

Culture Survey

Conducted for the Guardian by ICM research

ICM interviewed a random sample of 1,001 adults aged 18+ by telephone between 8th and 9th September 2000. Interviews were conducted across the country and the results have been weighted to the profile of all adults.

"Unweighted base" indicates the actual number of people interviewed in each category. To calculate the "weighted base" the figures have been adjusted to reflect the statistical make-up of the British population.

For each response the first figure given is the number of people who gave that answer, weighted to the profile of the population. The second figure shows what the number represents as a percentage of the sample. A zero indicates that the percentage figure is not statistically significant.

Q.1 Can you name a British Prime Minister between 1900 and 1945?

	Sex		Age							Social Class				Region		
	Base	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mids	South
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Any correct mention	643	339	304	64	124	110	105	85	155	152	180	143	168	221	156	266
	64%	69%	59%	58%	62%	59%	62%	66%	75%	72%	64%	65%	58%	63%	62%	66%
Asquith	27	17	10	3	1	1	9	6	7	6	6	5	10	6	5	16
	3%	3%	2%	3%	1%	0	5%	5%	3%	3%	2%	2%	3%	2%	2%	4%
Baldwin	25	17	8	0	0	1	4	7	14	10	7	5	4	10	7	8
	3%	4%	2%	-	-	0	2%	5%	7%	5%	2%	2%	1%	3%	3%	2%
Balfour	3	3	0	0	1	2	0	0	0	2	1	0	0	0	0	2
	0	1%	-	-	1%	1%	-	-	-	1%	0	0	-	0	-	1%
Campbell-Bannerman	4	3	1	1	1	0	0	2	0	0	0	1	3	2	1	1
	0	1%	0	1%	0	-	-	2%	0	-	-	1%	1%	1%	0	0
Chamberlain	130	77	53	7	19	18	21	15	49	34	34	21	42	51	27	52
	13%	16%	10%	6%	10%	10%	13%	12%	24%	16%	12%	9%	14%	15%	11%	13%
Churchill	371	177	194	49	88	76	55	38	65	76	117	87	91	129	91	151
	37%	36%	38%	45%	44%	41%	32%	30%	31%	36%	42%	40%	31%	37%	36%	38%
Law	2	1	1	0	1	0	0	1	0	1	0	1	0	1	0	1
	0	0	0	-	0	-	-	1%	-	1%	-	0	-	0	-	0
Lloyd George	58	32	27	3	10	13	13	5	14	17	12	15	14	10	23	26
	6%	6%	5%	3%	5%	7%	8%	4%	7%	8%	4%	7%	5%	3%	9%	7%
Macdonald	21	12	9	1	2	0	3	10	6	5	4	7	5	11	3	8
	2%	2%	2%	1%	1%	-	2%	8%	3%	2%	1%	3%	2%	3%	1%	2%
Cecil	1	0	1	0	1	0	0	0	0	1	0	0	0	1	0	0
	0	-	0	-	1%	-	-	-	-	1%	-	-	-	0	-	-
Other	156	75	81	7	13	33	35	32	35	33	44	27	51	52	44	59
	16%	15%	16%	7%	7%	18%	21%	25%	17%	15%	16%	12%	18%	15%	18%	15%
Don't know	203	76	126	38	61	45	28	12	18	26	56	50	71	78	50	75
	20%	16%	25%	35%	31%	24%	17%	10%	9%	12%	20%	23%	25%	22%	20%	19%

Q.2 Can you name four characters from Big Brother?

	Sex		Age							Social Class				Region		
	Base	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mids	South
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Can name 4	284	123	160	67	98	65	33	10	11	71	102	57	53	101	69	113
	28%	25%	31%	61%	49%	35%	19%	8%	5%	34%	37%	26%	18%	29%	28%	28%
Andrew	22	11	12	7	8	5	1	0	1	7	6	0	9	9	4	9
	2%	2%	2%	7%	4%	2%	1%	-	1%	3%	2%	0	3%	3%	2%	2%
Anna	199	70	129	45	60	50	24	10	10	48	69	44	38	72	55	72
	20%	14%	25%	42%	30%	27%	14%	8%	5%	23%	25%	20%	13%	21%	22%	18%
Caroline	42	19	23	14	12	6	6	2	2	8	12	14	8	15	9	19
	4%	4%	4%	12%	6%	3%	4%	1%	1%	4%	4%	6%	3%	4%	3%	5%
Claire	74	34	40	11	23	22	9	5	4	17	24	19	14	28	17	29
	7%	7%	8%	10%	12%	11%	5%	4%	2%	8%	9%	9%	5%	8%	7%	7%
Craig	269	124	146	62	85	63	36	16	7	67	93	60	49	105	61	104
	27%	25%	29%	56%	43%	33%	21%	13%	3%	32%	33%	27%	17%	30%	24%	26%
Darren	203	91	112	50	64	45	25	11	9	50	71	47	35	79	52	72
	20%	19%	22%	46%	32%	24%	15%	8%	4%	24%	25%	21%	12%	23%	21%	18%
Melanie	301	126	174	64	93	80	31	19	14	74	102	61	63	109	66	125
	30%	26%	34%	59%	47%	42%	18%	15%	7%	35%	36%	28%	22%	31%	26%	31%
Nichola	43	26	18	13	19	7	4	1	0	10	18	9	6	16	12	15
	4%	5%	3%	12%	9%	4%	2%	1%	-	5%	6%	4%	2%	4%	5%	4%
Nicholas	131	67	65	15	44	34	21	11	6	41	43	22	25	36	33	63
	13%	14%	13%	13%	22%	18%	13%	9%	3%	19%	15%	10%	9%	10%	13%	16%
Sada	23	6	17	4	10	6	3	0	0	4	10	9	1	9	4	10
	2%	1%	3%	4%	5%	3%	2%	-	-	2%	4%	4%	0	3%	2%	2%
Thomas	71	31	40	19	29	14	4	4	1	19	26	10	15	16	19	36
	7%	6%	8%	17%	15%	7%	3%	3%	1%	9%	9%	5%	5%	5%	8%	9%
Other	18	6	12	4	3	4	3	2	2	4	4	5	5	6	4	7
	2%	1%	2%	3%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%
Don't know	607	319	287	26	77	93	120	100	191	113	146	134	214	209	156	241
	61%	65%	56%	24%	39%	49%	71%	78%	92%	54%	52%	61%	74%	60%	62%	60%

Q.3a What was Alexander Fleming best known for?

	Sex		Age							Social Class				Region		
	Base	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mids	South
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Penicillin/discovery of penicillin	496	269	227	27	68	80	104	83	134	131	131	100	134	166	121	209
	50%	55%	44%	25%	34%	42%	62%	65%	64%	62%	47%	45%	46%	47%	48%	52%
Other	149	70	79	20	29	31	26	12	31	26	50	32	41	51	36	62
	15%	14%	16%	19%	14%	17%	15%	9%	15%	12%	18%	15%	14%	14%	15%	15%
Don't know	356	152	204	62	102	77	39	33	43	54	99	89	115	134	93	129
	36%	31%	40%	57%	51%	41%	23%	26%	21%	26%	35%	40%	40%	38%	37%	32%

Q.3b What was Alexander Graham Bell best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Inventor/inventor of the telephone	818	412	405	80	158	157	154	110	159	186	244	167	220	285	210	322
	82%	84%	79%	74%	80%	84%	92%	85%	76%	89%	87%	76%	76%	81%	84%	81%
Other	37	20	17	4	6	5	4	5	12	8	9	6	14	15	8	15
	4%	4%	3%	4%	3%	3%	3%	4%	6%	4%	3%	3%	5%	4%	3%	4%
Don't know	146	58	88	25	34	26	10	14	37	16	27	47	56	50	32	64
	15%	12%	17%	23%	17%	14%	6%	11%	18%	7%	10%	21%	19%	14%	13%	16%

Q.3c What was Emmeline Pankhurst best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Suffragette/women's rights/feminist	647	296	351	31	88	117	132	104	176	154	188	123	182	231	154	262
	65%	60%	69%	28%	44%	62%	78%	80%	85%	73%	67%	56%	63%	66%	62%	65%
Other	54	28	26	13	10	14	6	5	6	11	12	11	20	16	20	18
	5%	6%	5%	12%	5%	7%	3%	4%	3%	5%	4%	5%	7%	5%	8%	5%
Don't know	300	167	134	65	100	57	31	20	26	45	80	86	89	104	76	120
	30%	34%	26%	60%	51%	30%	19%	16%	12%	21%	29%	39%	31%	30%	30%	30%

Q.3d What was Virginia Woolf best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Novelist/ writer/ author	513	226	287	42	99	99	99	74	101	147	157	86	123	160	126	227
	51%	46%	56%	38%	50%	52%	59%	58%	48%	70%	56%	39%	42%	46%	50%	57%
Other	95	53	42	8	11	20	23	10	23	14	32	18	31	39	21	35
	10%	11%	8%	7%	6%	10%	14%	8%	11%	6%	12%	8%	11%	11%	8%	9%
Don't know	393	212	181	60	88	70	47	44	84	49	91	116	136	151	104	138
	39%	43%	35%	55%	44%	37%	28%	34%	41%	24%	32%	53%	47%	43%	41%	35%

Q.4a Can you name three novels by Charles Dickens?

	Sex		Age							Social Class				Region		
	Base	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mids	South
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Can name 3 novels	281	135	146	21	47	47	62	39	65	88	85	42	67	89	75	117
	28%	28%	29%	19%	24%	25%	37%	30%	31%	42%	30%	19%	23%	25%	30%	29%
A Christmas Carol	195	85	110	19	43	36	30	21	45	42	54	42	56	65	55	75
	19%	17%	22%	17%	22%	19%	18%	17%	22%	20%	19%	19%	19%	19%	22%	19%
A Tale of Two Cities	119	65	54	13	33	26	21	16	11	39	42	17	21	41	27	51
	12%	13%	11%	12%	16%	14%	13%	13%	5%	19%	15%	8%	7%	12%	11%	13%
Barnaby Rudge	10	2	8	1	2	0	0	1	5	1	4	2	3	1	3	6
	1%	0	2%	1%	1%	-	-	1%	2%	1%	1%	1%	1%	0	1%	1%
Bleak House	90	31	58	4	22	9	21	11	23	28	32	9	21	25	23	42
	9%	6%	11%	3%	11%	5%	12%	9%	11%	13%	11%	4%	7%	7%	9%	10%
David Copperfield	133	56	76	8	20	17	33	21	34	37	42	21	32	44	35	53
	13%	11%	15%	7%	10%	9%	20%	17%	16%	18%	15%	9%	11%	13%	14%	13%
Dombey and Son	10	5	5	1	3	1	1	3	1	4	3	2	1	1	2	7
	1%	1%	1%	1%	1%	1%	0	3%	0	2%	1%	1%	0	0	1%	2%
Great Expectations	259	137	122	20	47	58	55	33	45	75	79	48	58	81	73	105
	26%	28%	24%	19%	23%	31%	33%	26%	22%	35%	28%	22%	20%	23%	29%	26%
Hard Times	48	26	22	3	11	13	9	5	8	22	12	3	12	17	13	18
	5%	5%	4%	3%	6%	7%	5%	4%	4%	10%	4%	2%	4%	5%	5%	4%
Little Dorrit	16	4	12	1	1	4	2	1	6	4	5	2	4	2	4	9
	2%	1%	2%	0	1%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%	2%
Martin Chuzzlewit	15	9	6	1	5	2	3	2	2	6	2	0	6	7	2	6
	1%	2%	1%	1%	3%	1%	2%	1%	1%	3%	1%	0	2%	2%	1%	1%
Nicholas Nickleby	61	29	32	5	2	6	15	12	20	14	20	9	18	23	14	24
	6%	6%	6%	5%	1%	3%	9%	9%	10%	7%	7%	4%	6%	6%	6%	6%
Oliver Twist	305	149	156	38	50	66	64	35	51	75	97	66	66	95	78	131
	30%	30%	31%	35%	25%	35%	38%	27%	25%	36%	35%	30%	23%	27%	31%	33%
Our Mutual Friend	5	4	1	0	0	0	3	2	0	2	3	0	0	3	2	0
	1%	1%	0	-	-	-	2%	2%	-	1%	1%	-	-	1%	1%	-

Pickwick Papers	50	31	19	6	4	10	10	8	12	15	15	8	12	17	13	21
	5%	6%	4%	5%	2%	5%	6%	6%	6%	7%	5%	4%	4%	5%	5%	5%
The Mystery of Edwin Drood	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	1
	0	0	-	-	-	-	0	-	-	-	-	0	-	-	-	0
The Old Curiosity Shop	45	22	23	0	5	7	11	5	18	16	8	9	12	18	9	19
	5%	4%	5%	-	2%	4%	7%	4%	8%	7%	3%	4%	4%	5%	4%	5%
Other	41	16	25	6	5	8	7	6	9	9	12	7	12	14	10	16
	4%	3%	5%	6%	3%	4%	4%	5%	4%	4%	4%	3%	4%	4%	4%	4%
Don't know	357	179	178	47	76	62	42	46	84	42	81	96	138	135	87	136
	36%	37%	35%	43%	39%	33%	25%	36%	40%	20%	29%	43%	48%	38%	35%	34%

Q.4b Can you name three tragedies by William Shakespeare?

	Sex		Age							Social Class				Region		
	Base	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mids	South
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Can name three	261	123	139	36	59	56	52	30	28	83	76	48	54	86	68	107
	26%	25%	27%	33%	30%	30%	31%	23%	14%	39%	27%	22%	19%	25%	27%	27%
Titus Andronicus	22	13	9	3	7	5	5	0	2	6	8	3	5	5	3	14
	2%	3%	2%	3%	3%	3%	3%	-	1%	3%	3%	1%	2%	1%	1%	3%
Romeo and Juliet	365	161	204	69	85	96	51	30	34	97	100	84	85	119	90	156
	37%	33%	40%	63%	43%	51%	30%	23%	17%	46%	36%	38%	29%	34%	36%	39%
Julius Caesar	61	30	31	5	10	11	9	11	15	22	14	9	16	19	26	16
	6%	6%	6%	5%	5%	6%	5%	8%	7%	11%	5%	4%	5%	6%	10%	4%
Hamlet	319	149	169	43	65	69	64	37	42	84	112	56	67	97	84	138
	32%	30%	33%	39%	33%	36%	38%	29%	20%	40%	40%	25%	23%	28%	33%	35%
Troilus and Cressida	5	3	3	0	1	1	1	3	0	0	1	2	2	3	1	1
	1%	1%	1%	-	0	0	1%	2%	-	-	0	1%	1%	1%	0	0
Othello	147	62	84	15	33	26	22	24	25	37	44	31	35	52	36	59
	15%	13%	17%	14%	17%	14%	13%	19%	12%	18%	16%	14%	12%	15%	14%	15%
King Lear	91	45	46	8	16	18	18	19	12	31	27	13	20	33	18	40
	9%	9%	9%	7%	8%	10%	11%	15%	6%	15%	10%	6%	7%	9%	7%	10%
Macbeth	373	175	199	54	71	76	73	47	54	124	102	78	70	121	106	147
	37%	36%	39%	49%	36%	40%	43%	36%	26%	59%	36%	35%	24%	34%	42%	37%
Timon of Athens	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1
	0	0	-	-	-	-	-	-	0	-	-	-	0	-	-	0
Antony and Cleopatra	15	8	7	1	0	2	4	2	6	6	4	2	3	5	4	6
	1%	2%	1%	1%	0	1%	2%	1%	3%	3%	1%	1%	1%	1%	2%	1%
Coriolanus	14	5	9	0	2	3	1	1	7	4	3	1	6	2	6	5
	1%	1%	2%	-	1%	2%	1%	1%	3%	2%	1%	0	2%	1%	3%	1%
Other	158	70	88	23	32	29	17	12	44	46	52	22	38	48	44	66
	16%	14%	17%	21%	16%	16%	10%	9%	21%	22%	18%	10%	13%	14%	17%	16%
Don't know	323	173	150	17	63	45	56	45	97	26	86	80	131	137	68	118
	32%	35%	29%	16%	32%	24%	33%	35%	47%	12%	31%	36%	45%	39%	27%	29%

Q.4c Can you name John Milton's most famous poem?

	Sex		Age						Social Class				Region			
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Paradise Lost	145	75	70	7	27	21	43	18	29	44	45	25	32	38	43	64
	14%	15%	14%	7%	13%	11%	26%	14%	14%	21%	16%	11%	11%	11%	17%	16%
Other	55	29	26	2	9	8	8	9	18	14	19	9	14	21	10	24
	5%	6%	5%	2%	5%	4%	5%	7%	9%	6%	7%	4%	5%	6%	4%	6%
Don't know	801	386	415	99	163	159	118	102	161	153	217	187	244	292	197	312
	80%	79%	81%	91%	82%	85%	70%	79%	77%	73%	77%	85%	84%	83%	79%	78%

Q.5a What was Douglas Bader best known for?

	Sex		Age						Social Class				Region			
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Pilot/lost two legs and flew a plane in World War 2	643	347	296	19	64	119	135	115	192	145	173	130	195	219	161	263
	64%	71%	58%	17%	32%	63%	80%	89%	92%	69%	62%	59%	67%	62%	65%	66%
Other	37	21	15	6	12	7	9	1	3	7	15	5	9	10	10	16
	4%	4%	3%	5%	6%	4%	5%	1%	1%	3%	5%	2%	3%	3%	4%	4%
Don't know	321	122	199	85	123	62	25	13	14	59	92	84	86	122	78	121
	32%	25%	39%	78%	62%	33%	15%	10%	7%	28%	33%	38%	30%	35%	31%	30%

Q.5b What was Oliver Cromwell best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
English Civil War/Roundhead/Beh eaded Charles I	552	310	242	37	74	105	111	94	130	143	149	116	144	177	141	234
	55%	63%	47%	34%	37%	56%	66%	73%	63%	68%	53%	53%	50%	50%	56%	58%
Other	201	89	112	23	48	26	38	17	49	41	68	33	59	76	47	78
	20%	18%	22%	21%	24%	14%	23%	13%	24%	19%	24%	15%	20%	22%	19%	19%
Don't know	248	92	157	49	76	57	19	18	29	26	63	71	87	98	62	88
	25%	19%	31%	45%	38%	30%	11%	14%	14%	13%	23%	32%	30%	28%	25%	22%

Q.5c What was David Livingstone best known for?

	Sex		Age						Social Class				Region			
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Explorer in Africa	572	310	262	25	70	112	123	100	141	148	161	117	146	194	144	235
	57%	63%	51%	23%	35%	59%	73%	78%	68%	70%	57%	53%	50%	55%	57%	59%
Other	125	60	65	18	35	22	17	10	22	25	41	22	37	40	27	58
	12%	12%	13%	17%	18%	12%	10%	8%	11%	12%	15%	10%	13%	11%	11%	14%
Don't know	304	121	183	66	92	55	28	18	45	37	79	81	108	117	80	108
	30%	25%	36%	60%	47%	29%	17%	14%	22%	18%	28%	37%	37%	33%	32%	27%

Q.5d What was Tom Paine best known for?

	Sex		Age						Social Class				Region			
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Philosopher/Wrote 'Rights of Man'/Writer	100	53	47	7	17	20	21	14	21	33	31	11	25	32	26	43
	10%	11%	9%	6%	9%	11%	13%	11%	10%	16%	11%	5%	8%	9%	10%	11%
Other	51	33	18	8	5	4	14	4	16	15	19	7	11	15	12	24
	5%	7%	4%	7%	2%	2%	8%	3%	8%	7%	7%	3%	4%	4%	5%	6%
Don't know	850	404	446	95	177	165	133	111	171	163	230	202	255	304	213	334
	85%	82%	87%	87%	89%	87%	79%	86%	82%	77%	82%	92%	88%	87%	85%	83%

Q.6a What was Sigmund Freud best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Psychologist/psychiatrist	514	253	261	58	100	102	98	69	86	150	154	103	107	162	124	228
	51%	52%	51%	53%	50%	54%	58%	54%	41%	71%	55%	47%	37%	46%	50%	57%
Other	142	78	64	11	25	21	22	23	40	26	38	27	51	51	41	50
	14%	16%	13%	10%	12%	11%	13%	18%	19%	12%	14%	12%	18%	14%	16%	13%
Don't know	345	159	186	40	74	65	48	37	81	34	88	91	132	138	85	122
	34%	32%	36%	37%	37%	35%	28%	29%	39%	16%	31%	41%	46%	39%	34%	31%

Q.6b What was Lucian Freud best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Artist/modern art	95	49	46	7	20	13	19	13	23	37	29	8	21	35	21	39
	9%	10%	9%	7%	10%	7%	11%	10%	11%	17%	10%	4%	7%	10%	9%	10%
Other	67	31	37	7	10	11	16	9	14	19	23	8	17	29	14	25
	7%	6%	7%	6%	5%	6%	10%	7%	7%	9%	8%	4%	6%	8%	6%	6%
Don't know	839	411	428	95	168	164	133	106	172	154	228	204	252	287	215	337
	84%	84%	84%	87%	85%	87%	79%	83%	83%	73%	82%	93%	87%	82%	86%	84%

Q.6c What is Matthew Freud best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
PR guru/Public relations	21	7	14	5	5	2	4	3	3	5	7	4	6	6	3	12
	2%	1%	3%	5%	3%	1%	2%	2%	1%	3%	2%	2%	2%	2%	1%	3%
Other	34	20	14	0	5	4	12	6	6	8	14	4	8	12	6	16
	3%	4%	3%	0	2%	2%	7%	5%	3%	4%	5%	2%	3%	3%	3%	4%
Don't know	946	463	483	104	188	182	153	120	200	197	260	212	277	332	241	372
	94%	94%	95%	95%	95%	97%	91%	93%	96%	94%	93%	96%	95%	95%	96%	93%

Q.7a Who is the current poet Laureate?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Andrew Motion	51	21	30	3	10	8	17	4	8	18	20	4	8	19	9	23
	5%	4%	6%	3%	5%	4%	10%	3%	4%	9%	7%	2%	3%	5%	4%	6%
Other	43	22	21	2	6	11	9	7	8	12	15	8	7	13	11	18
	4%	4%	4%	2%	3%	6%	5%	5%	4%	6%	5%	4%	2%	4%	4%	5%
Don't know	908	448	460	104	182	169	143	118	192	179	246	207	275	318	230	359
	91%	91%	90%	95%	92%	90%	85%	91%	92%	85%	88%	94%	95%	91%	92%	90%

Q.7b Who is the current husband of Anthea Turner?

	Sex		Age					Social Class				Region				
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Grant Bovey	309	114	195	27	66	59	67	47	43	81	80	67	81	102	79	127
	31%	23%	38%	25%	33%	31%	40%	37%	21%	39%	29%	30%	28%	29%	32%	32%
Other	31	16	15	2	9	7	4	4	6	5	12	5	9	12	6	13
	3%	3%	3%	2%	4%	3%	3%	3%	3%	2%	4%	2%	3%	4%	3%	3%
Don't know	661	360	301	80	124	123	97	77	160	124	188	149	200	236	165	261
	66%	73%	59%	73%	63%	65%	58%	60%	77%	59%	67%	67%	69%	67%	66%	65%

Q.7c Who is Eminem?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Marshal Mathers/Slim Shady/Rap Star	328	158	170	86	104	71	41	15	10	84	120	70	54	113	82	133
	33%	32%	33%	79%	52%	38%	25%	11%	5%	40%	43%	32%	19%	32%	33%	33%
Other	132	59	73	3	29	24	28	16	31	30	32	26	44	43	26	63
	13%	12%	14%	3%	15%	13%	17%	13%	15%	14%	11%	12%	15%	12%	10%	16%
Don't know	542	274	267	20	65	93	99	98	167	96	129	124	193	195	143	204
	54%	56%	52%	18%	33%	49%	59%	76%	80%	46%	46%	56%	66%	56%	57%	51%

Q.8a What was the main conflict which took place in 1066?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Battle of Hastings	711	372	340	78	127	125	132	97	152	168	209	138	196	244	179	288
	71%	76%	67%	72%	64%	67%	78%	75%	73%	80%	75%	63%	67%	70%	71%	72%
Other	106	46	59	12	22	19	15	14	24	19	34	25	28	42	23	40
	11%	9%	12%	11%	11%	10%	9%	11%	11%	9%	12%	11%	10%	12%	9%	10%
Don't know	184	72	112	19	49	44	22	18	33	23	37	57	67	64	48	72
	18%	15%	22%	18%	25%	23%	13%	14%	16%	11%	13%	26%	23%	18%	19%	18%

Q.8b What was the main conflict which took place in 1815?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Battle of Waterloo	234	149	85	10	45	37	61	30	51	71	70	39	55	79	60	95
	23%	30%	17%	10%	23%	19%	36%	24%	24%	34%	25%	18%	19%	23%	24%	24%
Other	178	95	83	24	27	33	29	32	34	41	57	39	41	47	47	85
	18%	19%	16%	22%	14%	17%	17%	24%	17%	19%	20%	18%	14%	13%	19%	21%
Don't know	589	246	342	75	126	119	79	67	123	98	153	143	194	225	143	220
	59%	50%	67%	68%	64%	63%	47%	52%	59%	47%	55%	65%	67%	64%	57%	55%

Q.8c What was the main conflict which took place in 1956?

	Sex		Age					Social Class				Region				
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Suez crisis	211	136	75	6	30	32	59	45	39	63	59	37	52	71	50	90
	21%	28%	15%	6%	15%	17%	35%	35%	19%	30%	21%	17%	18%	20%	20%	23%
Other	273	146	127	24	53	41	41	40	74	62	87	51	72	91	68	114
	27%	30%	25%	22%	27%	22%	24%	31%	36%	30%	31%	23%	25%	26%	27%	28%
Don't know	517	209	308	79	116	115	69	43	95	85	134	132	166	188	133	196
	52%	43%	60%	72%	58%	61%	41%	33%	46%	40%	48%	60%	57%	54%	53%	49%

Q.9a What do you most closely associate with the Magna Carta?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Legal document from 1215/law	350	191	158	25	35	69	74	51	95	85	97	69	99	121	73	156
	35%	39%	31%	23%	18%	36%	44%	40%	46%	40%	35%	31%	34%	35%	29%	39%
Other	286	153	133	19	56	49	58	42	63	77	87	51	71	88	77	122
	29%	31%	26%	17%	28%	26%	34%	32%	30%	37%	31%	23%	25%	25%	31%	30%
Don't know	365	146	219	65	107	71	37	36	50	48	96	101	120	142	100	123
	36%	30%	43%	60%	54%	37%	22%	28%	24%	23%	34%	46%	41%	40%	40%	31%

Q.9b What do you most closely associate with the Domesday Book?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
English Census/first census	259	146	114	17	31	54	58	35	64	85	76	44	54	85	64	110
	26%	30%	22%	16%	16%	29%	34%	27%	31%	40%	27%	20%	19%	24%	26%	28%
Other	227	115	111	25	58	46	30	22	46	55	68	51	53	67	56	104
	23%	24%	22%	23%	29%	24%	18%	17%	22%	26%	24%	23%	18%	19%	22%	26%
Don't know	515	229	286	67	109	89	81	72	98	71	136	125	183	199	130	186
	51%	47%	56%	61%	55%	47%	48%	56%	47%	34%	49%	57%	63%	57%	52%	46%

Q.9c What do you most closely associate with The Queen Vic?

	Sex		Age						Social Class				Region			
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Pub in EastEnders	784	367	417	95	167	160	138	94	130	172	230	175	206	279	203	302
	78%	75%	82%	87%	84%	85%	82%	73%	62%	82%	82%	79%	71%	80%	81%	75%
Other	92	53	39	3	8	8	13	21	38	25	20	21	27	30	19	43
	9%	11%	8%	3%	4%	4%	8%	16%	18%	12%	7%	9%	9%	9%	8%	11%
Don't know	126	71	55	11	24	20	17	14	40	13	30	24	58	41	29	56
	13%	14%	11%	10%	12%	11%	10%	11%	19%	6%	11%	11%	20%	12%	11%	14%

Q.9d What do you most closely associate with AltaVista?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Internet search engine/internet	189	120	69	37	55	39	36	19	2	76	67	30	16	60	41	88
	19%	24%	14%	34%	28%	21%	21%	15%	1%	36%	24%	13%	6%	17%	16%	22%
Other	80	36	44	9	27	14	10	10	9	14	24	20	22	25	17	38
	8%	7%	9%	9%	14%	8%	6%	8%	4%	7%	9%	9%	8%	7%	7%	9%
Don't know	732	334	398	62	116	134	123	100	197	121	189	171	252	265	193	274
	73%	68%	78%	57%	58%	71%	73%	77%	95%	57%	67%	78%	87%	76%	77%	68%

Q.10a What is JK Rowling best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Harry Potter books	291	133	158	38	70	63	65	20	34	95	90	57	48	103	71	117
	29%	27%	31%	35%	35%	34%	39%	16%	16%	45%	32%	26%	17%	29%	28%	29%
Other	79	41	38	7	13	16	13	17	11	14	23	14	28	39	16	24
	8%	8%	7%	7%	7%	9%	8%	13%	5%	7%	8%	6%	10%	11%	6%	6%
Don't know	631	317	314	64	115	109	90	91	163	101	167	150	214	208	164	259
	63%	65%	62%	58%	58%	58%	53%	71%	78%	48%	60%	68%	74%	60%	65%	65%

Q.10b What is Geoffrey Chaucer best known for?

	Sex		Age						Social Class				Region			
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Canterbury Tales	290	139	151	21	45	46	64	46	68	95	78	54	63	89	69	131
	29%	28%	30%	20%	23%	25%	38%	35%	33%	45%	28%	25%	22%	26%	28%	33%
Other	156	73	83	15	25	25	30	24	36	41	51	26	37	49	39	68
	16%	15%	16%	14%	13%	13%	18%	19%	17%	19%	18%	12%	13%	14%	16%	17%
Don't know	555	278	277	72	128	117	75	59	104	75	151	140	190	212	142	201
	55%	57%	54%	66%	65%	62%	44%	46%	50%	36%	54%	64%	65%	61%	57%	50%

Q.10c What is Seamus Heaney best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Author/Poet/Nobel Prize winner	176	83	93	22	37	30	44	22	22	71	46	24	35	51	46	79
	18%	17%	18%	20%	19%	16%	26%	17%	10%	34%	17%	11%	12%	15%	18%	20%
Other	48	22	26	4	9	7	8	10	12	8	15	8	17	15	13	21
	5%	5%	5%	3%	5%	4%	5%	8%	6%	4%	5%	4%	6%	4%	5%	5%
Don't know	776	385	391	83	152	152	117	97	175	132	219	188	238	284	192	301
	78%	79%	77%	76%	77%	80%	69%	76%	84%	63%	78%	85%	82%	81%	77%	75%

Q.10d What is William Caxton best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Printer	324	180	144	8	24	52	76	60	104	98	87	54	85	93	83	148
	32%	37%	28%	7%	12%	28%	45%	47%	50%	47%	31%	24%	29%	27%	33%	37%
Other	82	44	38	4	19	12	22	10	15	17	22	14	29	28	22	33
	8%	9%	7%	4%	9%	6%	13%	8%	7%	8%	8%	6%	10%	8%	9%	8%
Don't know	595	266	329	97	156	124	71	58	89	96	170	153	176	229	146	220
	59%	54%	64%	89%	78%	66%	42%	45%	43%	45%	61%	69%	60%	65%	58%	55%

Q.10e What is Lara Croft best known for?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Being a video games character/Tomb Raider	401	225	176	70	135	101	54	33	9	107	129	80	85	141	97	162
	40%	46%	35%	64%	68%	53%	32%	26%	4%	51%	46%	36%	29%	40%	39%	41%
Other	44	19	25	3	5	8	8	13	8	10	16	8	9	18	13	13
	4%	4%	5%	2%	3%	4%	4%	10%	4%	5%	6%	4%	3%	5%	5%	3%
Don't know	556	246	309	37	58	80	107	83	191	93	135	132	196	191	140	225
	56%	50%	61%	34%	29%	42%	64%	64%	92%	44%	48%	60%	68%	55%	56%	56%

Q.10f What is Henry Purcell best known for?

	Sex		Age					Social Class				Region				
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Composer/classical music/organist, baroque	283	124	159	21	31	42	62	48	78	97	81	44	61	79	79	125
	28%	25%	31%	19%	16%	22%	37%	37%	38%	46%	29%	20%	21%	23%	32%	31%
Other	60	39	22	12	11	13	6	11	7	15	19	14	13	23	13	25
	6%	8%	4%	11%	6%	7%	4%	8%	4%	7%	7%	6%	4%	6%	5%	6%
Don't know	657	328	329	76	156	134	100	70	122	99	180	162	217	249	158	250
	66%	67%	65%	69%	79%	71%	59%	54%	59%	47%	64%	74%	75%	71%	63%	63%

Q.11 In the English civil war who were the two opposing sides?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
King Charles I vs Oliver Cromwell/Roundheads vs Cavaliers	394	240	154	23	65	68	95	59	85	119	105	72	98	131	99	164
	39%	49%	30%	21%	33%	36%	57%	45%	41%	57%	37%	33%	34%	37%	39%	41%
Other	197	97	100	23	30	40	22	28	54	34	57	42	63	58	52	86
	20%	20%	20%	21%	15%	21%	13%	22%	26%	16%	20%	19%	22%	17%	21%	22%
Don't know	410	154	256	63	103	81	51	42	70	57	118	106	129	161	100	150
	41%	31%	50%	58%	52%	43%	30%	33%	34%	27%	42%	48%	44%	46%	40%	37%

Q.12 In the Euro 2000 final this year who were the two opposing national sides?

	Sex		Age					Social Class				Region				
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
France and Italy	318	206	112	41	72	61	61	45	38	79	91	69	80	90	91	137
	32%	42%	22%	37%	36%	33%	36%	35%	18%	38%	32%	31%	27%	26%	36%	34%
Other	227	113	115	24	42	45	32	37	46	61	58	53	56	87	45	95
	23%	23%	22%	22%	21%	24%	19%	29%	22%	29%	21%	24%	19%	25%	18%	24%
Don't know	456	172	284	44	84	82	75	47	124	70	132	99	155	173	115	168
	46%	35%	56%	41%	42%	43%	45%	37%	60%	33%	47%	45%	53%	49%	46%	42%

Q.13a What is the missing element - Troilus and ...?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Cressida	194	90	104	8	34	23	51	28	51	70	59	31	34	57	48	90
	19%	18%	20%	8%	17%	12%	30%	21%	25%	33%	21%	14%	12%	16%	19%	23%
Other	44	23	21	6	6	6	6	9	11	8	13	10	13	15	12	17
	4%	5%	4%	6%	3%	3%	4%	7%	5%	4%	5%	5%	4%	4%	5%	4%
Don't know	763	378	385	95	159	159	112	92	146	132	208	179	243	278	191	294
	76%	77%	75%	87%	80%	84%	66%	72%	70%	63%	74%	81%	84%	79%	76%	73%

Q.13b What is the missing element - Posh and ...?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Becks/Beckham/David Beckham	755	343	412	100	175	159	131	88	103	167	231	168	190	263	196	296
	75%	70%	81%	91%	88%	84%	78%	68%	50%	80%	82%	76%	65%	75%	78%	74%
Other	69	41	29	2	8	12	13	17	18	12	18	12	27	23	12	34
	7%	8%	6%	2%	4%	6%	8%	13%	8%	6%	6%	6%	9%	6%	5%	9%
Don't know	177	107	70	7	15	18	24	24	87	31	32	40	74	65	42	70
	18%	22%	14%	6%	8%	10%	14%	19%	42%	15%	11%	18%	25%	19%	17%	17%

Q.13c What is the missing element - TS...?

	Sex		Age							Social Class				Region		
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Eliot	472	232	240	30	82	93	105	66	95	127	153	88	105	152	111	209
	47%	47%	47%	28%	42%	49%	62%	51%	46%	60%	54%	40%	36%	43%	44%	52%
Other	78	35	43	9	19	14	11	4	21	13	19	20	26	33	20	25
	8%	7%	8%	8%	10%	7%	6%	3%	10%	6%	7%	9%	9%	10%	8%	6%
Don't know	451	224	227	69	97	81	53	58	92	70	108	112	160	165	119	167
	45%	46%	44%	64%	49%	43%	32%	45%	44%	34%	39%	51%	55%	47%	48%	42%

Q.13d What is the missing element - Fatboy...?

	Sex		Age					Social Class				Region				
	<u>Base</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>North</u>	<u>Mids</u>	<u>South</u>
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Slim	704	336	368	102	179	164	125	73	61	163	219	163	159	245	180	279
	70%	69%	72%	94%	90%	87%	74%	57%	29%	78%	78%	74%	55%	70%	72%	70%
Other	31	19	12	1	2	4	4	7	13	4	10	2	15	9	9	13
	3%	4%	2%	0	1%	2%	3%	6%	6%	2%	3%	1%	5%	2%	4%	3%
Don't know	266	135	131	6	17	21	39	49	134	43	52	55	116	97	61	108
	27%	28%	26%	6%	8%	11%	23%	38%	64%	20%	19%	25%	40%	28%	24%	27%

Summary of Scores

	Sex		Age							Social Class				Region		
	Base	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mids	South
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
No correct answers	8	4	5	1	2	3	1	0	1	1	0	1	6	4	1	3
	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	2%	1%	0	1%
1 correct answer	10	6	4	0	0	2	1	2	5	0	3	1	6	6	2	2
	1%	1%	1%	-	-	1%	1%	2%	2%	-	1%	0	2%	2%	1%	1%
2 correct answers	13	6	7	1	2	3	0	4	3	2	2	4	5	4	2	7
	1%	1%	1%	1%	1%	2%	-	3%	1%	1%	1%	2%	2%	1%	1%	2%
3 correct answers	12	2	10	0	4	2	4	2	1	0	1	6	5	4	4	4
	1%	0	2%	-	2%	1%	2%	1%	1%	-	0	3%	2%	1%	2%	1%
4 correct answers	30	10	20	7	9	3	1	2	8	3	5	10	12	11	9	10
	3%	2%	4%	6%	5%	2%	0	2%	4%	1%	2%	5%	4%	3%	3%	2%
5 correct answers	33	18	15	2	9	11	3	3	6	2	9	10	12	10	11	12
	3%	4%	3%	2%	4%	6%	2%	2%	3%	1%	3%	5%	4%	3%	4%	3%
6 correct answers	39	12	27	4	6	8	8	1	12	4	8	14	12	14	5	21
	4%	2%	5%	4%	3%	4%	5%	1%	6%	2%	3%	6%	4%	4%	2%	5%
7 correct answers	34	15	19	4	8	8	2	3	10	1	9	9	16	16	7	11
	3%	3%	4%	3%	4%	4%	1%	2%	5%	0	3%	4%	5%	5%	3%	3%
8 correct answers	53	25	28	10	14	8	10	2	10	6	14	13	20	22	12	19
	5%	5%	6%	9%	7%	4%	6%	2%	5%	3%	5%	6%	7%	6%	5%	5%
9 correct answers	48	23	25	3	11	5	11	3	13	4	10	14	20	19	8	21
	5%	5%	5%	3%	6%	3%	7%	3%	6%	2%	4%	7%	7%	5%	3%	5%
10 correct answers	46	28	18	9	11	7	4	2	12	2	12	12	21	17	18	11
	5%	6%	4%	9%	5%	4%	3%	2%	6%	1%	4%	5%	7%	5%	7%	3%
11 correct answers	60	24	36	8	18	9	5	8	12	9	18	11	22	27	15	17
	6%	5%	7%	7%	9%	5%	3%	6%	6%	4%	7%	5%	7%	8%	6%	4%
12 correct answers	41	20	21	3	10	8	7	5	7	11	12	4	14	16	9	16
	4%	4%	4%	3%	5%	4%	4%	4%	3%	5%	4%	2%	5%	5%	4%	4%
13 correct answers	66	32	33	12	10	7	7	8	22	13	26	12	14	19	18	28
	7%	7%	7%	11%	5%	4%	4%	6%	10%	6%	9%	6%	5%	5%	7%	7%

14 correct answers	40	15	26	7	9	9	5	7	3	7	17	9	7	13	13	14
	4%	3%	5%	7%	5%	5%	3%	6%	2%	3%	6%	4%	2%	4%	5%	4%
15 correct answers	51	27	24	9	9	15	3	8	7	11	19	10	11	15	12	24
	5%	6%	5%	8%	4%	8%	2%	7%	3%	5%	7%	5%	4%	4%	5%	6%
16 correct answers	53	28	25	9	6	7	12	14	4	9	11	13	20	17	17	19
	5%	6%	5%	8%	3%	4%	7%	11%	2%	4%	4%	6%	7%	5%	7%	5%
17 correct answers	41	21	20	4	3	10	5	7	12	16	6	11	8	15	11	15
	4%	4%	4%	4%	2%	5%	3%	5%	6%	8%	2%	5%	3%	4%	4%	4%
18 correct answers	41	22	18	3	6	9	3	12	8	10	9	10	12	15	10	16
	4%	5%	4%	3%	3%	5%	2%	9%	4%	5%	3%	4%	4%	4%	4%	4%
19 correct answers	24	11	13	3	5	6	4	0	7	8	8	6	3	6	7	10
	2%	2%	3%	2%	2%	3%	2%	-	3%	4%	3%	3%	1%	2%	3%	3%
20 correct answers	34	20	14	0	3	6	9	6	9	9	14	5	6	7	10	17
	3%	4%	3%	-	2%	3%	6%	5%	4%	4%	5%	2%	2%	2%	4%	4%
21 correct answers	26	14	12	1	8	4	6	3	5	7	9	4	5	13	1	12
	3%	3%	2%	1%	4%	2%	3%	2%	2%	4%	3%	2%	2%	4%	1%	3%
22 correct answers	21	12	8	0	1	3	8	5	4	6	8	5	2	5	8	8
	2%	2%	2%	-	1%	2%	5%	3%	2%	3%	3%	2%	1%	1%	3%	2%
23 correct answers	27	13	14	2	4	7	4	4	6	9	7	5	6	7	7	13
	3%	3%	3%	2%	2%	4%	3%	3%	3%	4%	3%	2%	2%	2%	3%	3%
24 correct answers	24	15	9	5	0	2	9	5	4	7	4	7	6	6	7	11
	2%	3%	2%	4%	-	1%	5%	4%	2%	3%	2%	3%	2%	2%	3%	3%
25 correct answers	26	13	13	1	4	5	4	4	8	12	7	2	4	9	5	12
	3%	3%	3%	1%	2%	3%	2%	3%	4%	6%	3%	1%	2%	2%	2%	3%
26 correct answers	24	14	10	0	6	5	6	4	3	10	6	3	5	6	4	14
	2%	3%	2%	-	3%	2%	4%	3%	2%	5%	2%	1%	2%	2%	1%	4%
27 correct answers	12	6	6	1	2	4	3	1	1	6	1	2	3	4	2	6
	1%	1%	1%	1%	1%	2%	2%	0	1%	3%	0	1%	1%	1%	1%	2%
28 correct answers	15	7	8	0	2	2	8	1	3	7	5	2	1	5	4	6
	1%	1%	2%	-	1%	1%	5%	0	1%	3%	2%	1%	0	1%	1%	2%
29 correct answers	13	8	5	0	3	4	3	2	2	3	7	2	2	3	6	5
	1%	2%	1%	-	2%	2%	2%	1%	1%	1%	3%	1%	1%	1%	2%	1%
30 correct answers	12	7	5	0	2	6	3	1	0	6	3	1	3	3	3	6
	1%	1%	1%	0	1%	3%	2%	1%	-	3%	1%	1%	1%	1%	1%	1%
31 correct answers	5	4	1	0	1	1	4	0	0	4	2	0	0	2	0	3
	1%	1%	0	-	1%	0	2%	-	-	2%	1%	-	-	1%	-	1%

32 correct answers	4	3	1	0	1	0	3	0	0	1	3	0	0	2	1	1
	0	1%	0	-	0	-	2%	-	-	1%	1%	-	-	1%	1%	0
33 correct answers	6	2	4	0	4	1	1	0	1	2	2	1	1	2	1	3
	1%	0	1%	-	2%	0	0	-	0	1%	1%	0	0	1%	1%	1%
34 correct answers	2	0	2	0	0	0	2	0	0	1	1	0	0	1	0	1
	0	-	0	-	-	-	1%	-	-	1%	0	-	-	0	-	0
35 correct answers	1	1	0	1	0	0	0	0	0	0	1	0	0	0	0	1
	0	0	-	1%	-	-	-	-	-	-	0	-	-	-	-	0
36 correct answers	4	1	3	1	3	0	1	0	0	2	1	0	1	2	1	1
	0	0	1%	1%	1%	-	1%	-	-	1%	0	-	0	1%	0	0
Average number of correct answers (out of 38)	14.6	15.16	14.07	12.87	13.8	14.78	17.3	15.42	13.42	18.59	15.39	12.96	12.2	13.91	14.57	15.22
Percentage of correct answers	38	40	37	34	36	39	46	41	35	49	40	34	32	37	38	40

Classification

	Sex		Age							Social Class				Region		
	Base	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mids	South
Unweighted base	1001	447	554	123	221	212	168	115	162	164	290	287	260	353	248	400
Weighted base	1001	490	511	109	198	188	168	129	208	210	280	220	290	350	250	400
Sex																
Male	490	490	0	51	96	84	83	79	97	110	136	102	143	158	128	204
	49%	100%	-	47%	48%	45%	49%	61%	47%	52%	48%	46%	49%	45%	51%	51%
Female	511	0	511	58	103	104	85	50	111	100	145	118	148	192	122	196
	51%	-	100%	53%	52%	55%	51%	39%	53%	48%	52%	54%	51%	55%	49%	49%
Age																
18-24	109	51	58	109	0	0	0	0	0	20	37	30	22	36	32	42
	11%	10%	11%	100%	-	-	-	-	-	10%	13%	14%	8%	10%	13%	10%
25-34	198	96	103	0	198	0	0	0	0	47	66	44	42	69	50	79
	20%	19%	20%	-	100%	-	-	-	-	22%	23%	20%	14%	20%	20%	20%
35-44	188	84	104	0	0	188	0	0	0	49	61	44	35	64	51	73
	19%	17%	20%	-	-	100%	-	-	-	23%	22%	20%	12%	18%	20%	18%
45-54	168	83	85	0	0	0	168	0	0	35	60	38	35	55	35	78
	17%	17%	17%	-	-	-	100%	-	-	17%	22%	17%	12%	16%	14%	20%
55-64	129	79	50	0	0	0	0	129	0	20	25	32	51	53	32	44
	13%	16%	10%	-	-	-	-	100%	-	10%	9%	15%	18%	15%	13%	11%
65+	208	97	111	0	0	0	0	0	208	38	32	32	106	73	51	84
	21%	20%	22%	-	-	-	-	-	100%	18%	11%	15%	36%	21%	20%	21%
Social Class																
AB	210	110	100	20	47	49	35	20	38	210	0	0	0	68	44	98
	21%	22%	20%	19%	24%	26%	21%	16%	18%	100%	-	-	-	19%	18%	25%
C1	280	136	145	37	66	61	60	25	32	0	280	0	0	110	60	110
	28%	28%	28%	34%	33%	32%	36%	19%	15%	-	100%	-	-	31%	24%	27%
C2	220	102	118	30	44	44	38	32	32	0	0	220	0	67	77	76
	22%	21%	23%	28%	22%	23%	23%	25%	16%	-	-	100%	-	19%	31%	19%

DE	290	143	148	22	42	35	35	51	106	0	0	0	290	105	69	116
Region	29%	29%	29%	20%	21%	19%	21%	40%	51%	-	-	-	100%	30%	28%	29%
North	350	158	192	36	69	64	55	53	73	68	110	67	105	350	0	0
Mids	250	128	122	32	50	51	35	32	51	44	60	77	69	0	250	0
South	400	204	196	42	79	73	78	44	84	98	110	76	116	0	0	400
Working status	40%	42%	38%	38%	40%	39%	46%	34%	40%	47%	39%	35%	40%	-	-	100%
Full-time	450	274	176	47	132	115	102	53	2	125	156	117	53	145	115	190
Part-time	110	23	87	14	20	34	28	9	5	15	47	30	19	44	23	43
Not working but seeking work or temporarily unemployed/sick	83	37	45	24	18	19	12	10	0	14	13	15	41	22	25	36
Not working/not seeking work/retired	358	156	202	25	28	21	26	57	201	57	64	59	178	140	87	132
Tenure	36%	32%	40%	23%	14%	11%	15%	44%	97%	27%	23%	27%	61%	40%	35%	33%
Own outright	278	129	148	7	11	24	47	55	133	61	66	65	86	101	70	107
Own with a mortgage	416	208	208	29	116	121	90	45	16	116	143	96	61	141	104	171
Council	188	95	93	31	36	30	20	21	50	10	32	37	109	72	50	67
Private landlord	87	42	45	26	28	13	7	7	6	15	28	17	27	24	20	42
Other	31	16	15	16	7	1	2	1	3	8	11	4	8	12	6	12

Refused	3%	3%	3%	15%	4%	1%	1%	1%	1%	4%	4%	2%	3%	4%	2%	3%
	2	1	1	0	0	0	2	0	0	1	0	1	0	0	0	2
	0	0	0	-	-	-	1%	-	-	1%	-	0	-	-	-	0
Foreign Holiday in last 3 years																
Yes	551	255	296	61	131	105	99	68	87	167	162	121	100	190	134	226
	55%	52%	58%	56%	66%	56%	59%	53%	42%	80%	58%	55%	35%	54%	53%	57%
No	450	235	215	48	68	84	70	61	121	43	118	99	190	160	116	174
	45%	48%	42%	44%	34%	44%	41%	47%	58%	20%	42%	45%	65%	46%	47%	43%
Number of cars																
None	230	100	130	23	39	26	27	30	85	24	40	35	131	94	38	98
	23%	20%	26%	21%	20%	14%	16%	23%	41%	11%	14%	16%	45%	27%	15%	24%
1	440	206	234	34	94	95	62	57	98	77	128	110	125	149	117	175
	44%	42%	46%	31%	47%	51%	37%	44%	47%	37%	46%	50%	43%	42%	47%	44%
2	250	140	110	34	51	52	59	32	22	77	89	53	31	78	73	99
	25%	29%	22%	31%	26%	28%	35%	25%	10%	37%	32%	24%	11%	22%	29%	25%
3+	80	44	36	18	14	14	21	10	3	32	23	22	3	29	22	29
	8%	9%	7%	16%	7%	8%	13%	8%	1%	15%	8%	10%	1%	8%	9%	7%
School aged children in household																
Yes	296	118	179	35	81	123	50	6	2	66	95	69	66	109	75	112
	30%	24%	35%	32%	41%	65%	29%	4%	1%	32%	34%	31%	23%	31%	30%	28%
No	705	373	332	74	117	66	119	123	206	144	185	151	224	241	175	288
	70%	76%	65%	68%	59%	35%	71%	96%	99%	68%	66%	69%	77%	69%	70%	72%
Adults in Household																
1 adult	303	140	164	14	55	53	33	38	109	49	63	57	134	107	66	130
	30%	29%	32%	13%	28%	28%	20%	30%	53%	23%	22%	26%	46%	31%	26%	33%
2 adults	498	253	246	42	121	112	71	69	83	112	160	118	108	173	134	191
	50%	52%	48%	39%	61%	59%	42%	54%	40%	53%	57%	54%	37%	49%	54%	48%
3+ adults	183	92	91	51	20	23	59	20	10	44	57	42	42	67	47	69

Refused	18%	19%	18%	47%	10%	12%	35%	16%	5%	21%	20%	19%	14%	19%	19%	17%
	16	6	10	2	2	0	4	1	6	6	1	3	6	3	2	10
	2%	1%	2%	2%	1%	-	3%	1%	3%	3%	0	1%	2%	1%	1%	3%
Internet Access																
At home	235	115	120	46	48	60	36	28	17	69	82	42	42	84	58	93
	23%	23%	23%	43%	24%	32%	21%	22%	8%	33%	29%	19%	15%	24%	23%	23%
At work	107	55	52	10	38	24	24	10	1	33	41	26	8	31	21	56
	11%	11%	10%	9%	19%	13%	14%	8%	0	16%	15%	12%	3%	9%	8%	14%
Both at home and at work	107	58	49	13	34	30	29	1	0	49	39	14	5	31	23	53
	11%	12%	10%	12%	17%	16%	17%	1%	-	23%	14%	6%	2%	9%	9%	13%
Somewhere else	64	30	35	18	23	10	5	4	5	9	16	14	26	20	22	22
	6%	6%	7%	16%	12%	5%	3%	3%	2%	4%	6%	6%	9%	6%	9%	5%
Not at all	479	231	248	21	54	64	73	85	182	46	103	125	205	181	126	171
	48%	47%	49%	19%	27%	34%	43%	66%	88%	22%	37%	57%	71%	52%	50%	43%
Refused	9	3	7	1	0	1	2	1	3	5	0	0	5	3	0	6
	1%	1%	1%	1%	-	1%	1%	1%	2%	2%	-	-	2%	1%	-	2%
Marital Status																
Single	230	131	99	72	80	32	21	16	9	58	69	47	56	78	56	96
	23%	27%	19%	66%	41%	17%	13%	12%	4%	28%	25%	21%	19%	22%	22%	24%
Married/ co-habiting	550	279	272	31	103	129	119	83	86	118	169	139	124	204	148	198
	55%	57%	53%	28%	52%	69%	70%	64%	41%	56%	60%	63%	43%	58%	59%	50%
Widowed/ separated/ divorced	212	79	133	5	15	27	26	29	110	29	43	33	107	66	46	99
	21%	16%	26%	4%	7%	15%	16%	23%	53%	14%	15%	15%	37%	19%	19%	25%
Refused	9	3	6	2	0	0	2	1	3	5	0	1	3	2	0	7
	1%	1%	1%	2%	-	-	1%	1%	2%	2%	-	0	1%	0	-	2%
Does your household receive digital TV?																
Yes	333	178	155	45	79	83	48	42	35	63	106	84	79	116	101	116
	33%	36%	30%	41%	40%	44%	29%	33%	17%	30%	38%	38%	27%	33%	40%	29%
No	657	309	348	62	119	105	117	86	168	143	173	135	206	234	146	277

	66%	63%	68%	57%	60%	56%	70%	67%	81%	68%	62%	61%	71%	67%	58%	69%
Dk/ns	11	3	8	2	0	1	3	1	4	4	1	1	5	1	3	7
	1%	1%	2%	2%	-	0	2%	1%	2%	2%	1%	0	2%	0	1%	2%
TV Region																
Grampian	26	12	15	2	4	4	2	6	7	5	5	8	9	25	0	0
	3%	2%	3%	2%	2%	2%	1%	5%	4%	2%	2%	3%	3%	7%	0	0
STV - Scottish	47	22	26	4	9	11	8	11	4	9	16	8	14	46	1	0
	5%	4%	5%	4%	4%	6%	5%	8%	2%	4%	6%	4%	5%	13%	0	-
Border	5	1	3	0	1	1	0	1	1	1	1	0	2	2	0	2
	0	0	1%	-	1%	0	-	1%	1%	1%	0	-	1%	1%	-	1%
Tyne Tees	48	21	27	2	9	7	12	8	11	7	11	9	21	48	0	0
	5%	4%	5%	2%	5%	4%	7%	6%	5%	3%	4%	4%	7%	14%	-	-
Granada	121	51	70	12	26	28	14	13	29	20	50	23	29	99	11	12
	12%	10%	14%	11%	13%	15%	8%	10%	14%	9%	18%	10%	10%	28%	4%	3%
Yorkshire	90	47	42	8	16	22	17	13	14	26	25	19	19	66	23	1
	9%	10%	8%	7%	8%	11%	10%	10%	7%	13%	9%	9%	7%	19%	9%	0
Anglia	62	33	29	9	14	8	11	8	11	16	16	17	14	0	39	23
	6%	7%	6%	9%	7%	4%	7%	6%	5%	8%	6%	8%	5%	-	15%	6%
Central	97	52	45	8	22	19	16	10	22	22	23	23	29	4	69	24
	10%	11%	9%	7%	11%	10%	10%	8%	10%	11%	8%	10%	10%	1%	28%	6%
Carlton/LWT	253	131	122	34	48	50	43	30	48	58	71	58	65	19	50	184
	25%	27%	24%	31%	24%	27%	25%	24%	23%	28%	26%	27%	22%	6%	20%	46%
Meridian	55	30	25	9	9	14	6	6	12	13	15	14	13	0	0	55
	5%	6%	5%	8%	4%	8%	3%	5%	6%	6%	5%	6%	4%	-	-	14%
HTV - Harlech	60	28	31	8	15	9	12	4	12	10	19	13	17	2	30	28
	6%	6%	6%	7%	7%	5%	7%	3%	6%	5%	7%	6%	6%	1%	12%	7%
Westcountry TV	8	7	1	0	1	1	2	0	4	0	1	4	3	1	0	7
	1%	1%	0	-	1%	0	1%	-	2%	-	0	2%	1%	0	-	2%
Refused	129	56	73	14	25	14	26	19	32	22	28	25	54	38	28	63
	13%	11%	14%	12%	12%	7%	15%	15%	15%	10%	10%	12%	18%	11%	11%	16%