2	2
Facebook	6	3	3	3	3	-	-	-	-	5	1	-	-	-	-	1	-	2	-	-	-	3	1	-	5	1
Boots	5	-	5	1	1	1	2	-	-	1	2	2	*	-	-	-	1	1	-	-	2	-	1	*	1	2
Think Money	4	3	2	2	1	*	1	*	-	1	-	1	3	-	-	-	-	-	-	-	2	1	1	-	*	2
Southwest Electric	3	*	3	1	-	-	1	1	1	1	1	-	1	-	1	-	*	-	-	-	1	*	1	*	-	-
Other	282	160	122	32	44	41	43	47	75	89	89	43	61	33	13	30	25	18	17	17	24	44	35	28	42	108
	14%	16%	12%	13%	13%	12%	12%	16%	17%	17%	16%	10%	13%	18%	16%	14%	14%	10%	12%	17%	12%	17%	12%	15%	14%	13%
None	339	180	159	26	53	89	67	50	54	64	118	73	84	25	15	22	37	28	23	16	47	44	49	32	59	140
	17%	18%	16%	11%	16%	26%	19%	17%	12%	12%	21%	17%	18%	14%	19%	10%	20%	16%	16%	16%	24%	17%	18%	18%	20%	17%
Don't know	385	144	241	44	50	62	76	60	93	92	79	84	130	37	13	52	24	44	22	24	26	48	53	42	43	136
	19%	15%	24%	18%	15%	18%	21%	20%	21%	17%	14%	19%	27%	20%	16%	24%	13%	24%	16%	24%	13%	18%	19%	23%	15%	16%

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Table 2

Q.2a Which company do you think is best at communicating with you via advertising?**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Sky	129	76	53	11	24	27	31	17	20	39	39	33	18	18	7	16	11	13	10	4	19	7	16	9	20	63
	6%	8%	5%	5%	7%	8%	9%	6%	5%	7%	7%	8%	4%	10%	8%	7%	6%	7%	7%	4%	9%	3%	6%	5%	7%	8%
Virgin	72	35	37	3	5	8	26	10	20	20	26	18	9	6	5	9	3	9	6	1	8	6	10	9	10	36
	4%	4%	4%	1%	1%	2%	7%	3%	5%	4%	5%	4%	2%	3%	6%	4%	2%	5%	4%	1%	4%	2%	4%	5%	3%	4%
Tesco	69	39	29	12	16	8	12	11	10	22	19	16	11	3	6	9	8	3	8	5	8	8	5	5	15	29
	3%	4%	3%	5%	5%	2%	3%	4%	2%	4%	3%	4%	2%	2%	8%	4%	4%	2%	5%	5%	4%	3%	2%	3%	5%	3%
BT	57	37	20	6	18	11	9	4	9	23	9	19	6	4	3	7	5	2	4	2	6	10	9	4	10	28
	3%	4%	2%	3%	5%	3%	2%	1%	2%	4%	2%	4%	1%	2%	4%	3%	3%	1%	3%	2%	3%	4%	3%	2%	3%	3%
Halifax	36	6	30	7	6	7	5	7	4	14	9	6	7	1	1	4	5	8	6	3	2	4	3	*	3	19
	2%	1%	3%	3%	2%	2%	1%	2%	1%	3%	2%	1%	1%	1%	1%	2%	3%	4%	4%	3%	1%	2%	1%	*	1%	2%
Lloyds	36	15	21	*	9	5	5	6	11	15	9	3	9	4	1	2	5	3	2	-	3	6	5	4	2	22
	2%	1%	2%	*	3%	1%	1%	2%	3%	3%	2%	1%	2%	2%	1%	1%	3%	1%	2%	-	1%	2%	2%	2%	1%	3%
M&S	35	20	15	7	5	5	5	4	8	9	12	6	7	7	1	2	1	3	1	-	3	8	7	2	3	21
	2%	2%	1%	3%	1%	2%	2%	1%	2%	2%	2%	1%	2%	4%	1%	1%	1%	2%	*	-	1%	3%	2%	1%	1%	3%
Barclays	26	14	12	3	4	3	5	7	4	7	9	5	4	5	1	2	3	1	1	-	2	3	3	4	3	15
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	*	-	1%	1%	2%	1%	2%
NatWest	26	12	14	5	2	7	4	4	4	5	9	5	6	*	-	3	1	3	2	1	1	5	3	6	7	11
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	*	-	1%	1%	2%	1%	1%	1%	2%	1%	3%	2%	1%
Santander	21	14	8	3	3	6	5	1	3	5	7	7	3	1	-	3	5	3	1	-	2	2	2	3	5	8
	1%	1%	1%	1%	1%	2%	2%	*	1%	1%	1%	2%	1%	1%	-	1%	3%	1%	1%	-	1%	1%	1%	1%	2%	1%
Car Manufacturers (non-specific)	21	9	12	3	4	1	3	3	7	5	9	5	2	1	*	2	2	4	-	1	3	3	2	3	2	11
	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	-	1%	2%	1%	1%	2%	1%	1%
Other print media	21	12	9	4	4	2	-	6	5	7	1	4	8	5	-	2	2	2	-	-	1	4	4	-	1	7
	1%	1%	1%	2%	1%	1%	-	2%	1%	1%	*	1%	2%	3%	-	1%	1%	1%	-	-	*	2%	1%	-	*	1%
Insurance Companies (non-specific)	20	9	11	2	1	5	2	5	5	4	3	6	8	2	-	3	2	3	1	-	2	2	3	2	2	9
	1%	1%	1%	1%	*	1%	*	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%

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	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Retailers (non-specific)	19	8	11	2	4	2	2	3	7	6	4	3	6	1	-	-	2	6	1	-	3	2	4	1	6	4
	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	-	-	1%	3%	1%	-	1%	1%	2%	*	2%	*
TV	18	7	11	2	5	6	4	1	-	4	8	3	3	3	-	3	3	2	-	-	-	6	1	1	5	8
	1%	1%	1%	1%	1%	2%	1%	*	-	1%	1%	1%	1%	2%	-	1%	1%	1%	-	-	-	2%	*	*	2%	1%
Travel companies (non-specific)	18	3	15	3	2	1	2	1	8	6	4	4	4	2	1	2	2	1	2	1	2	*	4	1	2	4
	1%	*	1%	1%	1%	*	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	*
British Gas	17	10	7	1	4	4	1	6	1	4	5	3	5	1	-	2	1	1	*	1	6	1	2	3	3	5
	1%	1%	1%	1%	1%	1%	*	2%	*	1%	1%	1%	1%	1%	-	1%	*	1%	*	1%	3%	*	1%	2%	1%	1%
Sainsbury's	17	11	6	3	3	2	2	5	2	6	6	2	3	3	1	6	3	-	*	1	3	1	*	-	4	6
	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	*	1%	2%	1%	3%	1%	-	*	1%	1%	*	*	-	1%	1%
Nationwide	17	11	6	5	2	1	1	5	3	7	3	1	6	2	-	5	1	-	1	-	2	2	3	-	1	8
	1%	1%	1%	2%	1%	*	*	2%	1%	1%	1%	*	1%	1%	-	2%	1%	-	1%	-	1%	1%	1%	-	*	1%
Asda	16	4	12	1	4	3	1	2	5	5	5	2	4	1	-	4	1	-	-	-	2	4	2	2	2	7
	1%	*	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	-	2%	*	-	-	-	1%	2%	1%	1%	1%	1%
Compare the Market	15	4	12	-	3	7	1	2	2	2	4	9	1	1	-	1	1	2	-	-	2	1	5	2	7	4
	1%	*	1%	-	1%	2%	*	1%	*	*	1%	2%	*	1%	-	1%	1%	1%	-	-	1%	*	2%	1%	3%	*
Amazon	15	11	4	5	3	1	1	*	4	5	2	6	3	1	-	6	1	-	1	-	1	5	-	*	3	7
	1%	1%	*	2%	1%	*	*	*	1%	1%	*	1%	1%	1%	-	3%	1%	-	1%	-	1%	2%	-	*	1%	1%
Other websites	15	8	7	2	5	3	1	1	4	4	6	1	3	2	1	1	-	2	-	-	5	2	1	-	1	8
	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	1%	-	1%	-	-	2%	1%	1%	-	*	1%
Apple	15	8	7	6	1	5	*	1	2	3	6	-	5	3	-	-	1	-	3	-	1	3	2	2	3	6
	1%	1%	1%	3%	*	1%	*	*	*	1%	1%	-	1%	2%	-	-	*	-	2%	-	*	1%	1%	1%	1%	1%
HSBC	14	8	6	1	5	6	-	1	1	6	3	5	1	1	-	1	-	2	-	-	2	5	4	-	2	10
	1%	1%	1%	*	1%	2%	-	*	*	1%	*	1%	*	*	-	*	-	1%	-	-	1%	2%	1%	-	1%	1%
Argos	14	9	5	1	-	8	2	*	2	-	3	5	5	-	1	-	2	4	3	2	1	-	-	1	1	8
	1%	1%	*	*	-	2%	1%	*	1%	-	1%	1%	1%	-	1%	-	1%	2%	2%	2%	1%	-	-	*	*	1%
BBC	13	7	6	7	1	2	*	1	1	2	2	2	7	-	-	9	*	1	-	-	1	-	-	1	*	9
	1%	1%	1%	3%	*	1%	*	*	*	*	*	1%	2%	-	-	4%	*	1%	-	-	*	-	-	1%	*	1%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 2
Q.2a Which company do you think is best at communicating with you via advertising?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831	
TalkTalk	12	4	8	2	-	3	2	5	2	4	3	1	4	2	-	3	-	1	1	-	1	1	3	-	1	6	
	1%	*	1%	1%	-	1%	*	2%	*	1%	1%	*	1%	1%	-	1%	-	1%	1%	-	*	1%	1%	-	*	1%	
Google	12	8	4	4	5	1	2	-	1	3	4	2	3	-	1	2	1	-	1	-	1	4	1	1	2	7	
	1%	1%	*	2%	1%	*	1%	-	*	1%	1%	*	1%	-	1%	1%	1%	-	*	-	1%	2%	*	*	1%	1%	
Banks (non-specific)	12	9	3	1	4	4	1	*	1	3	1	5	3	-	3	-	2	2	-	-	-	-	-	4	5	3	
	1%	1%	*	*	1%	1%	*	*	*	1%	*	1%	1%	-	4%	-	1%	1%	-	-	-	-	-	2%	2%	*	
John Lewis	11	3	8	1	1	-	3	1	5	7	*	-	4	1	-	3	4	1	-	-	-	*	-	2	1	7	
	1%	*	1%	*	*	-	1%	*	1%	1%	*	-	1%	*	-	1%	2%	1%	-	-	-	*	-	1%	*	1%	
Clothing retailers (non-specific)	11	7	5	2	-	*	3	2	5	6	2	3	-	2	-	2	-	-	-	-	2	2	2	2	2	4	
	1%	1%	*	1%	-	*	1%	1%	1%	1%	*	1%	-	1%	-	1%	-	-	-	-	1%	1%	1%	1%	1%	*	
Vodafone	9	4	5	2	3	-	4	1	-	3	-	3	3	1	-	1	-	*	2	-	3	-	1	1	2	5	
	*	*	*	1%	1%	-	1%	*	-	1%	-	1%	1%	*	-	*	-	*	1%	-	1%	-	1%	*	1%	1%	
Coca-Cola	9	5	4	1	-	2	2	5	-	2	5	2	1	1	-	-	-	-	-	-	2	3	2	-	3	4	
	*	1%	*	*	-	1%	*	2%	-	*	1%	*	1%	1%	-	-	-	-	-	-	1%	1%	1%	-	1%	*	
Supermarkets (non-specific)	9	2	7	1	1	-	4	3	1	1	3	1	3	-	-	1	-	1	-	-	1	1	3	2	-	3	
	*	*	1%	*	*	-	1%	1%	*	*	1%	*	1%	-	-	*	-	*	-	-	*	*	1%	1%	-	*	
Orange	8	4	4	3	4	1	-	1	-	2	3	-	3	-	1	1	1	1	-	2	2	-	-	-	2	3	
	*	*	*	1%	1%	*	-	*	-	*	1%	-	1%	-	2%	*	1%	1%	-	2%	1%	-	-	-	1%	*	
Co-operative	8	7	2	3	-	1	2	1	2	5	1	1	1	-	-	-	-	-	1	-	2	-	5	-	3	3	
	*	1%	*	1%	-	*	*	*	*	1%	*	*	*	-	-	-	-	-	-	1%	-	1%	-	2%	-	1%	*
Morrisons	8	1	7	-	3	-	2	-	3	2	1	2	2	-	*	-	1	-	-	-	3	1	3	1	2	1	
	*	*	1%	-	1%	-	1%	-	1%	*	*	1%	*	-	*	-	*	-	-	-	1%	*	1%	*	1%	*	
McDonald's	8	4	4	-	-	-	-	4	4	3	1	2	2	-	-	1	-	-	3	1	2	-	1	-	-	1	
	*	*	*	-	-	-	-	1%	1%	*	*	*	*	-	-	*	-	-	2%	1%	1%	-	*	-	-	*	
Saga	7	4	4	-	-	3	*	4	1	3	*	2	2	-	-	2	-	*	-	-	1	-	1	3	2	5	
	*	*	*	-	-	1%	*	1%	*	1%	*	1%	*	-	-	1%	-	*	-	-	1%	-	*	2%	1%	1%	
eBay	7	7	*	3	2	2	-	-	1	2	2	3	-	-	-	2	-	2	-	*	-	2	-	1	2	2	
	*	1%	*	1%	1%	*	-	-	*	*	*	1%	-	-	-	1%	-	1%	-	*	-	1%	-	*	1%	*	

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 2

Q.2a Which company do you think is best at communicating with you via advertising?**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Drinks companies	6*	4*	2*	-	1*	-	4*	* 1%	1*	2*	1*	3*	1*	* 1%	-	-	1*	* 1%	1*	-	-	1*	1*	2*	1*	4*
Local Paper	6*	-	6*	1*	1*	4*	-	-	-	1*	3*	-	2*	-	-	1*	-	1*	1*	-	-	1*	2*	-	-	3*
RBS	5*	3*	2*	-	1*	-	1*	3*	1*	1*	2*	1*	1*	-	-	2*	-	-	1*	-	1*	1*	-	1*	-	3*
Facebook	5*	2*	3*	-	1*	3*	1*	-	-	1*	1*	2*	* 1%	-	-	1*	-	-	1*	-	-	1*	1*	-	-	4*
First Direct	5*	3*	2*	-	-	* 1%	1*	3*	1*	1*	1*	2*	1*	-	* 1%	1*	-	-	2*	-	-	1*	-	1*	-	1*
Go Compare	5*	4*	1*	-	2*	* 1%	1*	* 1%	2*	2*	2*	1*	1*	-	-	-	-	-	1*	1*	-	* 1%	1*	2*	-	2*
Yahoo	5*	4*	1*	1*	-	1*	3*	-	-	-	-	2*	2*	1*	1*	2*	-	1*	-	-	-	-	-	-	-	3*
E.ON	4*	4*	1*	1*	-	1*	1*	2*	1*	-	1*	3*	1*	1*	-	1*	-	-	-	-	-	3*	-	* 1%	-	3*
EDF	4*	2*	3*	1*	1*	-	1*	1*	1*	1*	3*	-	1*	-	-	* 1%	1*	1*	-	1*	-	-	1*	1*	1*	1*
Churchill	4*	3*	1*	-	* 1%	-	2*	1*	1*	1*	1*	-	3*	-	-	-	1*	-	-	-	-	1*	1*	1*	1*	1*
Other	109	56	52	16	17	23	17	10	26	26	37	19	27	11	4	7	4	11	14	9	4	25	9	11	22	40
	5%	6%	5%	7%	5%	7%	5%	3%	6%	5%	7%	4%	6%	6%	6%	3%	2%	6%	10%	9%	2%	10%	3%	6%	8%	5%
None	588	295	293	66	95	101	96	88	141	139	173	128	148	47	24	55	57	57	36	41	57	70	91	54	79	221
	29%	30%	29%	28%	28%	30%	27%	30%	32%	26%	31%	29%	31%	26%	30%	25%	32%	31%	26%	41%	28%	27%	32%	30%	27%	27%
Don't know	334	127	207	26	53	44	74	52	86	81	85	65	103	33	15	29	35	24	26	24	30	40	54	24	38	118
	17%	13%	20%	11%	16%	13%	21%	17%	20%	15%	15%	15%	22%	18%	19%	13%	19%	13%	19%	24%	15%	15%	19%	13%	13%	14%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 3

Q.2b Which company do you think is best at communicating with you via online through websites and e-mail?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Amazon	125	68	57	6	15	16	28	22	38	33	38	23	30	11	6	13	12	8	8	2	15	21	16	12	17	51
	6%	7%	6%	3%	4%	5%	8%	7%	9%	6%	7%	5%	6%	6%	8%	6%	6%	5%	6%	2%	7%	8%	6%	7%	6%	6%
Sky	78	46	32	8	20	17	14	8	11	21	25	17	16	7	3	13	11	9	4	1	7	8	8	7	14	38
	4%	5%	3%	3%	6%	5%	4%	3%	3%	4%	4%	4%	3%	4%	4%	6%	5%	3%	3%	1%	4%	3%	3%	4%	5%	5%
Virgin	49	23	26	3	7	8	11	1	20	8	17	10	15	6	3	3	2	9	4	4	3	3	8	4	13	16
	2%	2%	3%	1%	2%	2%	3%	*	4%	1%	3%	2%	3%	3%	4%	1%	1%	5%	3%	4%	2%	1%	3%	2%	4%	2%
Tesco	42	14	28	2	12	4	9	6	9	8	15	8	10	2	3	4	6	3	4	2	5	1	7	6	7	17
	2%	1%	3%	1%	3%	1%	3%	2%	2%	2%	3%	2%	2%	1%	4%	2%	3%	2%	3%	2%	3%	*	2%	3%	2%	2%
NatWest	42	23	18	10	6	6	5	1	12	8	15	7	12	-	1	5	4	5	3	5	3	7	5	4	8	15
	2%	2%	2%	4%	2%	2%	2%	*	3%	1%	3%	2%	2%	-	1%	2%	2%	3%	2%	5%	1%	3%	2%	2%	3%	2%
eBay	39	21	17	6	2	3	7	8	12	5	12	13	9	4	4	1	5	3	1	2	6	4	7	3	7	12
	2%	2%	2%	2%	1%	1%	2%	3%	3%	1%	2%	3%	2%	2%	5%	*	3%	2%	*	2%	3%	2%	2%	2%	3%	1%
Barclays	37	18	19	10	9	4	3	8	4	16	8	6	8	4	2	5	2	3	1	5	3	6	4	2	4	20
	2%	2%	2%	4%	3%	1%	1%	3%	1%	3%	1%	1%	2%	2%	2%	2%	1%	1%	1%	5%	2%	2%	1%	1%	1%	2%
BT	35	18	16	3	3	4	5	9	12	11	7	4	13	2	1	2	1	5	3	3	4	2	2	9	3	13
	2%	2%	2%	1%	1%	1%	1%	3%	3%	2%	1%	1%	3%	1%	1%	1%	1%	3%	2%	3%	2%	1%	1%	5%	1%	2%
Google	30	19	11	11	7	8	2	1	1	13	3	6	7	5	1	5	-	3	-	-	1	9	5	1	8	16
	1%	2%	1%	4%	2%	2%	1%	*	*	2%	1%	1%	2%	3%	2%	2%	-	1%	-	-	1%	3%	2%	1%	3%	2%
Santander	28	21	7	2	5	2	4	6	9	15	7	4	2	2	2	7	4	4	*	1	3	2	3	-	3	10
	1%	2%	1%	1%	1%	1%	1%	2%	2%	3%	1%	1%	*	1%	2%	3%	2%	2%	*	1%	1%	1%	1%	-	1%	1%
Nationwide	26	14	12	-	3	3	1	11	7	6	5	6	8	3	-	2	-	1	3	-	3	1	10	2	-	8
	1%	1%	1%	-	1%	1%	*	4%	2%	1%	1%	1%	2%	2%	-	1%	-	*	2%	-	2%	1%	4%	1%	-	1%
Halifax	24	7	18	5	3	5	5	4	3	12	7	2	3	-	1	4	2	5	3	2	5	1	1	1	5	9
	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	*	1%	-	1%	2%	1%	3%	2%	2%	2%	*	*	1%	2%	1%
Virgin Media	24	12	13	4	1	3	7	6	4	7	7	1	8	6	*	4	1	1	1	1	5	1	2	2	8	7
	1%	1%	1%	2%	*	1%	2%	2%	1%	1%	1%	*	2%	3%	1%	2%	*	*	1%	1%	3%	*	1%	1%	3%	1%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 3

Q.2b Which company do you think is best at communicating with you via online through websites and e-mail?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
British Gas	24	12	12	2	2	7	4	4	6	9	7	4	3	1	1	6	2	8	1	1	2	2	1	2	3	13
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	4%	*	1%	1%	1%	*	1%	1%	2%
HSBC	23	10	13	3	8	9	1	2	1	5	4	9	5	-	-	1	3	3	2	-	1	8	5	1	3	12
	1%	1%	1%	1%	2%	3%	*	1%	*	1%	1%	2%	1%	-	-	*	2%	2%	1%	-	*	3%	2%	1%	1%	1%
M&S	20	4	16	-	5	1	*	4	9	7	5	4	3	2	-	1	2	2	1	-	4	3	4	1	2	7
	1%	*	2%	-	1%	*	*	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	2%	1%	1%	*	1%	1%
Lloyds	18	6	12	1	6	4	2	1	4	5	2	6	5	1	3	1	1	1	-	-	2	4	4	1	-	13
	1%	1%	1%	*	2%	1%	1%	*	1%	1%	*	1%	1%	*	4%	*	1%	*	-	-	1%	2%	1%	1%	-	2%
TalkTalk	18	7	11	1	3	4	4	2	3	4	9	2	2	5	-	2	1	1	2	-	3	4	1	1	5	7
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	1%	*	3%	-	1%	1%	*	1%	-	1%	1%	*	1%	2%	1%
O2	16	10	7	-	9	2	4	-	2	2	1	8	4	-	*	3	2	3	-	5	-	1	2	1	6	7
	1%	1%	1%	-	3%	1%	1%	-	*	*	*	2%	1%	-	1%	1%	1%	2%	-	5%	-	*	1%	*	2%	1%
E.ON	15	6	10	2	-	1	1	2	9	5	-	3	8	-	3	*	3	1	1	1	1	-	3	1	-	5
	1%	1%	1%	1%	-	*	*	1%	2%	1%	-	1%	2%	-	3%	*	2%	1%	1%	1%	*	-	1%	1%	-	1%
First Direct	14	11	2	-	-	5	1	2	5	5	1	6	1	-	-	3	-	-	2	1	4	-	4	-	-	7
	1%	1%	*	-	-	1%	*	1%	1%	1%	*	1%	*	-	-	1%	-	-	2%	1%	2%	-	1%	-	-	1%
EDF	12	6	6	-	5	1	2	1	4	6	1	5	-	2	2	3	1	1	1	-	-	2	-	1	2	7
	1%	1%	1%	-	1%	*	*	*	1%	1%	*	1%	-	1%	2%	1%	*	1%	1%	-	-	1%	-	1%	1%	1%
PayPal	12	10	2	1	4	2	2	1	-	4	2	3	3	1	-	2	-	-	*	-	2	1	4	1	2	7
	1%	1%	*	1%	1%	1%	1%	*	-	1%	*	1%	1%	*	-	1%	-	-	*	-	1%	*	1%	1%	1%	1%
Banks (non-specific)	12	5	6	1	1	1	*	5	3	4	3	3	2	2	1	-	1	1	-	2	-	-	2	3	*	6
	1%	1%	1%	*	*	*	*	2%	1%	1%	1%	1%	*	1%	1%	-	*	*	-	2%	-	-	1%	2%	*	1%
RBS	11	7	4	4	1	1	1	4	-	5	2	-	5	4	-	3	-	-	-	-	-	2	2	1	3	4
	1%	1%	*	2%	*	*	*	2%	-	1%	*	-	1%	2%	-	2%	-	-	-	-	-	1%	1%	*	1%	*
Apple	11	11	-	4	5	1	-	-	-	4	3	4	4	2	1	-	2	-	-	-	-	-	3	2	1	7
	1%	1%	-	2%	2%	*	-	-	-	1%	1%	1%	1%	1%	2%	-	1%	-	-	-	-	-	1%	1%	*	1%
Vodafone	10	8	2	1	3	5	-	2	-	1	-	9	1	4	-	-	-	-	-	-	-	3	2	1	6	4
	1%	1%	*	*	1%	1%	-	1%	-	*	-	2%	*	2%	-	-	-	-	-	-	-	1%	1%	1%	2%	*

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 3

Q.2b Which company do you think is best at communicating with you via online through websites and e-mail?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831	
Groupon	10	4	6	2	1	-	3	2	2	3	1	4	2	-	-	1	3	1	-	-	1	-	2	2	2	4	
	1%	*	1%	1%	*	-	1%	1%	*	1%	*	1%	1%	-	-	1%	1%	1%	-	-	1%	-	1%	1%	1%	1%	
Yahoo	10	6	4	3	4	*	1	2	-	1	*	5	4	-	-	1	4	-	-	1	1	1	2	-	3	4	
	1%	1%	*	1%	1%	*	*	1%	-	*	*	1%	1%	-	-	*	2%	-	-	1%	1%	*	1%	-	1%	1%	
Sainsbury's	10	3	7	2	2	-	-	3	3	-	4	-	6	2	-	2	-	-	1	-	2	3	-	-	2	-	
	*	*	1%	1%	1%	-	-	1%	1%	-	1%	-	1%	1%	-	1%	-	-	*	-	1%	1%	-	-	1%	-	
Orange	10	7	3	3	1	1	1	1	3	7	1	1	1	-	-	-	-	1	1	3	3	-	2	*	1	5	
	*	1%	*	1%	*	*	*	*	1%	1%	*	*	*	-	-	-	-	*	1%	3%	1%	3%	-	1%	*	*	
John Lewis	10	2	8	-	-	*	1	3	6	6	4	-	-	1	-	2	1	1	1	-	-	2	1	2	1	3	
	*	*	1%	-	-	*	*	1%	1%	1%	1%	-	-	*	-	1%	1%	1%	1%	-	-	1%	*	1%	*	*	
npower	9	2	6	-	-	3	3	2	2	4	1	-	4	1	-	*	3	-	1	1	2	1	-	-	2	4	
	*	*	1%	-	-	1%	1%	1%	*	1%	*	-	1%	1%	-	*	2%	-	1%	1%	1%	1%	*	-	-	1%	1%
Body Shop	7	-	7	-	1	4	1	-	1	6	-	-	1	-	-	-	1	-	-	-	5	1	1	-	3	2	
	*	-	1%	-	*	1%	*	-	*	1%	-	-	*	-	-	-	*	-	-	-	2%	*	*	-	1%	*	
Facebook	7	5	2	4	2	1	-	-	-	2	3	1	1	1	-	1	-	-	1	-	-	3	1	-	-	5	
	*	1%	*	2%	1%	*	-	-	-	*	*	*	*	*	-	1%	-	-	1%	-	-	1%	*	-	-	1%	
Asda	7	2	4	2	-	1	2	*	1	2	1	1	3	-	1	1	-	1	1	1	-	-	-	1	*	3	
	*	*	*	1%	-	*	1%	*	*	*	*	*	1%	-	1%	*	-	1%	1%	1%	-	-	-	-	1%	*	*
Scottish Power	6	2	4	-	-	1	2	2	2	2	1	2	*	2	1	*	2	-	-	-	-	-	1	-	-	4	
	*	*	*	-	-	*	*	1%	*	*	*	*	*	1%	1%	*	1%	-	-	-	-	-	*	-	-	*	
Argos	5	3	2	1	1	3	-	-	1	3	2	1	-	1	-	2	1	-	2	*	-	-	-	-	-	3	
	*	*	*	1%	*	1%	-	-	*	1%	*	*	-	*	-	1%	*	-	1%	*	-	-	-	-	-	*	
PlusNet	5	4	1	*	2	-	1	-	2	1	1	3	-	-	-	*	-	1	-	-	1	-	1	2	-	1	
	*	*	*	*	*	-	*	-	1%	*	*	1%	-	-	-	*	-	*	-	-	*	-	1%	1%	-	*	
Co-op	5	2	4	1	1	-	1	1	2	1	2	1	1	1	-	1	1	2	1	-	-	-	-	-	1	2	
	*	*	*	*	*	-	*	*	*	*	*	*	*	*	-	*	*	1%	1%	-	-	-	-	-	-	*	*
Next	5	2	3	-	2	2	-	1	-	2	2	1	-	-	-	*	-	-	1	3	-	1	-	-	2	2	
	*	*	*	-	*	1%	-	*	-	*	*	*	-	-	-	*	-	-	*	3%	-	*	-	-	1%	*	

Communicators Survey

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Absolutes/col percents

Table 3

Q.2b Which company do you think is best at communicating with you via online through websites and e-mail?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Hotmail	4	2	2	2	1	*	-	-	-	2	1	-	1	-	-	1	1	-	1	-	-	*	1	-	1	2
	*	*	*	1%	*	*	-	-	-	*	*	-	*	-	-	*	*	-	1%	-	-	*	*	-	*	*
MSN	4	1	3	1	-	1	2	-	1	1	-	1	2	-	-	-	1	-	-	1	-	-	1	1	1	1
	*	*	*	*	-	*	*	-	*	*	-	*	*	-	-	-	1%	-	-	1%	-	-	*	1%	*	*
Other	408	206	203	48	70	52	70	64	105	133	123	87	66	38	12	42	35	37	26	12	45	58	59	44	53	163
	20%	21%	20%	20%	21%	15%	20%	21%	24%	25%	22%	20%	14%	21%	15%	19%	19%	20%	18%	12%	23%	22%	21%	25%	18%	20%
None	378	202	176	42	62	81	70	57	65	71	119	84	104	34	11	31	33	32	34	20	35	55	61	32	52	158
	19%	21%	17%	18%	18%	24%	20%	19%	15%	13%	21%	19%	22%	19%	13%	14%	18%	18%	24%	20%	18%	21%	22%	18%	18%	19%
Don't know	308	111	197	38	43	60	75	40	53	64	82	70	92	25	17	40	31	27	23	22	23	37	35	27	39	126
	15%	11%	19%	16%	13%	18%	21%	13%	12%	12%	15%	16%	19%	14%	22%	18%	15%	17%	22%	12%	14%	13%	15%	13%	15%	

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 4
Q.2c Which company do you think is best at communicating with you by social media?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Facebook	126	69	57	36	30	22	14	14	9	37	34	31	25	12	4	11	5	12	8	4	7	34	22	6	29	63
	6%	7%	6%	15%	9%	7%	4%	5%	2%	7%	6%	7%	5%	7%	5%	5%	3%	7%	6%	4%	3%	13%	8%	3%	10%	8%
Sky	37	26	11	2	6	12	5	6	5	8	13	9	7	3	2	7	2	*	2	2	7	5	6	1	6	19
	2%	3%	1%	1%	2%	4%	1%	2%	1%	2%	2%	2%	2%	1%	2%	3%	1%	*	2%	2%	4%	2%	2%	1%	2%	2%
Virgin	27	11	16	4	3	6	8	2	3	8	9	10	1	2	-	4	1	2	1	2	5	3	7	*	8	15
	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	*	1%	-	2%	*	1%	1%	2%	2%	1%	2%	*	3%	2%
Barclays	24	7	17	7	5	6	5	1	-	8	5	8	3	-	1	2	3	2	-	-	4	9	2	1	5	13
	1%	1%	2%	3%	1%	2%	2%	*	-	1%	1%	2%	1%	-	1%	1%	2%	1%	-	-	2%	4%	1%	*	2%	2%
NatWest	18	7	10	3	6	4	2	-	2	1	4	6	7	-	-	3	1	3	2	2	-	5	1	-	-	9
	1%	1%	1%	1%	2%	1%	1%	-	*	*	1%	1%	1%	-	-	1%	1%	2%	1%	2%	-	2%	*	-	-	1%
Halifax	17	4	13	3	5	3	5	1	-	4	5	3	6	2	2	-	2	1	2	1	3	2	1	2	4	7
	1%	*	1%	1%	2%	1%	1%	*	-	1%	1%	1%	1%	1%	2%	-	1%	*	2%	1%	1%	1%	*	1%	2%	1%
Amazon	15	8	8	-	2	*	4	4	5	2	2	9	2	3	-	2	1	-	1	-	-	4	3	-	4	5
	1%	1%	1%	-	1%	*	1%	1%	1%	*	*	2%	*	2%	-	1%	1%	-	1%	-	-	2%	1%	-	1%	1%
Lloyds TSB	14	6	8	1	5	3	1	3	1	5	3	2	4	3	-	-	-	1	-	-	*	3	5	2	-	12
	1%	1%	1%	*	2%	1%	*	1%	*	1%	*	1%	1%	2%	-	-	-	*	-	-	*	1%	2%	1%	-	1%
Tesco	13	8	5	-	5	2	4	2	-	3	6	2	2	-	*	*	1	-	2	1	2	2	3	1	5	5
	1%	1%	1%	-	1%	1%	1%	1%	-	*	1%	*	*	-	1%	*	*	-	2%	1%	1%	1%	1%	1%	2%	1%
BT	13	7	6	1	1	2	4	3	3	5	2	4	2	-	1	2	-	4	1	-	1	1	-	4	1	6
	1%	1%	1%	*	*	1%	1%	1%	1%	1%	*	1%	*	-	1%	1%	-	2%	*	-	1%	*	-	2%	*	1%
Twitter	11	8	3	6	3	-	2	-	-	1	1	4	5	3	-	-	3	-	-	-	2	3	-	-	3	6
	1%	1%	*	2%	1%	-	1%	-	-	*	*	1%	1%	2%	-	-	1%	-	-	-	1%	1%	-	-	1%	1%
Santander	11	7	4	-	3	1	3	3	1	4	2	3	2	-	2	1	2	2	-	1	4	-	-	-	2	3
	1%	1%	*	-	1%	*	1%	1%	*	1%	*	1%	*	-	2%	1%	1%	1%	-	1%	2%	-	-	-	1%	*
HSBC	11	6	5	1	3	6	-	-	1	1	2	6	2	-	-	1	1	-	1	-	-	4	4	1	1	7
	1%	1%	*	1%	1%	2%	-	-	*	*	*	1%	*	-	-	*	1%	-	1%	-	-	2%	1%	*	*	1%

Communicators Survey

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Absolutes/col percents

Table 4
Q.2c Which company do you think is best at communicating with you by social media?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831	
O2	9	6	4	1	3	1	3	-	2	3	3	2	1	-	-	2	2	*	1	1	-	2	1	-	2	7	
	*	1%	*	*	1%	*	1%	-	*	1%	*	1%	*	-	-	1%	1%	*	1%	1%	-	1%	*	-	1%	1%	
Vodafone	9	8	1	1	4	1	1	-	1	-	3	5	1	-	-	-	1	1	-	-	-	3	2	2	3	3	
	*	1%	*	1%	1%	*	*	-	*	-	1%	1%	*	-	-	-	1%	*	-	-	-	1%	1%	1%	1%	*	
Apple	8	8	-	-	7	-	1	-	-	-	6	2	-	2	-	-	-	-	-	-	-	4	2	-	-	8	
	*	1%	-	-	2%	-	*	-	-	-	1%	1%	-	1%	-	-	-	-	-	-	-	1%	1%	-	-	1%	
Ebay	8	2	5	-	4	2	1	1	-	2	4	1	*	-	1	-	4	-	-	1	2	1	*	*	1	5	
	*	*	1%	-	1%	1%	*	*	-	*	1%	*	*	-	1%	-	2%	-	-	-	*	1%	*	*	*	1%	
Google	7	5	2	6	-	-	-	1	-	1	6	1	-	-	-	1	-	-	-	-	1	2	-	3	-	4	
	*	*	*	2%	-	-	-	*	-	*	1%	*	-	-	-	*	-	-	-	-	*	1%	-	2%	-	1%	
Orange	6	3	4	1	2	1	-	2	-	3	1	-	2	2	-	-	2	1	1	1	-	-	-	-	2	4	
	*	*	*	*	1%	*	-	1%	-	1%	*	-	*	1%	-	-	1%	1%	1%	-	-	-	-	-	-	1%	*
ASOS	6	-	6	4	2	-	-	-	-	3	2	-	1	1	-	3	-	-	-	-	-	1	1	-	1	2	
	*	-	1%	2%	1%	-	-	-	-	1%	*	-	*	1%	-	1%	-	-	-	-	-	*	1%	-	*	*	
British Gas	6	4	1	2	2	1	*	-	*	3	3	-	*	-	*	-	2	-	-	-	2	1	-	2	3		
	*	*	*	1%	1%	*	*	-	*	1%	*	-	*	-	1%	*	1%	-	-	-	-	1%	*	-	1%	*	
BBC	5	1	4	-	1	-	*	-	3	*	1	-	3	2	-	-	-	-	-	-	-	-	1	2	1	*	
	*	*	*	-	*	-	*	-	1%	*	*	-	1%	1%	-	-	-	-	-	-	-	-	*	1%	*	*	
Other	202	112	91	36	51	31	31	29	24	46	56	51	49	22	7	17	28	17	11	10	21	23	19	28	32	91	
	10%	11%	9%	15%	15%	9%	9%	10%	6%	9%	10%	12%	10%	12%	9%	8%	15%	9%	8%	10%	10%	9%	7%	15%	11%	11%	
None	827	421	405	62	104	142	143	138	238	238	237	160	191	65	34	92	75	69	64	38	91	94	127	78	119	302	
	41%	43%	40%	26%	31%	42%	40%	46%	55%	44%	43%	37%	40%	36%	42%	42%	42%	38%	46%	38%	45%	36%	45%	43%	41%	36%	
Don't know	574	239	335	60	78	92	118	87	139	150	146	118	160	59	27	73	53	58	43	36	52	52	73	49	60	232	
	29%	24%	33%	25%	23%	27%	33%	29%	32%	28%	26%	27%	34%	33%	34%	33%	29%	32%	31%	36%	26%	20%	26%	27%	21%	28%	

Communicators Survey

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Absolutes/col percents

Table 5
Q.2d Which company do you think is best at communicating with you through the media/press?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Sky	116	72	45	15	29	19	23	14	16	29	37	24	26	14	7	18	11	10	5	5	15	10	11	10	25	57
	6%	7%	4%	6%	8%	6%	7%	5%	4%	5%	7%	6%	6%	8%	9%	8%	6%	6%	3%	5%	7%	4%	4%	6%	9%	7%
Virgin	77	36	40	3	11	8	23	12	21	21	22	19	16	15	4	6	2	4	8	-	8	11	14	5	10	39
	4%	4%	4%	1%	3%	2%	6%	4%	5%	4%	4%	4%	3%	8%	5%	3%	1%	2%	6%	-	4%	4%	5%	3%	4%	5%
BT	56	28	27	4	5	16	11	10	11	21	11	13	11	5	4	5	4	7	4	2	6	4	12	4	11	18
	3%	3%	3%	2%	1%	5%	3%	3%	3%	4%	2%	3%	2%	3%	4%	2%	2%	4%	3%	2%	3%	1%	4%	2%	4%	2%
Tesco	52	24	28	6	17	6	9	7	8	13	20	11	8	5	2	7	3	7	5	2	4	4	7	6	10	25
	3%	2%	3%	2%	5%	2%	3%	2%	2%	2%	4%	2%	2%	3%	2%	3%	2%	4%	4%	2%	2%	2%	3%	3%	4%	3%
Barclays	30	20	10	3	11	7	4	4	1	8	9	10	3	-	2	5	2	-	-	2	5	8	4	2	4	18
	2%	2%	1%	1%	3%	2%	1%	1%	*	1%	2%	2%	1%	-	3%	2%	1%	-	-	2%	2%	3%	1%	1%	1%	2%
Santander	28	12	15	7	5	3	7	4	1	7	5	10	6	1	2	7	5	5	-	1	4	*	3	-	5	13
	1%	1%	2%	3%	2%	1%	2%	1%	*	1%	1%	2%	1%	1%	2%	3%	3%	3%	-	1%	2%	*	1%	-	2%	2%
NatWest	26	13	13	5	11	4	2	1	5	2	4	13	7	1	-	4	5	3	2	2	5	3	*	1	1	11
	1%	1%	1%	2%	3%	1%	*	*	1%	*	1%	3%	1%	*	-	2%	3%	2%	1%	2%	3%	1%	*	*	*	1%
BBC	24	11	13	6	1	6	4	4	4	8	12	2	2	2	-	3	2	1	2	2	1	8	3	1	8	9
	1%	1%	1%	3%	*	2%	1%	1%	1%	2%	2%	1%	1%	1%	-	1%	1%	*	1%	2%	1%	3%	1%	1%	3%	1%
Halifax	23	5	18	3	7	1	6	5	1	6	6	5	6	1	1	2	3	-	4	1	3	2	3	3	3	12
	1%	*	2%	1%	2%	*	2%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	3%	1%	1%	1%	1%	2%	1%	1%
Lloyds TSB	21	7	14	2	9	4	3	2	1	4	4	5	8	3	1	1	-	-	2	-	5	2	5	2	-	15
	1%	1%	1%	1%	3%	1%	1%	1%	*	1%	1%	1%	2%	2%	2%	*	-	-	1%	-	2%	1%	2%	1%	-	2%
Daily Mail	19	7	12	3	3	1	1	4	6	7	4	1	7	2	-	3	-	1	1	1	3	2	1	5	3	6
	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	-	1%	-	1%	1%	1%	2%	1%	*	3%	1%	1%
Marks and Spencer	19	9	10	1	2	1	2	4	9	7	5	4	2	4	-	2	1	2	1	-	2	2	3	2	1	4
	1%	1%	1%	*	1%	*	1%	1%	2%	1%	1%	1%	*	2%	-	1%	*	1%	1%	-	1%	1%	1%	1%	*	1%
The Sun	18	12	6	6	3	4	2	1	2	6	1	4	7	1	2	1	1	-	1	*	2	2	6	1	3	8
	1%	1%	1%	3%	1%	1%	1%	*	*	1%	*	1%	1%	1%	3%	1%	1%	-	1%	*	1%	1%	2%	*	1%	1%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 5
Q.2d Which company do you think is best at communicating with you through the media/press?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Banks - non specific	16 1%	7 1%	9 1%	3 1%	1 *	2 *	3 1%	7 2%	1 *	5 1%	4 1%	3 1%	5 1%	1 1%	-	2 1%	2 1%	-	1 *	1 1%	5 2%	1 *	1 *	2 1%	6 2%	4 *
Newspapers - non specific	16 1%	8 1%	8 1%	3 1%	2 1%	7 2%	2 1%	-	2 *	2 *	-	10 2%	5 1%	-	1 1%	-	2 1%	3 2%	1 1%	2 2%	-	3 1%	4 1%	1 1%	2 1%	5 1%
Apple	14 1%	11 1%	3 *	4 2%	4 1%	2 1%	3 1%	-	1 *	6 1%	6 1%	-	2 *	3 2%	1 1%	2 1%	2 1%	1 1%	1 *	-	-	1 *	-	3 2%	3 1%	9 1%
Sainsburys	12 1%	3 *	10 1%	-	1 *	2 1%	3 1%	4 1%	3 1%	6 1%	5 1%	-	2 *	1 1%	1 1%	2 1%	1 1%	1 1%	*	-	1 *	2 1%	1 *	2 1%	1 *	2 *
Asda	12 1%	7 1%	5 1%	-	4 1%	2 1%	3 1%	2 1%	2 *	1 *	5 1%	2 *	5 1%	-	-	5 2%	5 3%	-	1 1%	1 1%	1 1%	-	1 *	-	*	6 1%
HSBC	11 1%	3 *	8 1%	* *	2 1%	6 2%	1 *	1 *	-	3 1%	-	6 1%	2 *	-	-	-	-	1 *	-	* *	2 1%	3 1%	4 1%	2 1%	-	9 1%
British Gas	10 1%	6 1%	4 *	2 1%	1 *	2 1%	2 1%	2 1%	2 *	3 1%	4 1%	-	3 1%	-	1 2%	2 1%	1 1%	3 2%	*	-	2 1%	-	-	-	2 1%	6 1%
Nationwide	10 1%	7 1%	3 *	1 *	3 1%	1 *	-	1 *	5 1%	3 1%	1 *	4 1%	2 *	3 1%	-	-	-	-	2 1%	-	2 1%	-	3 1%	1 1%	1 *	1 *
O2	9 *	6 1%	3 *	2 1%	3 1%	2 1%	1 *	-	-	2 *	3 1%	3 1%	2 *	-	1 1%	2 1%	1 *	2 1%	1 *	1 1%	-	-	2 1%	-	2 1%	3 *
Royal Bank of Scotland	8 *	7 1%	2 *	2 1%	3 1%	-	1 *	2 1%	-	3 1%	2 *	2 *	2 *	5 3%	-	1 *	-	-	-	-	-	2 1%	1 *	-	1 *	5 1%
Talk Talk	7 *	3 *	4 *	1 1%	-	1 *	2 1%	-	2 *	2 *	2 1%	2 1%	1 *	1 *	-	*	-	-	3 2%	-	1 *	-	2 1%	-	1 *	4 *
E.ON	6 *	3 *	2 *	1 1%	-	-	-	1 *	3 1%	2 *	-	1 *	2 *	-	1 1%	2 1%	-	1 1%	*	-	1 *	-	-	-	-	2 *
Vodafone	5 *	1 *	4 *	* *	-	* *	3 1%	1 *	-	1 *	1 *	1 *	2 *	-	1 1%	* *	1 *	* *	1 1%	-	2 1%	-	-	-	1 *	2 *
Facebook	5 *	4 *	1 *	3 1%	1 *	1 *	-	-	-	2 *	1 *	1 *	1 *	-	-	-	-	2 1%	1 1%	-	-	2 1%	-	-	2 1%	3 *

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 5

Q.2d Which company do you think is best at communicating with you through the media/press?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Samsung	5	3	1	2	1	-	-	1	1	3	*	1	-	-	-	-	1	-	2	-	-	1	*	1	-	1
Co-operative	5	2	2	*	-	-	-	2	2	*	2	-	2	1	-	1	-	1	-	-	-	-	-	1	1	3
Argos	4	2	3	1	*	2	-	1	-	-	4	-	1	-	-	2	-	-	-	-	-	1	1	*	*	2
McDonalds	4	2	2	-	1	-	1	-	2	*	1	-	2	-	-	-	1	*	1	-	-	*	2	-	*	1
Boots	3	1	3	1	1	-	1	1	-	1	-	2	*	1	-	-	-	-	-	1	-	-	1	*	-	2
Other	254	138	116	44	37	38	33	46	55	74	72	55	52	21	3	24	25	18	17	12	24	54	34	24	43	106
	13%	14%	11%	18%	11%	11%	9%	16%	13%	14%	13%	13%	11%	11%	4%	11%	14%	10%	12%	12%	12%	21%	12%	13%	15%	13%
None	676	372	305	61	95	113	116	104	188	174	185	144	174	40	29	67	65	66	46	42	65	87	105	66	98	250
	34%	38%	30%	26%	28%	33%	32%	35%	43%	33%	33%	33%	36%	22%	36%	31%	36%	36%	33%	42%	32%	33%	37%	36%	34%	30%
Don't know	402	130	272	43	63	76	84	51	85	102	119	79	102	49	17	43	38	40	31	23	34	45	49	35	43	170
	20%	13%	27%	18%	19%	23%	24%	17%	19%	19%	21%	18%	21%	27%	21%	20%	21%	22%	22%	23%	17%	17%	19%	15%	20%	

Communicators Survey

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Absolutes/col percents

Table 6

Q.3 Which individual company spokesperson, representative, or corporate leader do you think is best at communicating with you?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Richard Branson	200	101	99	7	20	40	64	27	41	58	63	41	38	22	10	34	16	18	14	6	21	26	22	10	34	88
	10%	10%	10%	3%	6%	12%	18%	9%	9%	11%	11%	9%	8%	12%	13%	15%	9%	10%	10%	6%	11%	10%	8%	5%	12%	11%
Alan Sugar	22	14	8	7	1	6	4	3	1	3	3	11	6	-	1	1	2	-	4	1	-	4	9	1	10	6
	1%	1%	1%	3%	*	2%	1%	1%	*	*	*	2%	1%	-	1%	*	1%	-	3%	1%	-	1%	3%	1%	3%	1%
David Cameron	13	10	3	1	2	1	1	5	3	5	3	-	4	4	-	1	2	1	-	1	1	1	2	-	3	5
	1%	1%	*	*	1%	*	*	2%	1%	1%	1%	-	1%	2%	-	1%	1%	1%	-	1%	1%	*	1%	-	1%	1%
Bill Gates	9	8	1	4	1	3	-	2	-	3	4	2	-	-	-	2	-	1	2	-	1	-	1	1	1	3
	*	1%	*	2%	*	1%	-	1%	-	1%	1%	*	-	-	-	1%	-	1%	1%	-	1%	-	*	1%	*	*
Martin Lewis	5	5	1	-	-	-	*	1	4	4	*	1	-	-	-	-	1	-	1	-	*	-	1	2	-	*
	*	*	*	-	-	-	*	*	1%	1%	*	*	-	-	-	-	1%	-	1%	-	*	-	*	1%	-	*
Other	332	195	137	60	73	37	31	49	82	98	106	62	66	33	9	37	27	34	17	14	32	50	36	43	49	129
	17%	20%	13%	25%	22%	11%	9%	16%	19%	18%	19%	14%	14%	19%	11%	17%	15%	19%	12%	14%	16%	19%	13%	24%	17%	15%
Companies (not individuals)	191	88	103	25	41	32	33	21	39	54	40	44	52	16	5	15	18	19	16	8	13	32	33	16	33	79
	10%	9%	10%	11%	12%	9%	9%	7%	9%	10%	7%	10%	11%	9%	7%	7%	10%	10%	11%	8%	6%	12%	12%	9%	11%	9%
None	598	307	290	49	77	102	118	95	157	165	175	121	137	40	35	56	55	54	41	34	64	78	86	55	79	238
	30%	31%	28%	21%	23%	30%	33%	32%	36%	31%	31%	28%	29%	22%	44%	25%	31%	30%	29%	34%	32%	30%	31%	31%	27%	29%
Don't know	634	254	380	85	122	117	105	95	109	146	160	155	173	65	20	74	59	53	46	37	67	70	92	52	82	283
	32%	26%	37%	36%	36%	35%	29%	32%	25%	27%	29%	35%	36%	36%	25%	34%	33%	29%	33%	37%	33%	27%	33%	29%	28%	34%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 7

Q.4 How often do you get information from each of the following?**Summary****Base: All respondents**

	Sources												
	Radio	TV	National newspapers in print	Google	National newspapers online	Specialist media online	Specialist media in print	Company websites	Blogs	Twitter	Facebook	Local media	LinkedIn
Unweighted base	2004	2004	2004	2004	2004	2004	2004	2004	2004	2004	2004	2004	2004
Weighted base	2004	2004	2004	2004	2004	2004	2004	2004	2004	2004	2004	2004	2004
NET: Ever	1607 80%	1841 92%	1579 79%	1696 85%	1324 66%	1217 61%	1157 58%	1704 85%	873 44%	677 34%	1323 66%	1567 78%	559 28%
NET: Very/ quite often	938 47%	1480 74%	748 37%	1195 60%	607 30%	443 22%	292 15%	619 31%	260 13%	301 15%	901 45%	581 29%	166 8%
Very often - several times a day	365 18%	677 34%	214 11%	540 27%	161 8%	104 5%	60 3%	136 7%	51 3%	139 7%	431 22%	124 6%	31 2%
Quite often - every day or most days	573 29%	804 40%	534 27%	655 33%	447 22%	340 17%	232 12%	483 24%	209 10%	162 8%	470 23%	457 23%	134 7%
Quite rarely - maybe once or twice a week	380 19%	227 11%	457 23%	313 16%	361 18%	404 20%	370 18%	591 29%	262 13%	189 9%	230 11%	575 29%	176 9%
Very rarely - once or twice a month	289 14%	133 7%	374 19%	189 9%	356 18%	370 18%	495 25%	494 25%	351 18%	187 9%	192 10%	411 21%	218 11%
Never	397 20%	163 8%	425 21%	308 15%	680 34%	787 39%	847 42%	300 15%	1131 56%	1327 66%	681 34%	437 22%	1445 72%
NET: Rarely/ never	686 34%	296 15%	799 40%	496 25%	1036 52%	1157 58%	1342 67%	794 40%	1482 74%	1514 76%	873 44%	847 42%	1662 83%

Communicators Survey

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Absolutes/col percents

Table 8
Q.4 How often do you get information from each of the following?
Radio
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1607 80%	820 84%	787 77%	188 79%	278 82%	290 86%	291 81%	238 80%	322 74%	460 86%	446 80%	345 79%	356 75%	145 80%	65 81%	175 79%	145 80%	141 78%	119 85%	72 72%	169 84%	211 81%	227 81%	138 76%	258 88%	704 85%
NET: Very/ quite often	938 47%	498 51%	440 43%	97 41%	158 47%	177 52%	178 50%	139 47%	189 43%	286 53%	269 48%	189 43%	193 41%	73 40%	41 51%	110 50%	89 49%	89 49%	71 51%	46 46%	88 44%	126 48%	122 44%	85 47%	168 58%	442 53%
Very often - several times a day	365 18%	189 19%	176 17%	28 12%	61 18%	67 20%	68 19%	64 22%	76 17%	121 23%	100 18%	78 18%	66 14%	27 15%	18 22%	51 23%	28 15%	39 21%	24 17%	23 23%	31 16%	48 18%	49 17%	28 16%	70 24%	163 20%
Quite often - every day or most days	573 29%	309 31%	264 26%	68 29%	97 29%	110 33%	110 31%	74 25%	113 26%	165 31%	169 30%	112 26%	127 27%	46 25%	23 29%	59 27%	61 34%	50 28%	47 34%	23 23%	56 28%	78 30%	73 26%	57 32%	99 34%	279 34%
Quite rarely - maybe once or twice a week	380 19%	181 18%	198 19%	54 23%	61 18%	84 25%	59 16%	59 20%	63 15%	104 19%	91 16%	93 21%	92 19%	42 23%	17 21%	46 21%	36 20%	23 13%	21 15%	17 17%	40 20%	49 19%	57 20%	31 17%	48 16%	165 20%
Very rarely - once or twice a month	289 14%	141 14%	148 15%	37 16%	59 17%	29 9%	54 15%	41 14%	70 16%	70 13%	86 15%	63 14%	71 15%	30 17%	8 10%	20 9%	20 11%	30 17%	26 19%	9 9%	41 21%	36 14%	48 17%	22 12%	42 14%	97 12%
Never	397 20%	162 16%	235 23%	50 21%	60 18%	47 14%	66 19%	59 20%	114 26%	76 14%	109 20%	92 21%	121 25%	36 20%	15 19%	45 21%	36 20%	39 22%	22 15%	28 28%	32 16%	49 19%	53 19%	43 24%	34 12%	126 15%
NET: Rarely/ never	686 34%	303 31%	384 38%	87 37%	119 35%	77 23%	120 34%	100 34%	184 42%	146 27%	195 35%	154 35%	191 40%	66 36%	23 28%	65 30%	56 31%	69 38%	48 34%	37 37%	73 36%	85 33%	101 36%	64 36%	76 26%	224 27%

Communicators Survey

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Absolutes/col percents

Table 9

Q.4 How often do you get information from each of the following?**TV****Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1841	910	931	214	313	305	326	279	404	516	503	392	430	168	80	203	168	166	129	86	188	235	253	165	272	760
	92%	93%	91%	90%	93%	90%	91%	94%	93%	96%	91%	90%	90%	93%	100%	92%	93%	92%	92%	86%	94%	90%	90%	92%	93%	91%
NET: Very/ quite often	1480	742	738	175	251	244	270	227	313	430	396	315	339	130	70	175	145	127	96	69	151	189	196	133	222	617
	74%	76%	72%	73%	74%	72%	76%	76%	72%	80%	71%	72%	71%	72%	87%	79%	81%	70%	68%	69%	76%	73%	70%	74%	76%	74%
Very often - several times a day	677	333	343	93	98	127	128	101	130	213	180	142	142	68	34	101	48	66	40	38	50	87	86	59	91	290
	34%	34%	34%	39%	29%	38%	36%	34%	30%	40%	32%	33%	30%	38%	43%	46%	27%	37%	29%	38%	25%	33%	31%	33%	31%	35%
Quite often - every day or most days	804	409	395	82	154	116	142	126	183	218	216	173	197	61	35	74	98	61	56	31	102	102	110	74	131	328
	40%	42%	39%	34%	46%	34%	40%	43%	42%	41%	39%	40%	41%	34%	44%	34%	54%	34%	40%	31%	51%	39%	39%	41%	45%	39%
Quite rarely - maybe once or twice a week	227	103	124	29	35	43	37	32	52	56	64	42	66	26	8	16	16	24	21	7	23	32	39	15	35	88
	11%	11%	12%	12%	10%	13%	10%	11%	12%	10%	12%	10%	14%	15%	10%	7%	9%	13%	15%	7%	12%	12%	14%	8%	12%	11%
Very rarely - once or twice a month	133	65	69	11	26	19	19	20	39	30	43	35	25	12	3	12	7	16	12	11	13	14	18	17	14	54
	7%	7%	7%	5%	8%	5%	5%	7%	9%	6%	8%	8%	5%	7%	3%	5%	4%	9%	8%	11%	6%	5%	6%	10%	5%	7%
Never	163	72	91	24	25	32	31	18	32	19	52	45	46	12	-	17	13	14	12	14	13	26	28	15	20	71
	8%	7%	9%	10%	7%	10%	9%	6%	7%	4%	9%	10%	10%	7%	-	8%	7%	8%	8%	14%	6%	10%	10%	8%	7%	9%
NET: Rarely/ never	296	137	160	35	51	51	50	38	72	50	95	80	71	24	3	29	19	30	23	25	25	40	46	32	34	125
	15%	14%	16%	15%	15%	15%	14%	13%	16%	9%	17%	18%	15%	13%	3%	13%	11%	16%	17%	25%	13%	15%	16%	18%	12%	15%

Communicators Survey

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Absolutes/col percents

Table 10

Q.4 How often do you get information from each of the following?**National newspapers in print****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1579	800	780	187	281	275	267	230	339	456	430	347	346	149	61	166	140	145	116	56	159	231	216	141	233	689
	79%	81%	76%	78%	83%	82%	75%	77%	78%	85%	77%	79%	73%	82%	76%	75%	78%	80%	83%	56%	79%	89%	77%	78%	80%	83%
NET: Very/ quite often	748	426	322	80	135	112	130	110	182	253	187	149	159	76	36	81	64	70	47	24	68	129	105	47	112	325
	37%	43%	32%	33%	40%	33%	36%	37%	42%	47%	34%	34%	33%	42%	45%	37%	35%	39%	34%	24%	34%	50%	37%	26%	39%	39%
Very often - several times a day	214	122	92	27	30	38	34	35	50	74	40	52	49	26	7	27	13	25	16	11	17	36	20	17	39	90
	11%	12%	9%	11%	9%	11%	9%	12%	12%	14%	7%	12%	10%	14%	9%	12%	7%	14%	11%	11%	8%	14%	7%	9%	13%	11%
Quite often - every day or most days	534	303	230	53	104	74	96	75	131	179	147	97	111	50	29	55	51	46	31	12	51	93	85	30	74	236
	27%	31%	23%	22%	31%	22%	27%	25%	30%	33%	26%	22%	23%	28%	36%	25%	28%	25%	22%	12%	26%	36%	30%	17%	25%	28%
Quite rarely - maybe once or twice a week	457	227	230	68	81	85	67	67	89	114	117	120	106	35	13	46	46	39	34	19	46	68	61	50	71	204
	23%	23%	23%	28%	24%	25%	19%	22%	20%	21%	21%	28%	22%	19%	17%	21%	25%	22%	25%	19%	23%	26%	22%	28%	24%	25%
Very rarely - once or twice a month	374	147	227	40	65	78	69	53	69	89	127	78	81	38	11	39	30	35	34	14	45	34	50	44	50	159
	19%	15%	22%	17%	19%	23%	19%	18%	16%	17%	23%	18%	17%	21%	14%	18%	17%	20%	24%	14%	22%	13%	18%	24%	17%	19%
Never	425	183	242	51	56	62	91	68	97	80	125	90	130	32	19	54	40	35	24	44	42	30	65	39	58	142
	21%	19%	24%	22%	17%	18%	25%	23%	22%	15%	23%	21%	27%	18%	24%	25%	22%	20%	17%	44%	21%	11%	23%	22%	20%	17%
NET: Rarely/ never	799	330	470	91	122	140	160	121	166	169	252	168	211	69	31	94	71	71	59	57	87	63	115	83	108	301
	40%	34%	46%	38%	36%	42%	45%	41%	38%	32%	45%	38%	44%	38%	39%	42%	39%	39%	42%	57%	43%	24%	41%	46%	37%	36%

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Absolutes/col percents

Table 11
Q.4 How often do you get information from each of the following?
Google
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1696	846	851	223	303	296	310	234	330	474	482	367	373	144	68	189	154	154	121	78	161	236	239	152	249	756
	85%	86%	83%	94%	90%	88%	87%	79%	76%	88%	87%	84%	78%	80%	85%	86%	85%	86%	86%	78%	81%	91%	85%	84%	85%	91%
NET: Very/ quite often	1195	610	585	185	240	211	219	142	197	363	347	249	235	96	50	142	110	107	86	50	114	170	158	112	183	567
	60%	62%	57%	78%	71%	63%	61%	48%	45%	68%	62%	57%	49%	53%	62%	65%	61%	59%	61%	50%	57%	65%	56%	62%	63%	68%
Very often - several times a day	540	272	268	103	128	94	101	62	52	169	166	113	91	39	18	68	42	60	38	25	53	80	67	50	96	257
	27%	28%	26%	43%	38%	28%	28%	21%	12%	32%	30%	26%	19%	22%	23%	31%	23%	33%	27%	24%	26%	31%	24%	28%	33%	31%
Quite often - every day or most days	655	338	316	82	112	118	117	81	145	194	181	136	144	57	31	75	68	47	48	25	60	90	91	62	86	310
	33%	34%	31%	34%	33%	35%	33%	27%	33%	36%	33%	31%	30%	32%	39%	34%	38%	26%	34%	25%	30%	35%	32%	34%	30%	37%
Quite rarely - maybe once or twice a week	313	148	166	25	42	46	52	64	85	71	90	75	78	26	13	25	26	32	17	18	35	41	56	23	38	116
	16%	15%	16%	10%	12%	14%	14%	22%	19%	13%	16%	17%	16%	15%	17%	11%	15%	18%	12%	18%	17%	16%	20%	13%	13%	14%
Very rarely - once or twice a month	189	88	101	13	21	38	40	28	49	40	45	43	60	21	5	21	17	15	18	10	13	25	25	17	28	73
	9%	9%	10%	5%	6%	11%	11%	9%	11%	7%	8%	10%	13%	12%	7%	9%	10%	8%	13%	10%	7%	9%	9%	9%	10%	9%
Never	308	137	171	15	34	41	47	64	106	62	74	69	103	36	12	32	27	26	19	22	39	24	42	28	43	74
	15%	14%	17%	6%	10%	12%	13%	21%	24%	12%	13%	16%	22%	20%	15%	14%	15%	14%	14%	22%	19%	9%	15%	16%	15%	9%
NET: Rarely/ never	496	225	272	28	55	80	87	91	154	102	119	112	163	58	17	53	44	41	37	33	52	49	67	45	71	148
	25%	23%	27%	12%	16%	24%	24%	31%	35%	19%	21%	26%	34%	32%	21%	24%	24%	23%	27%	33%	26%	19%	24%	25%	24%	18%

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Absolutes/col percents

Table 12

Q.4 How often do you get information from each of the following?**National newspapers online****Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1324	668	656	181	262	225	228	181	246	408	372	264	280	127	48	148	99	111	95	55	146	202	169	123	206	595
	66%	68%	64%	76%	78%	67%	64%	61%	56%	76%	67%	60%	59%	71%	60%	67%	55%	61%	68%	55%	73%	77%	60%	68%	71%	72%
NET: Very/ quite often	607	337	271	97	134	99	104	67	107	203	159	120	126	62	30	69	42	48	34	24	54	112	78	56	96	287
	30%	34%	27%	41%	40%	29%	29%	23%	25%	38%	29%	27%	26%	34%	38%	31%	23%	27%	24%	24%	27%	43%	28%	31%	33%	35%
Very often - several times a day	161	90	70	21	40	34	22	19	24	59	42	33	27	21	6	17	9	14	4	4	16	33	19	18	32	81
	8%	9%	7%	9%	12%	10%	6%	6%	5%	11%	8%	8%	6%	12%	7%	8%	5%	8%	3%	4%	8%	13%	7%	10%	11%	10%
Quite often - every day or most days	447	246	200	75	94	65	81	48	83	144	117	87	99	40	24	52	33	34	30	20	38	78	59	38	64	206
	22%	25%	20%	32%	28%	19%	23%	16%	19%	27%	21%	20%	21%	22%	30%	23%	18%	19%	21%	20%	19%	30%	21%	21%	22%	25%
Quite rarely - maybe once or twice a week	361	187	174	52	66	63	60	56	64	99	101	75	86	37	7	47	37	26	24	12	46	57	38	30	54	163
	18%	19%	17%	22%	19%	19%	17%	19%	15%	18%	18%	17%	18%	20%	8%	21%	20%	14%	17%	12%	23%	22%	14%	17%	18%	20%
Very rarely - once or twice a month	356	144	212	32	63	64	65	57	75	106	112	70	68	29	12	33	20	37	37	19	46	33	53	37	57	145
	18%	15%	21%	14%	19%	19%	18%	19%	17%	20%	20%	16%	14%	16%	14%	15%	11%	20%	27%	19%	23%	13%	19%	20%	19%	17%
Never	680	314	366	57	75	112	129	117	190	128	183	173	196	53	32	72	81	69	45	45	54	59	112	58	85	236
	34%	32%	36%	24%	22%	33%	36%	39%	44%	24%	33%	40%	41%	29%	40%	33%	45%	39%	32%	45%	27%	23%	40%	32%	29%	28%
NET: Rarely/ never	1036	458	577	90	138	176	194	174	265	234	295	242	264	82	43	105	101	106	82	64	100	92	165	94	142	380
	52%	47%	57%	38%	41%	52%	54%	58%	61%	44%	53%	55%	55%	46%	54%	48%	56%	59%	59%	64%	50%	35%	59%	52%	49%	46%

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Absolutes/col percents

Table 13

Q.4 How often do you get information from each of the following?**Specialist media online****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1217 61%	660 67%	557 55%	177 74%	243 72%	212 63%	202 57%	167 56%	217 50%	371 69%	341 61%	243 56%	263 55%	114 63%	56 70%	131 59%	93 51%	105 58%	90 64%	42 42%	130 65%	185 71%	157 56%	115 64%	197 68%	566 68%
NET: Very/ quite often	443 22%	258 26%	185 18%	74 31%	103 31%	77 23%	81 23%	49 16%	60 14%	144 27%	121 22%	80 18%	98 21%	45 25%	21 26%	48 22%	34 19%	37 21%	28 20%	14 14%	35 18%	83 32%	49 17%	49 27%	90 31%	211 25%
Very often - several times a day	104 5%	62 6%	41 4%	18 8%	31 9%	21 6%	13 4%	8 3%	13 3%	38 7%	34 6%	13 3%	18 4%	15 8%	5 6%	16 7%	5 3%	10 5%	5 3%	2 2%	7 3%	21 8%	9 3%	10 5%	30 10%	46 6%
Quite often - every day or most days	340 17%	196 20%	144 14%	56 23%	72 21%	56 17%	68 19%	41 14%	47 11%	106 20%	87 16%	66 15%	80 17%	31 17%	16 20%	32 15%	29 16%	28 15%	24 17%	12 12%	29 14%	62 24%	39 14%	39 22%	60 20%	164 20%
Quite rarely - maybe once or twice a week	404 20%	226 23%	178 17%	61 26%	84 25%	69 21%	56 16%	63 21%	70 16%	121 23%	114 21%	91 21%	78 16%	29 16%	16 19%	41 19%	32 18%	28 16%	30 21%	17 17%	50 25%	59 23%	61 22%	41 23%	51 17%	194 23%
Very rarely - once or twice a month	370 18%	176 18%	194 19%	41 17%	56 17%	66 19%	66 18%	55 18%	87 20%	106 20%	105 19%	72 17%	87 18%	40 22%	19 24%	42 19%	27 15%	39 22%	32 23%	11 11%	45 22%	42 16%	47 17%	25 14%	57 19%	161 19%
Never	787 39%	322 33%	465 45%	62 26%	94 28%	126 37%	155 43%	131 44%	220 50%	165 31%	215 39%	194 44%	213 45%	67 37%	24 30%	90 41%	88 49%	75 42%	50 36%	58 58%	70 35%	76 29%	123 44%	65 36%	94 32%	265 32%
NET: Rarely/ never	1157 58%	498 51%	659 64%	103 43%	150 44%	191 57%	220 62%	186 62%	306 70%	271 51%	320 58%	266 61%	300 63%	107 59%	44 54%	131 60%	115 64%	115 64%	82 58%	70 69%	115 58%	118 45%	170 61%	90 50%	151 52%	426 51%

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Table 14

Q.4 How often do you get information from each of the following?**Specialist media in print****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1157 58%	626 64%	531 52%	158 66%	230 68%	221 65%	189 53%	154 52%	204 47%	350 65%	316 57%	240 55%	252 53%	109 61%	40 50%	119 54%	95 53%	108 60%	85 61%	36 36%	124 62%	187 72%	145 52%	108 60%	184 63%	529 64%
NET: Very/ quite often	292 15%	160 16%	131 13%	51 21%	74 22%	50 15%	49 14%	34 12%	34 8%	94 18%	68 12%	63 15%	66 14%	20 11%	12 15%	40 18%	24 14%	31 17%	13 9%	7 7%	20 10%	71 27%	34 12%	19 11%	49 17%	149 18%
Very often - several times a day	60 3%	32 3%	28 3%	14 6%	18 5%	5 1%	8 2%	6 2%	9 2%	25 5%	10 2%	11 2%	14 3%	6 3%	2 2%	11 5%	4 2%	7 4%	1 *	* *	2 1%	16 6%	4 1%	7 4%	15 5%	31 4%
Quite often - every day or most days	232 12%	129 13%	103 10%	37 16%	56 17%	45 13%	41 11%	28 9%	24 6%	69 13%	57 10%	53 12%	52 11%	14 8%	10 12%	29 13%	20 11%	24 13%	12 9%	7 7%	18 9%	55 21%	30 11%	12 7%	34 12%	118 14%
Quite rarely - maybe once or twice a week	370 18%	210 21%	160 16%	45 19%	73 22%	72 21%	62 17%	56 19%	63 14%	130 24%	92 17%	77 18%	71 15%	40 22%	8 10%	37 17%	23 13%	24 13%	34 24%	14 14%	49 24%	58 22%	43 15%	39 22%	64 22%	166 20%
Very rarely - once or twice a month	495 25%	256 26%	239 23%	62 26%	84 25%	98 29%	79 22%	64 22%	108 25%	126 24%	155 28%	100 23%	114 24%	49 27%	21 26%	41 19%	47 26%	53 29%	39 27%	15 15%	55 27%	58 22%	67 24%	50 28%	71 24%	214 26%
Never	847 42%	356 36%	491 48%	80 34%	107 32%	117 35%	168 47%	143 48%	232 53%	186 35%	240 43%	196 45%	224 47%	71 39%	40 50%	101 46%	85 47%	72 40%	55 39%	64 64%	76 38%	74 28%	136 48%	72 40%	107 37%	302 36%
NET: Rarely/ never	1342 67%	612 62%	730 71%	142 59%	191 57%	215 64%	247 69%	208 70%	340 78%	312 58%	395 71%	296 68%	339 71%	120 67%	60 75%	143 65%	133 74%	126 70%	94 67%	79 79%	131 66%	131 50%	203 72%	122 68%	178 61%	516 62%

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Absolutes/col percents

Table 15

Q.4 How often do you get information from each of the following?**Company websites****Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1704 85%	846 86%	858 84%	205 86%	298 88%	284 84%	304 85%	252 85%	360 82%	482 90%	482 87%	362 83%	378 79%	152 84%	66 82%	191 86%	154 85%	155 86%	124 89%	78 78%	168 84%	218 84%	240 85%	158 88%	256 88%	725 87%
NET: Very/ quite often	619 31%	320 33%	299 29%	90 38%	126 37%	106 32%	110 31%	75 25%	112 26%	194 36%	173 31%	124 28%	129 27%	55 31%	16 20%	74 34%	44 24%	59 33%	49 35%	28 28%	63 31%	99 38%	80 29%	51 28%	92 32%	298 36%
Very often - several times a day	136 7%	71 7%	65 6%	28 12%	37 11%	19 6%	24 7%	15 5%	13 3%	43 8%	35 6%	30 7%	28 6%	9 5%	4 4%	23 10%	5 3%	15 8%	3 2%	5 5%	13 6%	32 12%	20 7%	7 4%	24 8%	69 8%
Quite often - every day or most days	483 24%	249 25%	234 23%	63 26%	89 26%	88 26%	86 24%	59 20%	98 23%	151 28%	137 25%	94 22%	101 21%	46 26%	12 15%	51 23%	39 21%	45 25%	46 33%	23 23%	50 25%	67 26%	60 21%	44 24%	68 23%	229 28%
Quite rarely - maybe once or twice a week	591 29%	295 30%	295 29%	67 28%	111 33%	103 30%	100 28%	92 31%	118 27%	169 32%	163 29%	118 27%	141 30%	48 27%	31 39%	53 24%	58 32%	50 28%	35 25%	23 23%	63 31%	76 29%	87 31%	65 36%	92 32%	242 29%
Very rarely - once or twice a month	494 25%	231 23%	264 26%	48 20%	61 18%	75 22%	94 26%	86 29%	130 30%	119 22%	147 26%	121 28%	108 23%	48 27%	19 24%	63 29%	52 29%	45 25%	41 29%	27 27%	42 21%	43 16%	72 26%	42 23%	71 24%	185 22%
Never	300 15%	136 14%	164 16%	33 14%	39 12%	53 16%	53 15%	45 15%	77 18%	54 10%	74 13%	74 17%	98 21%	29 16%	14 18%	30 14%	26 15%	25 14%	16 11%	22 22%	32 16%	42 16%	41 15%	23 12%	36 12%	105 13%
NET: Rarely/ never	794 40%	367 37%	428 42%	80 34%	100 30%	128 38%	147 41%	132 44%	207 47%	173 32%	220 40%	195 45%	206 43%	77 43%	33 41%	93 42%	79 44%	71 39%	56 40%	49 49%	75 37%	85 33%	113 40%	64 35%	107 37%	291 35%

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Absolutes/col percents

Table 16

Q.4 How often do you get information from each of the following?**Blogs****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	873 44%	463 47%	410 40%	161 68%	201 60%	163 48%	142 40%	98 33%	108 25%	262 49%	243 44%	191 44%	177 37%	84 47%	24 30%	100 45%	56 31%	77 43%	49 35%	29 29%	89 44%	167 64%	114 41%	84 46%	151 52%	435 52%
NET: Very/ quite often	260 13%	143 15%	117 11%	69 29%	76 23%	46 14%	31 9%	16 5%	21 5%	82 15%	72 13%	56 13%	50 11%	34 19%	7 9%	37 17%	17 9%	24 13%	9 7%	10 10%	14 7%	59 23%	27 10%	21 12%	51 18%	131 16%
Very often - several times a day	51 3%	27 3%	23 2%	16 7%	15 5%	5 1%	6 2%	2 1%	7 2%	17 3%	14 3%	6 1%	13 3%	5 3%	* *	9 4%	1 1%	2 1%	1 1%	- -	4 2%	14 5%	6 2%	9 5%	11 4%	20 2%
Quite often - every day or most days	209 10%	116 12%	93 9%	54 23%	60 18%	41 12%	25 7%	14 5%	14 3%	64 12%	58 10%	50 11%	37 8%	29 16%	7 8%	28 13%	15 8%	22 12%	8 6%	10 10%	10 5%	45 17%	22 8%	12 7%	40 14%	111 13%
Quite rarely - maybe once or twice a week	262 13%	153 16%	109 11%	46 20%	59 18%	52 15%	52 15%	34 11%	19 4%	90 17%	70 13%	55 12%	47 10%	19 11%	7 9%	22 10%	21 12%	30 16%	18 13%	7 7%	26 13%	51 19%	33 12%	28 15%	48 17%	145 17%
Very rarely - once or twice a month	351 18%	167 17%	184 18%	45 19%	66 20%	66 20%	58 16%	48 16%	68 15%	90 17%	101 18%	81 18%	79 17%	32 17%	10 13%	40 18%	18 10%	23 13%	22 16%	12 12%	48 24%	57 22%	54 19%	35 19%	51 18%	159 19%
Never	1131 56%	520 53%	611 60%	77 32%	136 40%	174 52%	215 60%	200 67%	329 75%	274 51%	313 56%	245 56%	299 63%	96 53%	56 70%	121 55%	124 69%	104 57%	91 65%	71 71%	112 56%	94 36%	166 59%	97 54%	141 48%	395 48%
NET: Rarely/ never	1482 74%	686 70%	796 78%	122 51%	202 60%	240 71%	274 77%	248 83%	396 91%	364 68%	414 74%	326 75%	378 79%	128 71%	66 83%	161 73%	143 79%	127 70%	113 80%	83 82%	160 80%	151 58%	220 78%	132 73%	192 66%	554 67%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 17
Q.4 How often do you get information from each of the following?
Twitter
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	677 34%	359 37%	318 31%	151 63%	174 52%	131 39%	105 29%	57 19%	59 13%	194 36%	187 34%	146 33%	151 32%	74 41%	19 24%	86 39%	50 28%	55 31%	39 28%	23 23%	62 31%	126 49%	80 29%	62 34%	118 41%	361 43%
NET: Very/ quite often	301 15%	173 18%	128 13%	84 35%	96 28%	47 14%	38 11%	18 6%	18 4%	89 17%	94 17%	66 15%	52 11%	38 21%	8 9%	40 18%	23 13%	18 10%	17 12%	10 10%	22 11%	78 30%	25 9%	21 12%	63 22%	162 19%
Very often - several times a day	139 7%	76 8%	63 6%	41 17%	48 14%	23 7%	16 4%	6 2%	4 1%	42 8%	39 7%	30 7%	28 6%	13 7%	4 5%	17 8%	6 3%	11 6%	10 7%	4 4%	13 6%	39 15%	13 4%	10 5%	33 11%	63 8%
Quite often - every day or most days	162 8%	97 10%	65 6%	43 18%	48 14%	24 7%	22 6%	12 4%	14 3%	48 9%	54 10%	36 8%	25 5%	25 14%	3 4%	23 10%	18 10%	8 4%	8 5%	6 6%	9 4%	39 15%	12 4%	12 6%	31 10%	99 12%
Quite rarely - maybe once or twice a week	189 9%	102 10%	87 9%	37 15%	40 12%	44 13%	34 9%	20 7%	14 3%	43 8%	40 7%	50 12%	56 12%	19 10%	6 8%	27 12%	14 8%	18 10%	10 7%	7 7%	10 5%	34 13%	27 9%	18 10%	32 11%	106 13%
Very rarely - once or twice a month	187 9%	85 9%	102 10%	31 13%	38 11%	40 12%	33 9%	18 6%	26 6%	62 12%	53 10%	30 7%	43 9%	17 9%	5 6%	19 8%	13 7%	19 10%	12 8%	6 6%	31 15%	15 6%	29 10%	22 12%	23 8%	93 11%
Never	1327 66%	623 63%	704 69%	87 37%	163 48%	207 61%	252 71%	241 81%	378 87%	342 64%	369 66%	291 67%	325 68%	107 59%	61 76%	134 61%	130 72%	125 69%	101 72%	77 77%	138 69%	134 51%	200 71%	119 66%	173 59%	470 57%
NET: Rarely/ never	1514 76%	708 72%	806 79%	118 49%	202 60%	247 73%	285 80%	259 87%	404 93%	404 75%	422 76%	321 73%	368 77%	124 69%	66 83%	153 69%	143 79%	144 80%	113 81%	84 83%	169 84%	149 57%	229 82%	141 78%	197 67%	563 68%

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Absolutes/col percents

Table 18
Q.4 How often do you get information from each of the following?
Facebook
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1323	620	703	215	281	245	235	158	188	348	370	301	304	113	53	143	115	114	98	55	137	197	171	127	206	614
	66%	63%	69%	90%	83%	73%	66%	53%	43%	65%	67%	69%	64%	63%	67%	65%	64%	63%	70%	55%	68%	75%	61%	70%	71%	74%
NET: Very/ quite often	901	417	485	177	220	165	147	98	95	218	263	220	199	74	39	92	78	81	61	39	92	146	116	84	154	432
	45%	42%	47%	74%	65%	49%	41%	33%	22%	41%	47%	50%	42%	41%	48%	42%	43%	45%	44%	39%	46%	56%	41%	46%	53%	52%
Very often - several times a day	431	178	254	108	119	68	66	43	27	118	126	91	96	38	16	41	27	39	26	23	39	80	58	42	75	191
	22%	18%	25%	45%	35%	20%	18%	15%	6%	22%	23%	21%	20%	21%	20%	19%	15%	22%	19%	23%	19%	31%	21%	24%	26%	23%
Quite often - every day or most days	470	239	231	69	102	97	81	54	67	100	137	130	103	36	23	50	51	42	35	16	53	65	58	41	79	241
	23%	24%	23%	29%	30%	29%	23%	18%	15%	19%	25%	30%	22%	20%	28%	23%	28%	23%	25%	16%	27%	25%	21%	23%	27%	29%
Quite rarely - maybe once or twice a week	230	107	123	21	49	46	39	29	47	62	62	49	57	27	5	29	25	15	21	8	20	30	29	21	28	114
	11%	11%	12%	9%	14%	13%	11%	10%	11%	12%	11%	11%	12%	15%	6%	13%	14%	8%	15%	8%	10%	11%	10%	12%	10%	14%
Very rarely - once or twice a month	192	97	95	17	12	34	50	31	47	67	45	32	48	12	9	22	12	18	16	8	25	21	25	22	24	68
	10%	10%	9%	7%	4%	10%	14%	11%	11%	13%	8%	7%	10%	7%	12%	10%	7%	10%	12%	8%	12%	8%	9%	12%	8%	8%
Never	681	362	319	23	56	93	122	139	248	188	185	135	172	67	27	78	66	66	42	46	63	64	110	53	85	216
	34%	37%	31%	10%	17%	27%	34%	47%	57%	35%	33%	31%	36%	37%	33%	35%	36%	37%	30%	45%	32%	25%	39%	30%	29%	26%
NET: Rarely/ never	873	459	414	40	68	127	172	171	295	255	231	167	220	79	36	100	78	84	58	53	88	85	135	75	109	284
	44%	47%	41%	17%	20%	38%	48%	57%	68%	48%	42%	38%	46%	44%	45%	45%	43%	47%	41%	53%	44%	33%	48%	42%	37%	34%

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Absolutes/col percents

Table 19
Q.4 How often do you get information from each of the following?
Local media
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	1567 78%	779 79%	789 77%	190 80%	277 82%	267 79%	296 83%	216 72%	322 74%	443 83%	440 79%	323 74%	361 76%	140 77%	62 78%	176 80%	142 79%	143 79%	111 79%	65 64%	160 80%	200 77%	215 77%	154 85%	233 80%	684 82%
NET: Very/ quite often	581 29%	326 33%	256 25%	90 38%	127 38%	97 29%	117 33%	71 24%	79 18%	173 32%	168 30%	112 26%	128 27%	54 30%	33 41%	75 34%	54 30%	60 33%	34 24%	24 24%	49 25%	93 36%	58 21%	47 26%	107 37%	287 35%
Very often - several times a day	124 6%	71 7%	53 5%	24 10%	27 8%	20 6%	19 5%	16 5%	18 4%	35 6%	36 6%	26 6%	28 6%	18 10%	6 7%	20 9%	8 4%	14 8%	3 2%	8 8%	7 3%	24 9%	7 2%	10 6%	29 10%	55 7%
Quite often - every day or most days	457 23%	254 26%	203 20%	67 28%	100 30%	76 23%	97 27%	55 18%	61 14%	139 26%	132 24%	87 20%	100 21%	36 20%	27 34%	55 25%	47 26%	46 26%	31 22%	16 16%	42 21%	69 26%	51 18%	36 20%	78 27%	232 28%
Quite rarely - maybe once or twice a week	575 29%	269 27%	306 30%	61 25%	99 29%	107 32%	91 26%	80 27%	137 31%	154 29%	149 27%	126 29%	146 31%	57 32%	19 24%	68 31%	45 25%	46 26%	49 35%	22 22%	65 32%	66 25%	89 32%	48 27%	79 27%	237 28%
Very rarely - once or twice a month	411 21%	184 19%	227 22%	39 16%	51 15%	63 19%	88 25%	65 22%	105 24%	116 22%	124 22%	85 19%	87 18%	29 16%	11 13%	33 15%	42 24%	36 20%	28 20%	19 18%	46 23%	41 16%	68 24%	59 33%	46 16%	161 19%
Never	437 22%	203 21%	233 23%	48 20%	60 18%	71 21%	62 17%	82 28%	115 26%	92 17%	115 21%	114 26%	115 24%	41 23%	18 22%	44 20%	39 21%	38 21%	30 21%	36 36%	41 20%	60 23%	65 23%	26 15%	59 20%	146 18%
NET: Rarely/ never	847 42%	387 39%	460 45%	87 37%	111 33%	134 40%	149 42%	147 49%	220 50%	208 39%	239 43%	199 45%	202 42%	69 38%	28 35%	78 35%	81 45%	73 41%	57 41%	54 54%	86 43%	101 39%	134 48%	85 47%	105 36%	307 37%

Communicators Survey

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Absolutes/col percents

Table 20

Q.4 How often do you get information from each of the following?**LinkedIn****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Ever	559 28%	310 32%	249 24%	91 38%	139 41%	94 28%	91 25%	70 24%	74 17%	208 39%	168 30%	100 23%	84 18%	52 29%	12 15%	56 26%	32 17%	51 28%	31 22%	11 11%	62 31%	125 48%	81 29%	48 27%	94 32%	308 37%
NET: Very/ quite often	166 8%	97 10%	68 7%	30 12%	60 18%	31 9%	16 5%	16 5%	13 3%	67 12%	49 9%	31 7%	19 4%	15 8%	3 4%	21 10%	8 4%	14 8%	6 4%	6 6%	15 7%	50 19%	17 6%	9 5%	35 12%	105 13%
Very often - several times a day	31 2%	20 2%	11 1%	9 4%	11 3%	4 1%	2 *	3 1%	2 1%	15 3%	9 2%	4 1%	3 1%	5 3%	- -	7 3%	1 1%	5 3%	- -	3 3%	3 1%	6 2%	1 *	1 1%	8 3%	19 2%
Quite often - every day or most days	134 7%	77 8%	57 6%	21 9%	49 14%	27 8%	14 4%	13 4%	10 2%	52 10%	40 7%	27 6%	15 3%	11 6%	3 4%	14 6%	7 4%	9 5%	6 4%	3 3%	12 6%	45 17%	16 6%	8 5%	27 9%	86 10%
Quite rarely - maybe once or twice a week	176 9%	103 11%	73 7%	18 8%	46 14%	26 8%	34 9%	29 10%	24 5%	75 14%	43 8%	36 8%	23 5%	14 8%	3 4%	17 8%	11 6%	16 9%	10 7%	2 2%	18 9%	37 14%	34 12%	17 10%	29 10%	100 12%
Very rarely - once or twice a month	218 11%	110 11%	108 11%	43 18%	33 10%	37 11%	41 11%	25 8%	37 9%	66 12%	76 14%	33 8%	42 9%	22 12%	5 7%	19 9%	13 7%	21 12%	15 11%	3 3%	30 15%	37 14%	30 11%	21 12%	30 10%	103 12%
Never	1445 72%	672 68%	773 76%	147 62%	198 59%	243 72%	266 75%	227 76%	362 83%	327 61%	388 70%	337 77%	393 82%	129 71%	68 85%	164 74%	149 83%	130 72%	109 78%	89 89%	138 69%	136 52%	199 71%	133 73%	198 68%	522 63%
NET: Rarely/ never	1662 83%	781 80%	881 86%	190 80%	231 69%	281 83%	307 86%	253 85%	400 92%	394 74%	464 84%	370 85%	435 91%	151 84%	74 92%	183 83%	162 90%	151 84%	125 89%	93 92%	168 84%	173 66%	230 82%	153 85%	228 78%	626 75%

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Absolutes/col percents

Table 21

Q.5 Which commentator on economics and business do you most respect?**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Robert Peston	116 6%	64 7%	52 5%	5 2%	8 2%	6 2%	18 5%	19 6%	59 14%	50 9%	36 6%	9 2%	21 4%	13 7%	3 4%	7 3%	10 5%	7 4%	7 5%	8 8%	13 7%	8 3%	22 8%	18 10%	11 4%	31 4%
Martin Lewis	73 4%	29 3%	43 4%	2 1%	10 3%	10 3%	17 5%	14 5%	20 5%	22 4%	18 3%	22 5%	11 2%	6 3%	7 8%	4 2%	8 5%	5 3%	5 4%	7 7%	8 4%	2 1%	13 5%	6 3%	11 4%	25 3%
BBC	49 2%	30 3%	19 2%	3 1%	4 1%	11 3%	8 2%	12 4%	10 2%	24 4%	14 2%	3 1%	9 2%	4 2%	3 3%	6 3%	3 2%	6 3%	5 4%	2 2%	6 3%	5 2%	5 2%	4 2%	5 2%	26 3%
Stephanie Flanders	36 2%	21 2%	15 1%	3 1%	4 1%	1 *	2 1%	6 2%	20 5%	17 3%	6 1%	5 1%	8 2%	3 2%	1 1%	5 2%	3 2%	3 1%	3 2%	1 1%	6 3%	6 2%	4 2%	1 1%	6 2%	12 1%
Alan Sugar	30 2%	13 1%	17 2%	6 2%	2 1%	4 1%	12 3%	2 1%	5 1%	8 1%	9 2%	7 2%	7 1%	1 1%	-	3 1%	9 5%	3 2%	3 2%	1 1%	2 1%	3 1%	3 1%	2 1%	3 1%	15 2%
Andrew Marr	21 1%	8 1%	14 1%	3 1%	1 *	* *	8 2%	7 2%	3 1%	11 2%	4 1%	4 1%	3 1%	1 *	1 2%	1 1%	2 1%	1 *	1 1%	1 1%	5 2%	-	6 2%	3 2%	4 2%	8 1%
Paul Lewis	19 1%	7 1%	12 1%	2 1%	-	2 1%	* *	4 1%	10 2%	7 1%	3 1%	5 1%	4 1%	1 1%	-	3 2%	1 *	-	3 2%	3 3%	4 2%	1 *	1 *	2 1%	1 *	2 *
Evan Davis	17 1%	9 1%	7 1%	1 *	2 1%	2 1%	3 1%	1 *	7 2%	12 2%	1 *	1 *	3 1%	1 *	2 3%	2 1%	1 *	1 1%	2 1%	1 1%	2 1%	2 1%	3 1%	1 1%	1 *	7 1%
Jeremy Paxman	16 1%	8 1%	7 1%	2 1%	1 *	2 1%	5 1%	-	6 1%	4 1%	4 1%	1 *	6 1%	2 1%	-	5 2%	-	1 *	-	1 1%	* *	* *	4 1%	2 1%	1 *	4 *
Richard Branson	11 1%	7 1%	4 *	-	2 1%	3 1%	4 1%	1 *	2 *	3 1%	3 *	2 *	4 1%	1 1%	-	4 2%	1 1%	-	-	-	4 2%	-	1 *	1 1%	2 1%	7 1%
Nick Robinson	11 1%	7 1%	4 *	1 *	-	-	3 1%	2 1%	5 1%	3 *	2 *	-	6 1%	5 3%	1 1%	* *	2 1%	-	-	-	1 1%	-	1 *	1 *	1 *	3 *
Warren Buffett	9 *	7 1%	2 *	-	6 2%	-	1 *	1 *	1 *	3 *	6 1%	-	-	1 1%	1 1%	-	-	-	-	-	3 2%	3 1%	1 *	-	3 1%	5 1%
Vince Cable	8 *	4 *	4 *	-	-	2 1%	-	3 1%	3 1%	4 1%	3 *	-	1 *	1 *	1 2%	1 *	3 2%	1 1%	-	-	-	* *	1 *	-	3 1%	2 *

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Absolutes/col percents

Table 21

Q.5 Which commentator on economics and business do you most respect?**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Financial Times	8	1	7	-	1	5	-	1	-	4	-	4	1	-	-	2	1	-	-	-	-	2	4	-	7	1
	*	*	1%	-	*	2%	-	*	-	1%	-	1%	*	-	-	1%	*	-	-	-	-	1%	1%	-	2%	*
Martin Wolf	7	6	1	2	2	3	-	*	-	2	4	1	-	-	2	-	*	1	-	-	1	-	2	-	5	
	*	1%	*	1%	1%	1%	-	*	-	*	1%	*	-	-	1%	-	*	1%	-	-	*	-	1%	-	1%	*
Jeff Randall	7	4	3	1	-	2	-	2	3	2	3	1	*	1	-	1	-	-	1	1	1	1	1	1	-	2
	*	*	*	*	-	*	-	1%	1%	*	1%	*	*	*	-	1%	-	-	*	1%	*	*	*	*	-	*
John Snow	6	5	1	-	1	-	3	1	1	2	1	1	2	-	-	1	-	-	1	-	1	3	-	-	-	3
	*	1%	*	-	*	-	1%	*	*	*	*	*	*	-	-	1%	-	-	1%	-	1%	1%	-	-	-	*
Laura Kuenssberg	6	4	2	-	2	-	1	-	3	-	2	2	2	3	1	1	1	-	-	-	-	-	-	-	2	1
	*	*	*	-	1%	-	*	-	1%	-	*	*	*	2%	1%	*	1%	-	-	-	-	-	-	-	1%	*
Jeremy Warner	6	3	3	2	2	1	-	-	1	1	1	3	-	-	2	-	-	-	-	-	-	1	2	1	1	3
	*	*	*	1%	1%	*	-	-	*	*	*	1%	-	-	1%	-	-	-	-	-	-	*	1%	*	*	*
Sky	5	2	4	-	1	-	1	1	1	1	3	-	1	-	-	1	2	-	-	-	1	-	-	1	-	3
	*	*	*	-	*	-	*	*	*	*	1%	-	*	-	-	*	1%	-	-	-	1%	-	-	1%	-	*
Andrew Neil	5	4	1	-	-	-	*	1	4	1	1	-	2	-	-	2	1	-	-	-	2	-	-	-	-	*
	*	*	*	-	-	-	*	*	1%	*	*	-	1%	-	-	1%	*	-	-	-	1%	-	-	-	-	*
Hugh Pym	5	3	2	-	-	-	2	1	2	4	*	-	1	-	-	-	1	-	-	1	-	1	3	-	2	
	*	*	*	-	-	-	1%	*	*	1%	*	-	*	-	-	-	*	-	-	*	-	*	2%	-	*	
Paul Mason	4	2	2	-	-	1	1	-	2	1	2	1	-	-	1	1	*	1	-	-	-	1	-	-	1	1
	*	*	*	-	-	*	*	-	*	*	*	*	-	-	1%	1%	*	1%	-	-	-	*	-	-	*	*
Daily Mail	3	2	2	-	-	1	1	1	1	2	-	1	-	-	-	-	1	1	1	-	-	-	1	*	-	1
	*	*	*	-	-	*	*	*	*	*	-	*	-	-	-	-	*	*	1%	-	-	-	*	*	-	*
Other	291	181	110	55	52	37	41	45	61	77	107	58	49	23	8	32	29	34	14	7	28	56	35	24	45	133
	15%	18%	11%	23%	15%	11%	11%	15%	14%	14%	19%	13%	10%	13%	9%	14%	16%	19%	10%	7%	14%	22%	12%	13%	16%	16%
None	669	345	324	73	120	137	123	100	116	150	186	169	163	59	28	59	59	65	56	40	61	102	85	56	106	299
	33%	35%	32%	31%	35%	41%	35%	33%	27%	28%	33%	39%	34%	32%	34%	27%	33%	36%	40%	40%	30%	39%	30%	31%	36%	36%
Don't know	566	206	360	77	114	107	102	73	92	120	137	137	172	56	23	74	45	52	38	27	53	60	88	51	78	228
	28%	21%	35%	33%	34%	32%	29%	24%	21%	22%	25%	31%	36%	31%	29%	34%	25%	29%	27%	27%	26%	23%	31%	28%	27%	27%

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Table 22

Q.6 Which political commentator do you most respect?**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Nick Robinson	128	87	41	21	8	14	23	17	45	46	36	24	23	10	5	8	11	6	14	5	17	17	18	18	12	50
	6%	9%	4%	9%	2%	4%	6%	6%	10%	9%	6%	5%	5%	5%	7%	4%	6%	3%	10%	5%	8%	6%	6%	10%	4%	6%
Andrew Marr	74	41	34	5	7	7	14	14	27	30	17	15	12	5	1	11	7	4	2	4	10	4	19	7	12	22
	4%	4%	3%	2%	2%	2%	4%	5%	6%	6%	3%	3%	3%	3%	2%	5%	4%	2%	1%	4%	5%	2%	7%	4%	4%	3%
Jeremy Paxman	52	37	16	-	9	13	6	13	10	26	12	6	8	-	1	9	7	4	2	1	12	8	6	3	4	30
	3%	4%	2%	-	3%	4%	2%	4%	2%	5%	2%	1%	2%	-	2%	4%	4%	2%	1%	1%	6%	3%	2%	2%	1%	4%
David Cameron	44	20	24	8	10	14	5	7	1	12	12	10	10	2	-	3	3	4	2	2	3	11	10	5	6	28
	2%	2%	2%	3%	3%	4%	1%	2%	*	2%	2%	2%	2%	1%	-	1%	2%	2%	1%	2%	1%	4%	4%	3%	2%	3%
BBC	26	14	12	-	6	2	7	8	4	9	7	6	4	3	1	1	2	7	4	-	2	1	2	4	5	13
	1%	1%	1%	-	2%	1%	2%	3%	1%	2%	1%	1%	1%	2%	1%	1%	1%	4%	3%	-	1%	*	1%	2%	2%	2%
Jon Snow	26	20	6	-	4	7	5	1	8	12	6	4	4	3	2	3	-	3	1	-	3	5	1	6	4	12
	1%	2%	1%	-	1%	2%	2%	*	2%	2%	1%	1%	1%	2%	3%	1%	-	2%	1%	-	1%	2%	*	3%	1%	1%
David Dimbleby	22	11	11	1	7	-	6	1	8	4	8	6	5	4	2	1	2	2	4	-	1	3	2	2	6	8
	1%	1%	1%	*	2%	-	2%	*	2%	1%	1%	1%	1%	2%	3%	*	1%	1%	3%	-	*	1%	1%	1%	2%	1%
Andrew Neil	22	14	8	*	-	2	4	4	12	10	5	2	5	3	2	1	2	-	-	2	4	2	4	2	2	6
	1%	1%	1%	*	-	*	1%	1%	3%	2%	1%	1%	1%	2%	2%	1%	1%	-	-	2%	2%	1%	1%	1%	1%	1%
John Humpries	13	5	8	-	1	-	2	3	7	4	4	1	4	1	-	-	1	1	1	1	3	2	4	1	1	5
	1%	1%	1%	-	*	-	1%	1%	2%	1%	1%	*	1%	*	-	-	*	1%	*	1%	1%	1%	1%	*	*	1%
Tom Bradby	13	2	11	2	-	1	1	4	5	3	4	4	2	-	2	2	3	-	-	1	2	2	1	-	-	5
	1%	*	1%	1%	-	*	*	1%	1%	1%	1%	1%	*	-	2%	1%	1%	-	-	1%	1%	1%	*	-	-	1%
Boris Johnson	13	5	8	5	4	1	3	-	1	6	2	1	4	-	*	-	4	1	-	-	1	4	3	-	2	7
	1%	*	1%	2%	1%	*	1%	-	*	1%	*	*	1%	-	1%	-	2%	*	-	-	*	2%	1%	-	1%	1%
Adam Boulton	10	4	6	-	2	1	1	3	3	6	2	1	1	-	2	1	-	-	2	2	1	1	-	2	2	1
	1%	*	1%	-	*	*	*	1%	1%	1%	*	*	*	-	3%	*	-	-	1%	2%	*	*	-	1%	1%	*
Ed Miliband	10	6	4	1	4	1	2	-	1	2	4	2	1	-	2	1	1	4	-	-	-	1	1	-	1	5
	*	1%	*	1%	1%	*	1%	-	*	*	1%	1%	*	-	2%	*	1%	2%	-	-	-	*	1%	-	*	1%

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Absolutes/col percents

Table 22

Q.6 Which political commentator do you most respect?**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
John Sergeant	10*	2*	8* 1%	-	-	1*	1*	5* 2%	3* 1%	2*	2*	4* 1%	1*	1*	-	1*	-	-	-	-	1*	3* 1%	3* 1%	1*	1*	2*
Alex Salmond	8*	6* 1%	2*	-	2* 1%	1*	* 1%	-	4* 1%	1*	3*	4* 1%	-	8* 4%	-	-	-	-	-	-	-	-	-	-	3* 1%	3*
Ian Hislop	8*	3*	5*	2* 1%	3* 1%	1*	-	1*	2* 1%	2*	4* 1%	2*	-	1* 1%	1* 1%	-	-	-	1*	* 1%	2*	-	2* 1%	1* 1%	2* 1%	3*
Jeremy Vine	7*	3*	4*	-	-	3* 1%	2* 1%	-	2* 1%	1*	3* 1%	2* 1%	1*	2* 1%	-	-	2* 1%	-	-	-	1*	1* 1%	1* 1%	-	-	3*
Polly Toynbee	7*	3*	4*	-	1* 1%	2* 1%	-	* 1%	4* 1%	3* 1%	3* 1%	-	* 1%	1*	-	-	-	2* 1%	-	-	3* 1%	1* 1%	1* 1%	-	2* 1%	1*
Barack Obama	6*	4*	2*	4* 2%	2* 1%	-	-	* 1%	-	2* 1%	1* 1%	3* 1%	-	3* 2%	-	1* 1%	-	-	-	-	-	2* 1%	-	-	2* 1%	4* 1%
Nigel Farage	6*	4*	2*	5* 2%	1* 1%	-	-	1* 1%	-	-	2* 1%	3* 1%	1* 1%	1* 1%	-	1* 1%	-	2* 1%	-	-	-	2* 1%	-	-	-	3*
Quentin Letts	6*	3*	3*	-	1* 1%	-	2* 1%	-	4* 1%	1* 1%	3* 1%	1* 1%	2* 1%	1* 1%	-	1* 1%	-	-	-	-	2* 1%	2* 1%	1* 1%	-	3* 1%	1*
Andrew Rawnsley	6*	2*	4*	2* 1%	-	2* 1%	1* 1%	-	1* 1%	3* 1%	1* 1%	1* 1%	1* 1%	-	-	1* 1%	-	2* 1%	1* 1%	1* 1%	-	1* 1%	-	-	1* 1%	2*
John Pienaar	5*	2*	3*	-	* 1%	-	1* 1%	2* 1%	2* 1%	2* 1%	1* 1%	-	1* 1%	-	1* 1%	* 1%	-	1* 1%	-	1* 1%	-	1* 1%	-	-	-	2*
Robert Peston	4*	1*	2*	-	-	1* 1%	2* 1%	-	1* 1%	-	2* 1%	1* 1%	1* 1%	1* 1%	1* 1%	-	* 1%	1* 1%	-	-	-	-	-	1* 1%	* 1%	-
Other	274 14%	156 16%	118 12%	41 17%	43 13%	30 9%	35 10%	43 14%	82 19%	91 17%	77 14%	43 10%	62 13%	21 12%	10 12%	39 18%	22 12%	28 15%	12 9%	10 10%	27 13%	49 19%	31 11%	24 13%	42 14%	107 13%
None	810 40%	417 42%	393 38%	86 36%	154 46%	157 46%	159 44%	122 41%	132 30%	172 32%	230 41%	199 46%	208 44%	68 38%	32 40%	85 39%	83 46%	73 40%	68 48%	53 53%	73 37%	98 38%	111 39%	67 37%	122 42%	347 42%
Don't know	394 20%	111 11%	283 28%	56 24%	70 21%	78 23%	74 21%	49 16%	68 15%	84 16%	104 19%	91 21%	115 24%	42 23%	15 19%	50 23%	30 17%	38 21%	28 20%	19 19%	34 17%	43 16%	60 21%	37 20%	57 20%	161 19%

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Absolutes/col percents

Table 23
Gender
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Male	982	982	-	111	174	165	155	149	228	270	265	251	196	98	44	102	87	84	66	52	87	149	127	87	151	464
	49%	100%	-	47%	52%	49%	43%	50%	52%	50%	48%	58%	41%	54%	55%	46%	48%	46%	47%	52%	43%	57%	45%	48%	52%	56%
Female	1022	-	1022	127	164	172	202	149	208	266	291	185	280	82	36	118	94	97	74	49	113	112	154	93	141	367
	51%	-	100%	53%	48%	51%	57%	50%	48%	50%	52%	42%	59%	46%	45%	54%	52%	54%	53%	48%	57%	43%	55%	52%	48%	44%

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Absolutes/col percents

Table 24

Age**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
18-24	238 12%	111 11%	127 12%	238 100%	-	-	-	-	-	56 10%	77 14%	39 9%	66 14%	18 10%	4 5%	43 19%	18 10%	23 13%	21 15%	13 13%	10 5%	47 18%	23 8%	19 11%	25 9%	102 12%
25-34	337 17%	174 18%	164 16%	-	337 100%	-	-	-	-	80 15%	112 20%	87 20%	58 12%	32 17%	11 14%	20 9%	32 18%	37 20%	10 7%	18 18%	43 21%	69 27%	41 15%	25 14%	71 24%	206 25%
35-44	337 17%	165 17%	172 17%	-	-	337 100%	-	-	-	85 16%	85 15%	95 22%	72 15%	31 17%	7 9%	33 15%	30 17%	27 15%	29 21%	12 12%	27 14%	59 23%	51 18%	30 17%	77 26%	187 23%
45-54	357 18%	155 16%	202 20%	-	-	-	357 100%	-	-	60 11%	108 19%	88 20%	101 21%	19 11%	22 27%	41 19%	43 24%	29 16%	34 24%	16 15%	42 21%	31 12%	50 18%	31 17%	68 23%	192 23%
55-64	298 15%	149 15%	149 15%	-	-	-	-	298 100%	-	88 16%	65 12%	65 15%	79 17%	36 20%	13 17%	41 19%	21 12%	23 13%	16 11%	14 14%	34 17%	21 8%	50 18%	29 16%	38 13%	102 12%
65+	436 22%	228 23%	208 20%	-	-	-	-	-	436 100%	166 31%	108 19%	62 14%	100 21%	46 25%	23 28%	42 19%	36 20%	42 24%	31 22%	27 27%	44 22%	34 13%	66 23%	46 26%	13 4%	41 5%
Average age	47.12	47.68	46.58	21.59	29.95	39.87	49.54	59.66	69.39	50.03	45.26	45.39	47.59	48.54	51.64	46.29	46.64	46.19	48.05	48.26	48.41	40.63	49.37	49.15	42.22	41.13

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Absolutes/col percents

Table 25
Social Grade
Base: All respondents

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
AB	536	270	266	56	80	85	60	88	166	536	-	-	-	46	27	64	45	54	36	13	51	81	79	38	89	208
	27%	28%	26%	23%	24%	25%	17%	30%	38%	100%	-	-	-	25%	34%	29%	25%	30%	26%	13%	25%	31%	28%	21%	31%	25%
C1	556	265	291	77	112	85	108	65	108	-	556	-	-	57	15	64	40	47	34	35	67	85	63	49	106	266
	28%	27%	28%	33%	33%	25%	30%	22%	25%	-	100%	-	-	32%	19%	29%	22%	26%	25%	35%	33%	33%	22%	27%	36%	32%
C2	437	251	185	39	87	95	88	65	62	-	-	437	-	37	19	39	40	46	25	23	31	54	80	41	67	229
	22%	26%	18%	16%	26%	28%	25%	22%	14%	-	-	100%	-	21%	24%	18%	22%	26%	18%	23%	16%	21%	28%	23%	23%	28%
DE	476	196	280	66	58	72	101	79	100	-	-	-	476	40	19	53	56	33	44	29	51	40	59	52	29	128
	24%	20%	27%	28%	17%	21%	28%	27%	23%	-	-	-	100%	22%	24%	24%	31%	18%	31%	29%	25%	15%	21%	29%	10%	15%

Communicators Survey

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Absolutes/col percents

Table 26
GO Region
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Scotland	180	98	82	18	32	31	19	36	46	46	57	37	40	180	-	-	-	-	-	-	-	-	-	-	40	69
	9%	10%	8%	7%	9%	9%	5%	12%	10%	9%	10%	9%	8%	100%	-	-	-	-	-	-	-	-	-	-	14%	8%
North East	80	44	36	4	11	7	22	13	23	27	15	19	19	-	80	-	-	-	-	-	-	-	-	-	9	28
	4%	4%	4%	2%	3%	2%	6%	4%	5%	5%	3%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	3%	3%
North West	220	102	118	43	20	33	41	41	42	64	64	39	53	-	-	220	-	-	-	-	-	-	-	-	25	101
	11%	10%	12%	18%	6%	10%	12%	14%	10%	12%	12%	9%	11%	-	-	100%	-	-	-	-	-	-	-	-	9%	12%
Yorkshire & Humberside	180	87	94	18	32	30	43	21	36	45	40	40	56	-	-	-	180	-	-	-	-	-	-	-	32	69
	9%	9%	9%	7%	10%	9%	12%	7%	8%	8%	7%	9%	12%	-	-	-	100%	-	-	-	-	-	-	-	11%	8%
West Midlands	180	84	97	23	37	27	29	23	42	54	47	46	33	-	-	-	180	-	-	-	-	-	-	-	24	76
	9%	9%	9%	9%	11%	8%	8%	8%	10%	10%	8%	11%	7%	-	-	-	100%	-	-	-	-	-	-	-	8%	9%
East Midlands	140	66	74	21	10	29	34	16	31	36	34	25	44	-	-	-	-	140	-	-	-	-	-	-	13	60
	7%	7%	7%	9%	3%	9%	9%	5%	7%	7%	6%	6%	9%	-	-	-	-	100%	-	-	-	-	-	-	5%	7%
Wales	100	52	49	13	18	12	16	14	27	13	35	23	29	-	-	-	-	-	100	-	-	-	-	-	20	25
	5%	5%	5%	6%	5%	4%	4%	5%	6%	2%	6%	5%	6%	-	-	-	-	-	100%	-	-	-	-	-	7%	3%
Eastern	200	87	113	10	43	27	42	34	44	51	67	31	51	-	-	-	-	-	-	200	-	-	-	-	30	72
	10%	9%	11%	4%	13%	8%	12%	11%	10%	10%	12%	7%	11%	-	-	-	-	-	-	100%	-	-	-	-	10%	9%
London	261	149	112	47	69	59	31	21	34	81	85	54	40	-	-	-	-	-	-	-	261	-	-	-	51	140
	13%	15%	11%	20%	20%	17%	9%	7%	8%	15%	15%	12%	8%	-	-	-	-	-	-	-	100%	-	-	-	17%	17%
South East	281	127	154	23	41	51	50	50	66	79	63	80	59	-	-	-	-	-	-	-	-	-	281	-	28	118
	14%	13%	15%	10%	12%	15%	14%	17%	15%	15%	11%	18%	12%	-	-	-	-	-	-	-	-	-	100%	-	9%	14%
South West	180	87	93	19	25	30	31	29	46	38	49	41	52	-	-	-	-	-	-	-	-	-	-	180	20	75
	9%	9%	9%	8%	7%	9%	9%	10%	11%	7%	9%	9%	11%	-	-	-	-	-	-	-	-	-	-	100%	7%	9%

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Absolutes/col percents

Table 27

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Yes	1222	627	596	151	221	196	185	181	288	394	344	278	206	113	51	141	99	103	84	60	119	181	174	95	185	526
	61%	64%	58%	63%	66%	58%	52%	61%	66%	74%	62%	64%	43%	63%	64%	64%	55%	57%	60%	60%	60%	70%	62%	53%	63%	63%
No	782	355	426	87	116	141	173	116	148	142	212	158	270	67	29	80	81	77	56	40	81	79	107	85	107	304
	39%	36%	42%	37%	34%	42%	48%	39%	34%	26%	38%	36%	57%	37%	36%	36%	45%	43%	40%	40%	40%	30%	38%	47%	37%	37%

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Absolutes/col percents

Table 28
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Homeowners	1303	628	675	114	171	193	243	220	362	426	389	290	197	107	52	155	118	124	104	64	139	130	184	125	190	532
	65%	64%	66%	48%	51%	57%	68%	74%	83%	80%	70%	66%	41%	59%	65%	70%	66%	69%	74%	64%	69%	50%	66%	69%	65%	64%
Owned outright - without mortgage	661	341	321	47	45	42	82	147	298	227	192	143	100	50	27	68	58	67	51	37	72	66	97	67	60	176
	33%	35%	31%	20%	13%	12%	23%	50%	68%	42%	35%	33%	21%	28%	34%	31%	32%	37%	36%	37%	36%	25%	35%	37%	21%	21%
Owned with a mortgage or loan	642	288	354	67	126	152	161	73	64	199	197	148	98	57	25	87	60	57	53	27	67	64	87	58	130	356
	32%	29%	35%	28%	37%	45%	45%	24%	15%	37%	35%	34%	21%	31%	31%	39%	34%	31%	38%	27%	33%	25%	31%	32%	44%	43%
NET: Renters	678	343	335	114	159	142	113	77	73	103	158	146	271	72	27	63	58	55	35	35	61	125	93	54	100	286
	34%	35%	33%	48%	47%	42%	32%	26%	17%	19%	28%	33%	57%	40%	33%	29%	32%	30%	25%	35%	31%	48%	33%	30%	34%	34%
Rented from the council	281	134	147	43	40	66	57	38	37	34	45	73	128	40	10	23	31	25	12	19	20	48	38	15	49	86
	14%	14%	14%	18%	12%	20%	16%	13%	8%	6%	8%	17%	27%	22%	13%	10%	17%	14%	8%	19%	10%	18%	13%	9%	17%	10%
Rented from a housing association	128	69	58	20	25	21	24	21	17	12	30	25	61	8	5	17	6	13	9	5	12	19	23	11	14	53
	6%	7%	6%	9%	7%	6%	7%	7%	4%	2%	5%	6%	13%	4%	7%	8%	3%	7%	6%	5%	6%	7%	8%	6%	5%	6%
Rented from someone else	270	140	130	50	94	56	33	18	20	57	82	48	83	24	11	23	22	17	14	11	30	58	33	27	36	147
	13%	14%	13%	21%	28%	17%	9%	6%	5%	11%	15%	11%	17%	13%	14%	10%	12%	9%	10%	11%	15%	22%	12%	15%	12%	18%
Rent free	23	11	12	11	8	2	1	1	1	7	9	*	7	2	2	3	4	2	1	1	-	5	3	2	2	12
	1%	1%	1%	4%	2%	1%	*	*	*	1%	2%	*	1%	1%	2%	1%	2%	1%	1%	1%	-	2%	1%	1%	1%	2%

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Absolutes/col percents

Table 29

At what age did you finish your full time education?**Base: All respondents**

	Gender			Age							Social Grade				Region								Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Under 16	711	360	351	19	53	95	173	153	218	130	153	185	243	54	42	72	70	69	69	42	69	46	106	72	75	249
	35%	37%	34%	8%	16%	28%	48%	51%	50%	24%	28%	42%	51%	30%	53%	33%	39%	38%	49%	41%	35%	18%	38%	40%	26%	30%
17-18	461	209	252	53	59	92	86	75	96	98	143	104	116	39	16	49	51	36	28	22	63	47	66	42	51	208
	23%	21%	25%	22%	18%	27%	24%	25%	22%	18%	26%	24%	24%	21%	21%	22%	28%	20%	20%	22%	31%	18%	24%	23%	17%	25%
19-24	537	268	269	72	147	94	69	58	97	219	160	95	62	56	16	61	42	53	27	23	47	89	79	46	107	264
	27%	27%	26%	30%	44%	28%	19%	20%	22%	41%	29%	22%	13%	31%	20%	28%	23%	29%	19%	23%	23%	34%	28%	25%	37%	32%
25-34	89	40	49	1	32	27	12	7	10	43	25	13	9	6	3	12	4	5	4	4	8	25	12	7	25	40
	4%	4%	5%	*	10%	8%	3%	2%	2%	8%	4%	3%	2%	3%	4%	5%	2%	3%	4%	4%	4%	9%	4%	4%	9%	5%
35+	18	5	14	-	-	3	8	2	6	7	3	-	8	3	1	2	1	1	1	*	2	1	3	2	3	5
	1%	*	1%	-	-	1%	2%	1%	1%	1%	1%	-	2%	2%	1%	1%	*	1%	1%	*	1%	*	1%	1%	1%	1%
Still in full time education	102	44	58	78	16	7	1	-	-	27	44	14	17	10	1	17	7	9	10	5	6	22	8	6	12	22
	5%	4%	6%	33%	5%	2%	*	-	-	5%	8%	3%	4%	5%	2%	8%	4%	5%	7%	5%	3%	8%	3%	4%	4%	3%
Never had any full time education	15	13	3	-	10	2	-	-	3	*	1	12	3	4	-	3	-	2	-	-	-	6	-	1	7	7
	1%	1%	*	-	3%	1%	-	-	1%	*	*	3%	1%	2%	-	1%	-	1%	-	-	-	2%	-	*	3%	1%
Don't know	25	14	11	4	9	3	4	1	3	1	12	2	9	6	-	1	2	2	-	4	3	7	1	-	4	9
	1%	1%	1%	2%	3%	1%	1%	*	1%	*	2%	1%	2%	3%	-	*	1%	1%	-	4%	1%	3%	*	-	1%	1%
Prefer not to answer	46	30	16	12	10	15	5	1	3	10	14	12	10	3	-	4	3	2	1	1	3	19	6	4	8	25
	2%	3%	2%	5%	3%	4%	1%	*	1%	2%	2%	3%	2%	2%	-	2%	2%	1%	1%	1%	1%	7%	2%	2%	3%	3%

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Absolutes/col percents

Table 30

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
No formal education	19 1%	12 1%	6 1%	- -	4 1%	2 1%	1 *	5 2%	7 2%	- -	2 *	9 2%	8 2%	5 3%	- -	5 2%	1 *	5 3%	1 1%	2 2%	1 *	- -	1 *	- -	4 1%	6 1%
Primary	10 *	6 1%	4 *	- -	1 *	1 *	3 1%	1 *	3 1%	- -	- -	2 *	8 2%	- -	2 3%	- -	2 1%	1 *	- -	- -	3 1%	- -	1 *	* *	- -	2 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1056 53%	498 51%	558 55%	94 40%	131 39%	193 57%	236 66%	178 60%	223 51%	169 32%	266 48%	280 64%	340 72%	77 43%	45 56%	108 49%	114 63%	94 52%	85 61%	58 58%	124 62%	89 34%	163 58%	100 56%	131 45%	437 53%
University degree or equivalent professional qualification, NVQ level 4, etc.	624 31%	325 33%	299 29%	68 29%	124 37%	82 24%	93 26%	84 28%	173 40%	257 48%	186 33%	101 23%	80 17%	71 39%	24 30%	69 31%	50 27%	54 30%	38 27%	25 25%	52 26%	94 36%	89 32%	59 33%	96 33%	258 31%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	191 10%	93 9%	98 10%	15 6%	59 18%	46 14%	20 6%	25 9%	25 6%	87 16%	68 12%	19 4%	17 3%	22 12%	6 7%	22 10%	6 3%	20 11%	6 4%	9 9%	14 7%	53 20%	16 6%	16 9%	52 18%	95 11%
Still in full time education	65 3%	26 3%	39 4%	53 22%	8 2%	3 1%	1 *	- -	- -	15 3%	27 5%	10 2%	13 3%	2 1%	1 2%	12 5%	4 2%	4 2%	7 5%	5 5%	4 2%	16 6%	5 2%	4 2%	8 3%	9 1%
Don't know	10 *	4 *	6 1%	1 *	4 1%	3 1%	* *	1 *	1 *	- -	4 1%	2 1%	4 1%	- -	1 2%	- -	1 *	- -	1 *	1 1%	- -	4 1%	3 1%	- -	- -	5 1%
Prefer not to answer	30 1%	19 2%	11 1%	7 3%	4 1%	8 2%	3 1%	3 1%	5 1%	7 1%	4 1%	12 3%	7 1%	3 2%	* *	5 2%	3 2%	2 1%	3 2%	1 1%	3 1%	6 2%	3 1%	1 1%	- -	18 2%

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Absolutes/col percents

Table 31

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region									Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern London	South East	South West	Public	Private	
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Yes - responsible for half or more of the items bought	1764 88%	798 81%	967 95%	149 63%	305 90%	318 94%	333 93%	276 93%	383 88%	478 89%	480 86%	380 87%	425 89%	154 86%	76 95%	185 84%	161 89%	159 88%	122 87%	82 82%	178 89%	243 93%	248 88%	156 86%	276 95%	739 89%
No - not responsible for most of the items bought	240 12%	185 19%	55 5%	89 37%	32 10%	20 6%	24 7%	22 7%	53 12%	57 11%	75 14%	56 13%	51 11%	26 14%	4 5%	35 16%	20 11%	22 12%	18 13%	18 18%	22 11%	18 7%	33 12%	25 14%	16 5%	91 11%

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Absolutes/col percents

Table 32
How many cars are there in your household?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
No cars in the household	421 21%	193 20%	227 22%	77 32%	90 27%	70 21%	72 20%	44 15%	69 16%	64 12%	113 20%	86 20%	158 33%	42 23%	18 22%	40 18%	41 23%	31 17%	21 15%	15 15%	26 13%	111 43%	49 17%	28 16%	53 18%	169 20%
NET: Any	1583 79%	789 80%	794 78%	162 68%	248 73%	267 79%	285 80%	254 85%	367 84%	472 88%	443 80%	351 80%	318 67%	139 77%	63 78%	180 82%	139 77%	149 83%	120 85%	85 85%	174 87%	150 57%	232 83%	152 84%	239 82%	661 80%
1	842 42%	408 42%	434 42%	64 27%	129 38%	143 42%	147 41%	132 44%	227 52%	225 42%	243 44%	164 38%	209 44%	89 49%	35 44%	86 39%	74 41%	78 43%	60 43%	41 41%	95 48%	93 36%	110 39%	80 44%	114 39%	330 40%
2	561 28%	284 29%	277 27%	54 22%	94 28%	100 30%	113 32%	77 26%	123 28%	183 34%	150 27%	148 34%	80 17%	47 26%	23 29%	71 32%	57 32%	47 26%	44 31%	32 32%	55 27%	46 18%	81 29%	58 32%	102 35%	258 31%
3+	180 9%	96 10%	84 8%	44 18%	25 7%	25 7%	25 7%	45 15%	17 4%	63 12%	49 9%	39 9%	29 6%	2 1%	4 5%	24 11%	8 5%	24 14%	16 11%	12 12%	24 12%	10 4%	40 14%	15 8%	23 8%	74 9%

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Absolutes/col percents

Table 33

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
White	1818	875	943	187	277	296	340	288	431	484	486	402	446	175	77	201	168	163	132	95	185	185	265	172	255	741
	91%	89%	92%	79%	82%	88%	95%	97%	99%	90%	87%	92%	94%	97%	96%	91%	93%	90%	94%	94%	92%	71%	94%	95%	88%	89%
NET: Non-white	161	91	71	47	53	38	16	5	3	48	59	32	23	6	2	14	9	15	8	5	14	71	12	7	34	81
	8%	9%	7%	20%	16%	11%	4%	2%	1%	9%	11%	7%	5%	3%	2%	6%	5%	8%	6%	5%	7%	27%	4%	4%	12%	10%
Mixed	30	13	17	7	12	5	3	2	1	8	12	7	2	1	2	1	1	4	-	7	8	3	2	3	21	
	1%	1%	2%	3%	4%	2%	1%	1%	*	2%	2%	2%	*	1%	2%	*	*	1%	3%	-	4%	3%	1%	1%	1%	3%
Asian	94	56	37	30	33	23	8	-	-	28	32	20	13	3	-	12	5	11	4	3	5	43	6	3	24	48
	5%	6%	4%	12%	10%	7%	2%	-	-	5%	6%	5%	3%	2%	-	5%	3%	6%	3%	3%	2%	16%	2%	2%	8%	6%
Black	31	18	13	8	7	9	3	2	2	8	13	4	6	1	-	*	3	2	-	2	-	18	3	2	7	11
	2%	2%	1%	3%	2%	3%	1%	1%	1%	2%	2%	1%	1%	*	-	*	2%	1%	-	2%	-	7%	1%	1%	2%	1%
Chinese	4	4	1	2	1	1	-	1	-	2	2	-	-	1	-	-	-	-	-	-	1	2	-	1	1	1
	*	*	*	1%	*	*	-	*	-	*	*	-	-	*	-	-	-	-	-	-	*	1%	-	*	*	*
Other ethnic group	2	-	2	-	1	-	2	-	-	1	-	-	2	-	-	2	-	-	-	-	1	-	-	-	-	-
	*	-	*	-	*	-	*	-	-	*	-	-	*	-	-	1%	-	-	-	-	*	-	-	-	-	-
Prefer not to answer	25	16	9	4	8	3	1	5	3	4	10	3	7	-	1	5	3	3	-	1	2	5	4	1	2	8
	1%	2%	1%	2%	2%	1%	*	2%	1%	1%	2%	1%	2%	-	2%	2%	2%	1%	-	1%	1%	2%	1%	1%	1%	1%

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Absolutes/col percents

Table 34

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Christian	1114	517	598	73	135	170	225	185	327	319	296	249	250	114	54	120	95	100	78	59	113	136	153	92	159	430
	56%	53%	59%	31%	40%	50%	63%	62%	75%	60%	53%	57%	53%	63%	67%	54%	53%	55%	55%	59%	56%	52%	55%	51%	54%	52%
NET: Other	166	102	64	44	47	27	20	14	14	42	58	32	34	6	3	19	12	15	8	3	6	60	20	13	36	77
	8%	10%	6%	19%	14%	8%	6%	5%	3%	8%	10%	7%	7%	3%	4%	9%	6%	8%	6%	3%	3%	23%	7%	7%	12%	9%
Muslim	63	44	19	32	22	6	3	-	-	20	21	9	13	3	-	13	6	7	2	1	2	30	-	*	17	32
	3%	5%	2%	14%	6%	2%	1%	-	-	4%	4%	2%	3%	2%	-	6%	3%	4%	1%	1%	1%	12%	-	*	6%	4%
Hindu	28	19	9	5	11	11	1	-	-	9	11	6	2	-	-	3	-	-	-	1	2	16	4	2	7	13
	1%	2%	1%	2%	3%	3%	*	-	-	2%	2%	1%	*	-	-	1%	-	-	-	1%	1%	6%	1%	1%	2%	2%
Jewish	16	9	7	-	1	4	*	4	7	4	5	4	3	1	1	1	-	-	-	-	1	5	7	-	1	5
	1%	1%	1%	-	*	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	1%	2%	2%	-	*	1%
Sikh	11	4	7	2	4	1	4	-	-	1	4	5	2	-	-	-	3	5	2	-	-	-	1	-	2	7
	1%	*	1%	1%	1%	*	1%	-	-	*	1%	1%	*	-	-	-	1%	3%	2%	-	-	-	*	-	1%	1%
Buddhist	11	8	2	-	2	1	3	1	4	2	4	1	4	1	1	1	-	-	2	-	-	2	1	3	*	5
	1%	1%	*	-	*	*	1%	*	1%	*	1%	*	1%	*	1%	1%	-	-	1%	-	-	1%	*	2%	*	1%
Other	37	17	19	5	7	4	9	9	3	6	13	8	11	1	1	1	3	3	2	1	1	8	7	7	9	14
	2%	2%	2%	2%	2%	1%	2%	3%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	3%	3%	4%	3%	2%
None	689	341	348	112	146	136	109	92	93	168	185	154	183	61	22	77	70	63	53	37	80	55	100	71	91	309
	34%	35%	34%	47%	43%	40%	31%	31%	21%	31%	33%	35%	38%	34%	27%	35%	39%	35%	38%	37%	40%	21%	36%	39%	31%	37%
Prefer not to say	35	22	12	9	10	5	3	6	3	7	17	2	9	-	1	5	3	2	1	1	1	9	7	4	5	15
	2%	2%	1%	4%	3%	1%	1%	2%	1%	1%	3%	*	2%	-	2%	2%	2%	1%	1%	1%	*	3%	3%	2%	2%	2%

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Absolutes/col percents

Table 35
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	Public	Private	
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Urban	1562	772	790	202	297	273	278	204	307	413	448	329	372	135	58	178	143	152	102	54	130	258	221	132	245	668
	78%	79%	77%	85%	88%	81%	78%	68%	70%	77%	81%	75%	78%	75%	73%	81%	79%	84%	72%	53%	65%	99%	79%	73%	84%	80%
Urban - Population over 10,000	793	440	353	124	180	142	122	91	134	231	242	140	180	73	28	81	70	73	41	24	50	211	91	51	147	353
	40%	45%	35%	52%	53%	42%	34%	31%	31%	43%	44%	32%	38%	40%	34%	37%	39%	40%	29%	24%	25%	81%	32%	28%	50%	43%
Town and Fringe	769	333	436	78	117	131	156	113	174	182	206	189	192	63	31	97	73	79	60	30	79	47	130	81	98	314
	38%	34%	43%	33%	35%	39%	44%	38%	40%	34%	37%	43%	40%	35%	38%	44%	40%	44%	43%	30%	40%	18%	46%	45%	34%	38%
NET: Rural	442	210	232	36	40	65	79	94	129	123	108	107	104	45	22	43	37	28	39	47	71	3	60	48	46	163
	22%	21%	23%	15%	12%	19%	22%	32%	30%	23%	19%	25%	22%	25%	27%	19%	21%	16%	28%	47%	35%	1%	21%	27%	16%	20%
Village	394	190	204	35	38	62	71	75	112	108	92	99	95	34	19	40	35	26	38	38	67	3	55	40	41	144
	20%	19%	20%	15%	11%	18%	20%	25%	26%	20%	17%	23%	20%	19%	24%	18%	20%	14%	27%	38%	33%	1%	20%	22%	14%	17%
Hamlet & Isolated Dwelling	48	20	28	*	2	2	8	19	17	15	16	9	9	12	3	3	2	2	1	8	4	-	5	8	5	19
	2%	2%	3%	*	1%	1%	2%	6%	4%	3%	3%	2%	2%	7%	4%	1%	1%	1%	1%	8%	2%	-	2%	5%	2%	2%

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Table 36

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
NET: Working	1122	615	507	127	277	264	261	140	54	298	371	296	157	109	36	126	101	99	73	45	102	190	146	94	292	831
	56%	63%	50%	54%	82%	78%	73%	47%	12%	56%	67%	68%	33%	60%	45%	57%	56%	55%	52%	45%	51%	73%	52%	52%	100%	100%
Working full time - working 30 hours per week or more	882	546	336	90	242	223	204	96	26	234	291	246	111	85	30	93	78	83	57	33	77	167	117	63	232	650
	44%	56%	33%	38%	72%	66%	57%	32%	6%	44%	52%	56%	23%	47%	37%	42%	43%	46%	41%	33%	38%	64%	42%	35%	80%	78%
Working part time - working between 8 and 29 hours per week	240	69	171	37	35	41	56	44	28	64	80	50	47	24	7	33	23	17	16	12	25	23	28	32	59	181
	12%	7%	17%	16%	10%	12%	16%	15%	6%	12%	14%	11%	10%	13%	8%	15%	13%	9%	11%	12%	13%	9%	10%	18%	20%	22%
NET: Not working	882	367	514	111	61	74	97	158	383	238	184	141	319	71	44	95	79	81	67	55	98	70	135	86	-	-
	44%	37%	50%	46%	18%	22%	27%	53%	88%	44%	33%	32%	67%	40%	55%	43%	44%	45%	48%	55%	49%	27%	48%	48%	-	-
Not working but seeking work or temporarily unemployed or sick	125	53	72	34	25	24	27	12	3	15	10	19	81	12	5	17	13	11	6	10	7	18	15	11	-	-
	6%	5%	7%	14%	7%	7%	8%	4%	1%	3%	2%	4%	17%	7%	6%	8%	7%	6%	4%	10%	3%	7%	5%	6%	-	-
Not working and not seeking work	110	43	66	62	9	10	13	14	1	13	36	16	46	5	5	20	7	10	12	7	14	8	14	8	-	-
	5%	4%	6%	26%	3%	3%	4%	5%	*	2%	6%	4%	10%	3%	7%	9%	4%	6%	8%	7%	7%	3%	5%	4%	-	-
Retired on a state pension only	123	43	80	*	1	-	1	22	99	12	8	6	97	9	6	10	9	10	9	11	13	7	21	19	-	-
	6%	4%	8%	*	*	-	*	7%	23%	2%	1%	1%	20%	5%	8%	4%	5%	6%	6%	11%	6%	3%	7%	11%	-	-
Retired with a private pension	374	213	161	-	-	-	9	88	277	179	113	69	14	37	21	36	33	37	30	18	42	26	61	33	-	-
	19%	22%	16%	-	-	-	3%	30%	63%	33%	20%	16%	3%	20%	26%	17%	19%	33%	21%	18%	21%	10%	22%	18%	-	-
House person, housewife, househusband, etc.	149	14	135	14	26	40	46	21	2	20	18	31	81	8	7	12	16	12	11	9	23	10	24	16	-	-
	7%	1%	13%	6%	8%	12%	13%	7%	*	4%	3%	7%	17%	5%	9%	5%	9%	7%	8%	9%	12%	4%	9%	9%	-	-

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Table 37

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1047	533	514	114	240	234	268	141	50	304	379	216	148	91	36	131	88	100	71	36	85	161	143	105	258	789
Weighted base	1122	615	507	127	277	264	261	140	54	298	371	296	157	109	36	126	101	99	73	45	102	190	146	94	292	831
NET: Public Sector	292	151	141	25	71	77	68	38	13	89	106	67	29	40	9	25	32	24	13	20	30	51	28	20	292	-
	26%	25%	28%	20%	26%	29%	26%	27%	24%	30%	28%	23%	18%	37%	24%	20%	32%	24%	18%	45%	29%	27%	19%	21%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	26	11	14	3	10	8	4	1	-	12	10	2	1	2	2	3	-	4	-	2	3	5	4	1	26	-
	2%	2%	3%	3%	4%	3%	2%	1%	-	4%	3%	1%	1%	2%	5%	2%	-	4%	-	5%	3%	3%	3%	1%	9%	-
HM Forces	7	7	-	3	1	1	2	-	-	1	3	3	-	-	-	-	-	-	-	-	2	5	-	-	7	-
	1%	1%	-	2%	1%	*	1%	-	-	*	1%	1%	-	-	-	-	-	-	-	-	2%	3%	-	-	2%	-
National Health Service	64	29	35	6	14	17	18	8	*	15	20	22	7	2	3	5	9	6	3	6	7	13	7	3	64	-
	6%	5%	7%	5%	5%	6%	7%	6%	1%	5%	5%	8%	4%	1%	8%	4%	9%	6%	4%	14%	7%	7%	5%	3%	22%	-
Universities and Academies funded by government	25	12	13	1	5	9	5	2	4	10	12	2	-	4	-	1	1	2	1	4	3	6	-	4	25	-
	2%	2%	3%	1%	2%	3%	2%	1%	7%	3%	3%	1%	-	4%	-	1%	1%	2%	2%	8%	3%	3%	-	4%	8%	-
Courts service	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	*	-	*	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-
Local government administration	35	19	17	1	11	6	10	5	2	10	22	3	2	10	-	2	3	3	2	3	5	2	5	1	35	-
	3%	3%	3%	1%	4%	2%	4%	4%	3%	3%	6%	1%	1%	9%	-	2%	3%	3%	2%	7%	5%	1%	4%	1%	12%	-
Police service	7	4	3	-	3	2	1	1	-	1	5	-	1	2	-	-	-	1	1	-	2	1	-	-	7	-
	1%	1%	1%	-	1%	1%	*	1%	-	*	1%	-	1%	2%	-	-	-	1%	1%	-	2%	1%	-	-	2%	-
Public sector housing	10	7	3	3	2	4	1	-	-	3	2	3	2	1	2	2	-	-	1	-	-	3	1	-	10	-
	1%	1%	1%	2%	1%	2%	*	-	-	1%	1%	1%	1%	1%	5%	1%	-	-	2%	-	-	2%	1%	-	3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	37	15	22	2	8	9	9	9	1	22	10	2	2	2	1	5	5	6	3	-	4	2	1	6	37	-
	3%	3%	4%	1%	3%	3%	3%	7%	2%	8%	3%	1%	1%	2%	3%	4%	5%	6%	5%	-	4%	1%	1%	7%	13%	-

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Table 37

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	1122	615	507	127	277	264	261	140	54	298	371	296	157	109	36	126	101	99	73	45	102	190	146	94	292	831
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13 1%	13 2%	-	-	5 2%	4 2%	4 2%	-	-	-	-	9 3%	4 2%	2 2%	1 2%	2 2%	1 1%	-	-	1 3%	-	5 3%	-	-	13 4%	-
Bradford and Bingley or Northern Rock Building societies	1 *	-	1 *	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-
Other public sector occupation (please specify as much detail as possible)	65 6%	34 6%	31 6%	6 5%	13 5%	16 6%	13 5%	11 8%	6 11%	15 5%	18 5%	22 7%	10 6%	16 15%	* 1%	5 4%	12 12%	2 2%	2 2%	4 8%	4 4%	6 3%	10 7%	4 5%	65 22%	-
None of the above (Private Sector)	831 74%	464 75%	367 72%	102 80%	206 74%	187 71%	192 74%	102 73%	41 76%	208 70%	266 72%	229 77%	128 82%	69 63%	28 76%	101 80%	69 68%	76 76%	60 82%	25 55%	72 71%	140 73%	118 81%	75 79%	-	831 100%

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Table 38
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
No children aged 18 or under	1419	703	716	193	190	122	222	265	428	387	414	284	334	132	58	154	123	121	97	74	148	173	209	130	168	525
	71%	72%	70%	81%	56%	36%	62%	89%	98%	72%	75%	65%	70%	73%	72%	70%	68%	67%	69%	74%	74%	67%	74%	72%	58%	63%
NET: Yes	575	276	299	42	147	213	134	32	7	145	140	150	139	48	22	66	58	55	43	26	51	87	71	49	123	300
	29%	28%	29%	18%	44%	63%	38%	11%	2%	27%	25%	34%	29%	27%	28%	30%	32%	31%	31%	26%	25%	33%	25%	27%	42%	36%
NET: Under 16	506	247	259	40	146	200	102	16	2	127	120	139	120	42	17	53	53	49	36	24	43	85	65	40	108	271
	25%	25%	25%	17%	43%	59%	29%	5%	*	24%	22%	32%	25%	23%	21%	24%	29%	27%	26%	24%	21%	33%	23%	22%	37%	33%
NET: Any 5-18	448	222	226	17	78	182	132	32	7	116	108	119	105	43	20	53	49	47	37	12	38	61	53	36	100	239
	22%	23%	22%	7%	23%	54%	37%	11%	2%	22%	19%	27%	22%	24%	24%	27%	26%	26%	27%	12%	19%	23%	19%	20%	34%	29%
Yes - children aged under 5 years old	204	89	115	29	95	69	9	1	*	54	54	46	50	13	3	23	18	14	12	16	19	42	23	19	40	102
	10%	9%	11%	12%	28%	21%	2%	*	*	10%	10%	10%	11%	7%	4%	10%	10%	8%	9%	16%	10%	16%	8%	11%	14%	12%
Yes - children aged 5 to 10 years old	211	105	106	9	57	104	34	7	1	60	51	55	45	17	5	22	24	23	15	5	18	39	27	17	46	119
	11%	11%	10%	4%	17%	31%	10%	2%	*	11%	9%	13%	9%	9%	6%	10%	13%	12%	10%	5%	9%	15%	10%	9%	16%	14%
Yes - children aged 11 to 15 years old	238	121	117	11	33	106	75	12	1	54	53	76	55	25	11	26	27	24	17	6	22	34	32	14	62	125
	12%	12%	11%	5%	10%	31%	21%	4%	*	10%	10%	17%	12%	14%	14%	12%	15%	13%	12%	6%	11%	13%	11%	8%	21%	15%
Yes - children aged 16 to 18 years old	128	59	69	7	6	34	59	17	5	35	40	27	26	9	10	22	12	14	15	2	12	9	10	13	32	63
	6%	6%	7%	3%	2%	10%	17%	6%	1%	7%	7%	6%	5%	5%	13%	10%	7%	8%	11%	2%	6%	3%	4%	7%	11%	8%
Refused	10	3	7	3	1	3	1	1	1	3	1	3	3	-	-	1	-	4	1	1	2	*	1	1	-	5
	1%	*	1%	1%	*	1%	*	*	*	1%	*	1%	1%	-	-	1%	-	2%	*	1%	1%	*	*	1%	-	1%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 39
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Anglia	206	94	112	19	38	32	43	30	44	63	59	37	46	-	-	-	-	2	17	-	170	-	17	1	30	72
	10%	10%	11%	8%	11%	9%	12%	10%	10%	12%	11%	9%	10%	-	-	-	-	1%	12%	-	85%	-	6%	*	10%	9%
Border	25	13	12	2	3	5	3	5	7	8	3	5	9	15	*	10	-	-	-	-	-	-	-	-	1	13
	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	8%	1%	5%	-	-	-	-	-	-	-	-	*	2%
Central	277	130	146	32	42	49	54	36	65	76	71	58	72	1	-	1	-	164	101	-	5	-	4	1	33	118
	14%	13%	14%	13%	12%	14%	15%	12%	15%	14%	13%	13%	15%	1%	-	*	-	91%	72%	-	2%	-	2%	1%	11%	14%
Granada	211	99	113	43	19	28	40	40	40	62	61	39	49	-	2	206	1	2	-	-	-	-	-	-	24	95
	11%	10%	11%	18%	6%	8%	11%	14%	9%	12%	11%	9%	10%	-	3%	93%	1%	1%	-	-	-	-	-	-	8%	11%
London	367	195	172	59	82	72	55	44	56	112	115	78	61	-	-	*	-	2	-	-	18	261	84	2	62	172
	18%	20%	17%	25%	24%	21%	15%	15%	13%	21%	21%	18%	13%	-	-	*	-	1%	-	-	9%	100%	30%	1%	21%	21%
Meridian	197	87	109	10	36	37	32	29	53	51	45	57	44	-	-	-	-	-	-	-	4	-	174	19	20	90
	10%	9%	11%	4%	11%	11%	9%	10%	12%	10%	8%	13%	9%	-	-	-	-	-	-	-	2%	-	62%	11%	7%	11%
STV	165	90	75	16	30	30	17	31	41	38	56	36	34	165	-	-	-	-	-	-	-	-	-	-	39	63
	8%	9%	7%	7%	9%	9%	5%	10%	9%	7%	10%	8%	7%	91%	-	-	-	-	-	-	-	-	-	-	13%	8%
Tyne Tees	78	41	37	4	8	7	21	14	23	26	16	17	20	-	76	1	1	-	-	-	-	-	-	-	9	25
	4%	4%	4%	2%	3%	2%	6%	5%	5%	5%	3%	4%	4%	-	95%	1%	*	-	-	-	-	-	-	-	3%	3%
Wales	99	51	49	13	18	11	16	14	27	13	34	23	29	-	-	-	-	-	-	99	-	-	-	-	20	23
	5%	5%	5%	6%	5%	3%	4%	5%	6%	2%	6%	5%	6%	-	-	-	-	-	-	99%	-	-	-	-	7%	3%
West	52	23	30	9	11	9	8	7	8	12	19	7	14	-	1	2	-	10	-	1	-	-	1	38	7	19
	3%	2%	3%	4%	3%	3%	2%	2%	2%	2%	3%	2%	3%	-	1%	1%	-	5%	-	1%	-	-	*	21%	2%	2%
Westcountry	121	61	60	13	16	21	21	20	30	24	30	32	35	-	-	-	-	2	-	-	-	-	-	120	13	56
	6%	6%	6%	5%	5%	6%	6%	7%	7%	4%	5%	7%	7%	-	-	-	-	1%	-	-	-	-	-	66%	5%	7%
Yorkshire	205	99	106	19	34	37	47	27	41	49	45	49	62	-	*	-	178	-	22	-	4	-	1	-	34	84
	10%	10%	10%	8%	10%	11%	13%	9%	9%	9%	8%	11%	13%	-	*	-	99%	-	16%	-	2%	-	*	-	12%	10%

Communicators Survey

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Absolutes/col percents

Table 40
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Single	473 24%	256 26%	216 21%	171 72%	118 35%	73 22%	68 19%	27 9%	17 4%	104 19%	160 29%	92 21%	116 24%	47 26%	15 19%	60 27%	34 19%	43 24%	27 20%	21 21%	39 20%	100 39%	58 21%	28 16%	73 25%	229 28%
NET: Married/ Civil partnership/ co habiting	1259 63%	634 65%	625 61%	59 25%	214 63%	247 73%	233 65%	211 71%	296 68%	353 66%	314 56%	310 71%	283 59%	107 59%	52 65%	126 57%	121 67%	114 63%	95 68%	68 68%	139 69%	129 49%	183 65%	125 69%	181 62%	516 62%
Married	960 48%	500 51%	460 45%	17 7%	129 38%	165 49%	186 52%	187 63%	276 63%	280 52%	239 43%	242 55%	198 42%	81 45%	41 51%	103 47%	94 52%	85 47%	70 50%	58 58%	104 52%	95 37%	134 48%	94 52%	140 48%	358 43%
Civil Partnership	23 1%	13 1%	10 1%	3 1%	6 2%	9 3%	4 1%	1 *	- -	4 1%	3 1%	5 1%	11 2%	2 1%	1 *	2 1%	* *	1 1%	- -	4 2%	6 2%	5 2%	2 1%	3 1%	15 2%	
Co Habiting	276 14%	121 12%	155 15%	39 16%	78 23%	73 22%	43 12%	23 8%	20 5%	69 13%	71 13%	63 14%	74 16%	23 13%	11 14%	22 10%	25 14%	29 16%	25 18%	10 10%	32 16%	27 11%	44 16%	28 16%	38 13%	144 17%
NET: Widowed/ separated/ divorced	261 13%	88 9%	173 17%	2 1%	5 1%	16 5%	55 15%	60 20%	123 28%	75 14%	79 14%	33 8%	73 15%	27 15%	13 16%	32 15%	24 13%	22 12%	17 12%	10 10%	20 10%	30 12%	39 14%	26 14%	37 13%	79 9%
Widowed	75 4%	27 3%	48 5%	1 *	- -	1 *	5 1%	11 4%	57 13%	18 3%	25 4%	10 2%	22 5%	14 8%	2 3%	9 4%	7 4%	5 3%	5 4%	2 2%	6 3%	8 3%	10 4%	5 3%	9 3%	13 2%
Separated	29 1%	13 1%	16 2%	1 *	2 1%	7 2%	9 2%	8 3%	3 1%	8 1%	5 1%	7 2%	9 2%	3 2%	2 2%	2 1%	1 *	3 2%	3 2%	1 1%	- -	3 1%	8 3%	4 2%	4 1%	17 2%
Divorced	157 8%	47 5%	110 11%	1 *	2 1%	8 2%	41 12%	41 14%	63 14%	49 9%	49 9%	17 4%	42 9%	9 5%	9 11%	21 9%	16 9%	14 8%	9 6%	7 7%	13 7%	20 7%	21 8%	17 9%	23 8%	49 6%
Prefer not to answer	11 1%	5 *	7 1%	6 2%	2 1%	3 1%	1 *	* *	- -	3 1%	3 *	2 1%	4 1%	- -	- -	3 1%	1 1%	1 *	1 *	1 1%	2 1%	1 *	- -	1 1%	1 1%	6 1%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 41
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Glasgow	97	50	46	9	20	18	11	17	21	24	27	23	23	96	-	1	-	-	-	-	-	-	-	-	19	44
	5%	5%	5%	4%	6%	5%	3%	6%	5%	5%	5%	5%	5%	53%	-	*	-	-	-	-	-	-	-	-	6%	5%
Edinburgh	70	38	32	9	9	9	7	15	21	20	25	11	13	70	-	-	-	-	-	-	-	-	-	-	18	22
	4%	4%	3%	4%	3%	3%	2%	5%	5%	4%	5%	3%	3%	39%	-	-	-	-	-	-	-	-	-	-	6%	3%
Newcastle	83	45	38	4	7	13	21	14	24	26	16	20	20	-	75	7	1	-	-	-	-	-	-	-	9	29
	4%	5%	4%	2%	2%	4%	6%	5%	5%	5%	3%	5%	4%	-	93%	3%	*	-	-	-	-	-	-	-	3%	4%
Leeds	85	45	40	8	20	10	22	9	15	25	23	18	19	-	-	-	85	-	-	-	-	-	-	-	13	35
	4%	5%	4%	4%	6%	3%	6%	3%	3%	5%	4%	4%	4%	-	-	-	47%	-	-	-	-	-	-	-	5%	4%
Hull	41	20	20	5	3	5	9	9	10	10	7	13	10	-	-	-	35	-	5	-	-	-	-	-	4	19
	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	3%	2%	-	-	-	20%	-	4%	-	-	-	-	-	1%	2%
Sheffield	58	23	36	6	9	17	12	5	10	16	11	10	22	-	-	-	49	-	10	-	-	-	-	-	13	20
	3%	2%	4%	3%	3%	5%	3%	2%	2%	3%	2%	2%	5%	-	-	-	27%	-	7%	-	-	-	-	-	4%	2%
Manchester	160	73	87	31	15	23	30	35	27	43	47	29	41	-	-	151	-	7	2	-	-	-	-	-	18	71
	8%	7%	9%	13%	4%	7%	8%	12%	6%	8%	8%	7%	9%	-	-	68%	-	4%	2%	-	-	-	-	-	6%	9%
Liverpool	64	35	28	11	7	9	12	9	15	22	21	11	10	-	2	46	-	-	-	15	-	1	-	-	7	32
	3%	4%	3%	5%	2%	3%	3%	3%	3%	4%	4%	3%	2%	-	3%	21%	-	-	-	15%	-	*	-	-	3%	4%
Nottingham	83	35	49	10	6	19	22	8	19	20	18	12	33	-	-	-	-	-	79	-	4	-	-	1	10	37
	4%	4%	5%	4%	2%	6%	6%	3%	4%	4%	3%	3%	7%	-	-	-	-	-	56%	-	2%	-	-	*	3%	4%
Birmingham	169	82	86	25	32	26	23	23	39	47	40	45	36	-	-	-	1	160	5	2	-	-	-	1	21	67
	8%	8%	8%	10%	9%	8%	7%	8%	9%	9%	7%	10%	8%	-	-	-	1%	89%	3%	2%	-	-	-	*	7%	8%
Norwich	86	39	47	5	12	16	19	15	20	27	24	16	18	-	*	-	-	-	-	-	83	-	2	-	10	33
	4%	4%	5%	2%	3%	5%	5%	5%	5%	5%	4%	4%	4%	-	*	-	-	-	-	-	42%	-	1%	-	4%	4%
Milton Keynes	53	24	29	6	10	10	5	9	12	14	13	9	-	-	-	-	-	-	17	-	32	-	5	-	10	22
	3%	2%	3%	3%	3%	3%	1%	3%	3%	3%	2%	3%	2%	-	-	-	-	-	12%	-	16%	-	2%	-	3%	3%
Brighton	57	28	29	2	10	6	15	8	16	18	11	20	8	-	-	-	-	-	-	-	-	-	57	-	5	27
	3%	3%	3%	1%	3%	2%	4%	3%	4%	3%	2%	5%	2%	-	-	-	-	-	-	-	-	-	20%	-	2%	3%

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Absolutes/col percents

Table 41
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Oxford	17 1%	7 1%	10 1%	2 1%	2 1%	2 1%	3 1%	5 2%	4 1%	4 1%	4 1%	2 *	8 2%	-	-	-	-	1 *	2 1%	-	1 1%	-	11 4%	2 1%	1 *	5 1%
London	451 22%	236 24%	215 21%	65 27%	102 30%	96 28%	63 18%	56 19%	69 16%	128 24%	140 25%	96 22%	87 18%	-	1 1%	-	-	1 1%	-	55 27%	258 99%	134 48%	2 1%	71 24%	214 26%	
Southampton	74 4%	30 3%	43 4%	6 2%	16 5%	12 3%	9 3%	8 3%	23 5%	16 3%	19 3%	21 5%	18 4%	-	-	-	-	-	-	2 1%	-	50 18%	22 12%	9 3%	30 4%	
Bristol	70 3%	36 4%	34 3%	11 5%	11 3%	13 4%	13 4%	12 4%	9 2%	14 3%	27 5%	12 3%	17 4%	-	-	1 *	-	1 1%	-	1 1%	-	-	1 *	66 37%	9 3%	36 4%
Plymouth	72 4%	36 4%	36 4%	4 2%	9 3%	9 3%	13 4%	13 4%	24 6%	16 3%	16 3%	20 5%	20 4%	-	-	-	-	-	-	-	-	-	-	72 40%	9 3%	26 3%
Cardiff	66 3%	32 3%	34 3%	10 4%	16 5%	8 2%	8 2%	9 3%	17 4%	5 1%	22 4%	20 4%	19 4%	-	-	-	-	1 *	-	66 66%	-	-	-	-	16 5%	16 2%
None of these	147 7%	65 7%	82 8%	8 3%	22 6%	16 5%	39 11%	21 7%	41 9%	38 7%	42 7%	24 5%	45 9%	14 8%	2 2%	15 7%	9 5%	10 6%	20 14%	17 17%	23 12%	2 1%	20 7%	15 8%	21 7%	45 5%

Communicators Survey

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Absolutes/col percents

Table 42

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector						
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2004	934	1070	221	313	321	382	324	443	582	592	343	487	160	88	243	163	191	149	84	180	237	308	201	258	789	
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831	
Up to £7,000	(3.5)	70	24	46	19	12	11	9	11	8	2	13	6	49	9	2	7	6	8	2	8	7	8	8	4	5	10
		3%	2%	5%	8%	3%	3%	2%	4%	2%	*	2%	1%	10%	5%	3%	3%	3%	5%	1%	8%	3%	3%	3%	2%	2%	1%
£7,001 to £14,000	(10.5)	305	123	182	41	35	36	60	47	87	37	73	43	152	28	14	33	36	24	32	17	27	27	38	30	15	100
		15%	13%	18%	17%	10%	11%	17%	16%	20%	7%	13%	10%	32%	16%	17%	15%	20%	13%	23%	17%	13%	11%	13%	16%	5%	12%
£14,001 to £21,000	(17.5)	350	162	188	34	46	44	63	74	89	54	106	85	104	32	18	40	36	33	18	18	33	29	42	50	49	120
		17%	16%	18%	14%	14%	13%	18%	25%	20%	10%	19%	20%	22%	18%	23%	18%	20%	18%	13%	18%	17%	11%	15%	28%	17%	14%
£21,001 to £28,000	(24.5)	311	151	161	26	41	57	57	37	94	75	88	83	65	24	14	35	22	29	25	28	29	24	47	35	46	110
		16%	15%	16%	11%	12%	17%	16%	13%	22%	14%	16%	19%	14%	13%	17%	16%	12%	16%	18%	28%	14%	9%	17%	19%	16%	13%
£28,001 to £34,000	(31)	268	144	124	25	38	50	51	40	64	91	81	68	28	22	9	28	28	38	18	4	28	37	33	22	42	117
		13%	15%	12%	10%	11%	15%	14%	13%	15%	17%	15%	16%	6%	12%	11%	13%	16%	21%	13%	4%	14%	14%	12%	12%	14%	14%
£34,001 to £41,000	(37.5)	221	120	102	24	48	34	37	34	44	78	69	45	29	23	10	18	20	19	15	5	28	27	38	19	43	106
		11%	12%	10%	10%	14%	10%	10%	11%	10%	15%	12%	10%	6%	13%	13%	8%	11%	11%	10%	5%	14%	10%	13%	10%	15%	13%
£41,001 to £48,000	(44.5)	126	86	40	13	35	21	30	11	17	54	33	33	7	9	1	15	15	7	14	4	11	20	27	5	33	65
		6%	9%	4%	6%	10%	6%	8%	4%	4%	10%	6%	7%	1%	5%	1%	7%	8%	4%	10%	4%	5%	8%	9%	3%	11%	8%
£48,001 to £55,000	(51.5)	95	50	45	12	27	33	12	5	6	36	24	25	10	8	3	15	8	2	2	4	17	22	10	2	22	63
		5%	5%	4%	5%	8%	10%	3%	2%	1%	7%	4%	6%	2%	4%	4%	7%	4%	1%	2%	4%	8%	9%	4%	1%	8%	8%
£55,001 to £62,000	(58.5)	39	22	17	5	12	12	3	6	1	23	12	1	3	1	1	3	1	1	-	3	6	16	4	3	13	21
		2%	2%	2%	2%	4%	3%	1%	2%	*	4%	2%	*	1%	1%	1%	1%	*	1%	-	3%	3%	6%	1%	2%	4%	2%
£62,001 to £69,000	(65.5)	30	20	10	2	9	9	*	7	2	21	6	2	1	2	2	6	3	2	1	2	1	8	1	2	4	20
		1%	2%	1%	1%	3%	3%	*	2%	*	4%	1%	1%	*	1%	3%	3%	2%	1%	1%	2%	1%	3%	*	1%	2%	2%
£69,001 to £76,000	(72.5)	18	11	7	4	2	5	5	2	-	14	2	1	-	2	-	4	-	3	3	-	1	3	2	-	7	9
		1%	1%	1%	2%	1%	1%	1%	1%	-	3%	*	*	-	1%	-	2%	-	1%	2%	-	1%	1%	1%	-	2%	1%
£76,001 to £83,000	(79.5)	14	5	10	3	5	3	3	1	-	5	5	-	-	-	-	1	-	3	-	-	-	5	4	1	1	14
		1%	*	1%	1%	1%	1%	1%	*	-	1%	1%	-	-	-	-	1%	-	2%	-	-	-	2%	1%	*	*	2%
£83,001 or more	(86)	24	15	9	5	5	4	6	-	4	18	5	1	-	2	2	-	-	-	-	1	3	11	6	-	5	15
		1%	2%	1%	2%	1%	1%	2%	-	1%	3%	1%	*	-	1%	2%	-	-	-	-	1%	1%	4%	2%	-	2%	2%

Communicators Survey

ONLINE Fieldwork : 17th-19th July 2013

Absolutes/col percents

Table 42

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	180	80	220	180	180	140	100	200	261	281	180	292	831
Prefer not to answer	132	51	81	25	23	20	21	23	20	27	38	38	28	17	3	15	6	11	10	6	11	23	21	8	7	60
	7%	5%	8%	10%	7%	6%	6%	8%	5%	5%	7%	9%	6%	10%	4%	7%	3%	6%	7%	6%	5%	9%	8%	4%	2%	7%
Average income (£000's)	28.34	30.35	26.35	28.09	33.12	32.13	27.97	25.49	24.15	37.10	28.51	28.33	18.20	26.80	26.60	28.57	25.75	26.55	26.11	24.32	29.37	36.43	29.87	23.97	34.10	32.72