

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 1
Q.1 Which of the following types of websites do you believe should be removed from the internet?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Child pornography	1869 91%	877 87%	992 95%	214 87%	294 89%	346 88%	321 92%	284 92%	409 95%	503 91%	533 89%	394 91%	439 93%	247 89%	776 89%
Computer generated images or cartoons of child sexual abuse	1751 85%	812 81%	938 89%	184 75%	266 81%	319 82%	307 88%	274 89%	401 93%	475 85%	495 83%	367 85%	413 87%	222 80%	711 81%
Terrorist websites	1746 85%	812 80%	935 89%	181 73%	267 81%	323 83%	307 88%	272 88%	396 92%	466 84%	493 83%	374 87%	412 87%	227 82%	714 82%
Hate websites e.g. racist or homophobic	1627 79%	730 72%	897 85%	185 75%	242 73%	286 73%	280 80%	256 83%	378 87%	441 79%	462 77%	343 79%	381 80%	213 76%	664 76%
Very extreme/ violent pornography	1619 79%	698 69%	920 88%	158 64%	238 72%	291 74%	277 79%	264 86%	391 91%	445 80%	451 76%	332 77%	390 83%	207 75%	635 73%
Websites promoting suicide	1592 77%	713 71%	879 84%	180 73%	239 72%	282 72%	270 77%	244 79%	377 87%	424 76%	439 74%	335 77%	394 83%	196 71%	646 74%
Websites encouraging eating disorders	1492 73%	645 64%	847 81%	159 64%	223 68%	269 69%	263 75%	228 74%	351 81%	396 71%	419 70%	316 73%	361 76%	195 70%	588 67%
Other	56 3%	29 3%	27 3%	4 1%	11 3%	7 2%	12 4%	11 3%	11 3%	11 2%	19 3%	10 2%	16 3%	9 3%	17 2%
None of these - I don't think that anything should be removed from the internet	91 4%	63 6%	28 3%	14 6%	12 4%	22 6%	13 4%	14 5%	15 4%	26 5%	38 6%	14 3%	13 3%	15 5%	45 5%
Prefer not to say	42 2%	28 3%	13 1%	8 3%	5 2%	10 3%	10 3%	6 2%	4 1%	12 2%	11 2%	7 2%	11 2%	2 1%	22 2%

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Table 1

Q.1 Which of the following types of websites do you believe should be removed from the internet?**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Child pornography	1869 91%	158 88%	85 92%	225 93%	174 96%	178 93%	148 93%	103 95%	180 93%	219 85%	243 92%	157 83%
Computer generated images or cartoons of child sexual abuse	1751 85%	146 82%	83 89%	215 89%	169 93%	166 87%	130 81%	99 91%	167 87%	196 76%	230 87%	150 80%
Terrorist websites	1746 85%	142 79%	83 89%	212 88%	167 92%	161 85%	140 88%	97 88%	167 87%	200 77%	228 86%	149 79%
Hate websites e.g. racist or homophobic	1627 79%	139 78%	81 87%	198 82%	156 86%	151 79%	123 77%	96 88%	156 81%	183 71%	215 82%	129 69%
Very extreme/ violent pornography	1619 79%	138 77%	77 83%	200 83%	148 82%	148 78%	129 80%	90 83%	156 81%	181 70%	219 83%	134 71%
Websites promoting suicide	1592 77%	133 75%	75 80%	197 82%	152 84%	150 79%	120 75%	88 81%	152 79%	177 68%	212 80%	135 72%
Websites encouraging eating disorders	1492 73%	124 69%	74 79%	183 76%	135 74%	143 75%	117 73%	88 80%	144 75%	166 64%	195 74%	124 66%
Other	56 3%	7 4%	1 1%	6 3%	3 2%	4 2%	6 4%	3 3%	3 2%	9 4%	5 2%	7 4%
None of these - I don't think that anything should be removed from the internet	91 4%	13 7%	2 2%	6 3%	3 2%	8 4%	4 3%	2 2%	8 4%	18 7%	8 3%	18 10%
Prefer not to say	42 2%	2 1%	2 3%	6 3%	4 2%	* *	2 2%	1 1%	4 2%	6 2%	7 3%	7 4%

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Table 2

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Summary

Base: All respondents

		Issues/ Websites						
		Websites encouraging eating disorders	Computer generated images or cartoons of child sexual abuse	Very extreme/ violent pornography	Terrorist websites	Websites promoting suicide	Hate websites e.g. racist or homophobic	Child pornography
Unweighted base		2058	2058	2058	2058	2058	2058	2058
Weighted base		2058	2058	2058	2058	2058	2058	2058
NET: Concerned		1041 51%	1577 77%	1395 68%	1505 73%	1260 61%	1267 62%	1708 83%
Very concerned	(5)	706 34%	1289 63%	1086 53%	1217 59%	890 43%	896 44%	1517 74%
	(4)	335 16%	288 14%	309 15%	289 14%	370 18%	371 18%	192 9%
	(3)	422 21%	166 8%	212 10%	211 10%	280 14%	324 16%	122 6%
	(2)	240 12%	93 5%	151 7%	126 6%	181 9%	178 9%	68 3%
	(1)	131 6%	53 3%	81 4%	56 3%	123 6%	87 4%	23 1%
Not at all concerned	(0)	113 6%	58 3%	110 5%	51 2%	101 5%	93 5%	30 1%
NET: Not concerned		245 12%	112 5%	191 9%	107 5%	224 11%	180 9%	53 3%
Prefer not to say		111 5%	109 5%	110 5%	108 5%	113 6%	110 5%	107 5%
Mean		3.46	4.28	3.94	4.20	3.73	3.79	4.55
Standard deviation		1.52	1.26	1.50	1.28	1.52	1.45	1.01
Standard error		0.03	0.03	0.03	0.03	0.03	0.03	0.02

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Table 3

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Websites encouraging eating disorders

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Concerned	1041	406	635	100	151	191	176	172	251	302	270	214	256	153	412
	51%	40%	61%	40%	46%	49%	50%	56%	58%	54%	45%	49%	54%	55%	47%
Very concerned	(5)	706	233	473	64	100	132	111	121	179	194	173	146	193	264
		34%	23%	45%	26%	30%	34%	32%	39%	41%	35%	29%	34%	41%	31%
	(4)	335	173	162	36	51	59	65	51	72	107	97	68	63	148
		16%	17%	15%	15%	16%	15%	19%	16%	17%	19%	16%	16%	13%	23%
	(3)	422	245	177	60	68	78	73	52	90	109	121	99	94	190
		21%	24%	17%	24%	21%	20%	21%	17%	21%	20%	20%	23%	20%	22%
	(2)	240	129	111	36	44	50	32	36	43	62	80	51	47	111
		12%	13%	11%	14%	13%	13%	9%	12%	10%	11%	13%	12%	10%	13%
	(1)	131	90	42	21	24	24	25	19	18	38	41	34	18	61
		6%	9%	4%	9%	7%	6%	7%	6%	4%	7%	7%	8%	4%	7%
Not at all concerned	(0)	113	88	26	10	24	24	17	22	17	29	46	19	20	60
		6%	9%	2%	4%	7%	6%	5%	7%	4%	5%	8%	4%	4%	7%
NET: Not concerned		245	177	67	31	48	48	42	40	35	68	86	53	38	120
		12%	18%	6%	13%	15%	12%	12%	13%	8%	12%	14%	12%	8%	14%
Prefer not to say		111	52	59	21	19	24	27	9	13	15	40	16	39	42
		5%	5%	6%	8%	6%	6%	8%	3%	3%	3%	7%	4%	8%	5%
Mean		3.46	3.07	3.84	3.25	3.28	3.42	3.47	3.52	3.72	3.50	3.26	3.44	3.70	3.48
Standard deviation		1.52	1.58	1.37	1.47	1.59	1.55	1.50	1.60	1.42	1.51	1.59	1.49	1.45	1.55
Standard error		0.03	0.05	0.04	0.10	0.09	0.08	0.08	0.09	0.07	0.06	0.07	0.08	0.07	0.06

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Table 3

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Websites encouraging eating disorders

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Concerned	1041	79	49	118	89	102	90	62	91	122	139	100
	51%	44%	52%	49%	49%	53%	56%	57%	47%	47%	53%	53%
Very concerned	(5) 706	52	33	87	60	62	63	44	65	82	98	60
	34%	29%	35%	36%	33%	33%	39%	40%	34%	32%	37%	32%
	(4) 335	27	16	31	29	40	27	18	26	40	41	40
	16%	15%	17%	13%	16%	21%	17%	17%	13%	15%	16%	21%
	(3) 422	45	19	55	38	45	36	18	44	46	53	23
	21%	25%	21%	23%	21%	24%	23%	17%	23%	18%	20%	12%
	(2) 240	24	10	32	27	19	13	10	21	32	27	26
	12%	13%	10%	13%	15%	10%	8%	9%	11%	12%	10%	14%
	(1) 131	11	7	13	11	12	6	3	15	21	17	16
	6%	6%	7%	5%	6%	6%	4%	3%	8%	8%	6%	8%
Not at all concerned	(0) 113	14	3	9	8	6	9	7	16	18	14	9
	6%	8%	3%	4%	4%	3%	6%	6%	8%	7%	5%	5%
NET: Not concerned	245	26	10	22	18	19	15	10	31	39	31	25
	12%	14%	10%	9%	10%	10%	10%	9%	16%	15%	12%	13%
Prefer not to say	111	6	6	15	9	6	5	9	6	20	14	13
	5%	3%	6%	6%	5%	3%	3%	8%	3%	8%	5%	7%
Mean	3.46	3.24	3.57	3.53	3.45	3.55	3.65	3.70	3.30	3.32	3.54	3.44
Standard deviation	1.52	1.57	1.45	1.46	1.48	1.40	1.47	1.52	1.63	1.61	1.53	1.55
Standard error	0.03	0.12	0.16	0.10	0.12	0.10	0.12	0.15	0.13	0.10	0.09	0.12

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Table 4

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Computer generated images or cartoons of child sexual abuse

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819	
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874	
NET: Concerned	1577	733	844	152	226	275	281	261	383	431	448	337	361	204	645	
	77%	73%	80%	62%	68%	70%	80%	85%	89%	78%	75%	78%	76%	74%	74%	
Very concerned	(5)	1289	563	726	103	173	207	234	231	341	349	354	273	313	167	494
		63%	56%	69%	42%	52%	53%	67%	75%	79%	63%	59%	63%	66%	60%	57%
	(4)	288	170	118	49	53	68	46	30	43	82	95	64	48	37	151
		14%	17%	11%	20%	16%	17%	13%	10%	10%	15%	16%	15%	10%	13%	17%
	(3)	166	93	73	35	38	41	20	14	18	54	36	39	36	34	87
		8%	9%	7%	14%	11%	10%	6%	5%	4%	10%	6%	9%	8%	12%	10%
	(2)	93	56	38	19	25	23	11	10	5	23	34	18	19	5	54
		5%	6%	4%	8%	8%	6%	3%	3%	1%	4%	6%	4%	4%	2%	6%
	(1)	53	31	23	13	10	11	7	6	7	14	22	11	6	10	21
		3%	3%	2%	5%	3%	3%	2%	2%	2%	3%	4%	3%	1%	4%	2%
Not at all concerned	(0)	58	42	17	5	14	18	5	10	6	20	16	10	12	11	26
		3%	4%	2%	2%	4%	5%	1%	3%	1%	4%	3%	2%	3%	4%	3%
NET: Not concerned		112	73	39	17	24	29	12	16	13	34	39	21	18	21	47
		5%	7%	4%	7%	7%	7%	4%	5%	3%	6%	6%	5%	4%	8%	5%
Prefer not to say		109	54	55	23	17	24	26	7	12	13	39	18	38	14	42
		5%	5%	5%	9%	5%	6%	7%	2%	3%	2%	7%	4%	8%	5%	5%
Mean		4.28	4.10	4.45	3.88	4.00	4.04	4.46	4.46	4.63	4.23	4.21	4.30	4.40	4.18	4.16
Standard deviation		1.26	1.38	1.11	1.34	1.42	1.41	1.08	1.20	0.94	1.30	1.32	1.20	1.18	1.35	1.29
Standard error		0.03	0.04	0.03	0.09	0.08	0.08	0.06	0.07	0.04	0.05	0.06	0.06	0.05	0.09	0.05

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Table 4

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Computer generated images or cartoons of child sexual abuse

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Concerned	1577 77%	132 74%	74 79%	186 77%	140 77%	152 80%	125 78%	85 78%	141 73%	189 73%	207 79%	146 78%
Very concerned	(5) 1289 63%	104 58%	60 64%	159 66%	119 66%	122 64%	107 67%	69 64%	111 58%	144 56%	176 67%	117 62%
	(4) 288 14%	27 15%	14 15%	27 11%	21 11%	30 16%	18 11%	16 14%	30 16%	45 17%	31 12%	29 15%
	(3) 166 8%	22 12%	6 6%	13 5%	13 7%	20 10%	11 7%	11 10%	19 10%	20 8%	16 6%	16 8%
	(2) 93 5%	8 5%	2 2%	12 5%	7 4%	7 4%	6 3%	1 1%	14 7%	16 6%	12 5%	8 4%
	(1) 53 3%	2 1%	3 3%	8 3%	12 7%	3 1%	6 3%	1 1%	9 5%	5 2%	3 1%	2 1%
Not at all concerned	(0) 58 3%	9 5%	3 3%	8 3%	1 1%	3 2%	7 4%	2 2%	3 2%	11 4%	8 3%	3 2%
NET: Not concerned	112 5%	11 6%	6 6%	16 6%	13 7%	6 3%	12 8%	3 3%	12 6%	16 6%	11 4%	5 3%
Prefer not to say	109 5%	6 3%	6 6%	15 6%	8 5%	5 3%	5 3%	9 8%	6 3%	18 7%	16 6%	13 7%
Mean	4.28	4.14	4.34	4.29	4.29	4.37	4.26	4.45	4.14	4.14	4.37	4.38
Standard deviation	1.26	1.36	1.25	1.32	1.27	1.09	1.38	1.03	1.30	1.36	1.22	1.09
Standard error	0.03	0.11	0.13	0.09	0.10	0.08	0.11	0.10	0.10	0.09	0.07	0.08

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Table 5

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Very extreme/ violent pornography

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Concerned	1395	600	794	114	187	237	251	243	362	400	376	289	330	187	541
	68%	60%	76%	46%	57%	61%	72%	79%	84%	72%	63%	67%	70%	67%	62%
Very concerned	(5) 1086	421	665	66	136	175	183	204	322	297	295	226	269	138	381
	53%	42%	63%	27%	41%	45%	52%	66%	75%	53%	49%	52%	57%	50%	44%
	(4) 309	180	129	47	51	62	68	39	41	103	81	64	61	49	160
	15%	18%	12%	19%	16%	16%	19%	13%	9%	19%	14%	15%	13%	18%	18%
	(3) 212	125	87	44	44	43	28	22	31	64	56	44	48	24	102
	10%	12%	8%	18%	13%	11%	8%	7%	7%	12%	9%	10%	10%	9%	12%
	(2) 151	87	64	36	33	42	20	13	6	29	51	41	30	28	76
	7%	9%	6%	15%	10%	11%	6%	4%	1%	5%	9%	10%	6%	10%	9%
	(1) 81	56	24	14	18	17	11	9	11	19	33	21	8	11	43
	4%	6%	2%	6%	6%	4%	3%	3%	2%	3%	6%	5%	2%	4%	5%
Not at all concerned	(0) 110	84	26	17	30	28	15	12	9	30	40	19	21	14	68
	5%	8%	2%	7%	9%	7%	4%	4%	2%	5%	7%	4%	4%	5%	8%
NET: Not concerned	191	141	50	30	48	45	26	21	20	49	73	40	29	25	111
	9%	14%	5%	12%	15%	11%	7%	7%	5%	9%	12%	9%	6%	9%	13%
Prefer not to say	110	56	54	23	17	24	24	9	12	14	41	18	37	13	44
	5%	6%	5%	9%	5%	6%	7%	3%	3%	3%	7%	4%	8%	5%	5%
Mean	3.94	3.60	4.28	3.30	3.53	3.69	4.07	4.27	4.50	4.00	3.78	3.91	4.13	3.88	3.67
Standard deviation	1.50	1.65	1.25	1.55	1.68	1.61	1.39	1.34	1.11	1.44	1.63	1.49	1.38	1.50	1.62
Standard error	0.03	0.05	0.04	0.11	0.10	0.09	0.08	0.07	0.05	0.06	0.07	0.08	0.06	0.10	0.06

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Table 5

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Very extreme/ violent pornography

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Concerned	1395 68%	127 71%	68 73%	168 69%	127 70%	127 67%	109 68%	74 67%	127 66%	165 64%	188 71%	115 61%
Very concerned	(5) 1086 53%	95 53%	51 54%	132 55%	100 55%	95 50%	90 56%	60 55%	94 49%	126 49%	153 58%	89 48%
	(4) 309 15%	32 18%	17 19%	36 15%	27 15%	32 17%	19 12%	13 12%	33 17%	38 15%	35 13%	26 14%
	(3) 212 10%	13 7%	9 10%	25 10%	21 12%	20 11%	19 12%	10 9%	23 12%	27 10%	24 9%	20 11%
	(2) 151 7%	12 7%	5 5%	10 4%	13 7%	20 11%	7 5%	10 9%	17 9%	20 8%	20 7%	17 9%
	(1) 81 4%	3 2%	1 2%	16 6%	8 4%	6 3%	6 4%	3 2%	6 3%	11 4%	8 3%	14 7%
Not at all concerned	(0) 110 5%	17 10%	4 5%	8 3%	5 3%	11 6%	13 8%	2 2%	13 7%	19 7%	9 3%	8 4%
NET: Not concerned	191 9%	20 11%	6 6%	24 10%	13 7%	17 9%	19 12%	5 4%	19 10%	30 12%	17 6%	22 12%
Prefer not to say	110 5%	7 4%	6 6%	15 6%	7 4%	5 3%	5 3%	11 10%	6 3%	17 7%	16 6%	13 7%
Mean	3.94	3.89	4.12	4.03	4.06	3.84	3.90	4.15	3.83	3.79	4.13	3.78
Standard deviation	1.50	1.63	1.36	1.44	1.37	1.52	1.62	1.30	1.54	1.62	1.37	1.56
Standard error	0.03	0.13	0.15	0.10	0.11	0.11	0.13	0.13	0.12	0.10	0.08	0.12

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 6

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Terrorist websites

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Concerned	1505	715	790	144	212	271	262	252	364	421	408	328	348	185	627
	73%	71%	75%	58%	64%	69%	75%	82%	84%	76%	68%	76%	74%	67%	72%
Very concerned	(5) 1217	556	660	108	154	199	218	225	313	329	331	269	288	147	479
	59%	55%	63%	44%	47%	51%	62%	73%	72%	59%	55%	62%	61%	53%	55%
	(4) 289	159	130	36	58	72	43	27	51	92	77	60	60	38	148
	14%	16%	12%	15%	18%	19%	12%	9%	12%	17%	13%	14%	13%	14%	17%
	(3) 211	107	104	43	50	39	30	21	30	59	50	52	50	34	94
	10%	11%	10%	17%	15%	10%	8%	7%	7%	11%	8%	12%	11%	12%	11%
	(2) 126	64	62	22	25	33	19	17	10	34	45	22	25	23	62
	6%	6%	6%	9%	8%	9%	5%	6%	2%	6%	8%	5%	5%	8%	7%
	(1) 56	33	23	9	15	8	7	7	11	15	29	7	6	10	27
	3%	3%	2%	4%	4%	2%	2%	2%	2%	3%	5%	2%	1%	4%	3%
Not at all concerned	(0) 51	38	13	8	10	16	7	4	7	13	23	9	6	11	23
	2%	4%	1%	3%	3%	4%	2%	1%	2%	2%	4%	2%	1%	4%	3%
NET: Not concerned	107	71	36	17	24	23	14	11	17	27	52	15	12	21	50
	5%	7%	3%	7%	7%	6%	4%	4%	4%	5%	9%	4%	2%	8%	6%
Prefer not to say	108	51	57	21	18	24	26	7	11	14	40	15	38	14	42
	5%	5%	5%	8%	6%	6%	7%	2%	3%	3%	7%	3%	8%	5%	5%
Mean	4.20	4.07	4.31	3.83	3.91	4.02	4.32	4.44	4.49	4.20	4.02	4.28	4.34	3.97	4.11
Standard deviation	1.28	1.38	1.16	1.40	1.38	1.37	1.20	1.13	1.08	1.25	1.47	1.18	1.11	1.44	1.31
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.06	0.05	0.05	0.06	0.06	0.05	0.10	0.05

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 6

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Terrorist websites

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Concerned	1505	124	68	178	138	146	122	75	142	177	208	128
	73%	69%	73%	74%	76%	77%	77%	69%	74%	68%	79%	68%
Very concerned	(5) 1217	96	57	149	106	111	107	63	113	139	172	102
	59%	54%	61%	62%	58%	58%	67%	58%	59%	54%	65%	54%
	(4) 289	27	11	28	32	34	15	12	29	38	36	26
	14%	15%	12%	12%	18%	18%	10%	11%	15%	15%	14%	14%
	(3) 211	15	7	27	14	19	13	17	20	31	22	26
	10%	9%	7%	11%	8%	10%	8%	15%	10%	12%	8%	14%
	(2) 126	18	8	14	9	9	10	6	10	15	13	14
	6%	10%	8%	6%	5%	5%	6%	6%	5%	6%	5%	8%
	(1) 56	5	4	4	10	7	3	*	7	9	4	3
	3%	3%	4%	2%	5%	4%	2%	*	4%	3%	2%	1%
Not at all concerned	(0) 51	10	1	4	1	4	7	2	7	9	3	3
	2%	6%	1%	2%	*	2%	4%	1%	4%	4%	1%	1%
NET: Not concerned	107	15	5	8	11	11	10	2	14	18	7	5
	5%	9%	5%	3%	6%	6%	6%	2%	7%	7%	3%	3%
Prefer not to say	108	7	6	15	9	5	4	9	6	19	13	14
	5%	4%	6%	6%	5%	3%	3%	8%	3%	7%	5%	7%
Mean	4.20	3.94	4.21	4.30	4.24	4.20	4.24	4.27	4.13	4.06	4.39	4.16
Standard deviation	1.28	1.51	1.29	1.17	1.21	1.26	1.37	1.13	1.37	1.37	1.09	1.20
Standard error	0.03	0.12	0.14	0.08	0.10	0.09	0.11	0.11	0.11	0.09	0.06	0.09

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 7

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Websites promoting suicide

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819	
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874	
NET: Concerned	1260	540	719	145	178	215	219	194	308	355	331	266	307	160	515	
	61%	54%	69%	59%	54%	55%	63%	63%	71%	64%	55%	62%	65%	58%	59%	
Very concerned	(5)	890	359	530	82	132	142	161	150	223	252	213	190	234	100	364
	43%	36%	51%	33%	40%	36%	46%	49%	52%	45%	36%	44%	50%	36%	42%	
	(4)	370	181	189	63	46	73	58	44	85	103	118	76	73	60	152
	18%	18%	18%	26%	14%	19%	17%	14%	20%	19%	20%	18%	15%	22%	17%	
	(3)	280	151	130	38	49	65	33	39	56	86	81	51	62	43	126
	14%	15%	12%	15%	15%	17%	10%	13%	13%	15%	14%	12%	13%	16%	14%	
	(2)	181	109	72	14	38	48	27	26	27	41	54	49	37	22	77
	9%	11%	7%	6%	12%	12%	8%	9%	6%	7%	9%	11%	8%	8%	9%	
	(1)	123	77	46	18	25	19	24	21	16	32	54	27	10	21	61
	6%	8%	4%	7%	7%	5%	7%	7%	4%	6%	9%	6%	2%	8%	7%	
Not at all concerned	(0)	101	75	26	8	20	19	20	14	27	36	20	18	18	49	
	5%	7%	2%	3%	6%	5%	6%	7%	3%	5%	6%	5%	4%	7%	6%	
NET: Not concerned		224	152	72	26	45	38	44	42	30	60	90	47	28	39	109
	11%	15%	7%	11%	14%	10%	13%	14%	7%	11%	15%	11%	6%	14%	13%	
Prefer not to say		113	57	57	24	19	25	27	7	12	14	41	20	38	13	47
	6%	6%	5%	10%	6%	6%	8%	2%	3%	3%	7%	5%	8%	5%	5%	
Mean		3.73	3.43	4.02	3.68	3.53	3.58	3.76	3.71	4.02	3.77	3.50	3.71	3.99	3.53	3.65
Standard deviation		1.52	1.63	1.34	1.41	1.61	1.49	1.60	1.62	1.34	1.49	1.60	1.53	1.38	1.57	1.56
Standard error		0.03	0.05	0.04	0.10	0.09	0.08	0.09	0.09	0.06	0.06	0.07	0.08	0.06	0.10	0.06

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Absolutes/col percents

Table 7

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Websites promoting suicide

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Concerned	1260 61%	95 53%	55 59%	165 68%	125 69%	115 60%	101 63%	68 62%	122 63%	144 56%	163 62%	106 57%
Very concerned	(5) 890 43%	63 35%	36 38%	114 47%	78 43%	82 43%	76 48%	49 45%	89 46%	104 40%	123 47%	77 41%
	(4) 370 18%	32 18%	19 21%	51 21%	46 26%	33 17%	25 16%	19 17%	33 17%	41 16%	40 15%	29 15%
	(3) 280 14%	35 19%	14 15%	26 11%	13 7%	27 14%	23 14%	17 15%	24 12%	40 15%	37 14%	25 13%
	(2) 181 9%	21 12%	5 6%	12 5%	14 8%	24 13%	13 8%	8 8%	16 8%	24 9%	20 7%	24 13%
	(1) 123 6%	5 3%	12 13%	14 6%	16 9%	11 6%	7 4%	1 1%	16 8%	14 5%	17 6%	11 6%
Not at all concerned	(0) 101 5%	15 8%	1 1%	9 4%	4 2%	9 5%	8 5%	7 6%	9 5%	19 7%	11 4%	9 5%
NET: Not concerned	224 11%	20 11%	13 14%	23 10%	20 11%	19 10%	15 10%	7 7%	25 13%	33 13%	28 11%	20 10%
Prefer not to say	113 6%	8 4%	6 6%	15 6%	9 5%	5 3%	7 4%	9 8%	6 3%	18 7%	16 6%	13 7%
Mean	3.73	3.48	3.66	3.93	3.84	3.67	3.82	3.87	3.73	3.58	3.80	3.64
Standard deviation	1.52	1.58	1.47	1.43	1.44	1.51	1.50	1.45	1.56	1.61	1.50	1.54
Standard error	0.03	0.13	0.16	0.09	0.12	0.11	0.12	0.14	0.12	0.10	0.09	0.12

Internet Content Survey

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Absolutes/col percents

Table 8

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Hate websites e.g. racist or homophobic

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Concerned	1267	564	703	121	180	219	217	209	320	354	344	259	309	161	514
	62%	56%	67%	49%	55%	56%	62%	68%	74%	64%	58%	60%	65%	58%	59%
Very concerned	(5)	896	363	533	68	129	143	155	151	250	241	185	220	106	338
		44%	36%	51%	27%	39%	37%	44%	49%	58%	45%	40%	43%	46%	38%
	(4)	371	201	169	54	51	76	62	58	70	104	103	75	89	55
		18%	20%	16%	22%	16%	19%	18%	19%	16%	19%	17%	17%	19%	20%
	(3)	324	163	160	59	62	62	49	41	50	89	92	82	61	50
		16%	16%	15%	24%	19%	16%	14%	13%	11%	16%	15%	19%	13%	18%
	(2)	178	106	71	22	34	45	33	22	22	44	61	39	33	27
		9%	11%	7%	9%	10%	12%	9%	7%	5%	8%	10%	9%	7%	10%
	(1)	87	52	35	12	18	16	10	15	15	28	30	15	14	10
		4%	5%	3%	5%	6%	4%	3%	5%	3%	5%	5%	3%	3%	4%
Not at all concerned	(0)	93	71	22	12	18	24	15	13	11	26	29	21	17	17
		5%	7%	2%	5%	5%	6%	4%	4%	3%	5%	5%	5%	4%	6%
NET: Not concerned		180	123	57	25	36	40	25	28	26	53	59	36	31	27
		9%	12%	5%	10%	11%	10%	7%	9%	6%	10%	10%	8%	7%	10%
Prefer not to say		110	52	58	20	17	24	26	8	14	15	40	16	39	13
		5%	5%	6%	8%	5%	6%	7%	3%	3%	3%	7%	4%	8%	5%
Mean		3.79	3.52	4.04	3.46	3.60	3.58	3.85	3.89	4.16	3.79	3.68	3.75	3.96	3.64
Standard deviation		1.45	1.57	1.29	1.42	1.52	1.53	1.42	1.44	1.28	1.46	1.51	1.45	1.37	1.50
Standard error		0.03	0.05	0.04	0.10	0.09	0.08	0.08	0.08	0.06	0.06	0.07	0.08	0.06	0.10

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Absolutes/col percents

Table 8

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Hate websites e.g. racist or homophobic

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Concerned	1267	104	64	147	112	121	104	73	108	155	171	110
	62%	58%	69%	61%	61%	63%	65%	67%	56%	60%	65%	58%
Very concerned	(5) 896	76	43	110	73	81	76	57	80	107	122	69
	44%	43%	47%	45%	40%	43%	47%	52%	42%	42%	46%	37%
	(4) 371	27	21	37	38	39	28	16	28	48	49	40
	18%	15%	22%	15%	21%	21%	17%	14%	14%	18%	19%	22%
	(3) 324	25	11	45	28	32	26	17	28	46	40	24
	16%	14%	12%	19%	15%	17%	16%	16%	15%	18%	15%	13%
	(2) 178	20	5	11	19	14	9	7	30	23	19	21
	9%	11%	6%	4%	11%	7%	6%	6%	15%	9%	7%	11%
	(1) 87	7	4	12	12	10	5	-	12	8	8	9
	4%	4%	4%	5%	6%	5%	3%	-	6%	3%	3%	5%
Not at all concerned	(0) 93	16	3	10	3	8	11	4	9	9	11	11
	5%	9%	3%	4%	2%	4%	7%	3%	4%	3%	4%	6%
NET: Not concerned	180	23	6	22	15	18	16	4	21	17	19	19
	9%	13%	7%	9%	8%	9%	10%	3%	11%	7%	7%	10%
Prefer not to say	110	7	6	17	8	6	5	9	6	18	14	14
	5%	4%	6%	7%	4%	3%	3%	8%	3%	7%	5%	7%
Mean	3.79	3.56	3.99	3.86	3.76	3.79	3.83	4.12	3.58	3.82	3.90	3.62
Standard deviation	1.45	1.66	1.34	1.43	1.38	1.43	1.51	1.26	1.54	1.37	1.40	1.52
Standard error	0.03	0.13	0.14	0.10	0.11	0.10	0.12	0.12	0.12	0.09	0.08	0.12

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Absolutes/col percents

Table 9

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Child pornography

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Concerned	1708	811	897	178	259	312	297	271	392	476	489	359	384	223	717
	83%	80%	86%	72%	78%	80%	85%	88%	91%	86%	82%	83%	81%	80%	82%
Very concerned	(5) 1517	692	825	141	222	264	274	253	362	419	417	318	362	193	620
	74%	69%	79%	57%	67%	67%	78%	82%	84%	75%	70%	74%	77%	69%	71%
	(4) 192	119	73	37	37	48	23	17	30	57	72	41	22	30	97
	9%	12%	7%	15%	11%	12%	7%	6%	7%	10%	12%	9%	5%	11%	11%
	(3) 122	70	52	36	23	18	15	17	12	38	29	25	31	18	60
	6%	7%	5%	15%	7%	5%	4%	6%	3%	7%	5%	6%	6%	6%	7%
	(2) 68	35	32	6	19	22	7	4	10	12	20	21	15	14	32
	3%	4%	3%	2%	6%	6%	2%	1%	2%	2%	3%	5%	3%	5%	4%
	(1) 23	16	6	3	4	4	5	4	3	7	10	5	1	4	12
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%
Not at all concerned	(0) 30	23	7	1	7	12	2	5	3	10	10	5	5	7	12
	1%	2%	1%	1%	2%	3%	1%	2%	1%	2%	2%	1%	1%	3%	1%
NET: Not concerned	53	39	13	4	11	15	7	9	6	17	20	10	6	11	24
	3%	4%	1%	2%	3%	4%	2%	3%	1%	3%	3%	2%	1%	4%	3%
Prefer not to say	107	53	54	23	17	24	24	7	12	13	39	18	37	12	42
	5%	5%	5%	9%	5%	6%	7%	2%	3%	2%	7%	4%	8%	4%	5%
Mean	4.55	4.43	4.66	4.36	4.38	4.39	4.68	4.65	4.74	4.54	4.50	4.52	4.64	4.40	4.49
Standard deviation	1.01	1.14	0.86	0.99	1.17	1.21	0.86	0.96	0.79	1.02	1.06	1.03	0.91	1.19	1.04
Standard error	0.02	0.04	0.03	0.07	0.07	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.04	0.08	0.04

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Absolutes/col percents

Table 9

Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet?

Child pornography

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Concerned	1708 83%	152 85%	77 83%	201 83%	156 86%	164 86%	130 81%	88 80%	162 84%	199 77%	223 84%	156 83%
Very concerned	(5) 1517 74%	137 77%	69 75%	181 75%	141 78%	141 74%	122 76%	77 71%	137 71%	172 66%	201 76%	138 73%
	(4) 192 9%	16 9%	8 8%	20 8%	15 8%	23 12%	8 5%	11 10%	25 13%	26 10%	21 8%	19 10%
	(3) 122 6%	11 6%	3 3%	11 5%	11 6%	10 5%	14 9%	4 4%	10 5%	26 10%	13 5%	9 5%
	(2) 68 3%	4 2%	4 4%	6 3%	4 2%	6 3%	8 5%	5 5%	8 4%	12 5%	7 3%	4 2%
	(1) 23 1%	- -	2 2%	3 1%	3 2%	1 1%	2 1%	2 1%	3 2%	- -	4 1%	2 1%
Not at all concerned	(0) 30 1%	5 3%	1 1%	4 2%	- -	3 2%	1 1%	2 1%	3 2%	6 2%	1 *	3 2%
NET: Not concerned	53 3%	5 3%	3 4%	8 3%	3 2%	5 2%	3 2%	3 3%	7 3%	6 2%	5 2%	5 3%
Prefer not to say	107 5%	6 3%	6 6%	15 6%	7 4%	5 3%	5 3%	9 8%	6 3%	17 7%	16 6%	13 7%
Mean	4.55	4.56	4.54	4.57	4.66	4.56	4.53	4.52	4.47	4.42	4.64	4.59
Standard deviation	1.01	1.07	1.09	1.05	0.82	0.99	1.02	1.07	1.09	1.10	0.89	1.00
Standard error	0.02	0.08	0.12	0.07	0.07	0.07	0.08	0.10	0.08	0.07	0.05	0.08

Internet Content Survey

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Absolutes/col percents

Table 10

Q.3 We would like to understand what sort of websites, including some inappropriate or illegal sites, internet users may be exposed to. Please indicate whether you have ever come into contact with or stumbled across any of the following types of websites or content online?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Any	462	299	163	95	111	98	70	35	52	131	138	106	87	63	234
	22%	30%	16%	39%	34%	25%	20%	11%	12%	24%	23%	24%	18%	23%	27%
Very extreme/ violent pornography	251	195	56	39	58	57	48	18	32	61	80	63	48	33	128
	12%	19%	5%	16%	17%	14%	14%	6%	8%	11%	13%	14%	10%	12%	15%
Hate websites e.g. racist or homophobic	193	121	72	51	40	40	28	12	23	61	57	41	33	25	88
	9%	12%	7%	21%	12%	10%	8%	4%	5%	11%	10%	10%	7%	9%	10%
Websites encouraging eating disorders	129	51	78	40	34	25	12	9	9	34	42	29	23	20	60
	6%	5%	7%	16%	10%	6%	4%	3%	2%	6%	7%	7%	5%	7%	7%
Websites promoting suicide	92	47	46	26	26	23	7	4	6	27	28	17	21	12	47
	4%	5%	4%	10%	8%	6%	2%	1%	1%	5%	5%	4%	4%	4%	5%
Computer generated images or cartoons of child sexual abuse	72	48	24	15	18	21	8	4	7	22	16	16	18	10	35
	4%	5%	2%	6%	5%	5%	2%	1%	2%	4%	3%	4%	4%	4%	4%
Terrorist websites	70	42	28	19	14	20	7	3	7	14	25	18	13	5	47
	3%	4%	3%	8%	4%	5%	2%	1%	2%	2%	4%	4%	3%	2%	5%
Child pornography	62	40	22	12	11	17	7	5	10	19	15	15	14	9	31
	3%	4%	2%	5%	3%	4%	2%	2%	2%	3%	3%	3%	3%	3%	4%
None of these	1525	669	856	137	206	274	263	267	377	408	448	310	359	209	603
	74%	66%	82%	56%	63%	70%	75%	86%	87%	73%	75%	72%	76%	75%	69%
Prefer not to say	71	41	30	14	12	19	17	7	2	16	11	16	27	6	37
	3%	4%	3%	6%	4%	5%	5%	2%	*	3%	2%	4%	6%	2%	4%

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Absolutes/col percents

Table 10

Q.3 We would like to understand what sort of websites, including some inappropriate or illegal sites, internet users may be exposed to. Please indicate whether you have ever come into contact with or stumbled across any of the following types of websites or content online?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Any	462 22%	44 25%	26 28%	49 20%	37 20%	46 24%	33 21%	27 25%	41 21%	63 24%	48 18%	49 26%
Very extreme/ violent pornography	251 12%	19 11%	13 14%	25 10%	23 13%	26 14%	20 12%	15 14%	22 11%	31 12%	29 11%	29 15%
Hate websites e.g. racist or homophobic	193 9%	19 10%	10 11%	18 7%	16 9%	27 14%	8 5%	10 9%	19 10%	23 9%	25 10%	18 9%
Websites encouraging eating disorders	129 6%	10 5%	8 8%	12 5%	14 7%	13 7%	12 8%	5 5%	13 7%	18 7%	14 5%	12 6%
Websites promoting suicide	92 4%	11 6%	7 8%	5 2%	10 6%	11 6%	7 4%	4 4%	7 4%	13 5%	11 4%	4 2%
Computer generated images or cartoons of child sexual abuse	72 4%	5 3%	2 3%	10 4%	7 4%	9 5%	4 3%	4 4%	7 4%	11 4%	8 3%	4 2%
Terrorist websites	70 3%	11 6%	3 4%	6 2%	6 3%	6 3%	4 2%	4 4%	5 3%	10 4%	9 3%	5 3%
Child pornography	62 3%	5 3%	4 4%	7 3%	4 2%	7 4%	3 2%	3 2%	4 2%	14 5%	8 3%	4 2%
None of these	1525 74%	130 72%	67 72%	186 77%	140 77%	141 74%	122 76%	79 72%	148 77%	180 70%	204 77%	128 68%
Prefer not to say	71 3%	5 3%	- -	7 3%	5 3%	3 2%	5 3%	3 3%	5 2%	15 6%	12 4%	11 6%

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Table 11

Q.4 If you were surfing the internet and stumbled across, what you considered to be, inappropriate or sexualised images of someone who you thought was a child or young person, which one of the following actions do you think you are most likely to take?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
I would probably consider reporting it but I don't know how to	829	359	470	117	152	142	126	107	185	239	237	183	170	123	324
	40%	36%	45%	47%	46%	36%	36%	35%	43%	43%	40%	42%	36%	44%	37%
Report it to the police	575	262	312	41	69	109	121	93	142	139	171	114	151	67	241
	28%	26%	30%	17%	21%	28%	35%	30%	33%	25%	29%	26%	32%	24%	28%
Ignore it	248	158	90	39	56	46	29	39	38	76	72	54	46	42	120
	12%	16%	9%	16%	17%	12%	8%	13%	9%	14%	12%	12%	10%	15%	14%
Report it to my internet service provider	146	83	63	12	13	29	32	31	30	37	40	31	38	13	67
	7%	8%	6%	5%	4%	7%	9%	10%	7%	7%	7%	7%	8%	5%	8%
Report it to a watchdog	95	42	54	15	17	21	11	13	19	30	35	13	18	15	41
	5%	4%	5%	6%	5%	5%	3%	4%	4%	5%	6%	3%	4%	5%	5%
Report it to a charity	20	13	7	-	3	8	2	4	3	5	7	7	2	4	10
	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	2%	*	1%	1%
Other	18	8	9	1	4	2	4	4	3	5	4	5	4	2	8
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
None of the above	79	52	28	11	11	23	12	14	9	16	19	18	26	7	40
	4%	5%	3%	4%	3%	6%	3%	4%	2%	3%	3%	4%	6%	3%	5%
Prefer not to say	48	32	17	12	5	10	13	5	3	9	13	8	19	5	24
	2%	3%	2%	5%	1%	3%	4%	2%	1%	2%	2%	2%	4%	2%	3%

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Absolutes/col percents

Table 11

Q.4 If you were surfing the internet and stumbled across, what you considered to be, inappropriate or sexualised images of someone who you thought was a child or young person, which one of the following actions do you think you are most likely to take?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
I would probably consider reporting it but I don't know how to	829 40%	68 38%	38 41%	112 46%	75 42%	89 47%	60 38%	39 36%	77 40%	98 38%	96 36%	76 40%
Report it to the police	575 28%	59 33%	35 37%	72 30%	53 29%	38 20%	46 29%	39 36%	45 23%	61 23%	80 30%	48 25%
Ignore it	248 12%	20 11%	5 5%	20 8%	19 10%	24 12%	22 14%	16 14%	28 15%	41 16%	29 11%	25 13%
Report it to my internet service provider	146 7%	11 6%	7 8%	10 4%	12 7%	15 8%	10 6%	4 4%	17 9%	19 7%	24 9%	16 9%
Report it to a watchdog	95 5%	8 4%	3 3%	10 4%	8 4%	15 8%	12 8%	3 2%	11 6%	11 4%	11 4%	5 3%
Report it to a charity	20 1%	1 *	3 3%	1 *	1 1%	2 1%	1 *	3 3%	- -	4 2%	2 1%	2 1%
Other	18 1%	4 2%	1 1%	- -	2 1%	3 2%	2 1%	- -	4 2%	- -	1 *	1 *
None of the above	79 4%	7 4%	1 1%	13 5%	6 3%	4 2%	5 3%	3 3%	6 3%	11 4%	12 5%	10 5%
Prefer not to say	48 2%	2 1%	1 1%	5 2%	4 2%	1 1%	1 *	2 2%	4 2%	14 5%	9 4%	6 3%

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Absolutes/col percents

Table 12
Gender
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Male	1009	1009	-	87	169	211	178	153	211	309	283	226	190	138	501
	49%	100%	-	35%	51%	54%	51%	49%	49%	56%	47%	52%	40%	49%	57%
Female	1049	-	1049	160	160	181	172	156	221	246	314	206	283	141	373
	51%	-	100%	65%	49%	46%	49%	51%	51%	44%	53%	48%	60%	51%	43%

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Absolutes/col percents

Table 12
Gender
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Male	1009 49%	105 59%	43 46%	100 41%	93 51%	93 49%	72 45%	54 50%	99 51%	135 52%	114 43%	100 53%
Female	1049 51%	74 41%	50 54%	142 59%	88 49%	97 51%	88 55%	55 50%	94 49%	124 48%	150 57%	88 47%

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Absolutes/col percents

Table 13

Age**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
18-24	247 12%	87 9%	160 15%	247 100%	- -	- -	- -	- -	- -	63 11%	86 14%	45 10%	53 11%	23 8%	117 13%
25-34	329 16%	169 17%	160 15%	- -	329 100%	- -	- -	- -	- -	79 14%	101 17%	81 19%	69 14%	73 26%	187 21%
35-44	391 19%	211 21%	181 17%	- -	- -	391 100%	- -	- -	- -	110 20%	96 16%	101 23%	84 18%	80 29%	234 27%
45-54	350 17%	178 18%	172 16%	- -	- -	- -	350 100%	- -	- -	60 11%	100 17%	87 20%	102 21%	61 22%	184 21%
55-64	309 15%	153 15%	156 15%	- -	- -	- -	- -	309 100%	- -	106 19%	92 15%	44 10%	67 14%	28 10%	114 13%
65+	432 21%	211 21%	221 21%	- -	- -	- -	- -	- -	432 100%	138 25%	121 20%	74 17%	99 21%	13 5%	38 4%
Average age	46.92	47.62	46.25	21.53	30.13	39.84	49.62	59.47	69.51	48.64	46.25	45.01	47.50	41.32	41.19

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Absolutes/col percents

Table 13

Age**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
18-24	247 12%	16 9%	15 16%	30 13%	20 11%	37 19%	18 11%	10 9%	22 11%	26 10%	30 11%	23 12%
25-34	329 16%	31 17%	16 18%	46 19%	26 14%	34 18%	27 17%	17 16%	28 14%	58 22%	25 9%	23 12%
35-44	391 19%	39 22%	21 23%	40 17%	39 22%	28 15%	28 18%	16 15%	41 21%	58 22%	35 13%	45 24%
45-54	350 17%	30 17%	13 14%	30 12%	31 17%	34 18%	32 20%	20 18%	35 18%	46 18%	58 22%	21 11%
55-64	309 15%	31 17%	9 10%	41 17%	35 19%	12 7%	17 11%	21 19%	25 13%	37 14%	52 20%	29 15%
65+	432 21%	31 17%	18 20%	54 22%	30 17%	44 23%	38 24%	26 24%	42 22%	35 14%	65 25%	48 25%
Average age	46.92	47.07	44.41	46.59	46.79	43.99	47.26	49.15	47.02	44.45	50.57	48.17

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Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
AB	556 27%	309 31%	246 23%	63 25%	79 24%	110 28%	60 17%	106 34%	138 32%	556 100%	-	-	-	87 31%	226 26%
C1	597 29%	283 28%	314 30%	86 35%	101 31%	96 25%	100 29%	92 30%	121 28%	-	597 100%	-	-	107 39%	278 32%
C2	432 21%	226 22%	206 20%	45 18%	81 25%	101 26%	87 25%	44 14%	74 17%	-	-	432 100%	-	63 23%	229 26%
DE	473 23%	190 19%	283 27%	53 22%	69 21%	84 21%	102 29%	67 22%	99 23%	-	-	-	473 100%	22 8%	141 16%

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Table 14
Social Grade
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
AB	556 27%	45 25%	25 26%	59 24%	43 24%	39 21%	49 30%	18 16%	58 30%	82 32%	88 34%	49 26%
C1	597 29%	54 30%	23 25%	72 30%	57 32%	44 23%	35 22%	33 30%	61 32%	89 34%	66 25%	62 33%
C2	432 21%	29 16%	24 25%	40 17%	41 22%	61 32%	37 23%	25 23%	36 19%	51 20%	56 21%	34 18%
DE	473 23%	50 28%	22 24%	71 29%	41 22%	46 24%	39 24%	33 31%	38 20%	37 14%	54 20%	43 23%

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Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Scotland	179 9%	105 10%	74 7%	16 7%	31 9%	39 10%	30 9%	31 10%	31 7%	45 8%	54 9%	29 7%	50 11%	25 9%	89 10%
North East	93 5%	43 4%	50 5%	15 6%	16 5%	21 5%	13 4%	9 3%	18 4%	25 4%	23 4%	24 5%	22 5%	16 6%	29 3%
North West	242 12%	100 10%	142 14%	30 12%	46 14%	40 10%	30 8%	41 13%	54 13%	59 11%	72 12%	40 9%	71 15%	29 10%	102 12%
Yorkshire & Humberside	182 9%	93 9%	88 8%	20 8%	26 8%	39 10%	31 9%	35 11%	30 7%	43 8%	57 10%	41 9%	41 9%	22 8%	74 8%
West Midlands	190 9%	93 9%	97 9%	37 15%	34 10%	28 7%	34 10%	12 4%	44 10%	39 7%	44 7%	61 14%	46 10%	20 7%	83 10%
East Midlands	160 8%	72 7%	88 8%	18 7%	27 8%	28 7%	32 9%	17 6%	38 9%	49 9%	35 6%	37 9%	39 8%	25 9%	54 6%
Wales	109 5%	54 5%	55 5%	10 4%	17 5%	16 4%	20 6%	21 7%	26 6%	18 3%	33 6%	25 6%	33 7%	23 8%	43 5%
Eastern	193 9%	99 10%	94 9%	22 9%	28 8%	41 10%	35 10%	25 8%	42 10%	58 10%	61 10%	36 8%	38 8%	28 10%	90 10%
London	259 13%	135 13%	124 12%	26 10%	58 18%	58 15%	46 13%	37 12%	35 8%	82 15%	89 15%	51 12%	37 8%	34 12%	135 15%
South East	264 13%	114 11%	150 14%	30 12%	25 7%	35 9%	58 16%	52 17%	65 15%	88 16%	66 11%	56 13%	54 11%	27 10%	104 12%
South West	188 9%	100 10%	88 8%	23 9%	23 7%	45 12%	21 6%	29 9%	48 11%	49 9%	62 10%	34 8%	43 9%	29 10%	73 8%

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Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Scotland	179 9%	179 100%	-	-	-	-	-	-	-	-	-	-
North East	93 5%	-	93 100%	-	-	-	-	-	-	-	-	-
North West	242 12%	-	-	242 100%	-	-	-	-	-	-	-	-
Yorkshire & Humberside	182 9%	-	-	-	182 100%	-	-	-	-	-	-	-
West Midlands	190 9%	-	-	-	-	190 100%	-	-	-	-	-	-
East Midlands	160 8%	-	-	-	-	-	160 100%	-	-	-	-	-
Wales	109 5%	-	-	-	-	-	-	109 100%	-	-	-	-
Eastern	193 9%	-	-	-	-	-	-	-	193 100%	-	-	-
London	259 13%	-	-	-	-	-	-	-	-	259 100%	-	-
South East	264 13%	-	-	-	-	-	-	-	-	-	264 100%	-
South West	188 9%	-	-	-	-	-	-	-	-	-	-	188 100%

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Table 16

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

	Gender		Age					Social Grade				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Yes	1276 62%	638 63%	638 61%	169 68%	217 66%	205 52%	179 51%	209 68%	298 69%	431 78%	388 65%	245 57%	212 45%	186 67%	542 62%
No	782 38%	371 37%	411 39%	78 32%	113 34%	186 48%	171 49%	100 32%	134 31%	124 22%	209 35%	187 43%	262 55%	92 33%	332 38%

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Absolutes/col percents

Table 16

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Yes	1276 62%	103 57%	59 63%	157 65%	105 58%	109 57%	100 63%	66 60%	111 57%	193 75%	172 65%	101 54%
No	782 38%	76 43%	34 37%	85 35%	76 42%	81 43%	60 37%	43 40%	82 43%	65 25%	92 35%	87 46%

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Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Homeowners	1400	685	715	134	166	255	238	244	363	467	429	295	208	203	576
	68%	68%	68%	54%	50%	65%	68%	79%	84%	84%	72%	68%	44%	73%	66%
Owned outright - without mortgage	679	338	341	55	41	44	76	149	314	244	197	136	102	63	177
	33%	34%	32%	22%	12%	11%	22%	48%	73%	44%	33%	31%	22%	23%	20%
Owned with a mortgage or loan	721	347	374	78	125	210	162	96	49	223	233	159	106	140	399
	35%	34%	36%	32%	38%	54%	46%	31%	11%	40%	39%	37%	22%	50%	46%
NET: Renters	632	308	324	99	160	135	108	63	67	82	161	132	257	71	285
	31%	31%	31%	40%	48%	35%	31%	21%	16%	15%	27%	30%	54%	26%	33%
Rented from the council	267	127	140	27	49	64	57	37	33	19	43	65	141	29	99
	13%	13%	13%	11%	15%	16%	16%	12%	8%	3%	7%	15%	30%	11%	11%
Rented from a housing association	106	47	59	19	21	23	17	11	14	13	26	23	44	11	42
	5%	5%	6%	8%	6%	6%	5%	4%	3%	2%	4%	5%	9%	4%	5%
Rented from someone else	258	134	124	52	89	48	33	15	20	50	92	43	73	31	144
	13%	13%	12%	21%	27%	12%	10%	5%	5%	9%	15%	10%	15%	11%	16%
Rent free	27	16	11	15	4	1	4	1	2	6	7	6	8	4	13
	1%	2%	1%	6%	1%	*	1%	*	*	1%	1%	1%	2%	1%	1%

Internet Content Survey

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Absolutes/col percents

Table 17

Tenure**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Homeowners	1400 68%	115 64%	59 63%	163 68%	138 76%	130 68%	112 70%	78 71%	142 74%	147 57%	185 70%	130 69%
Owned outright - without mortgage	679 33%	49 28%	25 26%	84 35%	54 30%	61 32%	56 35%	40 37%	64 33%	69 27%	108 41%	68 36%
Owned with a mortgage or loan	721 35%	66 37%	34 37%	79 33%	84 46%	69 36%	56 35%	38 34%	78 41%	78 30%	77 29%	62 33%
NET: Renters	632 31%	61 34%	32 34%	76 31%	43 23%	58 30%	46 29%	30 27%	46 24%	110 42%	77 29%	53 28%
Rented from the council	267 13%	38 21%	20 21%	22 9%	18 10%	29 15%	21 13%	15 14%	15 8%	45 17%	32 12%	12 7%
Rented from a housing association	106 5%	7 4%	3 3%	14 6%	7 4%	10 5%	10 6%	4 4%	12 6%	15 6%	16 6%	9 5%
Rented from someone else	258 13%	17 9%	9 10%	40 17%	18 10%	19 10%	15 10%	11 10%	18 9%	51 20%	29 11%	32 17%
Rent free	27 1%	3 1%	2 2%	2 1%	1 *	2 1%	1 1%	1 1%	5 3%	2 1%	2 1%	4 2%

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Absolutes/col percents

Table 18
At what age did you finish your full time education?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Under 16	702	324	378	29	57	110	156	127	224	108	166	179	250	58	262
	34%	32%	36%	12%	17%	28%	45%	41%	52%	19%	28%	41%	53%	21%	30%
17-18	455	207	248	58	67	89	72	76	95	102	141	108	104	56	202
	22%	21%	24%	23%	20%	23%	20%	24%	22%	18%	24%	25%	22%	20%	23%
19-24	595	331	264	71	147	129	81	80	87	246	203	86	60	113	298
	29%	33%	25%	29%	45%	33%	23%	26%	20%	44%	34%	20%	13%	41%	34%
25-34	84	45	39	-	28	25	10	14	7	31	32	12	9	25	40
	4%	4%	4%	-	9%	7%	3%	4%	2%	6%	5%	3%	2%	9%	5%
35+	24	10	14	-	-	2	11	8	4	8	7	3	6	3	8
	1%	1%	1%	-	-	*	3%	3%	1%	1%	1%	1%	1%	1%	1%
Still in full time education	94	33	61	78	10	3	2	-	1	36	33	15	10	6	17
	5%	3%	6%	32%	3%	1%	*	-	*	6%	6%	3%	2%	2%	2%
Never had any full time education	13	5	8	2	3	4	2	-	1	1	1	2	8	1	5
	1%	*	1%	1%	1%	1%	1%	-	*	*	*	1%	2%	*	1%
Don't know	42	27	14	3	8	15	7	2	6	8	4	15	14	9	18
	2%	3%	1%	1%	2%	4%	2%	1%	1%	1%	1%	4%	3%	3%	2%
Prefer not to answer	50	26	24	6	10	15	10	2	7	15	10	13	12	6	24
	2%	3%	2%	2%	3%	4%	3%	1%	2%	3%	2%	3%	2%	2%	3%

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Absolutes/col percents

Table 18
At what age did you finish your full time education?
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Under 16	702 34%	46 26%	33 35%	94 39%	78 43%	69 36%	64 40%	38 35%	73 38%	50 19%	97 37%	61 32%
17-18	455 22%	32 18%	20 22%	49 20%	36 20%	35 19%	41 26%	25 22%	43 22%	56 22%	62 24%	55 29%
19-24	595 29%	56 31%	24 26%	66 27%	42 23%	50 26%	39 24%	28 26%	54 28%	99 38%	78 29%	60 32%
25-34	84 4%	18 10%	3 3%	10 4%	6 3%	4 2%	2 1%	6 5%	6 3%	16 6%	9 3%	4 2%
35+	24 1%	9 5%	1 1%	1 *	2 1%	1 1%	1 1%	2 2%	1 *	2 1%	3 1%	1 1%
Still in full time education	94 5%	8 4%	8 8%	13 5%	9 5%	21 11%	4 3%	1 1%	9 4%	9 4%	9 3%	2 1%
Never had any full time education	13 1%	- -	1 1%	2 1%	3 2%	3 1%	2 1%	- -	- -	2 1%	- -	* *
Don't know	42 2%	5 3%	1 1%	2 1%	3 2%	7 4%	5 3%	4 4%	2 1%	9 3%	3 1%	2 1%
Prefer not to answer	50 2%	5 3%	2 2%	6 2%	3 1%	- -	3 2%	4 4%	6 3%	14 6%	5 2%	2 1%

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Absolutes/col percents

Table 19
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
No formal education	17 1%	4 *	13 1%	2 1%	3 1%	5 1%	2 1%	2 1%	2 *	1 *	1 *	3 1%	12 2%	- -	6 1%
Primary	7 *	1 *	6 1%	3 1%	3 1%	- -	1 *	- -	- -	2 *	- -	3 1%	2 1%	1 *	3 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1066 52%	497 49%	569 54%	121 49%	152 46%	186 47%	204 58%	166 54%	237 55%	163 29%	277 46%	293 68%	332 70%	111 40%	460 53%
University degree or equivalent professional qualification, NVQ level 4, etc.	674 33%	352 35%	322 31%	53 21%	113 34%	142 36%	110 31%	107 35%	149 35%	251 45%	246 41%	87 20%	90 19%	114 41%	295 34%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	194 9%	111 11%	83 8%	17 7%	40 12%	45 12%	25 7%	33 11%	34 8%	117 21%	41 7%	20 5%	17 3%	47 17%	79 9%
Still in full time education	53 3%	20 2%	33 3%	45 18%	7 2%	1 *	- -	- -	- -	17 3%	22 4%	5 1%	8 2%	3 1%	10 1%
Don't know	11 1%	6 1%	5 *	1 *	4 1%	2 1%	1 *	- -	3 1%	1 *	- -	7 2%	3 1%	2 1%	5 1%
Prefer not to answer	36 2%	17 2%	19 2%	6 3%	7 2%	10 3%	6 2%	1 *	6 1%	4 1%	9 2%	15 3%	8 2%	- -	17 2%

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Absolutes/col percents

Table 19

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

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
No formal education	17 1%	- -	- -	3 1%	4 2%	4 2%	1 1%	- -	1 1%	* *	3 1%	* *
Primary	7 *	- -	1 1%	- -	- -	- -	1 1%	1 1%	- -	2 1%	- -	1 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1066 52%	76 43%	50 53%	135 56%	115 63%	103 54%	93 58%	66 60%	106 55%	90 35%	138 52%	94 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	674 33%	73 41%	25 27%	74 31%	42 23%	49 26%	44 28%	32 30%	66 34%	103 40%	98 37%	68 36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	194 9%	20 11%	11 11%	17 7%	17 9%	15 8%	13 8%	6 6%	9 5%	44 17%	19 7%	24 13%
Still in full time education	53 3%	6 4%	6 6%	9 4%	3 2%	11 6%	4 3%	- -	5 3%	6 2%	2 1%	- -
Don't know	11 1%	- -	- -	* *	- -	3 1%	2 1%	3 3%	1 *	2 1%	- -	* *
Prefer not to answer	36 2%	4 2%	1 1%	3 1%	1 *	5 2%	1 1%	* *	4 2%	11 4%	4 1%	1 *

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Absolutes/col percents

Table 20

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				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Yes - responsible for half or more of the items bought	1807 88%	840 83%	968 92%	163 66%	294 89%	368 94%	325 93%	274 89%	383 89%	461 83%	526 88%	381 88%	439 93%	250 90%	779 89%
No - not responsible for most of the items bought	251 12%	169 17%	82 8%	84 34%	36 11%	23 6%	24 7%	35 11%	49 11%	94 17%	71 12%	51 12%	34 7%	28 10%	95 11%

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Absolutes/col percents

Table 20

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

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Yes - responsible for half or more of the items bought	1807 88%	155 87%	80 86%	213 88%	157 87%	156 82%	150 94%	100 92%	171 89%	239 92%	228 86%	158 84%
No - not responsible for most of the items bought	251 12%	23 13%	13 14%	29 12%	24 13%	34 18%	10 6%	9 8%	22 11%	20 8%	36 14%	30 16%

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Absolutes/col percents

Table 21
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
No cars in the household	416 20%	188 19%	227 22%	50 20%	97 30%	89 23%	78 22%	43 14%	59 14%	51 9%	103 17%	77 18%	185 39%	50 18%	161 18%
NET: Any	1642 80%	820 81%	822 78%	197 80%	232 70%	302 77%	272 78%	266 86%	373 86%	504 91%	494 83%	355 82%	289 61%	228 82%	714 82%
1	852 41%	424 42%	428 41%	52 21%	114 35%	170 43%	145 41%	137 44%	236 55%	208 37%	274 46%	186 43%	184 39%	104 37%	346 40%
2	603 29%	293 29%	310 30%	75 30%	110 33%	104 27%	100 28%	85 27%	129 30%	216 39%	169 28%	144 33%	74 16%	104 37%	286 33%
3+	187 9%	104 10%	84 8%	70 28%	9 3%	28 7%	28 8%	45 14%	8 2%	80 14%	51 9%	25 6%	30 6%	20 7%	82 9%

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Absolutes/col percents

Table 21

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

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
No cars in the household	416 20%	38 21%	25 27%	60 25%	33 18%	39 20%	33 20%	12 11%	14 7%	87 34%	47 18%	28 15%
NET: Any	1642 80%	141 79%	68 73%	182 75%	148 82%	152 80%	127 80%	97 89%	179 93%	172 66%	217 82%	160 85%
1	852 41%	72 40%	48 51%	95 39%	74 41%	72 38%	72 45%	46 42%	89 46%	104 40%	101 38%	80 43%
2	603 29%	37 21%	15 17%	72 30%	67 37%	60 32%	44 28%	43 39%	68 35%	51 20%	93 35%	51 27%
3+	187 9%	32 18%	5 5%	16 7%	7 4%	20 10%	11 7%	8 7%	22 11%	16 6%	22 8%	29 15%

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Absolutes/col percents

Table 22

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

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
White	1895 92%	927 92%	968 92%	208 84%	283 86%	353 90%	328 94%	300 97%	424 98%	509 92%	542 91%	400 93%	445 94%	259 93%	779 89%
NET: Non-white	137 7%	69 7%	68 6%	35 14%	44 13%	32 8%	18 5%	1 *	6 1%	41 7%	44 7%	26 6%	26 5%	17 6%	82 9%
Mixed	30 1%	20 2%	10 1%	6 2%	7 2%	7 2%	7 2%	1 *	3 1%	10 2%	8 1%	5 1%	7 1%	1 *	18 2%
Asian	72 3%	33 3%	39 4%	22 9%	27 8%	16 4%	4 1%	-	2 1%	21 4%	21 4%	15 4%	14 3%	10 3%	42 5%
Black	24 1%	13 1%	11 1%	3 1%	8 2%	7 2%	5 1%	-	1 *	6 1%	9 2%	5 1%	4 1%	4 1%	15 2%
Chinese	7 *	2 *	5 *	1 1%	3 1%	1 *	1 *	-	-	4 1%	3 *	1 *	-	2 1%	4 1%
Other ethnic group	5 *	1 *	3 *	3 1%	-	-	1 *	-	-	1 *	3 *	-	1 *	-	3 *
Prefer not to answer	26 1%	13 1%	13 1%	4 2%	2 1%	7 2%	4 1%	7 2%	2 *	6 1%	11 2%	6 1%	3 1%	3 1%	13 1%

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Absolutes/col percents

Table 22

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

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
White	1895 92%	161 90%	86 93%	233 96%	172 95%	174 91%	149 93%	108 99%	182 94%	198 76%	250 95%	182 97%
NET: Non-white	137 7%	12 7%	5 6%	7 3%	9 5%	14 7%	11 7%	- -	5 3%	56 22%	12 4%	6 3%
Mixed	30 1%	4 2%	4 5%	1 *	- -	- -	4 3%	- -	- -	12 5%	1 *	3 2%
Asian	72 3%	4 2%	1 1%	6 3%	6 3%	9 5%	6 4%	- -	5 3%	25 10%	8 3%	2 1%
Black	24 1%	2 1%	- -	- -	2 1%	5 2%	- -	- -	- -	14 5%	2 1%	- -
Chinese	7 *	2 1%	- -	- -	- -	- -	- -	- -	- -	4 2%	1 *	- -
Other ethnic group	5 *	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	1 *	- -	1 *
Prefer not to answer	26 1%	5 3%	2 2%	2 1%	1 *	3 1%	- -	1 1%	6 3%	5 2%	3 1%	- -

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Absolutes/col percents

Table 23

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

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Christian	1130 55%	540 54%	590 56%	83 34%	139 42%	184 47%	198 57%	199 64%	326 76%	309 56%	309 52%	253 59%	258 55%	155 56%	429 49%
NET: Other	150 7%	69 7%	81 8%	40 16%	37 11%	28 7%	18 5%	10 3%	17 4%	47 8%	43 7%	32 7%	28 6%	20 7%	73 8%
Muslim	41 2%	21 2%	21 2%	18 7%	12 4%	6 1%	1 *	1 *	3 1%	12 2%	11 2%	10 2%	8 2%	5 2%	22 2%
Hindu	21 1%	12 1%	9 1%	2 1%	11 3%	6 2%	2 1%	- -	- -	5 1%	8 1%	6 1%	2 *	2 1%	16 2%
Jewish	21 1%	9 1%	11 1%	2 1%	- -	2 1%	6 2%	3 1%	8 2%	8 2%	7 1%	1 *	4 1%	1 *	9 1%
Sikh	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Buddhist	16 1%	9 1%	7 1%	2 1%	3 1%	4 1%	5 2%	- -	1 *	5 1%	3 1%	4 1%	3 1%	1 *	10 1%
Other	51 2%	18 2%	33 3%	16 6%	11 3%	11 3%	4 1%	5 2%	5 1%	16 3%	15 2%	10 2%	10 2%	12 4%	17 2%
None	740 36%	380 38%	361 34%	115 47%	149 45%	165 42%	130 37%	95 31%	87 20%	186 34%	234 39%	140 32%	181 38%	96 34%	354 41%
Prefer not to say	38 2%	20 2%	18 2%	8 3%	4 1%	14 4%	3 1%	6 2%	2 *	13 2%	11 2%	7 2%	6 1%	7 3%	18 2%

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Absolutes/col percents

Table 23

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

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Christian	1130 55%	85 48%	54 58%	149 61%	105 58%	95 50%	84 52%	72 66%	95 49%	145 56%	150 57%	97 52%
NET: Other	150 7%	17 9%	4 4%	12 5%	9 5%	22 11%	10 6%	5 5%	13 7%	39 15%	14 5%	5 3%
Muslim	41 2%	5 3%	- -	5 2%	5 3%	7 4%	3 2%	- -	2 1%	11 4%	1 *	- -
Hindu	21 1%	- -	1 1%	1 *	- -	- -	2 1%	- -	1 1%	14 5%	1 *	1 1%
Jewish	21 1%	- -	- -	2 1%	2 1%	1 1%	2 1%	2 1%	1 *	7 3%	3 1%	- -
Sikh	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Buddhist	16 1%	6 3%	- -	- -	- -	1 1%	- -	1 1%	1 1%	2 1%	4 2%	- -
Other	51 2%	5 3%	3 3%	5 2%	1 1%	11 6%	3 2%	3 3%	8 4%	4 2%	4 2%	4 2%
None	740 36%	72 40%	33 36%	76 31%	65 36%	69 36%	65 41%	32 29%	79 41%	71 27%	97 37%	81 43%
Prefer not to say	38 2%	4 3%	2 2%	6 2%	3 2%	5 2%	1 1%	* *	5 2%	4 2%	3 1%	5 2%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 24
Which of the following best describes where you live?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Urban	1658	824	834	198	287	331	295	241	306	434	481	358	386	233	727
	81%	82%	79%	80%	87%	85%	84%	78%	71%	78%	81%	83%	82%	84%	83%
Urban - Population over 10,000	813	458	355	105	156	166	144	110	132	213	265	157	179	129	373
	40%	45%	34%	43%	47%	43%	41%	36%	31%	38%	44%	36%	38%	46%	43%
Town and Fringe	845	366	479	93	131	165	152	130	174	220	216	201	207	104	354
	41%	36%	46%	38%	40%	42%	43%	42%	40%	40%	36%	47%	44%	38%	41%
NET: Rural	400	184	215	49	42	60	55	68	126	122	116	74	87	45	147
	19%	18%	21%	20%	13%	15%	16%	22%	29%	22%	19%	17%	18%	16%	17%
Village	350	151	198	44	38	57	49	58	104	96	100	72	82	41	125
	17%	15%	19%	18%	12%	15%	14%	19%	24%	17%	17%	17%	17%	15%	14%
Hamlet & Isolated Dwelling	50	33	17	5	4	3	6	10	22	26	16	2	6	4	23
	2%	3%	2%	2%	1%	1%	2%	3%	5%	5%	3%	1%	1%	1%	3%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 24

Which of the following best describes where you live?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Urban	1658 81%	138 77%	79 85%	215 89%	138 76%	156 82%	119 74%	72 66%	128 67%	258 100%	215 81%	140 75%
Urban - Population over 10,000	813 40%	67 37%	32 34%	85 35%	63 35%	75 39%	48 30%	33 30%	52 27%	211 82%	84 32%	64 34%
Town and Fringe	845 41%	71 40%	47 51%	130 54%	74 41%	81 43%	71 44%	39 35%	77 40%	47 18%	131 50%	77 41%
NET: Rural	400 19%	41 23%	14 15%	27 11%	44 24%	34 18%	41 26%	37 34%	64 33%	1 *	49 19%	47 25%
Village	350 17%	29 16%	14 15%	22 9%	43 23%	31 16%	40 25%	28 26%	60 31%	1 *	47 18%	34 18%
Hamlet & Isolated Dwelling	50 2%	12 6%	- -	5 2%	1 1%	3 2%	1 *	9 8%	4 2%	- -	2 1%	13 7%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 25

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
NET: Working	1153	639	514	140	260	314	245	142	51	313	385	292	163	278	874
	56%	63%	49%	57%	79%	80%	70%	46%	12%	56%	65%	67%	34%	100%	100%
Working full time - working 30 hours per week or more	906	568	338	103	222	267	192	101	20	262	299	235	110	225	680
	44%	56%	32%	42%	67%	68%	55%	33%	5%	47%	50%	54%	23%	81%	78%
Working part time - working between 8 and 29 hours per week	247	71	176	37	38	47	53	41	31	51	87	57	53	53	194
	12%	7%	17%	15%	12%	12%	15%	13%	7%	9%	15%	13%	11%	19%	22%
NET: Not working	905	370	536	107	69	77	105	167	380	243	211	141	311	-	-
	44%	37%	51%	43%	21%	20%	30%	54%	88%	44%	35%	33%	66%	-	-
Not working but seeking work or temporarily unemployed or sick	105	44	61	22	26	24	22	9	3	13	16	6	70	-	-
	5%	4%	6%	9%	8%	6%	6%	3%	1%	2%	3%	1%	15%	-	-
Not working and not seeking work	136	59	77	71	12	9	28	16	-	26	30	19	61	-	-
	7%	6%	7%	29%	4%	2%	8%	5%	-	5%	5%	4%	13%	-	-
Retired on a state pension only	109	35	74	-	-	-	1	13	96	9	12	12	77	-	-
	5%	3%	7%	-	-	-	*	4%	22%	2%	2%	3%	16%	-	-
Retired with a private pension	384	212	172	-	-	-	6	104	275	169	129	64	22	-	-
	19%	21%	16%	-	-	-	2%	34%	64%	30%	22%	15%	5%	-	-
House person, housewife, househusband, etc.	171	20	151	14	31	44	49	25	7	25	25	39	82	-	-
	8%	2%	14%	6%	10%	11%	14%	8%	2%	5%	4%	9%	17%	-	-

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 25

Which of the following best describes your current working status?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
NET: Working	1153 56%	114 64%	46 49%	130 54%	96 53%	103 54%	79 49%	66 60%	118 61%	169 65%	130 49%	102 54%
Working full time - working 30 hours per week or more	906 44%	97 54%	39 42%	102 42%	77 42%	81 42%	59 37%	53 49%	91 47%	137 53%	94 36%	76 41%
Working part time - working between 8 and 29 hours per week	247 12%	17 10%	7 7%	28 12%	19 10%	22 12%	20 12%	13 12%	27 14%	32 12%	36 14%	26 14%
NET: Not working	905 44%	65 36%	47 51%	111 46%	86 47%	88 46%	81 51%	43 40%	75 39%	90 35%	134 51%	86 46%
Not working but seeking work or temporarily unemployed or sick	105 5%	8 5%	4 4%	9 4%	12 7%	9 5%	10 6%	4 3%	9 5%	13 5%	16 6%	11 6%
Not working and not seeking work	136 7%	13 7%	8 9%	17 7%	13 7%	27 14%	13 8%	5 4%	11 6%	10 4%	15 6%	5 2%
Retired on a state pension only	109 5%	9 5%	2 2%	20 8%	8 4%	9 5%	4 3%	9 8%	12 6%	11 4%	13 5%	13 7%
Retired with a private pension	384 19%	29 16%	18 20%	44 18%	30 16%	31 16%	42 26%	19 18%	31 16%	39 15%	60 23%	40 21%
House person, housewife, househusband, etc.	171 8%	5 3%	15 16%	21 9%	23 13%	11 6%	12 8%	7 6%	12 6%	17 7%	31 12%	17 9%

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ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 26

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1061	571	490	115	236	285	235	138	52	324	333	242	162	242	819
Weighted base	1153	639	514	140	260	314	245	142	51	313	385	292	163	278	874
NET: Public Sector	278 24%	138 22%	141 27%	23 17%	73 28%	80 25%	61 25%	28 19%	13 26%	87 28%	107 28%	63 21%	22 13%	278 100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	25 2%	10 2%	15 3%	- -	7 3%	12 4%	1 *	3 2%	2 4%	6 2%	11 3%	9 3%	- -	25 9%	-
HM Forces	3 *	1 *	2 *	- -	2 1%	1 *	- -	- -	- -	- -	1 *	2 1%	- -	3 1%	-
National Health Service	58 5%	30 5%	28 6%	5 3%	18 7%	20 6%	11 4%	5 3%	-	18 6%	18 5%	17 6%	5 3%	58 21%	-
Universities and Academies funded by government	38 3%	17 3%	21 4%	7 5%	11 4%	7 2%	8 3%	3 2%	2 4%	14 5%	15 4%	8 3%	* *	38 14%	-
Courts service	1 *	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-	1 *	-
Local government administration	34 3%	22 3%	11 2%	3 2%	9 3%	8 3%	11 4%	2 2%	* 1%	9 3%	24 6%	1 *	-	34 12%	-
Police service	4 *	3 1%	1 *	-	3 1%	1 *	-	-	-	1 *	3 1%	-	1 1%	4 2%	-
Public sector housing	11 1%	8 1%	3 1%	2 1%	3 1%	3 1%	2 1%	1 1%	-	2 1%	3 1%	3 1%	4 2%	11 4%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	46 4%	13 2%	33 6%	2 2%	10 4%	8 3%	11 5%	8 6%	5 10%	23 7%	13 3%	7 2%	2 1%	46 16%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	9 1%	9 1%	-	2 2%	1 *	-	4 1%	2 2%	-	1 *	2 *	2 1%	4 2%	9 3%	-

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ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 26

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1153	639	514	140	260	314	245	142	51	313	385	292	163	278	874
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	50 4%	24 4%	26 5%	2 2%	8 3%	19 6%	13 5%	4 3%	3 7%	13 4%	17 4%	14 5%	6 4%	50 18%	-
None of the above (Private Sector)	874 76%	501 78%	373 73%	117 83%	187 72%	234 75%	184 75%	114 81%	38 74%	226 72%	278 72%	229 79%	141 87%	-	874 100%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 26

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

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1061	92	39	122	80	103	73	57	94	169	138	94
Weighted base	1153	114	46	130	96	103	79	66	118	169	130	102
NET: Public Sector	278 24%	25 22%	16 36%	29 22%	22 23%	20 19%	25 31%	23 35%	28 24%	34 20%	27 20%	29 28%
Central government including all administrative departments and central government agencies such as the Bank of England	25 2%	3 2%	-	2 2%	* 1%	2 2%	4 5%	3 5%	2 2%	3 2%	2 2%	4 4%
HM Forces	3 *	-	-	2 2%	-	-	-	-	-	-	1 *	-
National Health Service	58 5%	7 6%	1 3%	2 2%	5 5%	10 9%	7 9%	4 6%	9 7%	4 2%	3 3%	5 5%
Universities and Academies funded by government	38 3%	-	4 9%	1 1%	5 5%	-	3 4%	6 10%	3 2%	8 5%	1 1%	5 5%
Courts service	1 *	-	-	-	1 1%	-	-	-	-	-	-	-
Local government administration	34 3%	4 4%	-	4 3%	2 3%	2 2%	2 3%	1 1%	6 5%	5 3%	5 4%	2 2%
Police service	4 *	-	-	2 2%	-	-	1 1%	-	-	-	1 1%	1 1%
Public sector housing	11 1%	-	2 4%	1 1%	1 1%	3 3%	1 1%	-	-	3 2%	-	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	46 4%	1 1%	4 10%	9 7%	1 1%	1 1%	4 5%	-	5 4%	9 5%	7 5%	4 4%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	9 1%	1 1%	2 4%	1 1%	-	-	-	1 1%	2 1%	-	1 1%	1 1%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 26

Do you work in any of the following occupations?

Base: All respondents who work

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	1153	114	46	130	96	103	79	66	118	169	130	102
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	50 4%	9 8%	3 7%	4 3%	6 6%	2 2%	3 3%	8 12%	3 2%	3 1%	5 3%	6 6%
None of the above (Private Sector)	874 76%	89 78%	29 64%	102 78%	74 77%	83 81%	54 69%	43 65%	90 76%	135 80%	104 80%	73 72%

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Absolutes/col percents

Table 27

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
No children aged 18 or under	1481 72%	699 69%	782 75%	220 89%	181 55%	163 42%	209 60%	279 90%	429 99%	403 73%	452 76%	292 68%	334 71%	176 63%	545 62%
NET: Yes	571 28%	305 30%	265 25%	24 10%	148 45%	228 58%	139 40%	30 10%	2 *	152 27%	143 24%	138 32%	137 29%	101 36%	327 37%
NET: Under 16	497 24%	266 26%	231 22%	24 10%	148 45%	210 54%	99 28%	16 5%	- -	137 25%	124 21%	121 28%	115 24%	83 30%	289 33%
Yes - children aged under 5 years old	185 9%	89 9%	97 9%	22 9%	92 28%	64 16%	7 2%	- -	- -	47 8%	53 9%	38 9%	47 10%	24 9%	104 12%
Yes - children aged 5 to 10 years old	254 12%	136 13%	118 11%	1 1%	78 24%	125 32%	43 12%	6 2%	- -	81 15%	58 10%	59 14%	55 12%	41 15%	155 18%
Yes - children aged 11 to 15 years old	219 11%	120 12%	99 9%	1 *	37 11%	99 25%	68 20%	13 4%	- -	42 8%	52 9%	60 14%	65 14%	40 14%	126 14%
Yes - children aged 16 to 18 years old	138 7%	75 7%	63 6%	2 1%	3 1%	44 11%	66 19%	21 7%	2 *	27 5%	31 5%	37 9%	43 9%	28 10%	71 8%
Refused	6 *	4 *	2 *	2 1%	1 *	* *	1 *	- -	1 *	* *	1 *	2 1%	2 *	1 *	2 *

Internet Content Survey

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Absolutes/col percents

Table 27

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
No children aged 18 or under	1481 72%	122 68%	63 68%	162 67%	116 64%	150 79%	122 76%	82 75%	136 71%	186 72%	200 76%	141 75%
NET: Yes	571 28%	56 32%	30 32%	79 33%	64 35%	39 20%	38 24%	27 25%	56 29%	71 27%	64 24%	46 25%
NET: Under 16	497 24%	43 24%	26 28%	71 29%	59 32%	36 19%	33 21%	19 17%	49 26%	67 26%	51 19%	42 22%
Yes - children aged under 5 years old	185 9%	23 13%	8 8%	31 13%	21 11%	10 5%	8 5%	5 4%	14 7%	26 10%	24 9%	16 9%
Yes - children aged 5 to 10 years old	254 12%	23 13%	16 17%	31 13%	32 18%	19 10%	17 11%	7 6%	31 16%	32 12%	21 8%	24 13%
Yes - children aged 11 to 15 years old	219 11%	11 6%	11 12%	30 12%	26 14%	18 9%	21 13%	15 14%	25 13%	23 9%	22 8%	17 9%
Yes - children aged 16 to 18 years old	138 7%	16 9%	10 11%	17 7%	13 7%	8 4%	8 5%	13 12%	11 6%	8 3%	20 8%	15 8%
Refused	6 *	- -	- -	1 *	1 1%	1 1%	- -	- -	* *	3 1%	- -	- -

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Absolutes/col percents

Table 28
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Anglia	198 10%	104 10%	95 9%	26 11%	36 11%	39 10%	31 9%	23 8%	43 10%	61 11%	62 10%	40 9%	36 8%	28 10%	91 10%
Central	302 15%	143 14%	159 15%	48 19%	58 17%	46 12%	58 17%	23 8%	69 16%	78 14%	68 11%	81 19%	75 16%	37 13%	125 14%
Grampian	21 1%	14 1%	7 1%	1 *	2 *	4 1%	5 1%	4 1%	6 1%	2 *	8 1%	8 2%	3 1%	6 2%	8 1%
Granada	244 12%	104 10%	140 13%	35 14%	44 13%	41 10%	30 9%	41 13%	53 12%	59 11%	74 12%	44 10%	68 14%	30 11%	102 12%
London	384 19%	189 19%	195 19%	37 15%	64 19%	79 20%	77 22%	65 21%	62 14%	132 24%	122 21%	72 17%	58 12%	48 17%	192 22%
Meridian	182 9%	85 8%	97 9%	18 7%	18 5%	25 6%	36 10%	35 11%	51 12%	51 9%	49 8%	43 10%	39 8%	15 6%	63 7%
Scottish	152 7%	86 9%	66 6%	15 6%	29 9%	35 9%	23 7%	27 9%	22 5%	40 7%	43 7%	21 5%	48 10%	18 6%	79 9%
Tyne Tees	100 5%	46 5%	54 5%	15 6%	13 4%	24 6%	14 4%	10 3%	24 6%	30 5%	26 4%	21 5%	23 5%	18 6%	32 4%
Wales & West	156 8%	82 8%	74 7%	11 4%	21 6%	35 9%	28 8%	27 9%	33 8%	30 5%	45 7%	32 7%	49 10%	32 12%	59 7%
Westcountry	106 5%	52 5%	54 5%	19 8%	16 5%	19 5%	8 2%	16 5%	28 6%	25 4%	37 6%	23 5%	21 4%	18 6%	43 5%
Yorkshire	211 10%	103 10%	108 10%	21 8%	29 9%	45 11%	39 11%	37 12%	40 9%	47 8%	63 11%	49 11%	53 11%	29 10%	81 9%
UTV	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-	-

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Absolutes/col percents

Table 28
Which of the following ITV regions do you live in?
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Anglia	198 10%	-	2 2%	1 *	-	2 1%	18 11%	-	169 88%	1 *	7 3%	-
Central	302 15%	-	-	1 *	-	181 95%	113 71%	-	-	-	5 2%	3 1%
Grampian	21 1%	21 12%	-	-	-	-	-	-	-	-	-	-
Granada	244 12%	-	1 1%	235 97%	-	4 2%	-	4 4%	-	-	-	-
London	384 19%	-	-	-	-	1 *	* *	-	21 11%	258 100%	104 39%	* *
Meridian	182 9%	-	-	-	-	1 *	3 2%	-	-	-	147 56%	31 17%
Scottish	152 7%	151 84%	-	1 *	-	-	-	-	-	-	-	-
Tyne Tees	100 5%	7 4%	87 94%	4 2%	3 1%	-	-	-	-	-	-	-
Wales & West	156 8%	-	-	-	-	1 1%	-	105 96%	-	-	1 1%	49 26%
Westcountry	106 5%	-	-	* *	-	1 1%	-	-	-	-	-	104 56%
Yorkshire	211 10%	-	3 3%	-	179 99%	1 *	25 16%	-	3 2%	-	-	-
UTV	1 *	-	-	1 *	-	-	-	-	-	-	-	-

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 29
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Single	565 27%	279 28%	286 27%	192 78%	129 39%	109 28%	76 22%	36 12%	22 5%	124 22%	198 33%	104 24%	139 29%	104 37%	265 30%
NET: Married/ Civil partnership/ co habiting	1237 60%	636 63%	601 57%	50 20%	188 57%	263 67%	219 63%	215 70%	303 70%	373 67%	316 53%	301 70%	247 52%	153 55%	532 61%
Married	950 46%	503 50%	447 43%	11 5%	103 31%	174 44%	181 52%	193 62%	287 67%	302 54%	245 41%	230 53%	173 36%	117 42%	366 42%
Civil Partnership	29 1%	16 2%	14 1%	2 1%	10 3%	11 3%	4 1%	2 1%	- -	13 2%	4 1%	7 2%	6 1%	1 *	20 2%
Co Habiting	258 13%	118 12%	141 13%	37 15%	75 23%	77 20%	34 10%	20 6%	15 4%	58 10%	67 11%	64 15%	69 15%	35 12%	146 17%
NET: Widowed/ separated/ divorced	235 11%	84 8%	151 14%	- -	1 *	17 4%	51 15%	58 19%	107 25%	53 9%	79 13%	21 5%	82 17%	18 7%	66 8%
Widowed	60 3%	24 2%	37 3%	- -	1 *	3 1%	1 *	12 4%	43 10%	17 3%	25 4%	6 1%	12 3%	3 1%	8 1%
Separated	26 1%	6 1%	20 2%	- -	- -	5 1%	7 2%	4 1%	9 2%	3 1%	9 2%	1 *	13 3%	3 1%	9 1%
Divorced	148 7%	54 5%	94 9%	- -	- -	9 2%	43 12%	42 14%	55 13%	32 6%	45 8%	14 3%	57 12%	13 5%	49 6%
Prefer not to answer	21 1%	9 1%	12 1%	5 2%	11 3%	2 *	3 1%	- -	- -	6 1%	4 1%	7 2%	5 1%	3 1%	11 1%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 29
Marital Status
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Single	565 27%	53 30%	29 32%	69 28%	50 27%	66 35%	38 24%	25 23%	54 28%	85 33%	51 19%	45 24%
NET: Married/ Civil partnership/ co habiting	1237 60%	99 55%	51 54%	150 62%	114 63%	101 53%	101 63%	66 60%	118 61%	134 52%	181 68%	122 65%
Married	950 46%	72 40%	38 40%	108 45%	102 56%	73 38%	71 44%	54 49%	97 50%	101 39%	149 56%	85 45%
Civil Partnership	29 1%	8 4%	2 2%	3 1%	3 2%	1 1%	1 1%	* *	4 2%	5 2%	1 1%	- -
Co Habiting	258 13%	19 11%	11 12%	39 16%	10 5%	27 14%	29 18%	12 11%	17 9%	28 11%	30 11%	37 20%
NET: Widowed/ separated/ divorced	235 11%	25 14%	11 12%	22 9%	18 10%	21 11%	19 12%	16 15%	20 11%	33 13%	28 11%	21 11%
Widowed	60 3%	5 3%	5 5%	7 3%	2 1%	6 3%	5 3%	4 4%	3 2%	7 3%	7 3%	8 4%
Separated	26 1%	4 2%	1 1%	2 1%	6 3%	1 *	2 1%	1 1%	2 1%	1 *	5 2%	3 2%
Divorced	148 7%	16 9%	6 6%	13 5%	9 5%	14 7%	11 7%	11 10%	15 8%	26 10%	16 6%	10 5%
Prefer not to answer	21 1%	2 1%	2 2%	1 *	- -	2 1%	3 2%	2 2%	- -	6 2%	4 1%	- -

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 30
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Glasgow	69 3%	37 4%	32 3%	8 3%	14 4%	13 3%	12 3%	13 4%	9 2%	20 4%	17 3%	12 3%	20 4%	11 4%	29 3%
Edinburgh	87 4%	53 5%	34 3%	7 3%	12 4%	23 6%	12 3%	15 5%	18 4%	19 3%	29 5%	13 3%	26 5%	12 4%	48 6%
Newcastle	89 4%	41 4%	48 5%	16 6%	13 4%	21 5%	12 3%	8 3%	19 4%	25 4%	23 4%	21 5%	20 4%	16 6%	29 3%
Leeds	78 4%	37 4%	41 4%	7 3%	12 4%	14 4%	11 3%	17 6%	17 4%	21 4%	32 5%	16 4%	10 2%	7 3%	31 4%
Hull	41 2%	23 2%	17 2%	1 *	8 2%	2 1%	8 2%	10 3%	12 3%	9 2%	11 2%	10 2%	10 2%	5 2%	17 2%
Sheffield	65 3%	31 3%	34 3%	13 5%	9 3%	23 6%	9 3%	4 1%	6 1%	18 3%	11 2%	15 3%	21 4%	11 4%	21 2%
Manchester	170 8%	72 7%	98 9%	17 7%	38 12%	22 6%	26 7%	30 10%	37 8%	44 8%	42 7%	29 7%	55 12%	21 8%	73 8%
Liverpool	78 4%	35 3%	43 4%	14 6%	7 2%	15 4%	10 3%	14 5%	17 4%	15 3%	25 4%	17 4%	21 4%	7 3%	37 4%
Nottingham	96 5%	39 4%	57 5%	13 5%	16 5%	19 5%	20 6%	10 3%	20 5%	24 4%	23 4%	25 6%	24 5%	14 5%	31 4%
Birmingham	173 8%	80 8%	93 9%	36 14%	30 9%	26 7%	34 10%	8 2%	40 9%	34 6%	43 7%	57 13%	40 9%	20 7%	77 9%
Norwich	81 4%	37 4%	44 4%	10 4%	14 4%	15 4%	15 4%	11 3%	17 4%	23 4%	26 4%	16 4%	17 4%	9 3%	44 5%
Milton Keynes	63 3%	37 4%	26 3%	9 3%	13 4%	13 3%	6 2%	8 3%	14 3%	26 5%	21 4%	5 1%	11 2%	9 3%	28 3%
Brighton	43 2%	14 1%	29 3%	7 3%	3 1%	8 2%	6 2%	9 3%	11 2%	11 2%	12 2%	11 3%	10 2%	6 2%	18 2%
Oxford	28 1%	13 1%	15 1%	8 3%	1 *	3 1%	4 1%	3 1%	11 2%	12 2%	8 1%	6 1%	3 1%	1 1%	8 1%
London	453 22%	221 22%	232 22%	44 18%	78 24%	86 22%	89 25%	75 24%	81 19%	151 27%	140 24%	88 20%	74 16%	61 22%	212 24%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 30
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Southampton	66 3%	35 3%	32 3%	3 1%	5 2%	14 3%	15 4%	10 3%	20 5%	16 3%	19 3%	17 4%	14 3%	4 1%	22 3%
Bristol	81 4%	51 5%	30 3%	10 4%	11 3%	22 6%	11 3%	10 3%	17 4%	23 4%	26 4%	14 3%	18 4%	15 5%	35 4%
Plymouth	52 3%	22 2%	30 3%	5 2%	6 2%	8 2%	6 2%	10 3%	16 4%	12 2%	19 3%	11 3%	10 2%	10 4%	18 2%
Cardiff	69 3%	39 4%	31 3%	7 3%	13 4%	9 2%	12 3%	12 4%	16 4%	10 2%	23 4%	15 3%	23 5%	16 6%	27 3%
None of these	175 8%	92 9%	83 8%	14 6%	24 7%	37 9%	33 9%	30 10%	36 8%	44 8%	48 8%	38 9%	46 10%	22 8%	69 8%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 30
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Glasgow	69 3%	69 38%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Edinburgh	87 4%	87 49%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Newcastle	89 4%	- -	84 91%	4 2%	* *	- -	- -	- -	- -	- -	- -	- -
Leeds	78 4%	- -	1 1%	1 *	77 42%	- -	- -	- -	- -	- -	- -	- -
Hull	41 2%	- -	2 2%	- -	37 20%	- -	1 1%	- -	- -	- -	1 *	- -
Sheffield	65 3%	- -	2 2%	1 *	54 30%	- -	9 6%	- -	- -	- -	- -	- -
Manchester	170 8%	- -	1 1%	158 65%	1 1%	8 4%	1 1%	1 1%	- -	- -	- -	- -
Liverpool	78 4%	- -	- -	66 27%	- -	- -	- -	12 11%	- -	- -	- -	- -
Nottingham	96 5%	- -	- -	- -	1 1%	3 1%	90 56%	- -	2 1%	- -	- -	- -
Birmingham	173 8%	- -	- -	- -	- -	159 83%	14 9%	- -	- -	- -	- -	- -
Norwich	81 4%	- -	- -	- -	- -	- -	- -	- -	81 42%	- -	- -	- -
Milton Keynes	63 3%	- -	- -	- -	- -	1 1%	17 11%	- -	38 20%	- -	7 3%	- -
Brighton	43 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	43 16%	- -
Oxford	28 1%	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	17 6%	7 4%
London	453 22%	- -	- -	- -	- -	- -	2 1%	- -	49 25%	259 100%	143 54%	* *

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 30
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Southampton	66 3%	-	-	-	-	-	-	-	-	-	36 14%	30 16%
Bristol	81 4%	-	-	-	-	1 *	-	1 1%	-	-	-	79 42%
Plymouth	52 3%	-	-	-	-	-	-	-	-	-	-	52 28%
Cardiff	69 3%	-	-	-	-	-	-	69 64%	-	-	-	-
None of these	175 8%	23 13%	3 3%	12 5%	12 6%	17 9%	23 14%	26 24%	23 12%	-	17 7%	19 10%

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 31
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender			Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base		2058	991	1067	219	312	378	354	334	461	618	544	382	514	242	819
Weighted base		2058	1009	1049	247	329	391	350	309	432	556	597	432	473	278	874
Up to £7,000	(3.5)	107 5%	36 4%	71 7%	26 11%	19 6%	16 4%	22 6%	12 4%	11 3%	5 1%	25 4%	7 2%	71 15%	2 1%	27 3%
£7,001 to £14,000	(10.5)	244 12%	89 9%	155 15%	16 7%	31 9%	30 8%	52 15%	48 16%	67 16%	20 4%	49 8%	33 8%	143 30%	11 4%	81 9%
£14,001 to £21,000	(17.5)	298 14%	129 13%	169 16%	24 10%	40 12%	41 11%	49 14%	43 14%	101 23%	43 8%	104 17%	70 16%	82 17%	34 12%	101 11%
£21,001 to £28,000	(24.5)	430 21%	238 24%	192 18%	28 11%	71 21%	82 21%	69 20%	67 22%	113 26%	95 17%	154 26%	112 26%	69 15%	65 23%	175 20%
£28,001 to £34,000	(31)	228 11%	120 12%	109 10%	20 8%	48 14%	51 13%	39 11%	31 10%	40 9%	67 12%	62 10%	69 16%	31 6%	44 16%	114 13%
£34,001 to £41,000	(37.5)	165 8%	92 9%	73 7%	17 7%	20 6%	50 13%	32 9%	22 7%	25 6%	58 10%	54 9%	39 9%	14 3%	29 10%	87 10%
£41,001 to £48,000	(44.5)	119 6%	69 7%	50 5%	27 11%	21 6%	30 8%	18 5%	12 4%	11 3%	52 9%	34 6%	27 6%	6 1%	18 7%	68 8%
£48,001 to £55,000	(51.5)	81 4%	47 5%	34 3%	12 5%	23 7%	16 4%	17 5%	7 2%	6 1%	38 7%	20 3%	20 5%	4 1%	22 8%	46 5%
£55,001 to £62,000	(58.5)	52 3%	32 3%	20 2%	10 4%	11 3%	12 3%	7 2%	5 2%	6 1%	27 5%	11 2%	10 2%	4 1%	11 4%	25 3%
£62,001 to £69,000	(65.5)	36 2%	27 3%	9 1%	3 1%	7 2%	15 4%	5 1%	4 1%	2 *	22 4%	9 2%	4 1%	1 *	10 3%	23 3%
£69,001 to £76,000	(72.5)	16 1%	10 1%	6 1%	7 3%	3 1%	3 1%	- -	2 1%	- -	8 2%	2 *	3 1%	2 *	1 *	10 1%
£76,001 to £83,000	(79.5)	14 1%	8 1%	6 1%	1 1%	- -	4 1%	3 1%	5 2%	1 *	14 3%	- -	- -	- -	7 3%	5 1%
£83,001 or more	(86)	51 2%	30 3%	21 2%	9 4%	5 1%	12 3%	9 2%	14 5%	2 *	42 8%	9 1%	- -	- -	6 2%	35 4%
Prefer not to answer		216 11%	82 8%	135 13%	47 19%	31 9%	29 7%	28 8%	34 11%	47 11%	66 12%	65 11%	38 9%	47 10%	19 7%	79 9%
Average income (£000's)		29.03	31.70	26.33	33.04	29.82	33.06	27.90	29.38	23.24	41.11	27.79	28.60	17.11	35.07	33.01

Internet Content Survey

ONLINE Fieldwork : 6th-8th March 2013

Absolutes/col percents

Table 31
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total	Region										
		Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2058	164	90	242	163	198	160	111	176	266	305	183
Weighted base	2058	179	93	242	182	190	160	109	193	259	264	188
Up to £7,000	(3.5) 107 5%	12 7%	6 7%	9 4%	8 5%	18 9%	9 5%	8 8%	12 6%	8 3%	10 4%	6 3%
£7,001 to £14,000	(10.5) 244 12%	23 13%	13 14%	35 14%	27 15%	29 15%	19 12%	14 13%	20 10%	21 8%	25 9%	19 10%
£14,001 to £21,000	(17.5) 298 14%	23 13%	17 18%	44 18%	25 14%	31 16%	31 20%	17 16%	24 12%	18 7%	36 14%	32 17%
£21,001 to £28,000	(24.5) 430 21%	30 17%	21 23%	46 19%	36 20%	45 24%	29 18%	24 22%	42 22%	44 17%	63 24%	51 27%
£28,001 to £34,000	(31) 228 11%	17 9%	13 14%	27 11%	25 14%	23 12%	11 7%	16 15%	21 11%	21 8%	32 12%	21 11%
£34,001 to £41,000	(37.5) 165 8%	17 10%	8 8%	14 6%	12 7%	12 6%	15 10%	6 5%	12 6%	34 13%	25 10%	11 6%
£41,001 to £48,000	(44.5) 119 6%	13 7%	4 5%	16 6%	14 8%	2 1%	7 4%	3 3%	9 4%	25 9%	10 4%	15 8%
£48,001 to £55,000	(51.5) 81 4%	13 7%	1 1%	12 5%	3 2%	4 2%	2 1%	7 6%	12 6%	18 7%	4 2%	6 3%
£55,001 to £62,000	(58.5) 52 3%	1 *	2 3%	4 2%	1 *	7 3%	3 2%	2 1%	9 5%	9 4%	7 3%	8 4%
£62,001 to £69,000	(65.5) 36 2%	1 *	-	6 2%	2 1%	6 3%	1 1%	3 3%	7 4%	1 *	4 2%	5 3%
£69,001 to £76,000	(72.5) 16 1%	-	-	-	1 1%	* 1%	1 1%	-	2 1%	3 1%	8 3%	1 1%
£76,001 to £83,000	(79.5) 14 1%	1 *	-	6 3%	-	-	4 2%	-	2 1%	1 *	1 *	-
£83,001 or more	(86) 51 2%	5 3%	-	-	6 3%	-	2 1%	-	4 2%	24 9%	10 4%	-
Prefer not to answer	216 11%	24 13%	7 8%	25 10%	23 12%	14 7%	25 16%	8 8%	17 9%	32 12%	29 11%	14 7%
Average income (£000's)	29.03	28.57	23.80	27.77	27.41	24.18	27.07	25.74	30.79	37.64	30.68	28.16

	Page	Table	Title	Base Description	Base
	1	1	Q.1 Which of the following types of websites do you believe should be removed from the internet?	Base: All respondents	2058
	2	1	Q.1 Which of the following types of websites do you believe should be removed from the internet?	Base: All respondents	2058
	3	2	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Summary	Base: All respondents	2058
	4	3	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Websites encouraging eating disorders	Base: All respondents	2058
	5	3	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Websites encouraging eating disorders	Base: All respondents	2058
	6	4	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Computer generated images or cartoons of child sexual abuse	Base: All respondents	2058
	7	4	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Computer generated images or cartoons of child sexual abuse	Base: All respondents	2058
	8	5	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Very extreme/ violent pornography	Base: All respondents	2058
	9	5	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Very extreme/ violent pornography	Base: All respondents	2058
	10	6	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Terrorist websites	Base: All respondents	2058
	11	6	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Terrorist websites	Base: All respondents	2058
	12	7	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Websites promoting suicide	Base: All respondents	2058

Page	Table	Title	Base Description	Base
13	7	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Websites promoting suicide	Base: All respondents	2058
14	8	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Hate websites e.g. racist or homophobic	Base: All respondents	2058
15	8	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Hate websites e.g. racist or homophobic	Base: All respondents	2058
16	9	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Child pornography	Base: All respondents	2058
17	9	Q.2 How concerned, or unconcerned are you about each of the following issues and websites on the internet? Child pornography	Base: All respondents	2058
18	10	Q.3 We would like to understand what sort of websites, including some inappropriate or illegal sites, internet users may be exposed to. Please indicate whether you have ever come into contact with or stumbled across any of the following types of websites or content online?	Base: All respondents	2058
19	10	Q.3 We would like to understand what sort of websites, including some inappropriate or illegal sites, internet users may be exposed to. Please indicate whether you have ever come into contact with or stumbled across any of the following types of websites or content online?	Base: All respondents	2058
20	11	Q.4 If you were surfing the internet and stumbled across, what you considered to be, inappropriate or sexualised images of someone who you thought was a child or young person, which one of the following actions do you think you are most likely to take?	Base: All respondents	2058
21	11	Q.4 If you were surfing the internet and stumbled across, what you considered to be, inappropriate or sexualised images of someone who you thought was a child or young person, which one of the following actions do you think you are most likely to take?	Base: All respondents	2058
22	12	Gender	Base: All respondents	2058
23	12	Gender	Base: All respondents	2058

Page	Table	Title	Base Description	Base
24	13	Age	Base: All respondents	2058
25	13	Age	Base: All respondents	2058
26	14	Social Grade	Base: All respondents	2058
27	14	Social Grade	Base: All respondents	2058
28	15	GO Region	Base: All respondents	2058
29	15	GO Region	Base: All respondents	2058
30	16	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2058
31	16	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2058
32	17	Tenure	Base: All respondents	2058
33	17	Tenure	Base: All respondents	2058
34	18	At what age did you finish your full time education?	Base: All respondents	2058
35	18	At what age did you finish your full time education?	Base: All respondents	2058
36	19	What is the highest educational level that you have achieved to date?	Base: All respondents	2058
37	19	What is the highest educational level that you have achieved to date?	Base: All respondents	2058
38	20	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	2058
39	20	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	2058
40	21	How many cars are there in your household?	Base: All respondents	2058
41	21	How many cars are there in your household?	Base: All respondents	2058
42	22	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2058
43	22	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2058
44	23	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
	45	23	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2058
	46	24	Which of the following best describes where you live?	Base: All respondents	2058
	47	24	Which of the following best describes where you live?	Base: All respondents	2058
	48	25	Which of the following best describes your current working status?	Base: All respondents	2058
	49	25	Which of the following best describes your current working status?	Base: All respondents	2058
	50	26	Do you work in any of the following occupations?	Base: All respondents who work	1061
	51	26	Do you work in any of the following occupations?	Base: All respondents who work	1153
	52	26	Do you work in any of the following occupations?	Base: All respondents who work	1061
	53	26	Do you work in any of the following occupations?	Base: All respondents who work	1153
	54	27	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2058
	55	27	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2058
	56	28	Which of the following ITV regions do you live in?	Base: All respondents	2058
	57	28	Which of the following ITV regions do you live in?	Base: All respondents	2058
	58	29	Marital Status	Base: All respondents	2058
	59	29	Marital Status	Base: All respondents	2058
	60	30	Which of the following cities do you live in, or nearest to?	Base: All respondents	2058
	61	30	Which of the following cities do you live in, or nearest to?	Base: All respondents	2058
	62	30	Which of the following cities do you live in, or nearest to?	Base: All respondents	2058
	63	30	Which of the following cities do you live in, or nearest to?	Base: All respondents	2058
	64	31	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2058
	65	31	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2058