

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All GB Adults	2461	271	493	393	432	873	1181	1280	517	492	590	640	221
Unweighted Sample	2461	310	546	405	402	798	1167	1294	466	574	556	648	216
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	1	1	0	0	0	0	0	0	0	0	0	0
18 to 20	4	33	0	0	0	0	4	3	4	3	3	4	4
21 to 34	28	65	98	4	1	0	27	28	37	24	25	27	23
35 to 50	25	0	1	95	52	0	27	22	21	28	24	23	33
51 to 56	26	1	0	0	47	51	23	30	20	27	29	28	30
57 to 64	15	0	0	0	0	41	16	14	16	14	16	16	7
65 or older	3	0	0	0	0	7	3	2	2	4	3	2	4

Do you have any children under 18 living at home with you?

Yes, I do	26	20	33	57	30	6	24	27	23	28	25	25	28
No, I do not	74	80	67	43	70	94	76	73	77	72	75	75	72

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	5	32	54	59	67	52	48	39	54	52	52	54
Living with your partner/ co-habiting	17	21	28	22	16	7	16	17	16	16	18	16	19
In a relationship but not living together	8	30	11	7	4	3	9	8	11	7	7	9	5
Single	14	42	25	12	7	5	17	12	21	12	13	13	12
Separated	2	0	2	1	2	2	1	2	2	1	2	2	1
Divorced	6	0	1	3	10	9	3	8	5	7	6	6	6
Widowed	3	0	0	0	2	7	1	5	4	2	2	2	4
Other	0	1	0	0	0	0	1	0	0	1	0	0	0
Prefer not to say	1	2	1	0	0	0	1	0	2	0	0	0	0

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	43	73	69	56	28	61	40	55	50	46	48	55
Working part time (8 to 29 hours per week)	13	13	9	12	18	15	8	19	12	11	17	13	13
Working part time (less than 8 hours a week)	2	2	2	1	2	2	1	3	3	3	2	1	1
Full time home-maker	5	2	6	8	7	4	1	10	3	6	5	6	4
Retired	16	0	0	0	4	44	16	17	13	19	18	17	13
Student	4	28	4	1	0	0	4	4	5	2	4	5	3
Unemployed	3	8	3	3	3	1	4	2	4	3	2	4	3
Other	2	1	1	2	3	2	2	2	1	2	2	3	2
Not working	4	3	2	4	7	3	4	4	4	3	3	4	6

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB Adults	2461	507	390	145	193	85	243	279	115	236	146	48	24	26	20
Unweighted Sample	2461	457	366	163	183	96	291	291	109	240	136	50	28	26	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	0	0	0	1	1	0	0	1	0	0	0	0	0	0
18 to 20	4	4	4	1	2	0	4	4	1	5	6	0	0	6	10
21 to 34	28	37	27	25	21	17	26	27	31	25	21	31	15	13	48
35 to 50	25	21	23	27	26	29	30	20	23	27	33	25	42	30	8
51 to 56	26	20	28	28	29	34	24	29	26	27	29	38	27	22	34
57 to 64	15	16	14	13	20	15	14	18	16	14	6	6	9	24	0
65 or older	3	2	4	5	1	3	3	1	1	2	4	0	7	5	0

Do you have any children under 18 living at home with you?

Yes, I do	26	23	22	29	31	30	28	23	29	27	31	22	28	18	7
No, I do not	74	77	78	71	69	70	72	77	71	73	69	78	72	82	93

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	39	52	62	51	53	51	53	55	51	55	46	69	27	30
Living with your partner/ co-habiting	17	16	17	12	18	22	16	17	18	15	16	28	23	23	33
In a relationship but not living together	8	11	9	5	4	4	10	10	5	9	4	10	0	1	0
Single	14	21	13	9	13	7	14	11	15	13	14	10	1	33	36
Separated	2	2	1	2	2	1	0	2	3	2	1	2	0	0	0
Divorced	6	5	5	5	8	9	6	6	3	7	7	0	3	16	0
Widowed	3	5	2	5	3	3	1	2	2	3	4	4	4	0	0
Other	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0
Prefer not to say	1	2	0	0	0	0	0	0	0	0	1	0	0	0	1

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	56	48	48	42	51	49	47	47	49	53	64	49	57	61
Working part time (8 to 29 hours per week)	13	12	17	14	17	9	12	14	10	13	13	17	8	8	0
Working part time (less than 8 hours a week)	2	3	2	3	1	3	2	1	1	0	1	0	2	0	7
Full time home-maker	5	3	6	8	4	10	4	6	7	6	4	1	14	0	8
Retired	16	13	16	19	22	17	21	17	16	17	13	9	24	19	0
Student	4	5	6	2	2	1	3	3	5	6	4	2	0	3	4
Unemployed	3	4	2	3	3	0	4	5	3	2	3	1	1	6	7
Other	2	1	1	1	4	3	1	4	1	2	2	3	0	8	3
Not working	4	3	3	3	5	7	3	2	9	4	8	3	3	0	11

	Social Grade		Which one of the following age groups do you fall into?							
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All GB Adults	2461	1329	1132	7	89	681	608	652	361	63
Unweighted Sample	2461	1169	1292	9	108	757	597	602	328	60
	%	%	%	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	0	0	100	0	0	0	0	0	0
18 to 20	4	1	6	0	100	0	0	0	0	0
21 to 34	28	29	26	0	0	100	0	0	0	0
35 to 50	25	27	22	0	0	0	100	0	0	0
51 to 56	26	24	29	0	0	0	0	100	0	0
57 to 64	15	15	14	0	0	0	0	0	100	0
65 or older	3	2	3	0	0	0	0	0	0	100

Do you have any children under 18 living at home with you?

Yes, I do	26	23	28	35	32	29	49	13	4	0
No, I do not	74	77	72	65	68	71	51	87	96	100

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	52	48	20	3	25	54	66	68	69
Living with your partner/ co-habiting	17	17	16	0	11	28	20	10	5	2
In a relationship but not living together	8	7	9	0	25	16	6	3	3	0
Single	14	13	16	37	60	27	11	4	5	2
Separated	2	2	2	19	0	1	1	3	1	2
Divorced	6	6	6	17	0	0	6	10	8	6
Widowed	3	2	3	0	0	0	1	3	10	20
Other	0	0	0	0	0	1	0	0	0	0
Prefer not to say	1	0	1	7	2	1	0	0	0	0

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	58	40	17	21	68	66	43	17	3
Working part time (8 to 29 hours per week)	13	11	16	57	13	10	12	21	10	3
Working part time (less than 8 hours a week)	2	2	2	2	3	2	1	3	2	1
Full time home-maker	5	3	7	0	2	5	7	5	4	0
Retired	16	18	15	0	0	0	2	16	65	93
Student	4	2	6	24	50	7	1	1	0	0
Unemployed	3	2	4	0	10	4	4	2	1	0
Other	2	1	3	0	0	1	1	4	1	1
Not working	4	2	6	0	2	2	6	5	2	0

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say	
All GB Adults	2461	629	1832	1226	411	198	354	38	142	72	8	13
Unweighted Sample	2461	649	1812	1182	424	228	381	35	127	61	8	15
	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	0	0	0	0	0	1	4	1	0	0	3
18 to 20	4	5	3	0	2	11	15	0	0	0	0	15
21 to 34	28	31	27	14	47	55	52	21	2	1	48	62
35 to 50	25	48	17	27	30	19	19	16	27	5	0	8
51 to 56	26	14	31	35	16	8	8	48	48	25	38	11
57 to 64	15	2	19	20	4	6	5	9	20	51	14	0
65 or older	3	0	3	4	0	0	0	3	3	18	0	0

Do you have any children under 18 living at home with you?

Yes, I do	26	100	0	32	28	14	12	30	20	8	23	21
No, I do not	74	0	100	68	72	86	88	70	80	92	77	79

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	62	46	100	0	0	0	0	0	0	0	0
Living with your partner/ co-habiting	17	19	16	0	100	0	0	0	0	0	0	0
In a relationship but not living together	8	4	9	0	0	100	0	0	0	0	0	0
Single	14	7	17	0	0	0	100	0	0	0	0	0
Separated	2	2	1	0	0	0	0	100	0	0	0	0
Divorced	6	5	6	0	0	0	0	0	100	0	0	0
Widowed	3	1	4	0	0	0	0	0	0	100	0	0
Other	0	0	0	0	0	0	0	0	0	0	100	0
Prefer not to say	1	0	1	0	0	0	0	0	0	0	0	100

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	51	50	45	67	58	55	52	41	15	60	34
Working part time (8 to 29 hours per week)	13	19	11	16	12	9	10	16	13	6	11	22
Working part time (less than 8 hours a week)	2	3	2	2	1	2	1	7	1	5	15	0
Full time home-maker	5	13	3	7	6	2	1	4	4	1	0	0
Retired	16	2	21	22	4	5	6	9	29	66	14	11
Student	4	4	4	1	2	15	15	0	0	0	0	4
Unemployed	3	3	3	1	4	6	8	2	4	2	0	0
Other	2	2	2	2	2	2	2	5	4	1	0	2
Not working	4	3	4	5	2	1	4	5	3	3	0	27

	Which of the following BEST applies to you?									
	Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB Adults	2461	1232	329	46	131	405	99	75	48	96
Unweighted Sample	2461	1231	336	47	135	364	130	77	52	89
	%	%	%	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	0	1	0	0	0	2	0	0	0
18 to 20	4	2	4	5	1	0	44	12	0	2
21 to 34	28	38	21	22	28	0	47	37	19	17
35 to 50	25	33	22	17	34	2	3	30	19	39
51 to 56	26	23	41	41	27	26	3	18	56	33
57 to 64	15	5	10	13	10	58	0	3	5	9
65 or older	3	0	1	1	0	14	0	0	1	0

Do you have any children under 18 living at home with you?

Yes, I do	26	26	36	38	62	3	23	27	22	22
No, I do not	74	74	64	62	38	97	77	73	78	78

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	45	59	56	70	66	8	18	41	59
Living with your partner/ co-habiting	17	22	15	11	18	4	8	20	21	11
In a relationship but not living together	8	9	6	8	3	2	29	16	7	3
Single	14	16	10	7	3	5	54	36	13	15
Separated	2	2	2	6	1	1	0	1	4	2
Divorced	6	5	6	2	4	10	1	8	12	5
Widowed	3	1	1	7	1	12	0	2	2	2
Other	0	0	0	3	0	0	0	0	0	0
Prefer not to say	1	0	1	0	0	0	1	0	1	4

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	100	0	0	0	0	0	0	0	0
Working part time (8 to 29 hours per week)	13	0	100	0	0	0	0	0	0	0
Working part time (less than 8 hours a week)	2	0	0	100	0	0	0	0	0	0
Full time home-maker	5	0	0	0	100	0	0	0	0	0
Retired	16	0	0	0	0	100	0	0	0	0
Student	4	0	0	0	0	0	100	0	0	0
Unemployed	3	0	0	0	0	0	0	100	0	0
Other	2	0	0	0	0	0	0	0	100	0
Not working	4	0	0	0	0	0	0	0	0	100

	Which of the following best applies to you?						
	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own business	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own business	None of these	
All GB Adults	2461	172	69	47	318	929	72
Unweighted Sample	2461	175	71	50	333	909	76
	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	1	0	0	0	0	1
18 to 20	4	0	0	14	3	2	1
21 to 34	28	16	25	52	48	32	28
35 to 50	25	26	29	31	32	30	24
51 to 56	26	43	31	3	15	28	38
57 to 64	15	14	14	0	1	7	8
65 or older	3	0	2	0	0	0	1

Do you have any children under 18 living at home with you?

Yes, I do	26	30	18	32	31	29	20
No, I do not	74	70	82	68	69	71	80

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	52	56	42	39	50	49
Living with your partner/ co-habiting	17	20	20	29	26	19	17
In a relationship but not living together	8	6	11	11	10	8	6
Single	14	9	10	13	20	14	17
Separated	2	2	1	1	2	2	5
Divorced	6	5	0	0	2	7	1
Widowed	3	3	1	0	0	1	3
Other	0	1	1	2	0	0	0
Prefer not to say	1	1	0	2	0	0	1

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	59	80	79	88	77	60
Working part time (8 to 29 hours per week)	13	29	15	13	12	22	33
Working part time (less than 8 hours a week)	2	12	5	8	0	1	8
Full time home-maker	5	0	0	0	0	0	0
Retired	16	0	0	0	0	0	0
Student	4	0	0	0	0	0	0
Unemployed	3	0	0	0	0	0	0
Other	2	0	0	0	0	0	0
Not working	4	0	0	0	0	0	0

		Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own							
Total		Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB Adults	2461	115	124	84	133	96	50	139	73
Unweighted Sample	2461	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	0	1	0	0	0	0	0	0
18 to 20	4	2	8	0	0	2	0	2	2
21 to 34	28	36	31	34	31	36	71	42	36
35 to 50	25	34	31	25	28	36	14	39	33
51 to 56	26	21	26	35	37	22	12	15	22
57 to 64	15	8	3	5	4	4	3	2	7
65 or older	3	0	0	0	1	0	0	0	0

Do you have any children under 18 living at home with you?

Yes, I do	26	32	35	29	27	29	6	31	27
No, I do not	74	68	65	71	73	71	94	69	73

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	50	45	44	50	36	23	43	48
Living with your partner/ co-habiting	17	17	20	18	18	25	35	27	24
In a relationship but not living together	8	12	8	9	8	7	13	8	6
Single	14	17	21	14	12	22	24	18	7
Separated	2	1	1	4	1	7	0	1	4
Divorced	6	3	2	8	10	2	2	2	12
Widowed	3	0	2	2	1	0	0	1	0
Other	0	1	0	1	0	1	0	0	0
Prefer not to say	1	0	1	0	0	0	3	1	0

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	86	54	68	70	87	98	88	61
Working part time (8 to 29 hours per week)	13	14	43	29	26	13	1	6	35
Working part time (less than 8 hours a week)	2	0	3	3	3	0	1	6	3
Full time home-maker	5	0	0	0	0	0	0	0	0
Retired	16	0	0	0	0	0	0	0	0
Student	4	0	0	0	0	0	0	0	0
Unemployed	3	0	0	0	0	0	0	0	0
Other	2	0	0	0	0	0	0	0	0
Not working	4	0	0	0	0	0	0	0	0

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB Adults	2461	134	273	470	274	142	314
Unweighted Sample	2461	126	287	441	294	153	313
	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	0	0	0	1	0	0
18 to 20	4	2	0	2	4	0	2
21 to 34	28	40	32	43	33	20	26
35 to 50	25	31	29	30	33	31	27
51 to 56	26	21	33	20	24	35	35
57 to 64	15	7	5	4	5	13	9
65 or older	3	0	0	0	0	1	1

Do you have any children under 18 living at home with you?

Yes, I do	26	31	30	28	36	27	22
No, I do not	74	69	70	72	64	73	78

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	49	50	41	53	53	50
Living with your partner/ co-habiting	17	18	17	24	16	21	22
In a relationship but not living together	8	11	9	8	7	8	9
Single	14	16	11	18	17	9	11
Separated	2	1	3	3	1	2	1
Divorced	6	3	9	4	3	4	5
Widowed	3	0	1	1	1	1	2
Other	0	1	0	0	0	0	1
Prefer not to say	1	0	0	0	2	0	0

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	87	68	83	66	77	79
Working part time (8 to 29 hours per week)	13	13	28	14	31	20	18
Working part time (less than 8 hours a week)	2	0	4	3	3	4	2
Full time home-maker	5	0	0	0	0	0	0
Retired	16	0	0	0	0	0	0
Student	4	0	0	0	0	0	0
Unemployed	3	0	0	0	0	0	0
Other	2	0	0	0	0	0	0
Not working	4	0	0	0	0	0	0

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur'	'I have a dream job in mind but do not think I will ever do'	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB Adults	2461	203	248	281	606	233	36	619	889	874	79	60	209	32
Unweighted Sample	2461	193	267	280	605	233	36	600	921	858	82	57	217	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the following age groups do you fall into?

Under 18	0	1	0	1	0	0	0	0	0	0	0	0	0	0
18 to 20	4	0	9	2	0	0	11	3	5	2	9	0	0	0
21 to 34	28	32	57	35	32	14	43	23	33	23	49	0	0	0
35 to 50	25	27	24	33	32	32	18	21	26	27	18	100	100	100
51 to 56	26	32	9	24	29	43	23	30	22	29	15	0	0	0
57 to 64	15	9	1	6	7	9	4	18	12	16	5	0	0	0
65 or older	3	0	0	0	0	1	1	4	1	3	3	0	0	0

Do you have any children under 18 living at home with you?

Yes, I do	26	24	31	27	32	26	24	25	26	26	21	100	100	100
No, I do not	74	76	69	73	68	74	76	75	74	74	79	0	0	0

Which one of the following BEST describes your CURRENT relationship status?

Married/ in a civil partnership	50	48	29	48	52	55	54	57	46	51	25	68	75	53
Living with your partner/ co-habiting	17	22	27	20	20	16	7	15	19	16	18	16	15	22
In a relationship but not living together	8	8	14	10	6	7	13	6	10	7	13	5	5	2
Single	14	12	25	15	12	10	16	12	17	12	22	4	2	0
Separated	2	2	1	1	2	4	0	1	2	2	2	3	0	2
Divorced	6	6	2	4	6	5	2	6	4	8	6	4	4	14
Widowed	3	1	0	2	1	3	0	4	2	4	1	0	0	6
Other	0	0	0	0	0	0	3	0	1	0	1	0	0	0
Prefer not to say	1	1	1	0	0	0	5	0	0	0	11	0	0	1

Which of the following BEST applies to you?

Working full time (30 or more hours per week)	50	82	83	76	77	67	62	47	57	46	48	63	62	45
Working part time (8 to 29 hours per week)	13	14	15	19	20	31	37	14	12	14	13	14	16	9
Working part time (less than 8 hours a week)	2	4	2	5	2	2	1	2	3	2	1	1	2	6
Full time home-maker	5	0	0	0	0	0	0	6	4	6	5	8	14	20
Retired	16	0	0	0	0	0	0	21	12	19	10	2	1	0
Student	4	0	0	0	0	0	0	3	5	4	6	0	1	0
Unemployed	3	0	0	0	0	0	0	2	3	4	7	10	2	2
Other	2	0	0	0	0	0	0	1	2	2	4	2	0	3
Not working	4	0	0	0	0	0	0	3	3	5	6	2	2	15

	Age					Gender		Region					
	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland
All GB adults who work	1607	158	411	320	325	392	819	788	364	314	383	393	154
Unweighted Sample	1614	167	448	327	307	365	805	809	332	374	365	399	144
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	4	5	9	10	22	11	11	11	13	9	10	10
I am the owner of a business	4	3	3	5	3	7	5	3	4	7	6	3	2
I am an employee who is planning on setting up my own business	3	6	5	4	1	0	3	2	4	2	3	4	1
I am an employee who would like to set up my own business	20	31	28	23	16	8	23	16	17	22	19	21	20
I am an employee with no interest in setting up my own business	58	52	56	57	63	58	54	61	59	51	60	58	61
None of these	4	4	4	2	7	5	3	6	6	5	3	4	6

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB adults who work	1607	358	261	94	117	54	153	173	67	147	98	39	14	17	14
Unweighted Sample	1614	327	245	107	116	60	189	177	67	149	90	37	15	18	14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	11	6	12	15	14	12	11	11	9	14	4	0	31	0
I am the owner of a business	4	3	7	8	3	7	6	4	1	3	1	2	8	0	10
I am an employee who is planning on setting up my own business	3	3	4	0	0	1	4	4	2	4	1	1	9	0	17
I am an employee who would like to set up my own business	20	17	22	27	14	19	20	18	30	19	15	33	23	22	35
I am an employee with no interest in setting up my own business	58	60	58	46	67	50	56	59	53	60	62	61	47	43	38
None of these	4	6	3	7	1	8	3	4	3	5	7	0	15	5	0

	Social Grade		Which one of the following age groups do you fall into?							
	Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older
All GB adults who work	1607	948	659	5	33	544	482	436	102	4
Unweighted Sample	1614	854	760	6	36	590	474	404	100	4
	%	%	%	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	10	12	22	0	5	9	17	23	0
I am the owner of a business	4	6	2	0	0	3	4	5	9	27
I am an employee who is planning on setting up my own business	3	3	2	0	19	5	3	0	0	0
I am an employee who would like to set up my own business	20	22	16	27	33	28	21	11	2	0
I am an employee with no interest in setting up my own business	58	55	61	37	46	55	59	61	60	63
None of these	4	3	6	14	2	4	4	6	6	10

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB adults who work	1607	461	1146	772	328	138	231	29	77	19	7	7
Unweighted Sample	1614	467	1147	751	334	157	244	26	67	19	7	9
	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	11	10	12	10	8	7	14	11	28	28	34
I am the owner of a business	4	3	5	5	4	6	3	1	0	4	14	0
I am an employee who is planning on setting up my own business	3	3	3	3	4	4	3	2	0	0	12	14
I am an employee who would like to set up my own business	20	21	19	16	25	23	28	21	9	5	17	4
I am an employee with no interest in setting up my own business	58	58	58	60	53	56	54	51	79	53	30	38
None of these	4	3	5	5	4	3	5	11	1	10	0	11

		Which of the following BEST applies to you?								
		Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB adults who work	Total	1232	329	46	0	0	0	0	0	0
	Unweighted Sample	1231	336	47	0	0	0	0	0	0
		%	%	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	8	15	44	0	0	0	0	0	0
I am the owner of a business	4	4	3	8	0	0	0	0	0	0
I am an employee who is planning on setting up my own business	3	3	2	9	0	0	0	0	0	0
I am an employee who would like to set up my own business	20	23	11	3	0	0	0	0	0	0
I am an employee with no interest in setting up my own business	58	58	61	25	0	0	0	0	0	0
None of these	4	3	7	12	0	0	0	0	0	0

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own business	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own business	None of these	
All GB adults who work	1607	172	69	47	318	929	72
Unweighted Sample	1614	175	71	50	333	909	76
	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	100	0	0	0	0	0
I am the owner of a business	4	0	100	0	0	0	0
I am an employee who is planning on setting up my own business	3	0	0	100	0	0	0
I am an employee who would like to set up my own business	20	0	0	0	100	0	0
I am an employee with no interest in setting up my own business	58	0	0	0	0	100	0
None of these	4	0	0	0	0	0	100

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB adults who work	1607	115	124	84	133	96	50	139	73
Unweighted Sample	1614	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	10	6	7	9	0	12	11	5
I am the owner of a business	4	6	3	1	3	1	11	8	0
I am an employee who is planning on setting up my own business	3	3	3	2	2	3	3	5	7
I am an employee who would like to set up my own business	20	26	17	7	14	26	27	33	16
I am an employee with no interest in setting up my own business	58	53	65	74	70	62	47	38	69
None of these	4	1	6	9	2	9	0	4	3

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB adults who work	1607	134	273	470	274	142	314
Unweighted Sample	1614	126	287	441	294	153	313
	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	10	11	8	10	15	12
I am the owner of a business	4	5	3	5	4	2	6
I am an employee who is planning on setting up my own business	3	3	2	4	3	1	2
I am an employee who would like to set up my own business	20	28	11	27	20	13	17
I am an employee with no interest in setting up my own business	58	52	69	51	56	65	59
None of these	4	1	5	4	7	4	4

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure	
All GB adults who work	1607	203	248	281	606	233	36	392	633	534	48	47	167	19
Unweighted Sample	1614	193	267	280	605	233	36	375	656	532	51	44	171	19
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best applies to you?

I am self employed	11	25	10	10	6	12	8	7	14	10	0	4	12	9
I am the owner of a business	4	11	3	2	4	3	4	3	7	3	2	2	2	0
I am an employee who is planning on setting up my own business	3	2	9	4	1	0	4	2	4	3	2	0	3	6
I am an employee who would like to set up my own business	20	10	36	25	17	13	10	14	24	19	17	21	21	16
I am an employee with no interest in setting up my own business	58	46	39	56	69	61	58	69	48	60	67	73	59	64
None of these	4	5	3	3	3	9	15	5	3	5	12	0	3	5

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All GB adults who work	1607	158	411	320	325	392	819	788	364	314	383	393	154
Unweighted Sample	1614	167	448	327	307	365	805	809	332	374	365	399	144
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	2	2	1	1	0	1	1	2	1	1	1	3
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	5	9	9	5	6	7	7	9	6	5	9	5
Retail: e.g. Shop assistant / Store manager etc.	8	17	6	8	8	6	6	9	6	7	11	6	9
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	5	5	4	7	5	3	8	6	6	5	4	6
Education: Teacher / tutor / lecturer etc.	8	4	8	9	8	10	6	11	7	7	7	10	10
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	1	1	2	2	0	2	1	1	1	2	1	2
Entertainer: actor / singer / dancer / artist etc.	1	2	1	0	0	0	1	1	2	0	0	0	1
Childcare: childminder / nursery nurse / nanny etc.	1	1	2	1	1	1	0	2	0	1	1	2	1
Social worker	1	0	1	1	3	1	0	2	1	1	0	1	4
Postal worker	1	1	1	1	1	1	2	0	1	1	1	0	3
Other Civil Servant including military	6	9	5	6	7	4	6	5	5	6	6	6	6
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	4	7	2	0	2	2	4	8	2	1	3	0
Journalist / publisher / editor etc.	2	0	3	1	1	3	2	2	3	3	0	1	1
IT worker	9	9	11	15	7	3	13	4	10	11	10	7	3
Estate agent / surveyor	1	2	2	1	1	1	1	1	1	1	2	1	2
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	3	2	2	4	2	2	3	2	3	4	1	3
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	2	1	1	2	5	4	1	1	3	2	3	3
Salesman/women	2	3	2	2	3	2	3	2	2	3	3	2	2
Factory worker	2	0	2	3	3	3	3	2	1	2	3	2	5
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	2	1	3	2	4	4	1	1	3	3	3	4
Charity worker	1	0	1	0	0	2	0	1	1	1	0	1	1
Engineer / architect	2	3	2	3	1	3	4	0	2	2	3	3	1
Secretary / PA	5	7	4	5	4	4	0	9	5	5	4	5	3
Cleaner / maintenance person / caretaker	1	0	1	1	3	2	1	2	1	1	2	2	1
Call centre / support staff	3	6	3	1	3	2	2	3	2	2	2	4	6
Other – please specify	20	13	16	17	22	27	20	19	19	20	19	20	17

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB adults who work	1607	358	261	94	117	54	153	173	67	147	98	39	14	17	14
Unweighted Sample	1614	327	245	107	116	60	189	177	67	149	90	37	15	18	14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	2	1	0	1	1	1	1	0	0	3	2	5	0	0
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	9	7	5	1	2	7	14	4	7	8	0	0	14	3
Retail: e.g. Shop assistant / Store manager etc.	8	6	10	7	13	4	9	3	9	9	7	10	15	0	10
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	6	4	3	8	8	7	6	0	3	2	8	21	5	0
Education: Teacher / tutor / lecturer etc.	8	7	8	5	5	6	10	9	16	9	12	5	12	4	10
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	1	2	0	2	0	2	1	0	1	2	0	0	0	0
Entertainer: actor / singer / dancer / artist etc.	1	2	1	1	0	0	0	0	0	1	1	0	0	0	0
Childcare: childminder / nursery nurse / nanny etc.	1	0	2	0	1	0	2	2	3	1	1	2	0	0	0
Social worker	1	1	0	1	0	2	1	0	2	1	7	0	0	0	0
Postal worker	1	1	0	0	1	2	1	0	0	1	3	5	0	2	0
Other Civil Servant including military	6	5	5	8	8	8	5	9	4	5	6	5	2	13	3
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	8	1	3	1	0	3	2	4	2	0	1	0	0	0
Journalist / publisher / editor etc.	2	3	0	4	1	0	2	2	2	1	1	0	0	8	13
IT worker	9	10	10	9	10	11	11	7	4	8	3	4	0	12	13
Estate agent / surveyor	1	1	2	0	2	8	0	1	0	0	3	0	0	0	0
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	2	3	3	3	2	3	1	1	2	3	0	7	9	3
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	1	2	2	2	2	4	2	2	5	4	2	0	7	5
Salesman/women	2	2	3	3	2	0	4	1	2	2	3	0	0	0	0
Factory worker	2	1	4	3	2	4	1	1	4	2	4	4	18	0	5
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	1	2	4	5	0	3	2	5	3	4	0	11	0	0
Charity worker	1	1	0	1	1	0	1	1	0	1	0	4	3	0	0
Engineer / architect	2	2	3	3	2	3	1	3	3	2	1	0	0	0	0
Secretary / PA	5	5	6	5	2	2	5	8	0	5	1	8	0	0	0
Cleaner / maintenance person / caretaker	1	1	1	0	3	0	1	3	3	0	1	0	6	0	0
Call centre / support staff	3	2	1	4	2	0	1	4	5	3	5	9	0	0	9
Other – please specify	20	19	19	21	19	34	15	16	24	23	15	30	0	27	26

	Social Grade		Which one of the following age groups do you fall into?							
	Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older
All GB adults who work	1607	948	659	5	33	544	482	436	102	4
Unweighted Sample	1614	854	760	6	36	590	474	404	100	4
	%	%	%	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	2	0	0	0	2	1	1	0	0
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	11	2	0	7	8	8	6	9	0
Retail: e.g. Shop assistant / Store manager etc.	8	3	14	22	32	7	8	7	3	0
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	5	5	0	0	5	4	7	4	0
Education: Teacher / tutor / lecturer etc.	8	11	4	0	0	7	8	11	6	18
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	1	2	0	0	1	2	1	0	0
Entertainer: actor / singer / dancer / artist etc.	1	0	1	0	0	2	0	0	1	0
Childcare: childminder / nursery nurse / nanny etc.	1	0	2	0	2	1	1	1	0	0
Social worker	1	2	0	0	0	0	2	1	0	0
Postal worker	1	0	2	0	0	1	1	1	0	0
Other Civil Servant including military	6	8	2	0	7	6	7	5	4	0
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	4	2	0	0	7	1	1	1	0
Journalist / publisher / editor etc.	2	2	1	0	0	2	2	1	6	0
IT worker	9	12	3	0	9	11	11	5	3	0
Estate agent / surveyor	1	2	0	26	6	1	1	2	1	0
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	0	5	3	4	2	2	3	3	0
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	0	5	0	2	1	2	3	6	0
Salesman/women	2	1	4	27	0	2	3	2	0	0
Factory worker	2	0	6	0	0	2	3	3	5	0
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	0	5	0	0	1	3	3	4	27
Charity worker	1	1	0	0	0	1	0	1	4	0
Engineer / architect	2	2	2	22	0	2	2	2	5	0
Secretary / PA	5	7	0	0	4	5	5	4	5	0
Cleaner / maintenance person / caretaker	1	0	3	0	0	1	2	1	4	0
Call centre / support staff	3	1	4	0	6	4	1	3	0	0
Other – please specify	20	19	20	0	19	15	18	25	27	55

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB adults who work	1607	461	1146	772	328	138	231	29	77	19	7	7
Unweighted Sample	1614	467	1147	751	334	157	244	26	67	19	7	9
	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	1	1	1	2	1	1	0	1	0	0	0
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	8	7	7	6	10	9	3	4	0	17	0
Retail: e.g. Shop assistant / Store manager etc.	8	9	7	7	8	7	11	4	4	11	0	23
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	5	5	5	5	5	5	10	8	8	18	0
Education: Teacher / tutor / lecturer etc.	8	8	8	9	7	7	7	7	17	9	0	0
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	2	1	2	1	1	1	0	0	0	0	0
Entertainer: actor / singer / dancer / artist etc.	1	0	1	1	1	0	1	0	1	0	0	0
Childcare: childminder / nursery nurse / nanny etc.	1	2	1	1	1	2	0	4	1	0	0	0
Social worker	1	2	1	1	0	1	1	4	4	0	0	0
Postal worker	1	1	1	1	1	1	0	0	2	0	0	0
Other Civil Servant including military	6	6	6	4	7	5	9	25	3	0	17	0
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	1	4	1	5	5	5	0	1	0	0	20
Journalist / publisher / editor etc.	2	2	2	2	1	1	3	0	0	12	0	0
IT worker	9	9	8	8	11	8	11	5	3	5	0	11
Estate agent / surveyor	1	2	1	2	1	1	2	5	0	0	0	0
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	3	2	2	2	3	3	1	2	8	0	20
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	2	2	3	2	3	1	5	0	0	10	0
Salesman/women	2	3	2	3	1	2	2	0	1	0	0	12
Factory worker	2	2	2	3	2	2	2	0	5	0	0	0
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	3	2	3	3	1	2	3	1	4	0	0
Charity worker	1	0	1	1	1	1	0	0	0	0	0	0
Engineer / architect	2	4	2	3	1	1	2	0	1	0	0	0
Secretary / PA	5	4	5	5	5	3	2	9	11	0	0	0
Cleaner / maintenance person / caretaker	1	1	2	1	2	2	0	0	2	5	0	0
Call centre / support staff	3	2	3	2	2	2	4	3	6	0	0	0
Other – please specify	20	15	21	20	21	20	14	11	20	37	38	14

	Which of the following BEST applies to you?									
	Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB adults who work	1607	1232	329	46	0	0	0	0	0	0
Unweighted Sample	1614	1231	336	47	0	0	0	0	0	0
	%	%	%	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	1	0	0	0	0	0	0	0	0
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	8	5	0	0	0	0	0	0	0
Retail: e.g. Shop assistant / Store manager etc.	8	5	16	8	0	0	0	0	0	0
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	5	7	5	0	0	0	0	0	0
Education: Teacher / tutor / lecturer etc.	8	8	11	9	0	0	0	0	0	0
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	2	0	0	0	0	0	0	0	0
Entertainer: actor / singer / dancer / artist etc.	1	0	2	0	0	0	0	0	0	0
Childcare: childminder / nursery nurse / nanny etc.	1	1	3	3	0	0	0	0	0	0
Social worker	1	1	1	0	0	0	0	0	0	0
Postal worker	1	1	1	0	0	0	0	0	0	0
Other Civil Servant including military	6	7	4	0	0	0	0	0	0	0
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	4	0	1	0	0	0	0	0	0
Journalist / publisher / editor etc.	2	2	1	5	0	0	0	0	0	0
IT worker	9	10	3	19	0	0	0	0	0	0
Estate agent / surveyor	1	2	1	0	0	0	0	0	0	0
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	2	5	1	0	0	0	0	0	0
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	2	2	3	0	0	0	0	0	0
Salesman/women	2	2	2	5	0	0	0	0	0	0
Factory worker	2	3	1	0	0	0	0	0	0	0
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	3	1	0	0	0	0	0	0	0
Charity worker	1	0	2	6	0	0	0	0	0	0
Engineer / architect	2	3	1	2	0	0	0	0	0	0
Secretary / PA	5	4	8	6	0	0	0	0	0	0
Cleaner / maintenance person / caretaker	1	1	4	7	0	0	0	0	0	0
Call centre / support staff	3	2	3	2	0	0	0	0	0	0
Other – please specify	20	20	17	17	0	0	0	0	0	0

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own business	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own business	None of these	
All GB adults who work	1607	172	69	47	318	929	72
Unweighted Sample	1614	175	71	50	333	909	76
	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	1	0	0	2	1	1
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	7	10	8	10	7	2
Retail: e.g. Shop assistant / Store manager etc.	8	4	6	8	7	9	11
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	3	2	3	2	7	10
Education: Teacher / tutor / lecturer etc.	8	7	6	5	6	10	4
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	0	0	2	2	1	3
Entertainer: actor / singer / dancer / artist etc.	1	5	2	3	0	0	0
Childcare: childminder / nursery nurse / nanny etc.	1	3	0	1	0	1	3
Social worker	1	1	1	1	1	1	2
Postal worker	1	0	0	3	2	1	0
Other Civil Servant including military	6	0	1	7	8	6	12
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	4	8	3	4	3	0
Journalist / publisher / editor etc.	2	6	2	1	1	1	0
IT worker	9	9	17	15	15	6	7
Estate agent / surveyor	1	1	4	4	2	1	3
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	1	2	3	3	3	1
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	7	3	0	2	2	2
Salesman/women	2	3	4	2	2	2	4
Factory worker	2	0	0	0	1	4	2
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	3	2	0	2	3	1
Charity worker	1	1	0	0	0	1	1
Engineer / architect	2	2	1	0	4	2	4
Secretary / PA	5	2	0	11	4	5	3
Cleaner / maintenance person / caretaker	1	0	0	0	1	2	2
Call centre / support staff	3	0	2	0	4	3	0
Other – please specify	20	23	26	16	16	20	18

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB adults who work	1607	115	124	84	133	96	50	139	73
Unweighted Sample	1614	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	0	0	0	0	0	0	0	0
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	100	0	0	0	0	0	0	0
Retail: e.g. Shop assistant / Store manager etc.	8	0	100	0	0	0	0	0	0
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	0	0	100	0	0	0	0	0
Education: Teacher / tutor / lecturer etc.	8	0	0	0	100	0	0	0	0
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	0	0	0	0	0	0	0	0
Entertainer: actor / singer / dancer / artist etc.	1	0	0	0	0	0	0	0	0
Childcare: childminder / nursery nurse / nanny etc.	1	0	0	0	0	0	0	0	0
Social worker	1	0	0	0	0	0	0	0	0
Postal worker	1	0	0	0	0	0	0	0	0
Other Civil Servant including military	6	0	0	0	0	100	0	0	0
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	0	0	0	0	0	100	0	0
Journalist / publisher / editor etc.	2	0	0	0	0	0	0	0	0
IT worker	9	0	0	0	0	0	0	100	0
Estate agent / surveyor	1	0	0	0	0	0	0	0	0
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	0	0	0	0	0	0	0	0
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	0	0	0	0	0	0	0	0
Salesman/women	2	0	0	0	0	0	0	0	0
Factory worker	2	0	0	0	0	0	0	0	0
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	0	0	0	0	0	0	0	0
Charity worker	1	0	0	0	0	0	0	0	0
Engineer / architect	2	0	0	0	0	0	0	0	0
Secretary / PA	5	0	0	0	0	0	0	0	100
Cleaner / maintenance person / caretaker	1	0	0	0	0	0	0	0	0
Call centre / support staff	3	0	0	0	0	0	0	0	0
Other – please specify	20	0	0	0	0	0	0	0	0

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB adults who work	1607	134	273	470	274	142	314
Unweighted Sample	1614	126	287	441	294	153	313
	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	14	0	0	0	0	0
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	86	0	0	0	0	0
Retail: e.g. Shop assistant / Store manager etc.	8	0	0	0	45	0	0
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	0	31	0	0	0	0
Education: Teacher / tutor / lecturer etc.	8	0	49	0	0	0	0
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	0	0	0	7	0	0
Entertainer: actor / singer / dancer / artist etc.	1	0	0	0	4	0	0
Childcare: childminder / nursery nurse / nanny etc.	1	0	7	0	0	0	0
Social worker	1	0	6	0	0	0	0
Postal worker	1	0	0	3	0	0	0
Other Civil Servant including military	6	0	0	20	0	0	0
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	0	0	11	0	0	0
Journalist / publisher / editor etc.	2	0	0	6	0	0	0
IT worker	9	0	0	29	0	0	0
Estate agent / surveyor	1	0	0	5	0	0	0
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	0	0	0	14	0	0
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	0	0	0	0	26	0
Salesman/women	2	0	0	0	13	0	0
Factory worker	2	0	0	0	0	27	0
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	0	0	0	0	27	0
Charity worker	1	0	5	0	0	0	0
Engineer / architect	2	0	0	0	14	0	0
Secretary / PA	5	0	0	16	0	0	0
Cleaner / maintenance person / caretaker	1	0	0	0	0	16	0
Call centre / support staff	3	0	0	9	0	0	0
Other – please specify	20	0	0	0	0	0	100

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB adults who work	1607	203	248	281	606	233	36	392	633	534	48	47	167	19
Unweighted Sample	1614	193	267	280	605	233	36	375	656	532	51	44	171	19
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following most closely describes the career you currently have or sector you work in? Please try wherever possible to identify the job closest to your own

Legal profession: e.g. Lawyer/ Barrister/ Solicitor	1	2	1	1	1	2	5	0	2	1	0	0	0	0
Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	7	3	7	8	9	6	3	8	8	6	0	10	8	15
Retail: e.g. Shop assistant / Store manager etc.	8	2	9	8	9	5	15	9	7	7	14	8	10	14
Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	5	10	2	4	4	9	2	5	5	6	5	16	2	5
Education: Teacher / tutor / lecturer etc.	8	12	8	6	7	12	5	6	9	10	0	8	8	0
Emergency services: eg. Policeman/ woman / Firefighter / ambulance crew, etc.	1	2	1	2	0	2	0	2	1	1	0	9	0	0
Entertainer: actor / singer / dancer / artist etc.	1	3	2	0	0	0	0	0	1	1	0	0	0	0
Childcare: childminder / nursery nurse / nanny etc.	1	1	1	0	1	2	3	2	0	2	2	0	1	4
Social worker	1	0	1	1	1	2	0	1	1	1	1	8	1	0
Postal worker	1	0	1	1	1	0	0	1	1	1	0	1	2	0
Other Civil Servant including military	6	1	6	8	7	6	0	7	5	7	8	10	4	6
Advertising/ Marketing/ PR / Communications / event organiser, etc.	3	8	5	3	1	1	0	3	4	2	0	0	0	0
Journalist / publisher / editor etc.	2	5	1	1	1	2	0	1	2	2	0	0	2	0
IT worker	9	7	16	9	8	4	3	8	11	6	9	1	13	0
Estate agent / surveyor	1	3	2	1	1	0	3	1	2	1	0	0	2	0
Hospitality industry worker: hotelier / barman/ woman / Waiter/ waitrees/ chef, etc.	2	1	3	2	3	3	5	3	2	2	3	3	2	11
Builder / plumber / tiler / roofer / labourer / carpenter/ electrician / painter / decorator etc.	2	2	1	2	3	2	1	3	2	2	1	0	2	0
Salesman/women	2	2	2	2	2	2	3	2	2	2	8	6	3	4
Factory worker	2	0	0	4	3	3	0	3	1	3	2	2	3	5
Driver: delivery driver / lorry driver / chauffeur / bus, coach or train driver, etc.	2	2	0	2	2	4	7	4	1	2	10	0	5	4
Charity worker	1	2	1	0	1	1	0	1	1	1	0	0	1	0
Engineer / architect	2	3	4	2	1	2	9	1	2	3	4	0	5	0
Secretary / PA	5	1	5	5	4	7	4	4	4	6	3	9	5	0
Cleaner / maintenance person / caretaker	1	0	1	2	2	1	4	2	0	2	2	0	2	0
Call centre / support staff	3	0	3	4	3	2	0	4	3	2	2	0	0	4
Other – please specify	20	23	15	18	21	19	16	17	19	21	23	10	15	28

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All GB adults who work	1607	158	411	320	325	392	819	788	364	314	383	393	154
Unweighted Sample	1614	167	448	327	307	365	805	809	332	374	365	399	144
	%	%	%	%	%	%	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	7	11	10	6	7	9	8	11	6	6	10	8
Healthcare/caring/education	17	10	18	15	19	19	10	24	16	17	16	18	22
Management and clerical	29	38	36	33	25	20	30	29	34	31	27	28	24
Service	17	28	15	17	19	13	18	16	16	17	22	13	16
Manual	9	4	5	8	10	14	13	5	3	9	10	11	14
Other	20	13	16	17	22	27	20	19	19	20	19	20	17

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

SEE OE_1

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	29	43	41	47	56	43	47	47	45	43	45	46
Like a little	26	34	33	29	20	17	27	25	24	25	31	25	22
Neither like nor dislike	16	20	12	18	19	16	16	17	14	19	12	17	22
Dislike a little	7	9	7	6	9	6	8	7	9	4	8	7	6
Dislike a lot	5	8	4	6	6	4	6	5	5	6	5	5	5
Don't know	0	1	0	0	0	1	1	0	1	0	0	0	0

And, given the opportunity, would you change your career?

Yes, I would	44	52	47	48	45	34	46	42	44	46	41	45	49
No, I would not	40	34	33	32	39	55	39	40	42	40	39	39	36
Don't know	16	13	19	20	17	11	15	18	14	14	21	16	15

		Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)													
		Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB adults who work	1607	358	261	94	117	54	153	173	67	147	98	39	14	17	14
Unweighted Sample	1614	327	245	107	116	60	189	177	67	149	90	37	15	18	14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	11	8	6	2	3	8	15	4	8	11	2	5	14	3
Healthcare/caring/education	17	15	15	10	16	17	21	19	22	16	22	19	36	8	10
Management and clerical	29	35	26	33	29	31	28	33	19	26	21	32	2	35	38
Service	17	17	22	19	22	8	18	9	15	16	17	10	22	9	13
Manual	9	3	9	10	12	7	9	9	16	11	14	7	35	7	10
Other	20	19	19	21	19	34	15	16	24	23	15	30	0	27	26

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	47	41	46	46	54	41	43	53	45	40	58	59	55	23
Like a little	26	24	30	26	31	23	25	29	13	25	24	16	22	30	21
Neither like nor dislike	16	14	13	20	11	11	22	17	19	17	23	14	19	15	37
Dislike a little	7	10	8	3	8	11	3	6	9	8	7	6	0	0	10
Dislike a lot	5	5	7	4	2	1	9	5	6	5	6	5	0	0	9
Don't know	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0

And, given the opportunity, would you change your career?

Yes, I would	44	43	42	43	36	47	47	46	41	45	53	50	30	38	67
No, I would not	40	43	38	42	41	49	36	37	43	40	32	38	61	28	33
Don't know	16	14	20	16	23	4	17	17	16	15	15	11	8	34	0

	Social Grade		Which one of the following age groups do you fall into?							
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All GB adults who work	1607	948	659	5	33	544	482	436	102	4
Unweighted Sample	1614	854	760	6	36	590	474	404	100	4
	%	%	%	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	12	3	0	7	10	9	6	9	0
Healthcare/caring/education	17	20	13	0	3	16	16	21	14	18
Management and clerical	29	39	15	26	34	37	30	21	20	0
Service	17	8	29	74	35	17	19	15	12	0
Manual	9	1	20	0	2	5	9	11	18	27
Other	20	19	20	0	19	15	18	25	27	55

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	49	40	22	30	39	43	53	55	82
Like a little	26	28	22	56	29	33	25	19	17	18
Neither like nor dislike	16	14	20	22	28	14	18	16	17	0
Dislike a little	7	5	11	0	8	8	8	7	4	0
Dislike a lot	5	4	7	0	4	5	6	5	6	0
Don't know	0	0	1	0	0	1	0	0	1	0

And, given the opportunity, would you change your career?

Yes, I would	44	43	46	52	53	48	48	38	32	18
No, I would not	40	42	36	48	24	34	33	49	62	82
Don't know	16	15	18	0	23	18	19	13	6	0

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB adults who work	1607	461	1146	772	328	138	231	29	77	19	7	7
Unweighted Sample	1614	467	1147	751	334	157	244	26	67	19	7	9
	%	%	%	%	%	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	9	8	9	8	11	9	3	6	0	17	0
Healthcare/caring/education	17	18	17	18	14	18	13	25	30	17	18	0
Management and clerical	29	28	30	25	34	28	37	47	26	17	17	31
Service	17	21	15	19	14	14	20	5	10	20	0	55
Manual	9	8	9	10	9	9	6	8	8	9	10	0
Other	20	15	21	20	21	20	14	11	20	37	38	14

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	45	45	50	44	37	35	38	44	76	25	60
Like a little	26	28	25	22	30	31	29	25	27	9	58	12
Neither like nor dislike	16	18	15	17	15	17	18	23	11	7	0	17
Dislike a little	7	5	8	6	7	8	9	14	8	8	0	11
Dislike a lot	5	4	6	5	5	7	7	0	10	0	17	0
Don't know	0	0	0	0	0	0	1	0	0	0	0	0

And, given the opportunity, would you change your career?

Yes, I would	44	44	44	41	46	49	52	47	40	24	73	28
No, I would not	40	38	40	44	37	32	30	53	44	53	27	24
Don't know	16	18	16	15	16	19	18	0	16	23	0	48

	Which of the following BEST applies to you?									
	Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB adults who work	1607	1232	329	46	0	0	0	0	0	0
Unweighted Sample	1614	1231	336	47	0	0	0	0	0	0
	%	%	%	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	9	5	0	0	0	0	0	0	0
Healthcare/caring/education	17	15	23	24	0	0	0	0	0	0
Management and clerical	29	32	20	32	0	0	0	0	0	0
Service	17	15	26	16	0	0	0	0	0	0
Manual	9	9	8	12	0	0	0	0	0	0
Other	20	20	17	17	0	0	0	0	0	0

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	46	42	51	0	0	0	0	0	0
Like a little	26	26	26	10	0	0	0	0	0	0
Neither like nor dislike	16	15	18	33	0	0	0	0	0	0
Dislike a little	7	7	8	4	0	0	0	0	0	0
Dislike a lot	5	5	6	2	0	0	0	0	0	0
Don't know	0	0	1	0	0	0	0	0	0	0

And, given the opportunity, would you change your career?

Yes, I would	44	46	39	42	0	0	0	0	0	0
No, I would not	40	38	43	55	0	0	0	0	0	0
Don't know	16	16	18	3	0	0	0	0	0	0

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
All GB adults who work	1607	172	69	47	318	929	72
Unweighted Sample	1614	175	71	50	333	909	76
	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	8	10	8	12	8	3
Healthcare/caring/education	17	17	10	12	9	20	20
Management and clerical	29	23	34	44	40	26	26
Service	17	17	15	17	17	17	26
Manual	9	13	5	3	6	10	8
Other	20	23	26	16	16	20	18

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	70	75	32	36	42	43
Like a little	26	14	15	42	32	26	23
Neither like nor dislike	16	13	8	14	14	18	23
Dislike a little	7	2	0	9	9	8	8
Dislike a lot	5	1	2	3	9	6	0
Don't know	0	0	0	0	0	0	3

And, given the opportunity, would you change your career?

Yes, I would	44	31	23	52	63	42	36
No, I would not	40	58	71	42	22	39	46
Don't know	16	11	5	6	15	19	18

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB adults who work	1607	115	124	84	133	96	50	139	73
Unweighted Sample	1614	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	100	0	0	0	0	0	0	0
Healthcare/caring/education	17	0	0	100	100	0	0	0	0
Management and clerical	29	0	0	0	0	100	100	100	100
Service	17	0	100	0	0	0	0	0	0
Manual	9	0	0	0	0	0	0	0	0
Other	20	0	0	0	0	0	0	0	0

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	44	31	62	60	24	52	46	35
Like a little	26	30	23	19	22	40	34	25	31
Neither like nor dislike	16	16	25	10	12	22	8	15	22
Dislike a little	7	6	13	1	4	12	6	7	5
Dislike a lot	5	3	8	7	3	3	0	7	7
Don't know	0	0	0	1	0	0	0	1	0

And, given the opportunity, would you change your career?

Yes, I would	44	35	55	30	35	60	43	51	47
No, I would not	40	51	24	55	43	28	41	37	32
Don't know	16	14	21	15	22	12	16	12	21

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB adults who work	1607	134	273	470	274	142	314
Unweighted Sample	1614	126	287	441	294	153	313
	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	100	0	0	0	0	0
Healthcare/caring/education	17	0	100	0	0	0	0
Management and clerical	29	0	0	100	0	0	0
Service	17	0	0	0	100	0	0
Manual	9	0	0	0	0	100	0
Other	20	0	0	0	0	0	100

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	48	61	39	36	31	53
Like a little	26	30	21	30	28	18	24
Neither like nor dislike	16	14	10	17	21	23	14
Dislike a little	7	6	2	8	11	14	5
Dislike a lot	5	2	5	5	5	14	3
Don't know	0	0	1	0	0	1	1

And, given the opportunity, would you change your career?

Yes, I would	44	33	32	52	52	49	39
No, I would not	40	51	48	35	32	34	45
Don't know	16	16	20	14	17	17	16

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB adults who work	1607	203	248	281	606	233	36	392	633	534	48	47	167	19
Unweighted Sample	1614	193	267	280	605	233	36	375	656	532	51	44	171	19
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

merged sector/ career choice

Professional and legal	8	5	8	9	9	7	9	8	10	7	0	10	8	15
Healthcare/caring/education	17	28	13	12	14	26	13	15	16	20	9	32	13	10
Management and clerical	29	25	39	33	28	22	19	29	33	26	24	21	29	10
Service	17	14	22	18	16	14	31	18	17	15	29	25	22	29
Manual	9	5	3	10	11	11	12	13	5	10	15	2	12	9
Other	20	23	15	18	21	19	16	17	19	21	23	10	15	28

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

Thinking about your current career...

How much do you like or dislike the career you have chosen?

Like a lot	45	97	38	29	37	51	31	45	47	45	19	30	45	26
Like a little	26	3	35	35	28	16	42	26	27	24	36	37	26	21
Neither like nor dislike	16	0	11	19	21	20	11	15	15	18	24	33	19	29
Dislike a little	7	0	8	9	8	9	3	9	6	7	9	0	5	11
Dislike a lot	5	0	8	8	5	4	7	5	5	6	8	0	4	12
Don't know	0	0	0	0	0	0	6	0	0	0	4	0	0	0

And, given the opportunity, would you change your career?

Yes, I would	44	2	64	67	46	32	24	41	47	43	48	48	46	48
No, I would not	40	91	25	20	36	47	19	47	38	38	17	48	29	26
Don't know	16	7	11	13	19	21	57	12	14	20	35	4	24	25

	Age					Gender		Region					
	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland
All GB adults who work	1607	158	411	320	325	392	819	788	364	314	383	393	154
Unweighted Sample	1614	167	448	327	307	365	805	809	332	374	365	399	144
	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	1	1	1	1	2	1	2	1	1	1	1	2
Midwife	2	2	4	1	1	1	0	4	3	2	1	2	1
Doctor	1	2	1	3	0	1	2	1	1	1	2	2	2
Personal Trainer	1	3	1	2	0	0	1	1	1	1	1	1	2
Psychologist	3	7	4	2	4	3	2	5	6	3	3	2	3
Firefighter	1	2	1	1	0	0	1	0	1	0	1	0	1
Policeman/woman	2	4	3	1	2	1	3	1	2	2	4	1	1
Vet	1	0	2	1	1	2	1	2	1	1	1	2	2
Marketing/PR Manager	1	5	1	1	1	0	1	2	1	1	1	2	1
Advertising creative	1	1	1	1	1	0	1	1	1	1	1	1	0
Event organiser	3	2	4	1	3	3	2	4	3	2	4	2	4
Wedding planner	1	3	2	2	0	1	0	3	2	1	1	1	2
Accountant	2	2	1	3	3	2	3	2	6	1	1	2	2
Lawyer/solicitor	3	3	3	4	1	3	3	3	4	3	2	3	2
Gardener	2	1	1	2	2	3	1	2	2	2	2	2	1
Work in a bookshop	2	1	1	4	1	2	2	2	2	3	1	1	3
Architect	2	2	4	1	2	0	3	1	2	1	1	3	3
Teacher	4	6	5	2	4	2	3	4	2	1	4	6	5
Work in IT	6	5	3	7	5	8	8	3	3	6	5	6	11
Shop manager	1	1	1	0	1	0	1	1	0	1	0	1	1
Travel agent	1	0	0	0	2	2	1	1	0	2	2	1	1
Journalist	1	3	1	2	1	1	1	2	2	1	1	3	0
Pub landlord/lady	2	2	2	3	2	2	3	1	3	3	1	1	3
Hotelier	1	1	0	1	0	1	1	0	0	1	0	1	0
Run a B&B	2	1	1	3	2	3	2	2	1	1	1	4	2
Childminder	1	1	1	1	0	1	0	2	1	1	1	0	0
Charity worker	1	0	0	1	1	1	0	1	0	0	1	2	2
Social worker	1	0	1	1	1	1	0	2	1	1	1	1	1
Chef	1	1	0	0	1	1	1	1	1	0	0	1	0
Photographer	4	7	2	6	2	6	5	3	3	3	6	5	4
Florist	1	0	2	0	1	1	0	2	1	0	1	1	0
Farmer	1	0	0	2	1	1	1	1	1	1	1	1	0
Interior designer	2	0	2	1	2	2	1	3	1	2	2	2	1
Builder	1	2	1	0	1	1	1	0	0	1	1	1	1
Hairdresser	1	0	1	1	0	1	0	1	0	0	0	2	0
Bus / coach / train driver	1	0	1	0	1	2	2	0	0	2	1	2	0
Other, please specify	12	13	14	10	12	11	12	12	11	16	15	9	9
Don't know	28	19	25	32	33	27	31	24	29	29	30	23	27

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

SEE OE_2

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB adults who work	1607	358	261	94	117	54	153	173	67	147	98	39	14	17	14
Unweighted Sample	1614	327	245	107	116	60	189	177	67	149	90	37	15	18	14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	1	2	1	0	2	1	3	0	0	3	0	0	4	0
Midwife	2	3	0	1	1	5	2	2	2	1	1	0	0	0	0
Doctor	1	1	1	1	4	0	1	2	2	2	0	2	12	2	0
Personal Trainer	1	1	0	0	2	1	2	1	0	1	0	2	14	1	0
Psychologist	3	5	4	6	1	7	1	1	4	1	5	0	0	9	10
Firefighter	1	1	1	0	1	0	0	1	0	1	1	0	0	0	0
Policeman/woman	2	2	3	2	5	3	2	1	0	1	1	0	0	8	5
Vet	1	1	1	1	0	0	2	2	3	1	2	0	6	0	0
Marketing/PR Manager	1	1	1	1	1	0	0	2	0	2	1	0	0	2	0
Advertising creative	1	1	1	1	0	0	1	0	0	2	0	0	0	0	0
Event organiser	3	3	3	5	4	0	1	2	2	3	3	6	6	9	0
Wedding planner	1	2	1	1	2	2	0	0	2	2	1	5	0	0	0
Accountant	2	6	1	1	1	0	2	3	2	0	3	0	0	0	0
Lawyer/solicitor	3	4	2	5	1	3	1	3	2	4	0	6	0	0	12
Gardener	2	2	2	2	2	5	1	1	1	3	0	2	6	0	0
Work in a bookshop	2	2	1	2	1	4	4	2	1	1	2	1	6	13	0
Architect	2	2	1	0	0	2	1	3	4	2	2	6	0	5	0
Teacher	4	2	5	0	4	1	2	7	2	7	5	9	0	0	0
Work in IT	6	3	5	4	3	2	10	6	8	5	13	8	7	9	3
Shop manager	1	0	1	1	0	0	1	0	1	1	1	0	6	0	0
Travel agent	1	0	2	1	1	2	2	2	0	1	1	0	0	0	0
Journalist	1	2	1	1	0	0	1	2	6	1	0	0	0	0	8
Pub landlord/lady	2	3	1	3	1	1	3	0	0	2	3	0	14	0	0
Hotelier	1	0	0	1	1	0	2	0	0	2	1	0	0	0	0
Run a B&B	2	1	2	0	1	0	2	4	5	4	1	6	0	0	2
Childminder	1	1	2	0	1	0	2	0	0	1	0	0	0	0	0
Charity worker	1	0	1	0	0	0	0	2	0	2	1	6	0	0	0
Social worker	1	1	0	0	3	4	1	1	0	1	2	0	0	0	0
Chef	1	1	1	2	0	0	0	1	1	1	0	0	0	0	0
Photographer	4	3	5	2	7	5	4	3	1	8	4	6	0	4	9
Florist	1	1	1	0	0	0	0	2	1	0	0	0	0	0	0
Farmer	1	1	1	0	2	1	3	1	2	1	0	2	0	0	0
Interior designer	2	1	3	2	0	0	1	2	2	3	1	0	0	0	10
Builder	1	0	1	3	2	0	1	2	0	0	0	3	0	0	0
Hairdresser	1	0	0	0	1	0	0	1	2	3	0	0	0	0	0
Bus / coach / train driver	1	0	1	1	0	2	2	0	3	3	0	0	5	0	0
Other, please specify	12	10	13	14	17	16	16	8	14	8	9	6	14	32	19
Don't know	28	30	31	34	31	29	25	25	25	21	32	25	5	2	22

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

	Social Grade		Which one of the following age groups do you fall into?							
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All GB adults who work	1607	948	659	5	33	544	482	436	102	4
Unweighted Sample	1614	854	760	6	36	590	474	404	100	4
	%	%	%	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	1	2	0	0	1	1	2	1	0
Midwife	2	1	2	0	3	3	1	1	1	0
Doctor	1	2	1	26	4	1	2	1	3	0
Personal Trainer	1	1	1	0	6	1	1	0	1	0
Psychologist	3	4	3	0	0	5	2	3	6	0
Firefighter	1	0	1	0	3	1	1	0	1	0
Policeman/woman	2	1	3	0	4	3	2	1	1	0
Vet	1	1	2	0	0	1	1	1	2	0
Marketing/PR Manager	1	1	1	0	3	2	1	0	0	0
Advertising creative	1	1	1	0	0	1	1	1	0	0
Event organiser	3	3	2	0	0	4	2	3	2	0
Wedding planner	1	1	1	0	0	2	1	0	1	0
Accountant	2	3	2	0	7	2	3	3	0	0
Lawyer/solicitor	3	4	1	27	4	3	2	3	1	0
Gardener	2	1	2	0	0	1	2	2	1	0
Work in a bookshop	2	2	1	14	0	1	2	2	2	0
Architect	2	2	1	0	0	4	1	1	0	0
Teacher	4	4	3	0	8	5	3	3	3	0
Work in IT	6	4	8	0	15	3	7	6	8	0
Shop manager	1	0	1	0	0	1	0	1	1	0
Travel agent	1	1	2	0	0	0	1	2	4	0
Journalist	1	2	1	3	6	1	2	1	2	0
Pub landlord/lady	2	2	2	0	2	2	2	2	1	45
Hotelier	1	1	0	0	0	0	1	0	0	27
Run a B&B	2	2	2	0	0	1	2	3	1	0
Childminder	1	1	1	0	0	1	1	1	0	0
Charity worker	1	1	0	0	0	0	1	1	1	18
Social worker	1	1	1	0	0	1	1	1	2	0
Chef	1	1	0	0	0	1	0	1	0	0
Photographer	4	5	3	0	3	3	5	5	7	0
Florist	1	1	1	0	0	1	0	1	0	0
Farmer	1	1	1	0	0	0	1	1	2	0
Interior designer	2	2	1	0	0	2	2	2	1	0
Builder	1	1	1	0	0	1	0	1	0	0
Hairdresser	1	0	1	0	0	0	0	1	0	0
Bus / coach / train driver	1	1	1	0	0	1	0	1	2	0
Other, please specify	12	13	12	0	21	14	11	11	10	0
Don't know	28	27	28	31	11	24	33	28	28	10

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB adults who work	1607	461	1146	772	328	138	231	29	77	19	7	7
Unweighted Sample	1614	467	1147	751	334	157	244	26	67	19	7	9
	%	%	%	%	%	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	1	1	1	1	1	2	0	0	1	0	0
Midwife	2	3	1	2	1	2	3	4	2	0	0	0
Doctor	1	3	1	2	1	0	2	5	0	0	0	0
Personal Trainer	1	2	1	1	2	2	0	0	0	0	0	0
Psychologist	3	4	3	3	3	5	4	9	1	14	0	0
Firefighter	1	0	1	0	1	0	2	0	0	0	0	0
Policeman/woman	2	2	2	1	3	2	4	0	0	0	0	0
Vet	1	1	1	2	1	1	1	0	0	0	0	0
Marketing/PR Manager	1	1	1	1	0	3	2	1	0	0	0	0
Advertising creative	1	1	1	1	1	1	0	6	1	0	0	0
Event organiser	3	3	3	3	2	2	2	0	2	5	17	20
Wedding planner	1	2	1	1	3	1	1	5	0	0	0	0
Accountant	2	4	2	3	2	1	2	4	0	0	10	0
Lawyer/solicitor	3	3	3	2	4	2	4	11	0	0	0	13
Gardener	2	2	2	2	2	0	1	9	1	0	0	0
Work in a bookshop	2	1	2	2	3	2	2	0	3	3	0	0
Architect	2	1	2	1	3	1	3	0	4	0	0	0
Teacher	4	4	3	3	4	5	4	4	6	3	0	0
Work in IT	6	6	5	6	4	4	5	4	9	5	17	0
Shop manager	1	1	0	1	1	0	0	0	0	0	0	0
Travel agent	1	1	1	2	0	1	0	0	1	0	0	0
Journalist	1	1	2	1	1	4	2	3	4	0	0	0
Pub landlord/lady	2	1	2	2	1	2	3	0	0	10	14	4
Hotelier	1	1	1	1	0	0	0	0	0	0	0	0
Run a B&B	2	1	2	2	3	1	0	0	1	4	0	0
Childminder	1	1	1	1	0	1	0	0	0	0	0	0
Charity worker	1	0	1	1	0	0	1	0	3	0	0	0
Social worker	1	1	1	1	1	1	1	0	0	0	0	0
Chef	1	1	0	1	0	0	0	0	1	0	0	0
Photographer	4	4	5	5	4	5	4	6	3	0	0	0
Florist	1	0	1	1	1	2	1	0	4	0	0	0
Farmer	1	1	1	1	1	0	1	0	2	0	0	0
Interior designer	2	2	2	2	1	3	1	1	2	6	0	0
Builder	1	1	1	1	2	0	0	0	0	0	0	0
Hairdresser	1	1	1	1	1	0	0	0	1	0	0	0
Bus / coach / train driver	1	1	1	1	0	3	1	0	0	0	0	0
Other, please specify	12	9	13	9	14	17	15	4	17	3	30	0
Don't know	28	29	27	29	27	23	27	23	32	46	12	62

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

	Which of the following BEST applies to you?								
	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB adults who work	1607	1232	329	46	0	0	0	0	0
Unweighted Sample	1614	1231	336	47	0	0	0	0	0
	%	%	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	1	2	6	0	0	0	0	0	0
Midwife	2	1	3	3	0	0	0	0	0	0
Doctor	1	2	1	1	0	0	0	0	0	0
Personal Trainer	1	1	1	6	0	0	0	0	0	0
Psychologist	3	4	3	9	0	0	0	0	0	0
Firefighter	1	1	1	3	0	0	0	0	0	0
Policeman/woman	2	2	2	0	0	0	0	0	0	0
Vet	1	1	1	0	0	0	0	0	0	0
Marketing/PR Manager	1	1	1	4	0	0	0	0	0	0
Advertising creative	1	1	0	0	0	0	0	0	0	0
Event organiser	3	3	3	3	0	0	0	0	0	0
Wedding planner	1	1	2	5	0	0	0	0	0	0
Accountant	2	3	1	0	0	0	0	0	0	0
Lawyer/solicitor	3	3	2	6	0	0	0	0	0	0
Gardener	2	1	3	6	0	0	0	0	0	0
Work in a bookshop	2	2	3	0	0	0	0	0	0	0
Architect	2	2	1	0	0	0	0	0	0	0
Teacher	4	3	6	3	0	0	0	0	0	0
Work in IT	6	6	5	7	0	0	0	0	0	0
Shop manager	1	1	0	0	0	0	0	0	0	0
Travel agent	1	1	1	2	0	0	0	0	0	0
Journalist	1	1	2	2	0	0	0	0	0	0
Pub landlord/lady	2	2	1	2	0	0	0	0	0	0
Hotelier	1	0	1	0	0	0	0	0	0	0
Run a B&B	2	2	3	0	0	0	0	0	0	0
Childminder	1	0	2	0	0	0	0	0	0	0
Charity worker	1	1	1	0	0	0	0	0	0	0
Social worker	1	1	2	5	0	0	0	0	0	0
Chef	1	0	1	0	0	0	0	0	0	0
Photographer	4	4	4	6	0	0	0	0	0	0
Florist	1	1	0	2	0	0	0	0	0	0
Farmer	1	1	0	2	0	0	0	0	0	0
Interior designer	2	2	2	0	0	0	0	0	0	0
Builder	1	1	0	0	0	0	0	0	0	0
Hairdresser	1	0	2	0	0	0	0	0	0	0
Bus / coach / train driver	1	1	1	0	0	0	0	0	0	0
Other, please specify	12	12	12	6	0	0	0	0	0	0
Don't know	28	30	24	7	0	0	0	0	0	0

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own business	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own business	None of these	
All GB adults who work	1607	172	69	47	318	929	72
Unweighted Sample	1614	175	71	50	333	909	76
	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	2	0	0	0	2	3
Midwife	2	2	3	0	1	2	0
Doctor	1	1	2	0	2	2	1
Personal Trainer	1	2	0	9	0	1	0
Psychologist	3	5	5	4	3	3	7
Firefighter	1	1	0	0	1	1	0
Policeman/woman	2	1	0	1	2	2	0
Vet	1	2	3	0	1	1	2
Marketing/PR Manager	1	1	1	7	1	1	0
Advertising creative	1	1	0	4	1	0	1
Event organiser	3	2	2	2	5	2	0
Wedding planner	1	1	0	0	2	1	3
Accountant	2	3	2	0	3	3	0
Lawyer/solicitor	3	4	3	3	5	2	2
Gardener	2	3	1	0	2	2	3
Work in a bookshop	2	0	1	1	1	2	2
Architect	2	1	0	6	4	1	1
Teacher	4	1	5	2	3	5	5
Work in IT	6	5	1	3	7	6	2
Shop manager	1	1	1	0	1	0	2
Travel agent	1	1	0	2	1	1	1
Journalist	1	1	0	0	2	1	2
Pub landlord/lady	2	2	4	4	2	2	1
Hotelier	1	0	2	2	1	1	0
Run a B&B	2	1	3	2	3	2	3
Childminder	1	0	2	0	1	1	0
Charity worker	1	0	0	1	0	1	0
Social worker	1	1	0	0	0	1	1
Chef	1	0	0	0	1	1	0
Photographer	4	4	11	3	4	4	1
Florist	1	0	0	0	1	1	4
Farmer	1	2	1	0	1	1	2
Interior designer	2	3	2	3	1	2	2
Builder	1	1	0	0	1	1	0
Hairdresser	1	1	0	0	0	1	1
Bus / coach / train driver	1	2	0	0	0	1	0
Other, please specify	12	16	21	26	13	10	8
Don't know	28	26	27	18	20	30	38

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB adults who work	1607	115	124	84	133	96	50	139	73
Unweighted Sample	1614	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	2	2	1	1	0	0	0	1
Midwife	2	1	2	3	1	2	0	1	4
Doctor	1	1	2	0	3	3	1	2	2
Personal Trainer	1	2	1	4	0	2	0	3	0
Psychologist	3	8	2	1	8	5	3	0	6
Firefighter	1	0	0	0	0	3	0	0	0
Policeman/woman	2	0	4	0	2	3	2	4	0
Vet	1	1	2	2	2	2	3	0	0
Marketing/PR Manager	1	1	1	0	2	0	7	1	4
Advertising creative	1	1	0	0	0	2	0	1	2
Event organiser	3	1	2	2	3	6	5	3	0
Wedding planner	1	0	1	2	0	1	3	0	8
Accountant	2	5	3	0	6	3	4	2	0
Lawyer/solicitor	3	4	2	1	3	3	0	5	5
Gardener	2	1	2	3	0	5	2	2	4
Work in a bookshop	2	3	2	1	2	2	5	2	0
Architect	2	3	0	1	1	5	1	3	0
Teacher	4	5	3	9	2	4	1	2	2
Work in IT	6	3	8	5	0	3	2	5	6
Shop manager	1	0	2	0	0	0	0	1	0
Travel agent	1	2	4	0	0	0	0	0	2
Journalist	1	1	1	0	2	3	6	1	4
Pub landlord/lady	2	2	3	6	0	1	1	2	0
Hotelier	1	0	1	0	0	0	0	2	2
Run a B&B	2	1	3	2	1	1	2	1	4
Childminder	1	2	1	2	2	0	0	0	0
Charity worker	1	1	0	0	3	0	1	0	0
Social worker	1	1	1	1	1	2	0	2	0
Chef	1	0	0	0	0	0	3	0	0
Photographer	4	1	2	3	6	3	4	13	2
Florist	1	0	0	2	1	0	7	0	0
Farmer	1	1	2	0	0	0	1	1	0
Interior designer	2	2	3	1	3	1	3	1	4
Builder	1	0	0	0	0	0	0	3	0
Hairdresser	1	1	2	2	0	0	0	0	0
Bus / coach / train driver	1	1	1	0	0	0	0	1	0
Other, please specify	12	11	11	12	14	9	20	10	21
Don't know	28	30	25	32	30	27	17	23	18

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB adults who work	1607	134	273	470	274	142	314
Unweighted Sample	1614	126	287	441	294	153	313
	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	3	1	1	2	1	2
Midwife	2	1	3	2	2	0	2
Doctor	1	2	1	2	1	1	1
Personal Trainer	1	1	2	1	0	1	0
Psychologist	3	7	4	4	2	1	3
Firefighter	1	0	0	1	1	3	0
Policeman/woman	2	0	1	3	3	2	2
Vet	1	1	3	1	1	1	1
Marketing/PR Manager	1	1	1	2	1	0	1
Advertising creative	1	1	0	1	1	1	1
Event organiser	3	2	4	3	3	1	2
Wedding planner	1	1	1	3	0	1	1
Accountant	2	4	3	2	4	2	1
Lawyer/solicitor	3	3	2	4	3	2	2
Gardener	2	1	1	3	1	3	0
Work in a bookshop	2	3	2	2	1	3	2
Architect	2	3	2	2	1	1	1
Teacher	4	6	6	2	4	2	3
Work in IT	6	4	2	4	7	13	7
Shop manager	1	0	0	0	1	2	1
Travel agent	1	2	0	1	2	2	1
Journalist	1	2	1	2	1	1	1
Pub landlord/lady	2	2	2	1	2	2	3
Hotelier	1	0	0	1	1	1	0
Run a B&B	2	1	1	2	2	2	3
Childminder	1	1	2	0	2	1	0
Charity worker	1	1	2	0	0	1	1
Social worker	1	1	1	1	1	1	1
Chef	1	0	0	1	1	1	1
Photographer	4	1	6	7	3	4	2
Florist	1	1	1	1	0	2	1
Farmer	1	1	1	1	1	1	1
Interior designer	2	1	2	2	2	0	1
Builder	1	0	0	1	0	2	1
Hairdresser	1	1	1	0	1	2	0
Bus / coach / train driver	1	1	0	0	1	3	2
Other, please specify	12	11	12	13	11	10	13
Don't know	28	27	28	24	30	27	33

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB adults who work	1607	203	248	281	606	233	36	392	633	534	48	47	167	19
Unweighted Sample	1614	193	267	280	605	233	36	375	656	532	51	44	171	19
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to change career, what job would you like to do?

Nurse	1	1	0	1	1	3	5	1	1	2	0	0	0	6
Midwife	2	2	1	3	1	1	2	2	1	2	0	0	1	0
Doctor	1	2	2	2	1	1	0	1	2	2	1	3	3	0
Personal Trainer	1	2	1	2	1	0	0	1	1	1	0	6	1	6
Psychologist	3	2	4	4	3	4	9	3	5	3	0	3	2	4
Firefighter	1	0	1	1	1	0	0	1	1	0	0	0	0	0
Policeman/woman	2	1	3	2	2	3	0	2	2	1	3	4	1	0
Vet	1	1	1	1	1	2	0	1	1	1	2	3	1	0
Marketing/PR Manager	1	3	1	1	1	0	0	2	1	1	0	0	1	0
Advertising creative	1	0	2	1	1	0	0	0	1	1	2	1	0	0
Event organiser	3	2	5	4	2	2	0	2	3	3	3	4	2	4
Wedding planner	1	1	1	2	2	1	2	2	1	1	3	0	2	0
Accountant	2	4	3	2	2	3	0	2	2	3	2	13	3	0
Lawyer/solicitor	3	1	4	4	2	3	1	2	3	2	10	2	2	0
Gardener	2	2	1	3	2	0	1	2	2	1	4	0	4	0
Work in a bookshop	2	1	2	4	2	0	0	2	2	1	0	2	1	0
Architect	2	1	3	2	2	0	0	2	2	2	0	0	0	0
Teacher	4	6	4	3	4	3	2	4	3	4	7	7	2	4
Work in IT	6	4	5	7	6	4	8	7	5	5	6	8	8	7
Shop manager	1	0	0	1	1	1	0	1	1	1	0	0	0	7
Travel agent	1	1	1	1	1	2	0	2	1	0	0	0	1	4
Journalist	1	1	3	1	1	3	0	1	2	2	0	1	0	0
Pub landlord/lady	2	2	3	2	1	3	0	2	2	2	1	0	2	2
Hotelier	1	0	0	1	1	1	0	0	0	1	2	0	2	0
Run a B&B	2	2	2	2	2	2	0	3	2	2	0	0	2	0
Childminder	1	1	1	0	0	1	4	1	1	1	1	0	0	5
Charity worker	1	0	0	0	1	0	0	1	0	1	0	0	1	0
Social worker	1	2	0	2	1	0	4	2	1	1	0	2	0	0
Chef	1	1	0	1	0	0	3	1	1	1	0	3	0	0
Photographer	4	7	4	4	5	3	0	5	6	3	0	0	5	0
Florist	1	1	2	1	1	1	0	0	2	1	0	0	0	0
Farmer	1	0	0	2	1	1	0	1	1	1	0	0	1	0
Interior designer	2	2	1	1	2	2	6	2	2	1	0	3	2	0
Builder	1	0	1	1	1	1	0	1	0	1	0	0	0	0
Hairdresser	1	1	0	0	1	1	0	1	0	1	0	0	0	0
Bus / coach / train driver	1	2	0	0	1	2	0	1	1	1	0	0	0	0
Other, please specify	12	7	25	18	7	10	9	7	16	13	4	3	12	4
Don't know	28	34	13	14	36	31	44	27	22	34	48	32	35	47

If you ticked other please can you tell us what job you would like to do? [If you did not tick other please leave this box blank]

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All GB adults who work	1607	158	411	320	325	392	819	788	364	314	383	393	154
Unweighted Sample	1614	167	448	327	307	365	805	809	332	374	365	399	144
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	35	40	47	32	23	39	31	39	41	32	33	29
I wouldn't be able to pay my mortgage	19	7	21	32	16	11	21	16	19	20	21	16	16
I couldn't afford to stop working to be able to re-train	36	26	44	47	37	23	38	35	34	37	36	37	38
Worried about the financial strain it would put on me/my family	26	17	34	38	26	13	30	22	26	31	24	25	27
It would take too much effort which I'm not prepared to put in	10	5	11	12	12	10	12	9	17	11	7	7	11
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	12	9	6	6	5	7	7	6	8	8	5	10
I'm scared to make a move	15	23	16	18	18	5	16	13	17	15	12	16	12
I feel I have missed the opportunity to change my career	23	5	12	23	32	34	25	21	20	24	21	26	25
Worried I would not be good at it	12	17	15	14	13	6	12	13	11	11	12	14	13
I feel it's just unrealistic	18	17	14	16	19	22	18	17	16	19	20	17	17
Other reasons – please specify	15	12	11	10	13	25	10	20	15	21	17	10	11
Don't know	8	13	8	6	8	8	9	7	9	5	6	9	11

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

SEE OE_3

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	10	12	11	11	18	13	13	14	14	12	11	11
'I have a dream job in mind that I would one day like to pursue'	15	41	24	15	8	3	16	15	19	14	15	15	12
'I have a dream job in mind but do not think I will ever do it'	17	12	20	20	16	16	19	16	17	18	19	15	20
'I do not have a dream job in mind'	38	28	35	41	42	39	39	36	34	38	37	42	38
None of these	15	4	7	12	22	23	11	18	14	15	14	15	15
Don't know	2	5	3	1	1	2	2	3	2	2	3	2	3

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB adults who work	1607	358	261	94	117	54	153	173	67	147	98	39	14	17	14
Unweighted Sample	1614	327	245	107	116	60	189	177	67	149	90	37	15	18	14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	39	34	41	28	39	42	27	39	36	25	34	40	37	25
I wouldn't be able to pay my mortgage	19	19	21	19	22	18	20	14	19	17	12	19	18	53	7
I couldn't afford to stop working to be able to re-train	36	34	38	37	33	28	39	31	49	38	38	33	52	25	67
Worried about the financial strain it would put on me/ my family	26	25	25	34	23	17	34	22	32	26	25	32	36	18	30
It would take too much effort which I'm not prepared to put in	10	17	7	15	9	9	8	7	4	8	13	8	0	4	27
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	6	9	8	5	2	9	6	9	4	8	9	27	12	0
I'm scared to make a move	15	17	12	10	12	10	19	14	15	18	12	7	16	27	25
I feel I have missed the opportunity to change my career	23	20	22	19	20	22	27	25	22	30	25	30	0	20	12
Worried I would not be good at it	12	11	13	12	9	10	11	12	19	14	14	13	12	12	36
I feel it's just unrealistic	18	16	21	13	17	19	21	16	16	18	19	8	25	27	15
Other reasons – please specify	15	15	15	21	18	23	20	10	15	8	9	17	12	26	0
Don't know	8	9	6	5	7	7	4	10	6	9	13	4	18	4	0

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	14	11	16	14	12	14	10	14	11	11	3	40	18	2
'I have a dream job in mind that I would one day like to pursue'	15	18	16	14	11	13	14	13	17	17	9	17	20	20	33
'I have a dream job in mind but do not think I will ever do it'	17	17	20	16	16	16	21	13	19	16	21	18	12	28	0
'I do not have a dream job in mind'	38	34	36	35	40	34	39	44	32	42	41	42	14	33	53
None of these	15	14	13	16	16	25	11	18	14	13	14	20	15	0	12
Don't know	2	2	3	3	3	1	1	2	3	1	5	0	0	2	0

	Social Grade		Which one of the following age groups do you fall into?							
Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All GB adults who work	1607	948	659	5	33	544	482	436	102	4
Unweighted Sample	1614	854	760	6	36	590	474	404	100	4
	%	%	%	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	41	27	0	20	40	43	27	17	27
I wouldn't be able to pay my mortgage	19	24	11	0	0	19	28	11	13	0
I couldn't afford to stop working to be able to re-train	36	38	33	0	21	40	45	28	20	0
Worried about the financial strain it would put on me/my family	26	31	19	26	18	29	34	18	9	0
It would take too much effort which I'm not prepared to put in	10	13	7	22	5	10	13	8	16	0
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	7	7	0	13	9	7	4	6	0
I'm scared to make a move	15	16	13	0	12	18	18	8	7	0
I feel I have missed the opportunity to change my career	23	24	22	0	6	11	27	32	39	0
Worried I would not be good at it	12	13	12	0	12	15	13	9	5	0
I feel it's just unrealistic	18	18	17	36	13	15	17	20	23	0
Other reasons – please specify	15	15	15	3	19	11	10	22	24	63
Don't know	8	5	12	22	14	9	6	6	14	10

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	14	10	26	1	12	11	15	18	0
'I have a dream job in mind that I would one day like to pursue'	15	16	15	12	68	26	12	5	1	0
'I have a dream job in mind but do not think I will ever do it'	17	17	18	27	13	18	19	15	17	0
'I do not have a dream job in mind'	38	37	38	14	3	35	41	40	41	27
None of these	15	14	16	22	3	6	15	23	22	63
Don't know	2	2	3	0	12	3	1	2	1	10

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB adults who work	1607	461	1146	772	328	138	231	29	77	19	7	7
Unweighted Sample	1614	467	1147	751	334	157	244	26	67	19	7	9
	%	%	%	%	%	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	38	34	35	38	35	35	33	29	21	38	39
I wouldn't be able to pay my mortgage	19	26	16	21	20	7	16	18	19	15	0	0
I couldn't afford to stop working to be able to re-train	36	43	34	33	42	34	39	33	47	26	29	20
Worried about the financial strain it would put on me/my family	26	36	22	28	35	17	19	12	24	5	0	13
It would take too much effort which I'm not prepared to put in	10	11	10	12	8	7	11	10	9	0	17	46
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	5	8	6	8	7	12	6	7	0	0	13
I'm scared to make a move	15	15	15	12	15	17	23	21	10	9	31	0
I feel I have missed the opportunity to change my career	23	23	23	28	18	13	13	40	37	15	17	13
Worried I would not be good at it	12	12	12	10	12	15	17	16	13	6	17	0
I feel it's just unrealistic	18	18	18	20	18	14	13	6	24	3	35	6
Other reasons – please specify	15	10	16	15	14	9	14	23	16	54	0	0
Don't know	8	8	8	7	6	13	10	7	4	20	13	26

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	10	14	13	14	11	10	16	17	6	14	20
'I have a dream job in mind that I would one day like to pursue'	15	17	15	9	21	26	26	6	7	5	17	19
'I have a dream job in mind but do not think I will ever do it'	17	17	18	18	17	20	19	9	15	23	0	11
'I do not have a dream job in mind'	38	41	36	41	37	28	32	39	45	35	35	13
None of these	15	13	15	17	11	12	10	30	15	31	18	11
Don't know	2	2	2	3	1	3	3	0	1	0	17	26

	Which of the following BEST applies to you?									
	Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB adults who work	1607	1232	329	46	0	0	0	0	0	0
Unweighted Sample	1614	1231	336	47	0	0	0	0	0	0
	%	%	%	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	42	15	3	0	0	0	0	0	0
I wouldn't be able to pay my mortgage	19	22	7	0	0	0	0	0	0	0
I couldn't afford to stop working to be able to re-train	36	41	23	6	0	0	0	0	0	0
Worried about the financial strain it would put on me/my family	26	30	14	6	0	0	0	0	0	0
It would take too much effort which I'm not prepared to put in	10	11	9	5	0	0	0	0	0	0
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	7	8	8	0	0	0	0	0	0
I'm scared to make a move	15	16	10	5	0	0	0	0	0	0
I feel I have missed the opportunity to change my career	23	22	26	16	0	0	0	0	0	0
Worried I would not be good at it	12	13	10	6	0	0	0	0	0	0
I feel it's just unrealistic	18	16	21	30	0	0	0	0	0	0
Other reasons – please specify	15	13	20	29	0	0	0	0	0	0
Don't know	8	7	11	5	0	0	0	0	0	0

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	14	9	16	0	0	0	0	0	0
'I have a dream job in mind that I would one day like to pursue'	15	17	11	11	0	0	0	0	0	0
'I have a dream job in mind but do not think I will ever do it'	17	17	17	29	0	0	0	0	0	0
'I do not have a dream job in mind'	38	38	38	31	0	0	0	0	0	0
None of these	15	13	22	12	0	0	0	0	0	0
Don't know	2	2	4	1	0	0	0	0	0	0

	Which of the following best applies to you?						
	Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these
All GB adults who work	1607	172	69	47	318	929	72
Unweighted Sample	1614	175	71	50	333	909	76
	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	26	31	29	46	34	33
I wouldn't be able to pay my mortgage	19	17	18	8	27	17	10
I couldn't afford to stop working to be able to re-train	36	24	22	26	45	38	30
Worried about the financial strain it would put on me/my family	26	18	23	34	41	23	24
It would take too much effort which I'm not prepared to put in	10	10	6	10	5	13	9
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	4	2	14	9	7	6
I'm scared to make a move	15	4	8	12	21	16	8
I feel I have missed the opportunity to change my career	23	23	16	10	22	25	16
Worried I would not be good at it	12	11	7	13	14	13	4
I feel it's just unrealistic	18	22	11	6	18	18	17
Other reasons – please specify	15	21	42	15	7	14	22
Don't know	8	10	3	7	6	8	10

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	30	33	9	6	10	13
'I have a dream job in mind that I would one day like to pursue'	15	14	9	48	28	11	9
'I have a dream job in mind but do not think I will ever do it'	17	17	10	26	22	17	11
'I do not have a dream job in mind'	38	21	35	12	33	45	28
None of these	15	17	11	2	10	15	31
Don't know	2	2	2	3	1	2	8

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB adults who work	1607	115	124	84	133	96	50	139	73
Unweighted Sample	1614	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	44	22	43	38	41	43	54	22
I wouldn't be able to pay my mortgage	19	26	9	16	22	22	25	31	21
I couldn't afford to stop working to be able to re-train	36	48	29	36	40	33	36	42	39
Worried about the financial strain it would put on me/ my family	26	30	17	16	32	28	41	43	23
It would take too much effort which I'm not prepared to put in	10	17	4	15	8	5	11	18	18
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	5	10	6	8	14	3	11	7
I'm scared to make a move	15	11	15	13	11	30	15	21	20
I feel I have missed the opportunity to change my career	23	28	26	14	26	24	18	15	26
Worried I would not be good at it	12	10	15	5	17	14	16	18	14
I feel it's just unrealistic	18	19	20	20	14	8	15	20	34
Other reasons – please specify	15	11	15	14	14	17	14	7	16
Don't know	8	8	10	6	4	6	2	5	2

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	6	4	24	18	2	33	10	3
'I have a dream job in mind that I would one day like to pursue'	15	14	19	6	14	15	25	28	18
'I have a dream job in mind but do not think I will ever do it'	17	20	19	14	13	24	19	19	20
'I do not have a dream job in mind'	38	46	45	30	32	46	18	36	35
None of these	15	12	9	25	21	14	5	6	22
Don't know	2	1	4	1	1	0	0	1	2

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB adults who work	1607	134	273	470	274	142	314
Unweighted Sample	1614	126	287	441	294	153	313
	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	43	38	40	26	23	36
I wouldn't be able to pay my mortgage	19	25	21	22	13	12	17
I couldn't afford to stop working to be able to re-train	36	44	39	39	30	35	33
Worried about the financial strain it would put on me/ my family	26	30	25	33	21	18	23
It would take too much effort which I'm not prepared to put in	10	14	11	13	6	9	10
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	5	7	9	6	6	5
I'm scared to make a move	15	13	13	21	13	13	10
I feel I have missed the opportunity to change my career	23	26	22	21	21	25	26
Worried I would not be good at it	12	8	14	16	11	11	8
I feel it's just unrealistic	18	18	18	17	16	20	18
Other reasons – please specify	15	12	13	13	17	12	18
Don't know	8	9	6	6	12	9	7

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	8	21	11	11	7	15
'I have a dream job in mind that I would one day like to pursue'	15	15	12	21	20	4	12
'I have a dream job in mind but do not think I will ever do it'	17	19	12	20	18	20	16
'I do not have a dream job in mind'	38	43	32	36	35	48	40
None of these	15	13	23	11	12	18	14
Don't know	2	2	2	2	4	3	2

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB adults who work	1607	203	248	281	606	233	36	392	633	534	48	47	167	19
Unweighted Sample	1614	193	267	280	605	233	36	375	656	532	51	44	171	19
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which if any, of the following reasons might prevent you from making a career change (taking on a new job)? [Please tick all that apply]

My salary would decrease	35	29	39	37	38	32	9	35	36	35	24	48	43	32
I wouldn't be able to pay my mortgage	19	14	17	25	20	16	4	19	19	19	12	39	34	20
I couldn't afford to stop working to be able to re-train	36	21	38	49	40	24	25	35	39	34	38	50	46	29
Worried about the financial strain it would put on me/my family	26	20	37	30	26	19	10	26	30	23	6	38	43	15
It would take too much effort which I'm not prepared to put in	10	8	7	5	15	11	7	13	10	10	6	19	11	0
I don't have the right attributes (e.g. not talented enough to be a footballer)	7	6	3	9	9	7	0	8	6	8	10	13	5	0
I'm scared to make a move	15	7	17	15	18	10	20	16	14	15	14	12	16	21
I feel I have missed the opportunity to change my career	23	9	9	35	25	31	16	24	23	22	19	37	22	23
Worried I would not be good at it	12	6	14	13	15	8	11	19	10	11	6	11	13	14
I feel it's just unrealistic	18	15	10	23	19	18	12	19	17	18	12	21	17	12
Other reasons – please specify	15	30	17	9	9	19	16	12	16	16	5	9	8	20
Don't know	8	14	5	3	7	8	45	6	7	8	30	0	11	5

If you ticked other please can you tell us what else would prevent you from making a career change? [If you did not tick other, please leave this box blank]

Thinking about your working life

Which one of the following statements best applies to you?

'I am currently in my dream job'	13	100	0	0	0	0	0	11	15	12	4	8	10	4
'I have a dream job in mind that I would one day like to pursue'	15	0	100	0	0	0	0	10	25	9	3	10	13	22
'I have a dream job in mind but do not think I will ever do it'	17	0	0	100	0	0	0	19	18	16	20	14	18	14
'I do not have a dream job in mind'	38	0	0	0	100	0	0	45	29	42	37	44	43	50
None of these	15	0	0	0	0	100	0	14	12	19	12	25	14	9
Don't know	2	0	0	0	0	0	100	1	2	1	24	0	2	0

	Age					Gender		Region					
Total	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
528	83	182	113	79	71	284	244	131	99	131	119	50	
Unweighted Sample	547	88	193	124	74	68	280	267	122	123	130	124	48
	%	%	%	%	%	%	%	%	%	%	%	%	%

All those who have a dream job and are NOT in it

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	6	5	3	2	7	8	1	6	4	5	6	2
Astronaut	4	4	4	6	6	1	7	1	10	2	4	2	0
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	14	9	2	7	5	13	1	7	8	5	9	8
Model	1	2	1	1	1	0	1	1	0	1	2	1	0
Author	9	4	7	8	14	15	10	8	8	10	8	9	13
Actor	3	3	2	5	2	3	4	2	6	2	1	1	8
TV presenter	3	1	3	3	1	4	2	4	2	5	3	2	2
Singer / pop star	3	5	4	2	0	3	3	3	3	2	3	2	8
Police Officer	1	2	1	1	0	1	1	1	1	3	0	1	2
Prime Minister	3	2	4	2	3	1	4	2	4	1	3	4	1
Florist	1	1	1	2	0	0	0	2	1	0	1	1	0
Charity worker	1	3	1	1	0	2	0	3	0	2	2	1	3
Pub landlord/lady	3	2	2	1	3	7	4	1	2	3	1	5	3
Jewellery designer	1	0	1	1	1	0	0	2	2	1	0	2	0
Vet	2	2	3	1	3	0	0	3	2	2	2	1	2
Private investigator	1	1	1	3	1	0	1	2	0	2	0	3	4
Chef	1	0	1	1	2	1	1	1	0	2	1	2	0
Doctor	1	0	3	0	0	0	1	1	3	0	0	2	0
Nurse	1	1	0	1	2	1	0	2	0	1	1	2	0
Photographer	2	3	0	4	1	7	3	2	1	3	4	2	0
Event organiser	4	6	5	2	0	3	2	6	4	4	5	2	1
Wedding planner	1	2	2	2	0	0	0	3	2	1	2	1	0
Artist	2	3	1	1	7	0	1	3	1	3	1	3	4
Gardener	2	0	1	3	5	0	1	3	2	1	3	1	0
Teacher	2	4	2	2	1	3	1	4	2	4	2	3	1
Lawyer	2	3	0	4	2	1	1	3	4	1	0	2	0
Architect	1	0	2	3	0	1	2	1	0	2	2	1	3
Fashion Designer	1	2	0	1	0	0	0	1	0	2	0	1	2
Beautician	1	1	1	1	0	0	0	1	1	2	0	0	0
Surgeon	1	0	1	0	2	4	1	1	2	0	2	0	1
Trader	2	1	2	4	1	3	3	1	2	2	4	1	0
Childminder / nursery nurse	1	4	0	0	0	0	0	2	0	1	1	2	0
Therapist	2	1	1	3	3	4	1	4	2	1	3	2	3
Other – please specify	25	17	27	27	27	23	24	26	22	24	29	24	29

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

SEE OE_4

Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
528	127	96	28	32	15	54	45	24	48	29	14	4	8	5
547	119	91	31	37	18	70	49	22	51	29	14	4	7	4
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

All those who have a dream job and are NOT in it
 Unweighted Sample

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	6	3	6	9	0	3	3	0	13	0	0	22	0	0
Astronaut	4	10	2	6	10	0	0	4	1	1	0	0	0	0	0
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	7	6	17	4	0	7	14	5	7	6	7	20	0	0
Model	1	0	3	0	0	0	1	0	0	3	0	0	0	0	0
Author	9	8	7	6	4	9	11	14	12	3	16	10	0	39	0
Actor	3	6	1	0	2	0	3	1	0	0	14	0	0	0	27
TV presenter	3	2	2	11	5	0	4	1	7	0	0	0	20	0	8
Singer / pop star	3	3	4	0	0	2	3	4	0	0	5	6	38	0	0
Police Officer	1	1	0	0	0	5	3	2	0	0	3	0	0	0	15
Prime Minister	3	4	4	2	0	0	2	2	9	3	0	5	0	0	0
Florist	1	1	2	0	0	0	0	0	0	1	0	0	0	0	0
Charity worker	1	0	3	0	0	0	4	2	0	1	4	0	0	0	0
Pub landlord/lady	3	2	1	11	0	0	0	5	6	5	4	0	0	0	0
Jewellery designer	1	2	0	2	0	0	0	0	0	4	0	0	0	0	0
Vet	2	2	0	0	8	0	4	2	0	1	0	9	0	0	0
Private investigator	1	0	0	0	0	0	3	5	0	4	3	8	0	0	0
Chef	1	0	1	5	0	0	0	0	0	4	0	0	0	0	0
Doctor	1	3	0	0	0	0	0	0	5	3	0	0	0	0	0
Nurse	1	0	1	0	0	6	0	3	4	0	0	0	0	0	0
Photographer	2	2	3	0	7	8	3	3	6	1	0	0	0	0	0
Event organiser	4	1	4	3	8	0	6	6	0	0	0	5	0	18	50
Wedding planner	1	2	2	3	0	4	0	3	0	0	0	0	0	0	0
Artist	2	1	1	2	0	12	0	1	4	5	7	0	0	0	0
Gardener	2	2	3	0	4	6	0	0	0	4	0	0	0	0	0
Teacher	2	2	2	0	0	6	5	2	0	4	2	0	0	0	0
Lawyer	2	4	0	0	0	3	2	0	3	4	0	0	0	0	0
Architect	1	0	3	3	0	0	1	0	0	2	0	9	0	0	0
Fashion Designer	1	0	0	0	0	0	3	2	0	0	4	0	0	0	0
Beautician	1	1	0	4	0	0	1	0	0	0	0	0	0	0	0
Surgeon	1	2	3	0	0	0	1	0	0	0	2	0	0	0	0
Trader	2	2	6	6	0	0	1	1	0	0	0	0	0	0	0
Childminder / nursery nurse	1	0	1	0	0	0	1	0	5	0	0	0	0	9	0
Therapist	2	2	4	0	0	0	2	3	0	2	6	0	0	0	0
Other – please specify	25	23	27	12	38	39	26	19	33	24	23	39	0	35	0

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

	Social Grade		Which one of the following age groups do you fall into?							
Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
528	312	217	2	27	240	151	90	19	0	
Unweighted Sample	547	287	260	3	28	254	161	83	18	0
	%	%	%	%	%	%	%	%	%	

All those who have a dream job and are NOT in it
 Unweighted Sample

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	5	5	0	8	5	3	6	12	0
Astronaut	4	5	3	0	9	3	5	4	0	0
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	7	8	0	23	9	5	3	11	0
Model	1	0	2	0	6	1	1	1	0	0
Author	9	10	7	0	4	6	10	18	4	0
Actor	3	1	5	0	0	3	5	1	6	0
TV presenter	3	3	3	0	4	4	1	2	12	0
Singer / pop star	3	4	2	0	5	4	2	2	0	0
Police Officer	1	0	2	0	0	2	1	0	5	0
Prime Minister	3	3	2	0	0	4	2	2	0	0
Florist	1	1	1	0	0	1	1	0	0	0
Charity worker	1	1	2	0	3	2	1	0	6	0
Pub landlord/lady	3	4	1	22	0	2	2	7	0	0
Jewellery designer	1	1	1	0	0	1	1	0	0	0
Vet	2	2	1	0	0	3	1	2	0	0
Private investigator	1	1	2	0	0	2	2	1	0	0
Chef	1	1	1	0	0	1	1	1	0	0
Doctor	1	2	0	0	0	3	0	0	0	0
Nurse	1	1	1	0	0	0	2	0	5	0
Photographer	2	1	4	0	3	1	3	4	12	0
Event organiser	4	5	2	0	8	5	2	1	7	0
Wedding planner	1	0	3	0	0	2	2	0	0	0
Artist	2	3	1	0	0	2	3	2	0	0
Gardener	2	3	1	0	0	1	4	1	0	0
Teacher	2	1	4	0	0	3	1	4	0	0
Lawyer	2	1	2	70	2	1	3	1	0	0
Architect	1	1	2	0	0	1	2	1	0	0
Fashion Designer	1	0	1	0	4	1	1	0	0	0
Beautician	1	0	1	0	0	1	1	0	0	0
Surgeon	1	1	1	0	1	1	1	4	0	0
Trader	2	2	2	0	0	2	3	1	5	0
Childminder / nursery nurse	1	0	1	0	5	1	0	0	0	0
Therapist	2	1	4	0	0	1	4	3	0	0
Other – please specify	25	27	22	8	17	25	26	27	17	0

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

Total	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say	
528	153	376	209	123	63	103	4	17	5	1	2	
Unweighted Sample	547	158	389	215	126	73	106	4	15	4	1	3
	%	%	%	%	%	%	%	%	%	%	%	%

All those who have a dream job and are NOT in it

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	4	5	6	5	7	3	0	0	0	0	0
Astronaut	4	3	5	4	2	3	10	0	0	0	0	0
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	8	7	6	9	8	10	0	0	0	0	0
Model	1	0	1	1	1	1	1	0	0	0	0	0
Author	9	9	9	10	13	4	6	0	0	0	0	36
Actor	3	4	3	3	1	3	4	26	6	0	0	0
TV presenter	3	2	3	1	3	2	4	0	0	41	0	0
Singer / pop star	3	1	4	2	4	5	3	0	7	0	0	0
Police Officer	1	1	1	1	1	1	1	0	0	0	0	0
Prime Minister	3	4	2	3	2	4	2	40	0	0	0	0
Florist	1	1	1	1	0	1	0	0	0	0	0	44
Charity worker	1	1	2	1	1	4	1	0	0	0	0	0
Pub landlord/lady	3	1	3	2	5	0	2	0	0	0	0	20
Jewellery designer	1	0	1	0	1	0	1	0	4	0	0	0
Vet	2	0	2	2	2	1	1	0	4	0	0	0
Private investigator	1	1	1	1	1	0	3	0	6	0	0	0
Chef	1	2	0	2	1	0	0	0	0	0	0	0
Doctor	1	2	1	0	2	4	2	0	0	0	0	0
Nurse	1	2	1	2	1	0	0	0	0	0	0	0
Photographer	2	2	3	4	2	3	0	0	5	0	0	0
Event organiser	4	7	2	4	2	3	3	0	6	18	100	0
Wedding planner	1	2	1	1	4	0	1	0	0	0	0	0
Artist	2	2	2	2	1	4	0	6	11	0	0	0
Gardener	2	3	1	3	0	2	2	0	0	31	0	0
Teacher	2	2	2	3	1	5	1	0	0	0	0	0
Lawyer	2	2	2	1	5	0	0	0	0	0	0	0
Architect	1	0	2	2	0	2	1	0	0	0	0	0
Fashion Designer	1	1	0	1	0	1	1	0	0	0	0	0
Beautician	1	0	1	0	1	1	1	0	0	0	0	0
Surgeon	1	0	2	2	2	0	0	0	0	0	0	0
Trader	2	1	3	1	6	0	2	0	0	0	0	0
Childminder / nursery nurse	1	0	1	0	2	2	1	0	0	0	0	0
Therapist	2	3	2	2	2	3	1	29	0	0	0	0
Other – please specify	25	27	24	26	17	24	33	0	50	10	0	0

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

	Which of the following BEST applies to you?								
Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
528	419	91	18	0	0	0	0	0	0
Unweighted Sample 547	429	99	19	0	0	0	0	0	0
%	%	%	%	%	%	%	%	%	%

All those who have a dream job and are NOT in it
 Unweighted Sample

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	5	2	11	0	0	0	0	0	0
Astronaut	4	5	2	0	0	0	0	0	0	0
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	9	2	0	0	0	0	0	0	0
Model	1	1	1	4	0	0	0	0	0	0
Author	9	8	13	4	0	0	0	0	0	0
Actor	3	3	6	0	0	0	0	0	0	0
TV presenter	3	3	0	16	0	0	0	0	0	0
Singer / pop star	3	3	3	0	0	0	0	0	0	0
Police Officer	1	1	1	0	0	0	0	0	0	0
Prime Minister	3	3	1	0	0	0	0	0	0	0
Florist	1	1	1	0	0	0	0	0	0	0
Charity worker	1	2	0	0	0	0	0	0	0	0
Pub landlord/lady	3	2	4	0	0	0	0	0	0	0
Jewellery designer	1	1	1	0	0	0	0	0	0	0
Vet	2	2	1	0	0	0	0	0	0	0
Private investigator	1	2	1	0	0	0	0	0	0	0
Chef	1	1	3	0	0	0	0	0	0	0
Doctor	1	1	0	0	0	0	0	0	0	0
Nurse	1	1	1	7	0	0	0	0	0	0
Photographer	2	2	2	8	0	0	0	0	0	0
Event organiser	4	4	4	2	0	0	0	0	0	0
Wedding planner	1	1	4	4	0	0	0	0	0	0
Artist	2	2	2	0	0	0	0	0	0	0
Gardener	2	1	4	12	0	0	0	0	0	0
Teacher	2	2	3	5	0	0	0	0	0	0
Lawyer	2	1	4	0	0	0	0	0	0	0
Architect	1	2	0	0	0	0	0	0	0	0
Fashion Designer	1	1	1	0	0	0	0	0	0	0
Beautician	1	1	0	0	0	0	0	0	0	0
Surgeon	1	1	1	10	0	0	0	0	0	0
Trader	2	2	1	0	0	0	0	0	0	0
Childminder / nursery nurse	1	1	1	0	0	0	0	0	0	0
Therapist	2	2	4	0	0	0	0	0	0	0
Other – please specify	25	25	28	18	0	0	0	0	0	0

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
528	53	13	34	159	254	14	
Unweighted Sample	547	50	15	35	169	259	19
	%	%	%	%	%	%	%

All those who have a dream job and are NOT in it

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	6	6	7	4	4	11
Astronaut	4	7	0	7	3	4	4
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	8	5	6	11	5	7
Model	1	0	0	6	1	1	0
Author	9	17	2	8	8	8	11
Actor	3	5	7	7	3	2	8
TV presenter	3	4	0	0	3	3	6
Singer / pop star	3	0	3	0	4	4	0
Police Officer	1	0	0	0	0	2	0
Prime Minister	3	2	5	9	2	2	6
Florist	1	2	0	0	1	1	0
Charity worker	1	1	0	1	0	3	0
Pub landlord/lady	3	0	0	4	3	3	0
Jewellery designer	1	1	0	0	1	1	0
Vet	2	1	0	0	2	2	5
Private investigator	1	0	0	2	1	2	0
Chef	1	2	0	0	2	0	0
Doctor	1	0	0	0	1	2	0
Nurse	1	0	0	0	0	2	0
Photographer	2	2	0	0	1	4	0
Event organiser	4	0	10	9	5	3	0
Wedding planner	1	2	0	0	2	1	4
Artist	2	3	0	5	2	2	5
Gardener	2	0	0	3	0	3	7
Teacher	2	2	0	0	2	3	7
Lawyer	2	5	0	0	4	0	0
Architect	1	0	0	0	3	1	0
Fashion Designer	1	0	0	0	1	1	0
Beautician	1	0	0	0	1	1	0
Surgeon	1	3	0	5	1	1	0
Trader	2	5	7	2	3	1	7
Childminder / nursery nurse	1	0	0	0	1	1	0
Therapist	2	0	0	0	4	2	0
Other – please specify	25	22	46	18	24	27	12

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA	
528	40	47	17	35	37	22	65	28	
Unweighted Sample	547	38	51	17	43	35	20	59	26
%	%	%	%	%	%	%	%	%	

All those who have a dream job and are NOT in it

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	2	5	14	0	1	0	9	0
Astronaut	4	1	7	14	3	12	0	5	0
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	15	8	0	0	10	4	2	0
Model	1	0	3	4	0	2	0	0	0
Author	9	14	5	5	10	6	25	13	16
Actor	3	0	2	0	2	4	2	0	0
TV presenter	3	0	4	0	5	1	4	3	0
Singer / pop star	3	0	0	0	5	2	0	2	21
Police Officer	1	0	0	0	0	2	0	0	0
Prime Minister	3	3	1	8	6	13	4	2	0
Florist	1	0	2	0	0	1	0	0	0
Charity worker	1	0	4	10	0	0	0	0	0
Pub landlord/lady	3	3	1	8	0	0	0	8	0
Jewellery designer	1	0	2	0	1	0	0	0	4
Vet	2	0	2	0	1	4	10	0	6
Private investigator	1	5	2	6	0	0	3	0	0
Chef	1	3	0	0	0	0	0	0	0
Doctor	1	0	3	0	8	0	8	0	0
Nurse	1	0	0	6	0	0	0	0	4
Photographer	2	0	5	0	0	0	0	5	0
Event organiser	4	6	2	3	3	6	0	3	4
Wedding planner	1	2	3	6	0	2	0	0	5
Artist	2	0	1	0	5	2	2	1	0
Gardener	2	0	2	0	0	7	0	0	4
Teacher	2	1	2	0	3	0	0	1	5
Lawyer	2	4	1	0	2	0	0	1	0
Architect	1	1	0	0	0	0	0	4	0
Fashion Designer	1	0	2	0	0	0	0	1	0
Beautician	1	0	0	0	0	0	0	0	0
Surgeon	1	0	0	5	0	0	0	0	6
Trader	2	2	2	0	0	0	4	11	0
Childminder / nursery nurse	1	3	3	4	0	0	0	0	0
Therapist	2	3	5	0	5	3	0	0	4
Other – please specify	25	30	22	8	39	22	32	31	21

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

	merged sector/ career choice					
Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
528	46	64	191	103	35	89
Unweighted Sample	45	76	183	113	37	93
%	%	%	%	%	%	%

All those who have a dream job and are NOT in it

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	2	4	5	9	5	2
Astronaut	4	1	5	5	7	0	1
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	17	0	3	14	11	8
Model	1	0	1	0	3	0	0
Author	9	12	7	12	5	6	6
Actor	3	4	2	2	6	6	1
TV presenter	3	0	3	3	3	2	4
Singer / pop star	3	0	3	5	2	6	1
Police Officer	1	0	0	1	2	7	0
Prime Minister	3	3	6	4	1	5	0
Florist	1	0	0	0	1	0	3
Charity worker	1	0	4	1	2	3	1
Pub landlord/lady	3	3	2	3	0	0	6
Jewellery designer	1	1	1	1	1	4	0
Vet	2	0	1	3	2	0	1
Private investigator	1	5	2	1	2	0	0
Chef	1	2	0	1	1	0	0
Doctor	1	0	4	1	1	0	1
Nurse	1	0	1	1	0	0	2
Photographer	2	0	0	2	5	4	3
Event organiser	4	5	3	4	4	2	3
Wedding planner	1	1	1	2	2	0	1
Artist	2	0	5	2	0	0	4
Gardener	2	0	0	2	1	3	4
Teacher	2	1	5	1	1	4	3
Lawyer	2	4	1	1	2	0	4
Architect	1	1	0	1	0	5	2
Fashion Designer	1	0	0	1	1	0	0
Beautician	1	0	0	1	2	0	0
Surgeon	1	0	2	1	0	0	3
Trader	2	1	0	4	1	0	1
Childminder / nursery nurse	1	3	1	0	1	0	1
Therapist	2	3	3	1	3	4	2
Other – please specify	25	28	32	25	15	25	30

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

Total	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?		
	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
528	0	248	281	0	0	0	113	267	137	11	11	51	7
Unweighted Sample	547	0	267	280	0	0	109	276	150	12	11	59	6
	%	%	%	%	%	%	%	%	%	%	%	%	%

All those who have a dream job and are NOT in it

Thinking now about a dream job (something you would love to do, or be) regardless of any skill or talent you may have to do it. Which ONE of the following would you consider to be YOUR dream job? Please choose the option which most closely matches your dream job, even if it's a slightly different name

Pilot	5	0	4	6	0	0	0	4	5	4	4	0	1	0
Astronaut	4	0	2	6	0	0	0	6	3	4	9	0	5	0
Sports personality e.g. Footballer/ Cricketer/ Jockey	7	0	7	8	0	0	0	13	6	6	0	19	4	18
Model	1	0	1	1	0	0	0	0	0	3	8	0	0	0
Author	9	0	10	8	0	0	0	4	11	9	20	13	11	21
Actor	3	0	4	2	0	0	0	2	5	1	0	9	5	0
TV presenter	3	0	3	2	0	0	0	1	4	2	0	0	2	0
Singer / pop star	3	0	3	3	0	0	0	1	3	3	24	0	1	0
Police Officer	1	0	2	1	0	0	0	0	1	2	0	0	0	0
Prime Minister	3	0	4	2	0	0	0	1	4	2	0	6	1	0
Florist	1	0	2	0	0	0	0	1	0	2	0	0	0	0
Charity worker	1	0	2	1	0	0	0	2	2	0	0	0	3	0
Pub landlord/lady	3	0	2	3	0	0	0	4	2	3	0	0	4	0
Jewellery designer	1	0	0	1	0	0	0	0	0	2	8	0	1	0
Vet	2	0	1	3	0	0	0	3	2	1	0	0	1	0
Private investigator	1	0	2	1	0	0	0	2	2	0	0	0	3	0
Chef	1	0	0	2	0	0	0	2	1	1	0	12	2	0
Doctor	1	0	1	1	0	0	0	1	2	0	0	0	0	0
Nurse	1	0	0	1	0	0	0	1	1	1	0	0	2	17
Photographer	2	0	2	3	0	0	0	4	2	1	0	0	2	0
Event organiser	4	0	5	3	0	0	0	2	4	4	0	4	4	0
Wedding planner	1	0	0	2	0	0	0	3	0	3	0	0	0	11
Artist	2	0	1	3	0	0	0	0	3	2	0	0	1	0
Gardener	2	0	1	2	0	0	0	4	1	2	0	0	9	0
Teacher	2	0	2	3	0	0	0	5	1	3	0	0	1	0
Lawyer	2	0	2	2	0	0	0	2	2	2	0	0	0	0
Architect	1	0	1	1	0	0	0	0	2	2	0	0	0	0
Fashion Designer	1	0	1	0	0	0	0	0	1	0	0	0	2	0
Beautician	1	0	1	0	0	0	0	1	0	1	6	0	0	0
Surgeon	1	0	0	2	0	0	0	2	1	1	0	0	0	0
Trader	2	0	2	2	0	0	0	2	2	2	0	0	3	0
Childminder / nursery nurse	1	0	1	0	0	0	0	0	1	1	0	0	0	0
Therapist	2	0	1	3	0	0	0	3	1	3	0	7	0	10
Other – please specify	25	0	31	20	0	0	0	23	24	29	21	29	31	24

If you ticked other please can you tell us what your dream job would be? [If you did not tick other please leave this box blank]

	Age					Gender		Region					
	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland
All GB Adults	2461	271	493	393	432	873	1181	1280	517	492	590	640	221
Unweighted Sample	2461	310	546	405	402	798	1167	1294	466	574	556	648	216
	%	%	%	%	%	%	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	36	29	30	28	42	35	34	30	36	34	36	36
No, it does not	63	60	68	67	71	56	63	64	66	62	64	62	62
Not sure	3	4	3	3	1	2	3	3	4	3	2	2	2

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	20	22	20	26	31	24	27	24	25	24	28	25
I prefer to 'stand out from the crowd'	36	48	43	39	32	30	41	32	41	35	41	30	32
Neither	36	26	30	38	40	38	33	38	32	36	32	40	39
Don't know	3	7	6	2	2	2	3	3	3	4	4	2	4

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB Adults	2461	507	390	145	193	85	243	279	115	236	146	48	24	26	20
Unweighted Sample	2461	457	366	163	183	96	291	291	109	240	136	50	28	26	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	30	36	33	30	35	37	32	39	39	37	38	29	17	32
No, it does not	63	66	62	64	67	63	60	65	60	58	61	61	67	78	59
Not sure	3	3	2	3	3	2	3	2	1	3	2	1	4	5	9

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	24	25	30	22	22	24	24	32	31	22	35	27	10	7
I prefer to 'stand out from the crowd'	36	41	41	31	41	41	35	34	28	26	36	26	21	22	71
Neither	36	32	30	38	34	31	37	41	38	40	39	36	45	68	14
Don't know	3	3	4	1	3	6	4	2	1	3	4	3	7	0	9

	Social Grade		Which one of the following age groups do you fall into?							
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All GB Adults	2461	1329	1132	7	89	681	608	652	361	63
Unweighted Sample	2461	1169	1292	9	108	757	597	602	328	60
	%	%	%	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	35	33	45	37	30	28	37	44	44
No, it does not	63	63	63	55	59	66	70	61	54	50
Not sure	3	2	3	0	4	3	2	2	2	6

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	23	28	31	18	21	21	29	31	41
I prefer to 'stand out from the crowd'	36	40	31	28	52	44	37	31	29	20
Neither	36	35	36	41	21	30	39	39	39	36
Don't know	3	2	4	0	8	6	2	2	1	4

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB Adults	2461	629	1832	1226	411	198	354	38	142	72	8	13
Unweighted Sample	2461	649	1812	1182	424	228	381	35	127	61	8	15
	%	%	%	%	%	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	42	32	46	25	30	22	6	13	24	29	10
No, it does not	63	55	66	52	73	67	76	90	87	72	71	29
Not sure	3	3	3	2	2	4	2	4	1	3	0	61

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	25	25	29	22	18	20	12	27	31	0	7
I prefer to 'stand out from the crowd'	36	36	36	33	41	47	44	42	23	19	65	3
Neither	36	36	35	36	33	30	31	41	46	49	24	27
Don't know	3	3	3	2	4	5	5	5	3	1	11	63

		Which of the following BEST applies to you?								
		Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB Adults	2461	1232	329	46	131	405	99	75	48	96
Unweighted Sample	2461	1231	336	47	135	364	130	77	52	89
		%	%	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	32	37	28	41	43	34	15	16	25
No, it does not	63	65	61	72	56	54	61	80	80	71
Not sure	3	2	1	0	3	3	5	6	4	5

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	24	27	20	30	33	17	15	16	22
I prefer to 'stand out from the crowd'	36	41	33	49	30	25	46	36	36	25
Neither	36	32	37	29	37	40	32	42	41	47
Don't know	3	3	3	1	3	2	5	8	6	5

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
All GB Adults	2461	172	69	47	318	929	72
Unweighted Sample	2461	175	71	50	333	909	76
	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	30	35	38	34	33	36
No, it does not	63	68	65	57	64	65	61
Not sure	3	1	0	5	2	2	3

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	16	15	14	17	29	28
I prefer to 'stand out from the crowd'	36	53	62	48	48	33	27
Neither	36	31	22	36	32	35	37
Don't know	3	0	1	2	3	3	8

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB Adults	2461	115	124	84	133	96	50	139	73
Unweighted Sample	2461	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	32	38	31	27	25	34	35	24
No, it does not	63	64	61	68	69	74	65	63	76
Not sure	3	4	1	1	3	1	2	3	0

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	26	29	24	18	28	23	23	23
I prefer to 'stand out from the crowd'	36	45	36	37	41	32	56	50	32
Neither	36	29	29	36	41	36	20	23	43
Don't know	3	0	5	3	0	4	0	3	2

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB Adults	2461	134	273	470	274	142	314
Unweighted Sample	2461	126	287	441	294	153	313
	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	32	29	32	42	30	33
No, it does not	63	65	69	66	56	68	64
Not sure	3	3	2	2	2	2	2

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	24	21	24	26	35	22
I prefer to 'stand out from the crowd'	36	47	38	44	38	22	39
Neither	36	29	39	30	30	38	36
Don't know	3	0	2	3	5	5	4

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB Adults	2461	203	248	281	606	233	36	619	889	874	79	60	209	32
Unweighted Sample	2461	193	267	280	605	233	36	600	921	858	82	57	217	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The stereotype of the average family is sometimes seen as '2 adults and 2 children'.
 Would you say your family conforms to the average family stereotype?

Yes, it does	34	32	33	32	34	36	24	42	31	32	34	37	48	29
No, it does not	63	68	65	67	63	63	64	55	68	65	49	59	49	71
Not sure	3	0	2	1	3	2	12	2	1	3	17	4	3	0

Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?

I prefer to be 'one of the crowd'	25	22	16	26	29	23	10	100	0	0	0	24	23	23
I prefer to 'stand out from the crowd'	36	45	63	40	31	32	39	0	100	0	0	34	39	26
Neither	36	32	20	31	37	42	19	0	0	100	0	39	37	44
Don't know	3	1	1	4	3	3	32	0	0	0	100	3	1	7

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All who consider themselves to be individuals	889	130	210	155	136	258	479	410	214	171	240	193	71
Unweighted Sample	921	149	237	158	127	250	470	451	204	208	233	203	73
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	36	38	35	36	28	37	30	31	35	32	33	45
Unimaginative	56	55	56	63	51	55	59	52	49	60	55	60	63
Not very brave	37	37	40	47	34	29	35	39	40	38	37	35	27
Lacking personality	35	37	38	39	30	32	35	34	30	39	31	41	40
Safe	48	52	51	44	47	46	44	53	50	44	48	49	48
Lucky	3	6	1	3	3	2	2	3	3	1	3	4	0
Accepted	24	26	26	24	25	20	20	27	21	23	29	22	19
Comfortable with themselves	19	16	14	19	19	24	17	20	21	19	22	17	9
Other	2	2	2	3	2	3	2	3	2	5	2	2	1
Don't know	2	3	2	1	2	3	3	1	5	1	3	1	0

Which, if any, of the following describe the way you feel about being 'individual'/ standing out from the crowd? [Please tick all that apply]

Happy	63	54	54	67	63	70	61	64	56	68	65	59	69
Proud	56	55	60	61	56	51	55	58	57	51	58	58	56
Brave	41	49	44	48	41	31	44	39	40	40	41	38	58
Empowered	49	48	54	57	46	43	48	51	53	46	50	45	52
Uncomfortable	3	4	3	4	3	1	2	3	3	4	3	2	0
Unhappy 'in my skin'	4	4	3	5	5	3	3	5	5	7	3	1	2
Unfortunate	1	1	1	2	2	0	1	1	0	2	2	1	0
Excluded	6	8	7	6	7	4	5	8	7	8	6	4	5
Other	3	2	5	2	2	3	3	3	2	5	2	5	2
Don't know	2	3	2	0	2	3	2	2	3	3	1	3	0

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know	
All who consider themselves to be individuals	889	207	158	46	79	35	85	94	33	62	53	13	5	6	14
Unweighted Sample	921	198	151	55	80	39	106	101	31	67	48	17	7	8	12
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	32	33	43	31	29	33	31	37	33	44	49	49	41	14
Unimaginative	56	50	55	66	58	59	58	66	58	50	59	73	68	50	23
Not very brave	37	40	40	40	33	33	41	33	32	41	25	26	40	40	22
Lacking personality	35	31	31	40	31	54	32	37	32	51	45	27	27	33	12
Safe	48	49	46	47	50	44	42	45	49	59	47	48	46	36	74
Lucky	3	3	3	2	3	0	2	2	4	7	0	2	0	13	0
Accepted	24	22	28	19	30	25	25	17	26	30	18	25	14	23	5
Comfortable with themselves	19	20	22	16	22	20	20	13	17	24	9	14	0	6	19
Other	2	2	3	6	0	7	4	2	0	3	0	7	0	0	0
Don't know	2	5	3	0	2	0	2	1	0	2	0	0	0	0	3

Which, if any, of the following describe the way you feel about being 'individual' / standing out from the crowd? [Please tick all that apply]

Happy	63	57	65	67	68	63	70	56	57	63	65	88	78	45	56
Proud	56	58	63	57	50	48	49	59	54	59	63	43	22	37	35
Brave	41	42	41	49	40	34	38	36	39	41	56	68	43	62	24
Empowered	49	52	52	60	45	33	45	41	55	49	51	46	79	40	62
Uncomfortable	3	3	4	2	2	10	2	1	0	4	0	0	0	0	3
Unhappy 'in my skin'	4	5	3	8	3	14	5	1	0	1	3	2	0	0	10
Unfortunate	1	0	2	2	1	6	1	1	0	1	0	2	0	0	0
Excluded	6	7	4	6	9	14	8	2	3	7	4	3	14	8	3
Other	3	2	2	9	0	8	2	7	6	3	2	4	0	0	0
Don't know	2	3	1	3	0	4	3	2	6	4	0	0	0	0	0

	Social Grade		Which one of the following age groups do you fall into?							
Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All who consider themselves to be individuals	889	535	354	2	46	297	227	199	104	12
Unweighted Sample	921	501	420	3	54	336	224	198	95	11
	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	33	34	69	52	34	38	28	26	34
Unimaginative	56	56	56	31	69	54	62	48	56	82
Not very brave	37	38	35	0	47	38	42	30	28	54
Lacking personality	35	33	38	0	44	36	37	31	31	24
Safe	48	49	47	8	42	53	46	46	45	40
Lucky	3	3	3	0	0	3	3	3	3	0
Accepted	24	23	24	0	21	27	23	21	19	32
Comfortable with themselves	19	19	18	23	11	16	17	22	29	9
Other	2	2	2	0	3	2	3	1	4	0
Don't know	2	3	2	0	2	3	0	4	2	0

Which, if any, of the following describe the way you feel about being 'individual'/ standing out from the crowd? [Please tick all that apply]

Happy	63	62	64	31	63	53	68	67	68	82
Proud	56	57	55	0	72	57	56	56	50	63
Brave	41	39	44	0	60	45	45	35	29	33
Empowered	49	56	40	69	47	53	54	43	43	43
Uncomfortable	3	3	3	0	5	3	4	1	1	0
Unhappy 'in my skin'	4	4	4	0	2	3	5	4	3	0
Unfortunate	1	1	1	0	0	1	2	0	1	0
Excluded	6	6	7	0	5	8	7	3	2	12
Other	3	3	3	0	0	4	2	2	6	0
Don't know	2	2	2	0	2	3	2	2	4	0

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All who consider themselves to be individuals	889	229	660	405	169	92	155	16	33	13	5	0
Unweighted Sample	921	240	681	394	174	113	172	15	31	16	5	1
	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	38	32	32	30	34	41	41	34	41	64	0
Unimaginative	56	56	56	56	55	53	58	55	51	66	100	100
Not very brave	37	39	36	32	44	38	39	45	27	43	64	0
Lacking personality	35	39	34	35	37	32	36	41	22	35	64	0
Safe	48	45	49	50	48	43	43	45	53	66	82	0
Lucky	3	2	3	2	3	2	4	0	7	0	0	0
Accepted	24	23	24	21	33	20	20	25	35	33	42	0
Comfortable with themselves	19	18	19	20	17	17	18	19	19	31	19	100
Other	2	2	3	3	0	4	4	0	0	7	0	0
Don't know	2	1	3	2	4	1	3	0	0	0	0	0

Which, if any, of the following describe the way you feel about being 'individual'/ standing out from the crowd? [Please tick all that apply]

Happy	63	68	61	69	58	61	48	64	71	83	78	100
Proud	56	62	54	57	56	55	53	68	55	69	87	0
Brave	41	44	40	38	42	48	47	29	39	33	64	0
Empowered	49	45	51	47	58	47	48	57	48	30	77	0
Uncomfortable	3	3	3	2	3	4	4	2	0	10	0	0
Unhappy 'in my skin'	4	4	4	4	3	2	4	10	5	0	0	0
Unfortunate	1	2	1	0	2	1	4	0	0	0	0	0
Excluded	6	4	7	5	7	8	9	2	2	8	0	0
Other	3	2	4	3	2	4	3	0	6	15	0	0
Don't know	2	2	2	1	4	1	5	0	0	8	0	0

	Which of the following BEST applies to you?									
Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working	
All who consider themselves to be individuals	889	503	108	22	39	102	46	27	17	24
Unweighted Sample	921	516	120	20	40	91	63	29	20	22
	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	36	24	14	38	29	47	39	36	37
Unimaginative	56	56	41	45	64	60	65	75	78	51
Not very brave	37	40	26	20	39	34	45	21	36	40
Lacking personality	35	36	22	28	44	37	43	37	47	31
Safe	48	48	52	43	46	45	54	37	39	56
Lucky	3	3	3	0	2	1	5	1	6	6
Accepted	24	22	24	28	24	22	33	23	30	28
Comfortable with themselves	19	20	25	20	10	22	9	10	7	9
Other	2	1	4	0	0	4	3	13	10	0
Don't know	2	2	5	11	3	0	0	0	0	0

Which, if any, of the following describe the way you feel about being 'individual'/ standing out from the crowd? [Please tick all that apply]

Happy	63	61	60	45	74	73	54	65	73	66
Proud	56	57	59	51	55	49	65	55	73	33
Brave	41	46	37	35	31	34	44	43	46	12
Empowered	49	54	42	31	49	44	51	32	39	45
Uncomfortable	3	2	5	7	4	1	5	0	6	0
Unhappy 'in my skin'	4	2	3	6	9	7	7	1	6	11
Unfortunate	1	1	0	2	6	1	0	1	6	9
Excluded	6	5	7	0	8	5	16	5	21	6
Other	3	2	0	0	0	7	0	20	9	3
Don't know	2	3	3	0	3	2	0	0	0	0

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
889	91	43	23	153	304	19	
Unweighted Sample	921	90	47	24	164	309	22
	%	%	%	%	%	%	%

All who consider themselves to be individuals

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	24	36	43	36	34	15
Unimaginative	56	56	58	68	63	46	49
Not very brave	37	42	36	40	43	33	24
Lacking personality	35	28	45	28	41	30	29
Safe	48	44	52	37	52	49	44
Lucky	3	7	2	7	0	2	0
Accepted	24	21	18	18	25	23	25
Comfortable with themselves	19	24	18	34	19	19	32
Other	2	1	2	0	2	2	0
Don't know	2	5	1	2	2	2	14

Which, if any, of the following describe the way you feel about being 'individual'/ standing out from the crowd? [Please tick all that apply]

Happy	63	66	66	51	55	61	53
Proud	56	68	52	73	65	52	37
Brave	41	39	43	73	50	41	37
Empowered	49	51	64	60	56	47	46
Uncomfortable	3	1	0	4	4	3	8
Unhappy 'in my skin'	4	4	3	10	3	2	0
Unfortunate	1	1	2	1	1	0	0
Excluded	6	2	6	1	8	4	19
Other	3	2	2	0	4	1	0
Don't know	2	7	0	2	2	2	19

	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA	
All who consider themselves to be individuals	889	52	45	31	55	30	28	70	24
Unweighted Sample	921	43	52	33	65	32	30	61	21
	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	61	29	29	33	30	41	32	17
Unimaginative	56	64	49	52	43	48	51	61	50
Not very brave	37	36	32	37	48	32	45	48	63
Lacking personality	35	46	40	26	26	30	30	38	22
Safe	48	44	50	53	48	35	52	55	62
Lucky	3	1	1	0	5	6	2	0	10
Accepted	24	9	30	29	18	18	10	30	35
Comfortable with themselves	19	15	28	37	19	36	21	16	9
Other	2	3	0	0	5	3	0	0	8
Don't know	2	1	2	0	6	0	8	6	0

Which, if any, of the following describe the way you feel about being 'individual'/ standing out from the crowd? [Please tick all that apply]

Happy	63	58	73	60	60	51	50	58	41
Proud	56	53	56	46	62	57	53	62	67
Brave	41	45	48	40	44	33	36	50	46
Empowered	49	47	50	50	54	41	75	59	55
Uncomfortable	3	0	8	0	1	8	6	3	5
Unhappy 'in my skin'	4	3	1	2	7	10	3	0	0
Unfortunate	1	1	1	0	1	0	0	0	0
Excluded	6	6	10	2	3	10	4	9	11
Other	3	5	0	4	2	0	0	3	3
Don't know	2	4	2	8	1	6	8	2	0

	merged sector/ career choice						
	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other	
All who consider themselves to be individuals	889	63	104	207	105	32	122
Unweighted Sample	921	55	117	198	118	36	132
	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	50	32	33	30	37	27
Unimaginative	56	59	46	57	46	52	55
Not very brave	37	35	39	44	27	30	34
Lacking personality	35	38	25	35	31	33	36
Safe	48	42	51	51	51	40	48
Lucky	3	1	3	3	2	0	4
Accepted	24	13	22	21	26	12	31
Comfortable with themselves	19	14	23	19	28	19	20
Other	2	2	3	2	1	0	1
Don't know	2	6	3	4	2	0	1

Which, if any, of the following describe the way you feel about being 'individual'/ standing out from the crowd? [Please tick all that apply]

Happy	63	59	61	53	63	56	70
Proud	56	54	57	61	56	55	55
Brave	41	46	42	43	49	50	40
Empowered	49	46	54	56	48	40	49
Uncomfortable	3	3	1	4	4	5	1
Unhappy 'in my skin'	4	3	4	3	1	0	2
Unfortunate	1	2	0	0	0	3	1
Excluded	6	5	2	6	7	7	3
Other	3	4	2	2	1	1	1
Don't know	2	3	3	3	4	0	3

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All who consider themselves to be individuals	889	92	156	111	185	74	14	0	889	0	0	20	81	8
Unweighted Sample	921	91	162	114	199	77	13	0	921	0	0	20	78	8
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who 'follow the crowd'? [Please tick all that apply]

Boring	34	26	35	31	37	28	37	0	34	0	0	56	37	21
Unimaginative	56	45	61	49	54	50	47	0	56	0	0	56	59	58
Not very brave	37	40	49	25	29	40	60	0	37	0	0	50	37	36
Lacking personality	35	31	40	28	35	23	41	0	35	0	0	29	45	25
Safe	48	44	51	44	52	51	31	0	48	0	0	52	49	35
Lucky	3	0	5	4	1	2	0	0	3	0	0	0	0	0
Accepted	24	12	30	26	21	21	11	0	24	0	0	13	22	14
Comfortable with themselves	19	26	19	25	18	23	5	0	19	0	0	32	14	20
Other	2	1	1	2	2	4	0	0	2	0	0	0	3	0
Don't know	2	3	2	1	3	5	18	0	2	0	0	0	0	0

Which, if any, of the following describe the way you feel about being 'individual'/ standing out from the crowd? [Please tick all that apply]

Happy	63	66	58	62	59	55	62	0	63	0	0	52	71	74
Proud	56	54	67	55	54	53	68	0	56	0	0	44	58	54
Brave	41	41	57	36	38	42	59	0	41	0	0	62	44	23
Empowered	49	52	62	47	42	53	58	0	49	0	0	68	48	33
Uncomfortable	3	0	3	5	4	2	0	0	3	0	0	11	4	0
Unhappy 'in my skin'	4	0	3	3	3	1	5	0	4	0	0	0	6	20
Unfortunate	1	0	1	1	0	1	0	0	1	0	0	0	3	0
Excluded	6	1	3	9	7	2	0	0	6	0	0	7	6	0
Other	3	1	2	1	3	2	0	0	3	0	0	0	2	0
Don't know	2	3	2	0	5	2	4	0	2	0	0	0	0	12

	Age					Gender		Region					
Total	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All who consider themselves to follow the crowd	619	53	106	80	113	267	278	342	122	122	143	176	55
Unweighted Sample	600	60	109	86	110	235	277	323	97	133	133	180	56
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	37	28	27	34	25	28	28	29	26	32	28	25
Lucky	10	7	8	13	9	11	8	12	4	14	9	10	16
Brave	30	33	38	29	34	25	24	35	38	35	21	32	20
Go-getters	31	26	22	36	35	32	27	35	28	30	31	32	35
Eccentric	24	41	30	23	19	22	26	23	31	30	22	22	15
Strange	9	21	11	9	9	7	12	7	12	8	6	11	9
Attention seekers	54	52	47	55	58	56	65	45	51	49	53	59	62
Low self esteem	5	2	10	5	4	5	8	3	5	5	5	5	5
Other	3	5	2	6	0	2	4	2	0	7	3	2	0
Don't know	8	16	9	7	5	7	9	7	9	7	9	6	6

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	56	55	64	55	41	49	52	53	56	48	49	42
Included	44	54	43	45	38	44	46	42	45	41	41	49	39
Accepted	54	53	55	57	54	54	56	53	54	48	55	57	58
Happy in my skin	38	31	34	26	39	43	36	39	39	41	31	41	32
Dull	6	2	9	10	6	6	6	6	11	6	4	5	5
Frustrated	3	1	6	2	7	2	3	3	5	4	4	2	3
Trapped	7	4	8	3	11	6	7	6	12	6	5	5	7
Lacking personality	8	12	4	6	11	8	9	6	8	7	8	7	9
Other	1	1	3	0	1	0	0	1	1	0	0	3	0
Don't know	6	8	4	9	6	6	8	5	5	7	8	5	6

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know	
All who consider themselves to follow the crowd Unweighted Sample	619	122	99	43	43	19	58	66	37	73	32	17	7	3	1
	600	97	90	47	42	20	64	70	35	75	33	15	8	2	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	29	30	19	39	35	28	28	32	25	20	36	25	0	0
Lucky	10	4	9	14	12	14	13	10	10	12	16	25	0	0	0
Brave	30	38	23	27	18	37	39	26	53	28	17	28	18	0	100
Go-getters	31	28	35	25	21	40	32	27	48	28	27	37	64	53	0
Eccentric	24	31	23	26	20	34	33	19	22	24	21	12	0	0	0
Strange	9	12	5	6	7	8	10	8	14	13	12	7	0	0	0
Attention seekers	54	51	54	46	51	47	51	56	66	58	67	48	75	100	100
Low self esteem	5	5	5	6	6	2	7	4	5	7	7	0	5	0	0
Other	3	0	1	4	7	0	9	3	0	3	0	0	0	0	100
Don't know	8	9	11	11	3	0	7	6	6	5	7	9	0	0	0

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	53	52	57	42	74	47	47	67	43	44	45	23	47	100
Included	44	45	37	39	48	50	39	52	55	43	40	35	40	53	100
Accepted	54	54	56	42	49	75	47	50	73	55	62	56	43	53	0
Happy in my skin	38	39	32	35	30	26	51	40	48	39	26	24	83	0	0
Dull	6	11	3	4	6	5	9	3	9	6	1	16	0	0	0
Frustrated	3	5	3	2	6	0	7	3	0	1	0	10	0	0	0
Trapped	7	12	3	0	8	0	11	4	5	6	5	14	0	0	0
Lacking personality	8	8	11	3	3	4	9	8	2	9	13	5	0	0	100
Other	1	1	0	0	0	0	0	3	1	3	0	0	0	0	0
Don't know	6	5	9	9	6	4	6	0	6	9	10	0	0	0	0

	Social Grade		Which one of the following age groups do you fall into?							
Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All who consider themselves to follow the crowd	619	301	319	2	17	144	130	189	113	26
Unweighted Sample	600	246	354	3	22	148	132	174	97	24
	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	27	30	100	26	30	27	26	28	41
Lucky	10	10	10	72	0	7	10	12	10	16
Brave	30	35	26	72	35	37	29	29	30	7
Go-getters	31	33	29	28	22	24	34	33	35	28
Eccentric	24	29	20	0	56	32	22	20	22	20
Strange	9	9	9	0	37	11	9	7	7	8
Attention seekers	54	57	52	28	57	48	62	57	56	32
Low self esteem	5	4	6	0	5	8	5	2	7	5
Other	3	4	2	39	16	1	4	3	1	0
Don't know	8	5	10	0	9	11	8	6	4	13

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	56	46	61	59	55	58	47	47	19
Included	44	46	42	72	70	43	45	38	52	27
Accepted	54	56	53	61	66	52	60	52	53	52
Happy in my skin	38	43	33	39	27	33	33	44	42	37
Dull	6	9	4	0	0	8	7	6	7	0
Frustrated	3	4	3	0	0	4	1	5	1	0
Trapped	7	8	6	0	1	7	6	8	5	5
Lacking personality	8	8	8	0	16	5	7	9	8	9
Other	1	1	1	0	0	2	1	0	0	0
Don't know	6	3	9	0	4	6	9	6	3	18

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All who consider themselves to follow the crowd	619	154	465	355	91	35	72	5	39	22	0	1
Unweighted Sample	600	158	442	341	95	39	72	5	31	16	0	1
	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	35	26	28	38	38	18	45	19	28	0	100
Lucky	10	10	10	10	15	7	8	19	4	14	0	0
Brave	30	32	30	27	40	37	29	19	37	25	0	0
Go-getters	31	32	31	32	31	33	20	44	40	37	0	0
Eccentric	24	22	25	23	28	34	29	33	22	7	0	100
Strange	9	7	10	9	15	9	12	0	4	0	0	0
Attention seekers	54	53	55	55	60	45	49	11	62	50	0	0
Low self esteem	5	3	6	5	7	7	6	0	2	0	0	0
Other	3	5	2	2	4	0	8	0	0	0	0	0
Don't know	8	8	8	7	7	9	13	0	8	6	0	0

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	56	49	49	58	50	52	19	57	43	0	0
Included	44	47	43	45	45	57	28	11	54	38	0	100
Accepted	54	59	53	53	58	57	55	53	51	58	0	0
Happy in my skin	38	39	37	40	39	29	29	58	37	33	0	100
Dull	6	6	7	7	6	1	11	0	4	0	0	0
Frustrated	3	3	3	4	2	0	3	0	0	0	0	0
Trapped	7	4	7	8	2	3	15	0	2	0	0	0
Lacking personality	8	7	8	9	4	4	13	0	4	9	0	0
Other	1	0	1	1	0	1	1	0	0	0	0	0
Don't know	6	4	7	6	8	3	7	0	9	6	0	0

	Which of the following BEST applies to you?									
Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working	
All who consider themselves to follow the crowd Unweighted Sample	619	294	89	9	39	132	17	11	8	22
	600	283	82	10	41	120	23	13	8	20
	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	25	32	19	33	29	35	18	35	50
Lucky	10	8	14	0	11	12	5	0	0	18
Brave	30	32	27	27	37	24	43	45	24	24
Go-getters	31	29	29	51	22	38	33	11	10	42
Eccentric	24	25	22	27	23	26	58	3	11	14
Strange	9	9	6	0	11	9	30	3	13	9
Attention seekers	54	57	39	52	40	60	64	50	77	63
Low self esteem	5	6	3	0	3	7	4	7	0	5
Other	3	3	0	0	3	1	12	20	0	10
Don't know	8	9	7	0	5	8	0	14	0	4

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	54	52	48	48	45	59	30	47	35
Included	44	44	32	36	42	51	57	23	23	62
Accepted	54	58	42	72	47	55	68	32	57	60
Happy in my skin	38	36	41	20	39	49	35	20	11	8
Dull	6	7	10	22	10	3	0	0	0	13
Frustrated	3	5	1	7	8	2	0	0	0	0
Trapped	7	8	4	0	8	4	2	8	0	16
Lacking personality	8	7	2	8	19	6	14	15	10	17
Other	1	1	0	0	0	0	0	0	0	10
Don't know	6	6	6	0	7	6	0	23	0	7

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
All who consider themselves to follow the crowd Unweighted Sample	619	28	10	6	55	272	20
	600	29	10	7	57	253	19
	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	21	19	42	26	25	50
Lucky	10	8	13	0	11	10	4
Brave	30	17	39	43	38	31	27
Go-getters	31	24	35	24	33	29	42
Eccentric	24	20	49	58	14	26	14
Strange	9	8	0	12	8	9	4
Attention seekers	54	49	35	58	62	51	59
Low self esteem	5	3	0	19	5	5	0
Other	3	7	0	0	0	2	0
Don't know	8	11	26	0	5	9	0

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	41	61	69	59	54	47
Included	44	43	23	45	45	41	30
Accepted	54	61	48	77	58	53	52
Happy in my skin	38	26	19	19	46	38	29
Dull	6	1	0	12	9	9	0
Frustrated	3	0	13	6	2	4	0
Trapped	7	3	0	18	7	8	0
Lacking personality	8	1	19	12	3	7	9
Other	1	0	0	0	0	1	5
Don't know	6	16	23	0	4	4	15

	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA	
All who consider themselves to follow the crowd	619	30	36	20	24	26	12	32	17
Unweighted Sample	600	27	38	20	21	24	11	29	15
	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	39	45	44	27	12	0	31	23
Lucky	10	12	7	12	13	8	8	0	8
Brave	30	31	30	15	78	37	52	27	18
Go-getters	31	30	33	41	42	29	48	26	50
Eccentric	24	39	17	25	12	29	76	22	21
Strange	9	21	0	8	0	13	13	14	5
Attention seekers	54	65	40	49	33	47	80	47	44
Low self esteem	5	8	0	0	3	9	0	16	0
Other	3	7	0	2	0	11	0	2	0
Don't know	8	4	8	0	6	5	0	29	5

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	75	56	58	85	68	68	42	58
Included	44	53	38	17	64	50	40	34	45
Accepted	54	81	41	42	64	42	88	47	62
Happy in my skin	38	51	31	51	49	35	47	29	36
Dull	6	0	7	0	29	4	20	10	13
Frustrated	3	2	4	2	22	9	0	9	0
Trapped	7	0	12	8	19	9	16	7	5
Lacking personality	8	0	0	4	16	9	12	6	5
Other	1	0	0	0	4	0	0	3	0
Don't know	6	2	6	0	0	0	0	14	0

	merged sector/ career choice						
Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other	
All who consider themselves to follow the crowd	619	32	58	112	72	50	68
Unweighted Sample	600	29	54	105	75	50	62
	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	37	35	16	40	17	24
Lucky	10	11	14	6	9	14	8
Brave	30	29	48	36	22	17	29
Go-getters	31	28	37	33	30	22	26
Eccentric	24	39	26	32	18	13	18
Strange	9	20	6	13	2	2	8
Attention seekers	54	62	40	54	50	60	55
Low self esteem	5	7	3	7	3	4	6
Other	3	10	1	3	2	0	0
Don't know	8	4	3	12	10	12	5

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	73	65	56	48	42	45
Included	44	54	50	40	42	35	33
Accepted	54	78	57	54	47	47	55
Happy in my skin	38	49	43	35	31	29	41
Dull	6	0	19	11	3	6	1
Frustrated	3	2	10	6	2	0	0
Trapped	7	0	14	11	8	0	3
Lacking personality	8	0	10	11	1	5	4
Other	1	0	2	1	2	0	0
Don't know	6	2	1	5	10	16	3

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All who consider themselves to follow the crowd	619	44	40	73	177	54	4	619	0	0	0	14	47	7
Unweighted Sample	600	42	42	67	173	48	3	600	0	0	0	14	52	8
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following describe how you view people who are 'individual' and 'stand out from the crowd'? [Please tick all that apply]

Popular	28	35	37	23	25	23	0	28	0	0	0	26	26	34
Lucky	10	9	5	11	9	13	0	10	0	0	0	7	13	0
Brave	30	30	29	30	32	33	37	30	0	0	0	26	25	0
Go-getters	31	34	31	35	27	32	0	31	0	0	0	19	44	19
Eccentric	24	25	39	19	28	10	0	24	0	0	0	7	14	21
Strange	9	8	13	12	7	5	25	9	0	0	0	0	2	26
Attention seekers	54	49	59	58	52	46	25	54	0	0	0	72	53	71
Low self esteem	5	3	3	5	6	4	0	5	0	0	0	0	2	0
Other	3	0	0	2	2	5	0	3	0	0	0	0	3	0
Don't know	8	15	8	2	9	7	38	8	0	0	0	5	9	18

Which, if any, of the following describe the way you feel about 'following the crowd'? [Please tick all that apply]

Safe	50	45	47	60	56	50	37	50	0	0	0	50	57	71
Included	44	46	55	35	42	32	0	44	0	0	0	58	46	32
Accepted	54	49	69	59	51	55	0	54	0	0	0	62	63	55
Happy in my skin	38	40	55	36	35	30	0	38	0	0	0	63	25	16
Dull	6	4	1	9	11	3	0	6	0	0	0	7	9	0
Frustrated	3	1	1	2	6	4	0	3	0	0	0	3	0	0
Trapped	7	0	1	7	12	4	0	7	0	0	0	0	5	0
Lacking personality	8	4	0	6	8	7	0	8	0	0	0	5	7	21
Other	1	2	0	0	0	2	0	1	0	0	0	0	0	0
Don't know	6	14	4	1	5	6	63	6	0	0	0	0	8	18

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All GB Adults	2461	271	493	393	432	873	1181	1280	517	492	590	640	221
Unweighted Sample	2461	310	546	405	402	798	1167	1294	466	574	556	648	216
	%	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	43	46	56	57	50	52	50	49	51	50	52	49
Relationships (e.g. (not) got married, marrying someone else)	29	25	29	32	35	25	28	29	32	29	27	28	25
Work (e.g. chosen a different career)	33	22	31	39	40	33	34	33	29	32	35	36	36
Health (e.g. not smoking, doing more exercise)	33	30	32	37	37	31	35	32	29	33	35	36	34
Education (e.g. going to university, trying harder at school)	37	36	34	44	37	34	39	34	36	35	38	35	41
Lifestyle (e.g. moved abroad, bringing up children differently)	23	11	20	27	31	22	23	22	20	22	25	22	28
None of these	5	10	4	6	5	4	6	5	5	5	5	6	7
Not applicable – I don't have any regrets	13	16	13	8	9	16	12	14	15	15	12	12	10

		Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)													
		Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB Adults	2461	507	390	145	193	85	243	279	115	236	146	48	24	26	20
Unweighted Sample	2461	457	366	163	183	96	291	291	109	240	136	50	28	26	21
		%	%	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	50	50	43	52	57	55	48	62	51	48	53	50	51	37
Relationships (e.g. (not) got married, marrying someone else)	29	32	29	21	24	26	35	30	24	29	28	16	32	21	18
Work (e.g. chosen a different career)	33	30	38	26	30	30	35	34	37	36	38	36	29	29	36
Health (e.g. not smoking, doing more exercise)	33	29	34	31	37	35	31	35	34	38	37	29	29	33	40
Education (e.g. going to university, trying harder at school)	37	36	38	32	39	35	35	31	43	36	39	48	33	42	34
Lifestyle (e.g. moved abroad, bringing up children differently)	23	20	27	19	21	29	23	19	17	26	30	27	22	23	16
None of these	5	5	4	8	4	4	4	6	3	7	7	10	3	6	11
Not applicable – I don't have any regrets	13	14	12	20	13	13	14	15	7	11	7	14	19	7	15

	Social Grade		Which one of the following age groups do you fall into?							
	Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older
All GB Adults	2461	1329	1132	7	89	681	608	652	361	63
Unweighted Sample	2461	1169	1292	9	108	757	597	602	328	60
	%	%	%	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	50	52	53	42	46	57	52	50	53
Relationships (e.g. (not) got married, marrying someone else)	29	30	27	40	22	28	35	30	21	18
Work (e.g. chosen a different career)	33	33	34	20	17	29	40	36	33	22
Health (e.g. not smoking, doing more exercise)	33	33	34	10	31	31	37	34	30	28
Education (e.g. going to university, trying harder at school)	37	34	40	37	28	35	42	36	34	35
Lifestyle (e.g. moved abroad, bringing up children differently)	23	22	24	10	11	19	27	26	23	9
None of these	5	5	6	9	13	5	6	5	3	2
Not applicable – I don't have any regrets	13	13	13	17	22	14	7	14	17	20

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB Adults	2461	629	1832	1226	411	198	354	38	142	72	8	13
Unweighted Sample	2461	649	1812	1182	424	228	381	35	127	61	8	15
	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	53	50	51	53	49	47	43	59	47	63	19
Relationships (e.g. (not) got married, marrying someone else)	29	28	29	19	28	29	49	74	62	11	40	23
Work (e.g. chosen a different career)	33	35	33	34	35	33	29	43	36	31	54	8
Health (e.g. not smoking, doing more exercise)	33	37	32	32	36	29	34	34	42	35	15	17
Education (e.g. going to university, trying harder at school)	37	41	35	38	36	39	34	39	34	38	23	3
Lifestyle (e.g. moved abroad, bringing up children differently)	23	25	22	25	23	18	19	27	29	16	15	0
None of these	5	5	5	5	5	8	8	1	0	7	11	4
Not applicable – I don't have any regrets	13	11	14	14	11	14	9	12	9	20	26	71

		Which of the following BEST applies to you?								
		Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB Adults	2461	1232	329	46	131	405	99	75	48	96
Unweighted Sample	2461	1231	336	47	135	364	130	77	52	89
		%	%	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	52	48	42	51	49	44	45	44	63
Relationships (e.g. (not) got married, marrying someone else)	29	30	30	33	25	21	28	43	22	29
Work (e.g. chosen a different career)	33	33	35	56	34	32	19	46	36	37
Health (e.g. not smoking, doing more exercise)	33	33	29	24	37	33	39	36	36	47
Education (e.g. going to university, trying harder at school)	37	37	38	23	37	35	27	52	27	42
Lifestyle (e.g. moved abroad, bringing up children differently)	23	25	22	29	22	21	10	17	23	22
None of these	5	5	5	4	7	5	7	10	7	4
Not applicable – I don't have any regrets	13	11	13	14	10	17	20	9	17	17

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
All GB Adults	2461	172	69	47	318	929	72
Unweighted Sample	2461	175	71	50	333	909	76
	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	48	39	37	55	52	50
Relationships (e.g. (not) got married, marrying someone else)	29	31	19	25	31	32	24
Work (e.g. chosen a different career)	33	31	17	31	40	34	33
Health (e.g. not smoking, doing more exercise)	33	33	26	24	38	32	19
Education (e.g. going to university, trying harder at school)	37	26	23	30	44	38	24
Lifestyle (e.g. moved abroad, bringing up children differently)	23	26	23	17	28	24	16
None of these	5	8	6	4	3	4	10
Not applicable – I don't have any regrets	13	13	33	12	9	11	8

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB Adults	2461	115	124	84	133	96	50	139	73
Unweighted Sample	2461	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	50	54	46	55	51	46	43	50
Relationships (e.g. (not) got married, marrying someone else)	29	35	31	34	36	38	37	30	29
Work (e.g. chosen a different career)	33	31	38	25	31	42	28	33	28
Health (e.g. not smoking, doing more exercise)	33	35	26	30	31	35	35	34	26
Education (e.g. going to university, trying harder at school)	37	46	42	36	31	34	25	30	49
Lifestyle (e.g. moved abroad, bringing up children differently)	23	26	25	24	23	20	26	24	18
None of these	5	6	4	3	8	7	2	4	6
Not applicable – I don't have any regrets	13	9	10	15	10	3	21	15	15

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB Adults	2461	134	273	470	274	142	314
Unweighted Sample	2461	126	287	441	294	153	313
	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	50	52	50	50	54	54
Relationships (e.g. (not) got married, marrying someone else)	29	32	34	32	26	29	28
Work (e.g. chosen a different career)	33	29	33	35	34	39	32
Health (e.g. not smoking, doing more exercise)	33	33	31	32	29	32	34
Education (e.g. going to university, trying harder at school)	37	43	31	36	39	36	38
Lifestyle (e.g. moved abroad, bringing up children differently)	23	27	25	24	23	30	22
None of these	5	6	6	5	6	2	4
Not applicable – I don't have any regrets	13	10	12	11	12	8	14

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB Adults	2461	203	248	281	606	233	36	619	889	874	79	60	209	32
Unweighted Sample	2461	193	267	280	605	233	36	600	921	858	82	57	217	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about things in life that you regret and now feel it is too late to do...

In which of the following areas of your life do you wish you had done something differently/ do you have regrets about? [Please tick all that apply]

Money (e.g. saved more, been more clever with money)	51	37	57	59	50	52	45	54	52	49	37	55	57	62
Relationships (e.g. (not) got married, marrying someone else)	29	25	31	33	31	31	14	29	30	27	20	34	26	43
Work (e.g. chosen a different career)	33	9	36	52	35	31	16	32	34	35	30	46	38	51
Health (e.g. not smoking, doing more exercise)	33	32	33	32	34	27	28	37	33	33	22	51	36	28
Education (e.g. going to university, trying harder at school)	37	19	41	48	36	37	27	35	38	36	35	56	42	51
Lifestyle (e.g. moved abroad, bringing up children differently)	23	13	26	33	24	25	16	23	23	23	19	42	24	19
None of these	5	8	4	2	5	6	8	3	6	6	8	8	6	0
Not applicable – I don't have any regrets	13	21	8	3	11	15	33	10	13	14	27	1	10	10

	Age					Gender		Region					
Total	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
2011	201	408	337	373	692	969	1042	418	394	491	525	182	
Unweighted Sample	1993	225	448	344	346	630	948	1045	371	460	460	528	173
	%	%	%	%	%	%	%	%	%	%	%	%	%

All who wish there is something they could have done

Which, if any, of the following would you like a second/ another chance at doing/getting right?
 [Please tick all that apply]

Marriage	15	2	10	14	22	20	13	18	18	15	16	14	13
Going out with someone/ more people	23	37	31	24	23	14	25	21	28	21	22	21	24
Having more sex	23	29	26	23	25	17	34	12	30	21	22	19	20
Changing career	27	15	26	29	34	26	27	26	23	26	25	31	29
Going to University	25	16	23	32	22	28	27	24	23	23	29	24	31
Trying harder at school	30	38	29	34	31	27	33	28	27	31	29	30	41
Taking a career break	6	3	7	7	6	5	7	4	6	6	8	4	3
Travelling abroad	35	38	36	35	36	34	32	38	33	38	36	32	40
Choosing a different style of parenting	5	0	2	6	7	7	3	7	2	5	6	5	7
Having children	7	2	8	8	9	5	6	7	8	8	7	6	2
Not having children	2	1	1	1	3	3	2	2	1	3	2	2	2
Moving abroad	22	12	16	23	31	23	24	20	17	25	24	21	24
Moving to a different area in the UK	12	12	8	15	14	13	11	14	12	12	14	13	7
Investing money in shares/ companies/ property etc.	21	14	20	24	18	23	26	17	19	24	20	21	21
Take out private health care	5	3	4	4	6	6	4	6	5	6	5	4	4
Not smoking	23	16	22	21	23	27	24	22	20	22	24	24	25
Looking after myself better	35	39	36	42	35	30	34	35	35	37	36	33	35
Saving more money	51	55	48	53	53	50	48	55	49	55	50	53	48
Spending more money	4	7	2	3	4	4	4	3	5	3	4	3	2
Other, please specify	2	1	4	2	2	3	2	3	2	3	3	3	1
Not applicable - There is nothing I would like a second/ another chance at	4	4	4	2	4	5	5	3	4	2	5	3	4

If you ticked other please can you tell use what else you would like a second/ another chance at?
 [If you did not tick other please leave this box blank]

SEE OE_5

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know	
2011	411	328	105	159	71	200	221	104	192	125	37	19	22	15	
Unweighted Sample	1993	365	304	123	152	78	238	230	96	195	113	37	22	21	15
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

All who wish there is something they could have done

Which, if any, of the following would you like a second/ another chance at doing/getting right?
 [Please tick all that apply]

Marriage	15	18	16	13	16	17	17	16	9	15	14	4	24	10	0
Going out with someone/ more people	23	28	24	22	20	16	22	18	22	24	21	28	29	27	20
Having more sex	23	30	23	21	19	21	22	17	18	22	18	20	25	32	33
Changing career	27	24	29	31	18	21	25	32	27	30	28	37	24	37	40
Going to University	25	23	28	18	30	35	22	20	32	23	23	53	41	31	11
Trying harder at school	30	27	30	36	28	30	28	29	32	31	38	47	49	28	37
Taking a career break	6	7	9	6	5	4	6	5	1	3	1	12	2	3	12
Travelling abroad	35	33	40	41	31	49	31	31	29	35	44	31	34	26	49
Choosing a different style of parenting	5	2	6	2	6	13	4	5	4	5	7	4	15	0	0
Having children	7	8	6	9	9	5	8	8	3	5	2	0	7	18	3
Not having children	2	1	2	1	5	3	5	1	2	5	2	3	1	0	0
Moving abroad	22	17	27	26	18	30	23	21	17	23	25	24	21	20	15
Moving to a different area in the UK	12	12	15	14	12	12	11	10	6	19	8	11	0	23	8
Investing money in shares/ companies/ property etc.	21	19	21	28	19	22	22	19	31	18	24	13	22	18	27
Take out private health care	5	5	5	5	4	6	5	5	3	4	4	5	7	0	9
Not smoking	23	19	24	18	24	24	24	25	26	23	26	35	5	21	31
Looking after myself better	35	35	36	42	36	38	34	28	29	39	39	28	23	29	45
Saving more money	51	49	50	51	50	56	58	49	60	51	51	45	39	45	46
Spending more money	4	5	5	3	3	6	2	2	7	3	4	0	0	8	0
Other, please specify	2	2	3	6	0	0	2	3	4	2	0	2	1	11	0
Not applicable - There is nothing I would like a second/ another chance at	4	4	5	3	6	3	2	5	3	2	5	0	0	6	0

If you ticked other please can you tell use what else you would like a second/ another chance at?
 [If you did not tick other please leave this box blank]

	Social Grade		Which one of the following age groups do you fall into?							
Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All who wish there is something they could have done	2011	1091	920	5	58	556	527	529	288	49
Unweighted Sample	1993	941	1052	7	69	611	516	487	260	43
	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following would you like a second/ another chance at doing/getting right?
[Please tick all that apply]

Marriage	15	14	17	0	0	8	17	21	20	15
Going out with someone/ more people	23	24	22	55	42	31	27	15	10	17
Having more sex	23	24	21	35	26	27	26	16	20	12
Changing career	27	27	27	27	8	24	31	29	26	16
Going to University	25	25	25	27	15	22	28	26	30	15
Trying harder at school	30	25	37	66	37	30	35	28	24	31
Taking a career break	6	7	4	0	2	5	8	5	5	0
Travelling abroad	35	34	36	14	42	36	35	35	34	25
Choosing a different style of parenting	5	5	5	0	0	1	7	6	7	1
Having children	7	7	6	0	0	7	9	6	5	3
Not having children	2	2	3	27	0	1	1	4	2	6
Moving abroad	22	21	24	0	15	14	27	26	24	15
Moving to a different area in the UK	12	12	13	0	8	10	14	16	12	0
Investing money in shares/ companies/ property etc.	21	24	18	0	15	19	22	22	23	18
Take out private health care	5	4	6	0	5	3	5	6	6	4
Not smoking	23	21	25	36	16	20	21	25	28	30
Looking after myself better	35	34	36	35	48	36	39	32	28	27
Saving more money	51	49	54	42	61	50	52	53	49	47
Spending more money	4	4	4	0	16	3	3	3	5	5
Other, please specify	2	2	3	0	1	3	2	3	3	2
Not applicable - There is nothing I would like a second/ another chance at	4	4	3	0	3	4	2	4	6	10

If you ticked other please can you tell use what else you would like a second/ another chance at?
[If you did not tick other please leave this box blank]

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All who wish there is something they could have done	2011	529	1481	994	346	153	294	33	129	53	5	3
Unweighted Sample	1993	547	1446	948	356	173	316	29	115	46	5	5
	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following would you like a second/ another chance at doing/getting right?
[Please tick all that apply]

Marriage	15	18	15	12	13	15	11	61	42	16	24	0
Going out with someone/ more people	23	22	23	12	21	29	53	34	32	16	37	59
Having more sex	23	23	22	19	20	28	37	31	22	5	14	38
Changing career	27	26	27	27	30	24	22	25	31	29	46	24
Going to University	25	27	25	29	23	23	20	29	22	18	0	0
Trying harder at school	30	37	28	31	33	30	29	15	26	32	23	14
Taking a career break	6	5	6	5	7	9	6	5	4	3	0	0
Travelling abroad	35	37	35	33	35	34	41	40	38	38	0	0
Choosing a different style of parenting	5	6	4	6	4	1	2	7	7	2	0	0
Having children	7	4	7	4	7	10	13	5	10	1	24	0
Not having children	2	3	2	3	1	0	1	5	6	4	0	0
Moving abroad	22	23	22	24	21	16	16	19	28	19	0	46
Moving to a different area in the UK	12	12	13	13	13	13	11	24	10	4	24	0
Investing money in shares/ companies/ property etc.	21	21	21	21	22	22	21	23	23	10	16	0
Take out private health care	5	5	5	5	6	5	2	9	3	12	0	0
Not smoking	23	24	22	23	26	15	19	23	30	31	0	14
Looking after myself better	35	38	34	33	38	37	38	30	39	29	39	53
Saving more money	51	54	50	51	52	53	48	50	59	51	62	68
Spending more money	4	2	4	3	3	6	4	7	2	10	0	0
Other, please specify	2	3	2	2	3	3	2	3	1	6	0	0
Not applicable - There is nothing I would like a second/ another chance at	4	2	5	4	3	4	5	0	3	3	0	0

If you ticked other please can you tell use what else you would like a second/ another chance at?
[If you did not tick other please leave this box blank]

	Which of the following BEST applies to you?									
Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working	
2011	1033	270	38	108	317	72	60	37	75	
Unweighted Sample	1993	1026	274	40	111	282	90	61	39	70
	%	%	%	%	%	%	%	%	%	

All who wish there is something they could have done

Which, if any, of the following would you like a second/ another chance at doing/getting right?
 [Please tick all that apply]

Marriage	15	14	19	27	16	17	4	25	11	19
Going out with someone/ more people	23	27	18	24	16	12	41	23	21	18
Having more sex	23	26	19	14	14	14	30	37	11	21
Changing career	27	28	26	39	22	24	9	34	40	26
Going to University	25	26	22	26	23	31	12	29	13	26
Trying harder at school	30	29	28	14	44	29	40	41	20	43
Taking a career break	6	9	4	2	2	1	0	6	2	3
Travelling abroad	35	36	37	30	36	32	37	38	37	26
Choosing a different style of parenting	5	4	7	5	8	7	0	4	3	5
Having children	7	8	5	16	6	5	1	4	3	12
Not having children	2	2	2	0	3	4	0	1	0	3
Moving abroad	22	24	21	16	23	22	13	9	23	22
Moving to a different area in the UK	12	11	14	11	23	9	9	15	14	20
Investing money in shares/ companies/ property etc.	21	22	17	13	11	24	22	23	23	25
Take out private health care	5	4	5	2	4	7	1	8	8	12
Not smoking	23	21	18	17	29	34	6	24	33	30
Looking after myself better	35	34	30	39	40	28	49	47	42	56
Saving more money	51	52	47	37	60	48	52	45	51	63
Spending more money	4	3	4	5	4	4	8	4	1	4
Other, please specify	2	2	4	2	2	3	1	0	6	2
Not applicable - There is nothing I would like a second/ another chance at	4	4	4	0	3	4	5	6	2	6

If you ticked other please can you tell use what else you would like a second/ another chance at?
 [If you did not tick other please leave this box blank]

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
2011	135	43	39	277	787	59	
Unweighted Sample	1993	137	45	41	291	764	62
	%	%	%	%	%	%	%

All who wish there is something they could have done

Which, if any, of the following would you like a second/ another chance at doing/getting right?
 [Please tick all that apply]

Marriage	15	19	17	6	9	18	10
Going out with someone/ more people	23	19	18	13	28	27	18
Having more sex	23	22	22	26	31	23	21
Changing career	27	22	20	29	39	26	22
Going to University	25	23	23	24	30	24	19
Trying harder at school	30	18	20	21	32	31	19
Taking a career break	6	8	16	1	11	6	5
Travelling abroad	35	32	30	22	43	35	36
Choosing a different style of parenting	5	6	2	5	2	5	2
Having children	7	8	14	3	9	6	9
Not having children	2	3	2	0	3	2	0
Moving abroad	22	29	23	13	26	22	17
Moving to a different area in the UK	12	11	11	10	14	12	7
Investing money in shares/ companies/ property etc.	21	22	18	38	30	17	15
Take out private health care	5	6	3	6	6	3	6
Not smoking	23	14	22	17	26	20	10
Looking after myself better	35	32	34	32	41	32	28
Saving more money	51	43	53	32	58	51	49
Spending more money	4	3	1	9	4	4	0
Other, please specify	2	2	0	4	3	3	3
Not applicable - There is nothing I would like a second/ another chance at	4	6	5	2	1	4	2

If you ticked other please can you tell use what else you would like a second/ another chance at?
 [If you did not tick other please leave this box blank]

	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA	
All who wish there is something they could have done	2011	98	107	69	110	86	38	113	58
Unweighted Sample	1993	90	115	67	117	78	41	102	50
	%	%	%	%	%	%	%	%	%

**Which, if any, of the following would you like a second/ another chance at doing/getting right?
 [Please tick all that apply]**

Marriage	15	14	21	18	20	11	9	16	19
Going out with someone/ more people	23	24	20	31	28	29	41	31	13
Having more sex	23	28	19	20	21	29	28	31	13
Changing career	27	24	27	13	27	38	18	28	27
Going to University	25	30	25	17	20	25	8	25	21
Trying harder at school	30	25	34	32	26	20	17	24	33
Taking a career break	6	8	1	7	10	9	8	13	3
Travelling abroad	35	28	30	29	41	37	33	43	36
Choosing a different style of parenting	5	4	4	4	6	1	2	0	12
Having children	7	9	12	12	7	6	2	10	6
Not having children	2	1	1	2	3	3	0	2	2
Moving abroad	22	19	14	21	24	14	21	24	23
Moving to a different area in the UK	12	11	16	9	9	18	9	11	21
Investing money in shares/ companies/ property etc.	21	25	19	19	21	21	27	35	16
Take out private health care	5	4	7	4	6	5	0	0	7
Not smoking	23	12	21	15	12	25	18	21	18
Looking after myself better	35	38	30	28	27	32	35	37	46
Saving more money	51	52	61	48	47	51	59	43	56
Spending more money	4	4	6	1	3	4	2	6	2
Other, please specify	2	5	1	0	4	2	2	1	7
Not applicable - There is nothing I would like a second/ another chance at	4	5	3	4	6	0	5	3	5

**If you ticked other please can you tell use what else you would like a second/ another chance at?
 [If you did not tick other please leave this box blank]**

All who wish there is something they could have done

Unweighted Sample

	merged sector/ career choice					
Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
2011	112	224	399	222	127	258
1993	105	236	369	240	137	253
%	%	%	%	%	%	%

Which, if any, of the following would you like a second/ another chance at doing/getting right?
 [Please tick all that apply]

Marriage	15	14	18	15	12	20	14
Going out with someone/ more people	23	23	31	26	23	27	22
Having more sex	23	29	20	26	24	30	22
Changing career	27	24	26	31	30	33	25
Going to University	25	30	21	23	27	20	30
Trying harder at school	30	24	27	24	34	41	27
Taking a career break	6	7	8	9	5	5	8
Travelling abroad	35	28	39	39	32	31	38
Choosing a different style of parenting	5	3	6	3	6	3	5
Having children	7	10	7	7	8	3	8
Not having children	2	1	2	2	2	1	2
Moving abroad	22	19	25	23	21	27	22
Moving to a different area in the UK	12	10	9	14	13	12	11
Investing money in shares/ companies/ property etc.	21	26	20	23	19	22	17
Take out private health care	5	6	6	3	6	4	2
Not smoking	23	13	15	21	21	26	23
Looking after myself better	35	36	30	35	29	34	36
Saving more money	51	52	50	48	53	48	55
Spending more money	4	4	3	3	4	5	3
Other, please specify	2	6	2	3	4	2	0
Not applicable - There is nothing I would like a second/ another chance at	4	5	4	2	2	1	6

If you ticked other please can you tell use what else you would like a second/ another chance at?
 [If you did not tick other please leave this box blank]

Total	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure	
2011	144	218	265	508	185	21	538	720	701	51	55	175	29	
Unweighted Sample	1993	133	230	264	509	184	20	518	737	682	56	50	183	30
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

All who wish there is something they could have done

Which, if any, of the following would you like a second/ another chance at doing/getting right?
[Please tick all that apply]

Marriage	15	14	10	16	16	20	17	17	15	16	0	21	15	17
Going out with someone/ more people	23	28	32	23	24	26	5	21	24	23	31	31	17	26
Having more sex	23	22	29	28	23	22	8	20	27	20	24	22	23	30
Changing career	27	5	31	44	26	25	20	24	29	27	27	33	28	25
Going to University	25	18	25	34	22	24	33	22	30	23	26	52	25	24
Trying harder at school	30	22	25	31	30	29	25	32	31	28	34	36	39	50
Taking a career break	6	10	9	7	6	8	4	5	7	4	6	7	7	0
Travelling abroad	35	29	35	39	36	38	37	34	38	33	36	39	35	41
Choosing a different style of parenting	5	4	3	4	5	7	0	4	5	6	2	16	7	14
Having children	7	13	5	6	7	8	0	6	7	7	5	3	4	0
Not having children	2	0	1	3	2	2	0	1	3	2	0	4	0	7
Moving abroad	22	18	19	30	22	25	14	18	24	23	24	34	27	27
Moving to a different area in the UK	12	8	13	14	12	13	10	12	12	13	14	13	15	13
Investing money in shares/ companies/ property etc.	21	17	24	22	19	23	25	17	26	20	16	24	24	16
Take out private health care	5	4	4	5	3	6	0	4	6	4	7	6	2	11
Not smoking	23	19	22	22	20	15	23	24	23	22	22	25	20	41
Looking after myself better	35	37	37	32	33	27	42	35	36	33	41	43	39	37
Saving more money	51	45	56	53	50	48	63	51	53	50	45	53	50	60
Spending more money	4	2	2	4	5	1	5	4	4	4	2	8	2	6
Other, please specify	2	3	4	1	2	3	17	2	2	3	2	4	3	3
Not applicable - There is nothing I would like a second/ another chance at	4	3	2	2	5	4	0	3	3	5	2	4	1	0

If you ticked other please can you tell use what else you would like a second/ another chance at?
[If you did not tick other please leave this box blank]

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All GB Adults	2461	271	493	393	432	873	1181	1280	517	492	590	640	221
Unweighted Sample	2461	310	546	405	402	798	1167	1294	466	574	556	648	216
	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	21	40	49	62	58	45	54	45	50	52	50	51
No, I have not	45	68	53	45	35	38	50	41	46	45	44	45	43
Don't know	2	5	4	3	1	1	2	2	3	3	1	2	3
Prefer not to say	3	6	4	2	2	3	3	3	6	2	2	3	3

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB Adults	2461	507	390	145	193	85	243	279	115	236	146	48	24	26	20
Unweighted Sample	2461	457	366	163	183	96	291	291	109	240	136	50	28	26	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	45	52	42	53	55	54	47	46	56	49	55	62	52	25
No, I have not	45	46	44	53	45	44	42	50	49	40	46	40	38	35	44
Don't know	2	3	1	3	1	1	3	1	2	2	1	5	0	13	17
Prefer not to say	3	6	3	2	2	0	2	3	3	3	4	1	0	0	14

	Social Grade		Which one of the following age groups do you fall into?						
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older
Total	1329	1132	7	89	681	608	652	361	63
All GB Adults	1329	1132	7	89	681	608	652	361	63
Unweighted Sample	1169	1292	9	108	757	597	602	328	60
	%	%	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	48	52	17	16	36	53	62	55	47
No, I have not	45	48	42	83	76	56	42	33	42	50
Don't know	2	1	3	0	2	4	3	1	1	2
Prefer not to say	3	3	4	0	6	4	2	3	2	2

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB Adults	2461	629	1832	1226	411	198	354	38	142	72	8	13
Unweighted Sample	2461	649	1812	1182	424	228	381	35	127	61	8	15
	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	51	49	51	50	43	34	72	78	61	51	20
No, I have not	45	45	45	46	45	48	58	26	18	36	40	15
Don't know	2	2	2	1	2	4	4	0	2	1	0	0
Prefer not to say	3	2	3	2	3	6	3	2	2	2	9	64

		Which of the following BEST applies to you?								
		Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB Adults	2461	1232	329	46	131	405	99	75	48	96
Unweighted Sample	2461	1231	336	47	135	364	130	77	52	89
		%	%	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	48	45	54	51	55	28	65	80	57
No, I have not	45	47	48	44	43	43	66	30	16	32
Don't know	2	3	2	2	2	1	3	3	2	2
Prefer not to say	3	3	5	0	4	1	3	2	2	9

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
All GB Adults	2461	172	69	47	318	929	72
Unweighted Sample	2461	175	71	50	333	909	76
	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	62	58	46	51	43	36
No, I have not	45	33	42	47	42	51	55
Don't know	2	2	0	4	3	3	4
Prefer not to say	3	3	0	3	4	3	4

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB Adults	2461	115	124	84	133	96	50	139	73
Unweighted Sample	2461	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	40	45	47	42	41	48	43	53
No, I have not	45	55	46	51	51	52	43	52	40
Don't know	2	3	5	2	3	4	5	1	2
Prefer not to say	3	2	4	0	4	3	5	5	4

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB Adults	2461	134	273	470	274	142	314
Unweighted Sample	2461	126	287	441	294	153	313
	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	41	46	47	45	54	50
No, I have not	45	54	49	47	47	41	44
Don't know	2	2	3	3	4	2	1
Prefer not to say	3	2	2	3	4	3	4

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB Adults	2461	203	248	281	606	233	36	619	889	874	79	60	209	32
Unweighted Sample	2461	193	267	280	605	233	36	600	921	858	82	57	217	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever suffered from serious financial hardship? (by financial hardship we mean times when you have seriously struggled as a result of money)

Yes, I have	50	48	47	55	43	51	35	47	51	51	33	61	49	65
No, I have not	45	48	46	41	53	42	33	50	44	44	39	33	46	28
Don't know	2	2	2	3	2	3	9	1	2	2	9	4	2	3
Prefer not to say	3	3	5	1	2	5	24	2	3	3	19	2	3	3

All those who have suffered from financial hardship

Unweighted Sample

Total	Age					Gender		Region				
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland
1219	57	195	194	265	509	527	692	231	246	308	321	113
1179	67	211	200	242	459	513	666	198	275	277	315	113
%	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	2	4	14	27	22	16	19	11	17	23	17	23
Separating from partner	15	5	16	19	18	12	13	16	13	11	17	17	16
Paying for a child's wedding	4	0	0	0	3	7	3	4	5	3	4	3	5
Paying for my own wedding	4	8	5	4	3	4	6	3	3	5	5	4	5
Buying a home	29	10	15	26	30	37	30	29	32	32	34	22	25
General overspending	34	44	44	38	36	27	38	32	35	35	34	33	39
Overspending on credit cards	31	25	34	38	36	25	35	28	34	32	32	27	32
Having a child	14	11	12	20	16	11	9	17	11	18	13	12	16
Having to pay credit card bills	30	18	33	42	33	24	32	28	36	34	29	25	27
Having to pay off store cards	11	4	14	19	12	7	8	13	11	13	12	8	12
Paying off loans/ debts	38	40	46	43	41	32	40	37	34	41	41	35	43
Paying rent each month	16	35	26	17	12	12	17	15	18	15	16	15	17
Suffering from ill health	18	10	11	20	23	19	19	18	14	20	22	17	19
Personal addictions (e.g. gambling)	4	3	6	5	4	3	6	3	5	4	2	4	7
Losing job	21	15	19	23	27	19	28	16	21	21	24	20	16
Sending my children to university/ paying for education	7	11	1	1	5	12	5	8	7	7	9	5	8
Illness of a close friend/family member	8	11	2	12	5	9	3	11	8	7	7	7	10
Lending money to friends	8	5	8	7	9	9	9	8	13	11	8	4	6
Starting a business	10	3	4	9	13	11	12	8	11	14	10	6	9
Other	14	27	16	17	10	14	10	17	12	15	13	17	17
Prefer not to say	1	2	2	0	0	1	1	1	1	2	1	0	0

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know	
All those who have suffered from financial hardship Unweighted Sample	1219	227	203	60	102	47	130	131	53	131	71	26	15	13	5
	1179	193	183	68	91	53	145	128	54	129	67	28	18	12	7
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	11	21	12	27	26	16	21	10	18	26	11	31	13	0
Separating from partner	15	13	20	10	11	14	10	16	17	17	20	9	8	0	0
Paying for a child's wedding	4	5	3	1	4	4	3	4	0	4	6	4	0	5	0
Paying for my own wedding	4	3	5	5	4	6	5	6	4	2	7	0	6	0	0
Buying a home	29	32	35	29	34	42	31	25	19	21	24	29	20	5	0
General overspending	34	34	35	34	31	28	39	28	48	31	46	29	25	44	8
Overspending on credit cards	31	34	33	34	30	29	31	21	36	28	35	30	19	30	35
Having a child	14	11	13	15	15	17	20	14	5	13	18	7	19	17	0
Having to pay credit card bills	30	36	29	31	30	29	37	25	32	23	30	30	5	19	5
Having to pay off store cards	11	11	12	13	12	16	13	4	9	11	16	10	0	0	5
Paying off loans/ debts	38	34	39	38	45	35	44	32	49	33	50	36	22	25	48
Paying rent each month	16	18	16	10	17	19	15	12	14	17	17	28	0	25	5
Suffering from ill health	18	14	23	18	22	21	21	15	14	18	18	22	16	31	0
Personal addictions (e.g. gambling)	4	5	1	2	4	4	6	3	6	5	10	2	6	3	0
Losing job	21	21	26	28	21	22	17	20	20	21	12	17	32	29	0
Sending my children to university/ paying for education	7	7	10	6	6	5	7	5	3	5	8	6	12	15	0
Illness of a close friend/family member	8	9	7	4	6	15	6	5	7	7	4	13	31	28	0
Lending money to friends	8	13	8	8	8	8	13	5	7	3	4	12	6	3	0
Starting a business	10	11	9	13	12	15	11	8	7	3	10	8	2	28	40
Other	14	12	15	26	7	12	9	19	9	17	13	28	16	25	33
Prefer not to say	1	1	1	2	2	1	2	0	0	0	0	0	0	0	19

	Social Grade		Which one of the following age groups do you fall into?							
Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All those who have suffered from financial hardship	1219	638	582	1	14	244	324	406	200	30
Unweighted Sample	1179	530	649	1	18	266	316	369	183	26
	%	%	%	%	%	%	%	%	%	%

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	17	19	100	0	4	22	27	11	25
Separating from partner	15	12	17	100	6	14	20	15	8	0
Paying for a child's wedding	4	4	4	0	0	0	1	6	8	0
Paying for my own wedding	4	5	4	0	0	6	4	5	1	8
Buying a home	29	34	24	0	15	14	30	32	42	29
General overspending	34	34	35	0	30	46	36	30	29	19
Overspending on credit cards	31	31	30	0	3	34	35	32	21	22
Having a child	14	15	12	100	6	12	19	14	9	3
Having to pay credit card bills	30	29	31	0	20	30	37	29	22	15
Having to pay off store cards	11	13	8	0	2	13	14	9	7	0
Paying off loans/ debts	38	37	39	100	22	47	42	36	30	26
Paying rent each month	16	16	16	0	34	28	14	11	14	12
Suffering from ill health	18	16	21	0	0	12	21	23	15	12
Personal addictions (e.g. gambling)	4	3	5	0	11	6	5	3	3	0
Losing job	21	22	20	100	17	19	23	25	14	15
Sending my children to university/ paying for education	7	8	6	0	21	2	2	11	12	5
Illness of a close friend/family member	8	7	8	0	9	4	10	8	8	6
Lending money to friends	8	8	9	0	18	7	6	11	9	0
Starting a business	10	11	9	100	2	4	10	12	11	21
Other	14	16	13	0	29	18	14	12	13	29
Prefer not to say	1	0	1	0	3	1	0	1	0	5

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All those who have suffered from financial hardship	1219	318	902	620	204	85	121	27	111	43	4	3
Unweighted Sample	1179	326	853	592	201	95	124	23	99	37	4	4
	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	17	18	14	21	11	2	19	59	19	0	0
Separating from partner	15	20	12	9	16	30	12	79	23	2	19	0
Paying for a child's wedding	4	2	4	4	0	3	1	4	5	15	0	0
Paying for my own wedding	4	8	3	5	5	2	1	7	3	5	0	0
Buying a home	29	28	29	35	23	14	15	36	32	27	0	56
General overspending	34	41	32	35	32	47	39	50	30	5	71	0
Overspending on credit cards	31	35	29	31	28	42	30	41	30	16	47	0
Having a child	14	26	9	15	13	10	9	19	16	9	0	0
Having to pay credit card bills	30	37	28	30	29	28	34	47	27	19	47	56
Having to pay off store cards	11	16	9	12	11	6	7	11	11	5	0	0
Paying off loans/ debts	38	46	36	40	40	45	33	40	36	19	47	56
Paying rent each month	16	18	15	13	19	24	22	10	17	18	0	0
Suffering from ill health	18	15	20	21	13	16	15	8	23	21	29	0
Personal addictions (e.g. gambling)	4	5	4	4	4	2	7	3	5	0	0	0
Losing job	21	20	22	22	28	19	19	3	17	17	29	0
Sending my children to university/ paying for education	7	5	8	9	2	6	8	22	5	4	0	0
Illness of a close friend/family member	8	7	8	7	7	6	9	0	8	27	0	0
Lending money to friends	8	9	8	6	8	13	9	16	14	11	23	0
Starting a business	10	9	10	10	9	9	10	7	12	6	0	0
Other	14	12	15	14	20	10	21	9	2	26	0	0
Prefer not to say	1	0	1	1	1	0	2	0	1	0	0	44

	Which of the following BEST applies to you?								
Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All those who have suffered from financial hardship	1219	585	148	25	67	28	49	38	55
Unweighted Sample	1179	565	150	22	71	32	49	40	53
	%	%	%	%	%	%	%	%	%

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	18	15	16	18	20	2	21	27	18
Separating from partner	15	17	12	4	26	8	5	13	15	19
Paying for a child's wedding	4	2	2	0	8	7	2	3	9	5
Paying for my own wedding	4	6	1	3	8	3	0	0	9	4
Buying a home	29	29	31	13	27	36	2	30	13	29
General overspending	34	37	36	20	36	27	61	24	21	40
Overspending on credit cards	31	37	28	8	33	17	31	25	29	41
Having a child	14	12	20	6	30	10	6	13	19	13
Having to pay credit card bills	30	33	37	18	28	18	32	28	34	32
Having to pay off store cards	11	14	13	13	15	4	2	2	6	3
Paying off loans/ debts	38	42	39	20	41	27	43	46	33	43
Paying rent each month	16	17	14	5	16	15	46	17	9	11
Suffering from ill health	18	11	13	17	25	26	17	27	44	58
Personal addictions (e.g. gambling)	4	5	3	0	1	2	12	3	2	11
Losing job	21	22	20	26	13	13	33	38	19	33
Sending my children to university/ paying for education	7	6	8	3	4	8	17	7	14	5
Illness of a close friend/family member	8	4	12	11	17	10	12	7	18	2
Lending money to friends	8	7	7	13	16	7	12	3	18	11
Starting a business	10	10	16	6	6	9	3	2	10	8
Other	14	15	11	25	10	13	20	19	20	6
Prefer not to say	1	0	0	0	2	2	0	4	1	0

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
All those who have suffered from financial hardship Unweighted Sample	1219	107	40	22	162	401	26
	1179	102	41	28	168	371	27
	%	%	%	%	%	%	%

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	17	9	23	14	19	13
Separating from partner	15	18	6	25	15	15	25
Paying for a child's wedding	4	3	2	0	0	3	4
Paying for my own wedding	4	3	4	6	4	6	3
Buying a home	29	27	21	19	25	32	40
General overspending	34	25	35	33	39	40	25
Overspending on credit cards	31	22	24	44	39	37	27
Having a child	14	10	0	8	16	15	15
Having to pay credit card bills	30	35	15	26	40	32	29
Having to pay off store cards	11	11	9	12	13	16	10
Paying off loans/ debts	38	29	28	44	48	43	25
Paying rent each month	16	12	2	6	23	17	8
Suffering from ill health	18	13	6	10	15	11	1
Personal addictions (e.g. gambling)	4	6	4	7	4	4	0
Losing job	21	30	34	17	25	18	18
Sending my children to university/ paying for education	7	11	7	1	5	5	20
Illness of a close friend/family member	8	9	8	5	4	6	2
Lending money to friends	8	10	12	6	6	7	3
Starting a business	10	30	44	10	7	5	13
Other	14	15	30	7	13	14	14
Prefer not to say	1	1	0	2	1	0	0

	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA	
All those who have suffered from financial hardship	1219	46	55	39	56	39	24	60	39
Unweighted Sample	1179	43	63	37	57	35	20	49	30
	%	%	%	%	%	%	%	%	%

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	18	18	27	22	20	4	8	24
Separating from partner	15	18	20	11	13	26	0	9	14
Paying for a child's wedding	4	7	0	0	1	3	0	0	0
Paying for my own wedding	4	10	5	6	4	9	0	4	4
Buying a home	29	22	21	35	25	48	27	26	33
General overspending	34	33	39	31	25	42	46	34	51
Overspending on credit cards	31	32	36	31	25	34	37	29	27
Having a child	14	8	17	21	17	20	4	5	26
Having to pay credit card bills	30	39	40	19	21	33	33	30	24
Having to pay off store cards	11	15	22	9	15	18	0	11	6
Paying off loans/ debts	38	45	51	32	28	40	42	30	34
Paying rent each month	16	20	17	15	4	21	17	15	18
Suffering from ill health	18	7	6	12	9	6	6	12	3
Personal addictions (e.g. gambling)	4	11	5	6	3	6	0	0	0
Losing job	21	39	23	21	11	21	20	34	7
Sending my children to university/ paying for education	7	4	6	0	18	16	4	3	9
Illness of a close friend/family member	8	8	11	9	11	2	2	11	1
Lending money to friends	8	17	7	7	2	8	0	15	4
Starting a business	10	19	12	2	5	9	20	17	1
Other	14	17	8	26	19	10	15	16	6
Prefer not to say	1	0	3	0	0	0	0	0	0

	merged sector/ career choice						
Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other	
All those who have suffered from financial hardship	1219	55	126	219	124	77	156
Unweighted Sample	1179	53	128	188	134	83	151
	%	%	%	%	%	%	%

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	17	22	14	18	17	18
Separating from partner	15	16	17	13	18	18	16
Paying for a child's wedding	4	6	2	2	1	4	1
Paying for my own wedding	4	8	4	4	8	5	2
Buying a home	29	22	30	31	24	29	32
General overspending	34	33	32	38	36	43	36
Overspending on credit cards	31	34	32	32	33	41	37
Having a child	14	7	18	14	20	7	10
Having to pay credit card bills	30	42	29	27	32	47	36
Having to pay off store cards	11	19	15	11	17	12	14
Paying off loans/ debts	38	45	35	36	44	50	42
Paying rent each month	16	22	9	17	18	16	16
Suffering from ill health	18	6	11	7	12	13	17
Personal addictions (e.g. gambling)	4	9	3	1	6	6	6
Losing job	21	34	15	22	17	24	27
Sending my children to university/ paying for education	7	4	10	8	6	2	3
Illness of a close friend/family member	8	7	9	4	6	5	5
Lending money to friends	8	14	6	9	7	10	4
Starting a business	10	17	8	13	15	13	7
Other	14	19	20	13	14	8	17
Prefer not to say	1	0	0	0	2	1	0

Total	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure	
1219	97	117	154	261	117	13	291	457	445	26	37	102	21	
Unweighted Sample	1179	92	118	151	257	109	10	279	459	413	28	33	107	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

All those who have suffered from financial hardship

We would like you to think about any financial hardships you may have been under...

Which, if any, of the following are / have caused you financial hardships either now and/or in the past? [Please tick all that apply]

Getting divorced	18	21	8	20	17	18	36	14	19	19	19	23	18	27
Separating from partner	15	14	13	17	15	17	28	11	15	16	23	28	17	26
Paying for a child's wedding	4	1	1	2	2	2	10	4	3	4	0	4	1	0
Paying for my own wedding	4	3	7	4	6	3	0	6	4	3	6	11	7	0
Buying a home	29	31	23	29	30	32	38	30	31	27	26	43	24	43
General overspending	34	33	42	41	38	24	38	36	37	30	39	33	48	21
Overspending on credit cards	31	27	37	43	34	24	70	30	33	29	32	43	37	15
Having a child	14	11	11	15	16	12	0	11	14	15	7	37	25	30
Having to pay credit card bills	30	23	36	42	32	24	76	30	32	27	28	37	40	35
Having to pay off store cards	11	12	13	17	15	7	33	11	12	9	14	25	15	31
Paying off loans/ debts	38	33	39	51	42	32	47	38	39	38	31	42	44	35
Paying rent each month	16	7	24	20	16	8	22	15	18	15	9	15	19	7
Suffering from ill health	18	8	12	17	9	10	10	14	20	21	13	18	15	28
Personal addictions (e.g. gambling)	4	1	5	7	3	7	0	4	5	3	8	4	1	8
Losing job	21	26	24	23	20	20	24	19	25	20	6	17	24	12
Sending my children to university/ paying for education	7	5	6	6	5	9	12	5	7	8	7	7	2	9
Illness of a close friend/family member	8	9	7	7	4	7	0	7	8	9	2	18	7	15
Lending money to friends	8	9	10	9	5	5	37	7	10	8	6	6	8	9
Starting a business	10	16	14	10	9	11	10	7	14	8	0	6	9	7
Other	14	15	16	10	13	24	9	9	16	16	20	15	10	12
Prefer not to say	1	0	0	0	1	0	0	0	0	2	5	0	1	1

All those who have suffered from financial hardship

Unweighted Sample

	Age					Gender		Region				
Total	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland
1219	57	195	194	265	509	527	692	231	246	308	321	113
1179	67	211	200	242	459	513	666	198	275	277	315	113
%	%	%	%	%	%	%	%	%	%	%	%	%

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	20	40	37	33	22	32	28	27	32	31	28	29
Received a county court judgement	16	5	19	19	20	14	19	15	11	20	17	18	11
Gone into debt	42	47	54	54	44	31	47	38	43	44	43	38	42
Defaulted on credit card payments (not paying credit card)	22	11	35	30	22	14	26	18	22	23	21	19	26
Been unable to pay my utility bills	15	13	18	21	18	9	16	13	11	16	17	13	16
Defaulted on mortgage payments	8	2	4	5	10	9	10	6	8	9	9	6	5
Been made bankrupt	4	2	5	2	6	4	5	3	3	6	3	4	6
I have begun an IVA	3	2	3	5	5	2	3	4	3	4	3	3	2
Forced to borrow significant sums of money from family and friends	15	36	28	16	13	9	16	14	16	14	14	15	22
Had my home repossessed	3	2	2	3	4	3	4	2	0	4	5	3	1
Other	8	5	7	11	8	9	9	8	11	9	10	6	4
Prefer not to say	4	7	2	3	4	4	3	4	1	3	4	6	3
Nothing has happened	31	27	20	21	28	40	26	34	35	28	27	32	35

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know	
All those who have suffered from financial hardship	1219	227	203	60	102	47	130	131	53	131	71	26	15	13	5
Unweighted Sample	1179	193	183	68	91	53	145	128	54	129	67	28	18	12	7
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	27	31	31	31	34	31	26	40	27	36	14	21	3	76
Received a county court judgement	16	11	17	19	17	20	20	17	27	17	17	0	2	10	42
Gone into debt	42	43	46	46	38	46	42	38	38	39	44	42	32	23	33
Defaulted on credit card payments (not paying credit card)	22	22	21	28	22	21	21	19	16	21	29	27	10	0	68
Been unable to pay my utility bills	15	10	18	21	16	10	16	14	10	13	18	20	0	11	28
Defaulted on mortgage payments	8	8	8	10	9	10	9	9	5	4	7	1	0	0	8
Been made bankrupt	4	3	4	5	1	9	4	5	5	3	7	0	10	10	0
I have begun an IVA	3	3	2	2	6	3	5	2	7	2	2	2	0	10	0
Forced to borrow significant sums of money from family and friends	15	16	16	10	8	16	15	14	22	13	25	21	11	13	0
Had my home repossessed	3	0	6	5	4	2	5	6	0	2	1	0	0	0	8
Other	8	11	8	9	13	2	12	7	0	5	3	6	7	28	0
Prefer not to say	4	1	4	2	4	3	4	5	2	7	3	0	10	23	5
Nothing has happened	31	35	27	33	28	31	23	33	25	35	32	42	39	24	19

All those who have suffered from financial hardship

Unweighted Sample

	Social Grade		Which one of the following age groups do you fall into?						
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older
Total	638	582	1	14	244	324	406	200	30
Unweighted Sample	530	649	1	18	266	316	369	183	26
	%	%	%	%	%	%	%	%	%

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	27	32	0	2	37	36	27	17	24
Received a county court judgement	16	14	19	0	0	17	20	17	9	19
Gone into debt	42	42	41	0	46	52	50	38	26	29
Defaulted on credit card payments (not paying credit card)	22	21	22	0	2	30	28	18	10	12
Been unable to pay my utility bills	15	14	15	0	9	17	21	12	6	9
Defaulted on mortgage payments	8	8	7	0	0	4	8	10	7	10
Been made bankrupt	4	3	6	0	0	4	4	4	3	10
I have begun an IVA	3	3	3	0	0	3	4	3	1	9
Forced to borrow significant sums of money from family and friends	15	15	15	0	18	31	15	9	8	7
Had my home repossessed	3	2	4	0	9	1	4	3	2	9
Other	8	9	8	0	17	5	10	8	10	7
Prefer not to say	4	3	5	0	6	3	4	4	3	8
Nothing has happened	31	34	27	100	25	22	22	35	46	37

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All those who have suffered from financial hardship	1219	318	902	620	204	85	121	27	111	43	4	3
Unweighted Sample	1179	326	853	592	201	95	124	23	99	37	4	4
	%	%	%	%	%	%	%	%	%	%	%	%

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	38	27	26	39	28	29	24	41	13	19	0
Received a county court judgement	16	22	14	16	24	11	13	3	21	9	0	0
Gone into debt	42	51	39	40	50	44	44	18	49	21	19	11
Defaulted on credit card payments (not paying credit card)	22	30	19	20	31	21	26	14	22	0	19	0
Been unable to pay my utility bills	15	19	13	12	21	10	20	13	18	5	0	0
Defaulted on mortgage payments	8	9	7	9	6	0	6	9	9	3	0	0
Been made bankrupt	4	6	3	5	5	2	3	0	4	0	0	0
I have begun an IVA	3	5	3	4	4	5	1	5	2	0	0	0
Forced to borrow significant sums of money from family and friends	15	21	13	12	23	25	17	2	9	19	0	56
Had my home repossessed	3	4	3	4	4	2	0	0	2	0	0	0
Other	8	8	8	8	5	7	11	11	9	13	29	0
Prefer not to say	4	3	4	4	4	2	5	4	2	0	0	9
Nothing has happened	31	21	34	32	21	34	30	49	29	51	51	24

	Which of the following BEST applies to you?									
Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working	
1219	585	148	25	67	225	28	49	38	55	
Unweighted Sample	1179	565	150	22	71	197	32	49	40	53
	%	%	%	%	%	%	%	%	%	

All those who have suffered from financial hardship

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	32	23	17	45	18	16	41	43	39
Received a county court judgement	16	18	11	12	28	9	7	21	35	23
Gone into debt	42	47	40	26	52	25	34	53	44	47
Defaulted on credit card payments (not paying credit card)	22	26	18	10	32	9	16	23	18	37
Been unable to pay my utility bills	15	15	12	0	17	9	12	28	26	27
Defaulted on mortgage payments	8	8	5	0	10	8	3	9	9	10
Been made bankrupt	4	4	1	4	8	4	5	4	4	11
I have begun an IVA	3	3	5	6	4	3	0	0	0	3
Forced to borrow significant sums of money from family and friends	15	17	15	7	14	9	30	15	15	20
Had my home repossessed	3	3	3	0	8	3	0	3	8	4
Other	8	8	7	12	5	7	5	19	14	8
Prefer not to say	4	4	3	0	4	3	5	3	10	3
Nothing has happened	31	26	37	43	19	49	29	24	22	18

	Which of the following best applies to you?					
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these
All those who have suffered from financial hardship 1219	107	40	22	162	401	26
Unweighted Sample 1179	102	41	28	168	371	27
%	%	%	%	%	%	%

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	24	37	44	32	30	15
Received a county court judgement	16	14	22	13	17	16	11
Gone into debt	42	44	53	61	50	42	27
Defaulted on credit card payments (not paying credit card)	22	32	16	21	26	23	7
Been unable to pay my utility bills	15	17	18	13	18	12	2
Defaulted on mortgage payments	8	10	5	6	7	7	0
Been made bankrupt	4	4	2	6	3	3	9
I have begun an IVA	3	0	2	0	2	6	9
Forced to borrow significant sums of money from family and friends	15	13	14	23	26	14	4
Had my home repossessed	3	4	5	3	4	1	0
Other	8	14	17	7	6	7	10
Prefer not to say	4	1	1	0	6	3	9
Nothing has happened	31	32	27	30	22	30	30

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All those who have suffered from financial hardship	1219	46	55	39	56	39	24	60	39
Unweighted Sample	1179	43	63	37	57	35	20	49	30
	%	%	%	%	%	%	%	%	%

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	28	31	29	13	29	29	32	38
Received a county court judgement	16	16	19	14	10	14	7	13	25
Gone into debt	42	51	47	30	34	44	54	56	37
Defaulted on credit card payments (not paying credit card)	22	21	29	21	12	21	29	25	14
Been unable to pay my utility bills	15	19	17	14	6	22	24	12	8
Defaulted on mortgage payments	8	10	5	20	0	6	13	3	0
Been made bankrupt	4	2	2	2	1	5	0	1	0
I have begun an IVA	3	2	4	10	3	5	0	2	7
Forced to borrow significant sums of money from family and friends	15	10	19	17	9	20	34	12	11
Had my home repossessed	3	6	3	0	0	0	0	3	0
Other	8	21	4	10	16	0	0	9	9
Prefer not to say	4	8	5	0	3	2	2	3	9
Nothing has happened	31	18	24	31	38	36	35	26	39

	merged sector/ career choice						
	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other	
All those who have suffered from financial hardship	1219	55	126	219	124	77	156
Unweighted Sample	1179	53	128	188	134	83	151
	%	%	%	%	%	%	%

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	29	23	34	29	40	27
Received a county court judgement	16	13	10	16	19	21	17
Gone into debt	42	50	36	49	48	48	41
Defaulted on credit card payments (not paying credit card)	22	25	18	24	29	28	21
Been unable to pay my utility bills	15	16	11	15	17	11	13
Defaulted on mortgage payments	8	8	6	7	6	12	6
Been made bankrupt	4	5	2	2	3	10	3
I have begun an IVA	3	1	5	4	2	8	3
Forced to borrow significant sums of money from family and friends	15	9	15	18	20	17	13
Had my home repossessed	3	5	0	2	2	7	2
Other	8	17	14	6	6	6	6
Prefer not to say	4	7	2	3	4	2	4
Nothing has happened	31	21	32	33	23	26	28

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All those who have suffered from financial hardship	1219	97	117	154	261	117	13	291	457	445	26	37	102	21
Unweighted Sample	1179	92	118	151	257	109	10	279	459	413	28	33	107	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What, if anything, happened/ is happening as a result of these financial hardships? [Please tick all that apply]

Been contacted by debt collection agencies	30	25	36	36	28	22	47	30	31	28	20	43	38	53
Received a county court judgement	16	12	19	23	14	12	22	17	16	16	25	32	17	37
Gone into debt	42	37	60	53	43	29	44	43	48	35	35	37	51	62
Defaulted on credit card payments (not paying credit card)	22	22	28	33	21	14	38	20	25	20	16	28	36	34
Been unable to pay my utility bills	15	10	23	18	10	12	19	9	17	16	9	25	19	20
Defaulted on mortgage payments	8	3	7	9	5	13	10	7	6	9	8	17	5	20
Been made bankrupt	4	2	3	3	3	5	16	4	4	4	6	3	3	8
I have begun an IVA	3	3	4	8	2	2	9	6	2	3	0	3	8	0
Forced to borrow significant sums of money from family and friends	15	8	31	20	11	14	19	13	16	15	19	21	15	27
Had my home repossessed	3	2	2	4	3	0	10	3	2	4	3	7	3	9
Other	8	10	9	6	8	9	10	7	10	8	3	13	9	16
Prefer not to say	4	3	3	4	3	4	0	3	3	5	4	0	3	0
Nothing has happened	31	38	22	16	32	34	47	28	29	34	48	25	21	11

All those who have suffered from financial hardship

Unweighted Sample

Total	Age					Gender		Region				
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland
1219	57	195	194	265	509	527	692	231	246	308	321	113
1179	67	211	200	242	459	513	666	198	275	277	315	113
%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	0	0	1	1	2	1	1	1	1	2	1	1
Would not separate from partner	2	0	3	1	1	3	2	2	4	1	2	1	1
Not pay for a child's wedding/ give them a less expensive wedding	1	0	0	0	0	1	0	1	1	0	0	0	1
Have a less expensive/ smaller wedding of my own	2	0	3	1	2	2	2	2	3	3	2	1	1
Buy a cheaper home	3	2	3	1	5	3	4	3	0	4	4	4	4
Spend less in general	41	51	46	45	41	37	43	40	46	42	41	36	47
Not have credit cards	34	28	37	45	40	27	36	33	36	32	34	35	34
Not have children/ have fewer children	2	0	2	2	1	3	2	2	1	3	1	3	3
Not have store cards	18	13	22	24	21	13	17	19	20	15	21	14	20
Pay loans on time	15	11	19	18	14	12	18	12	12	13	17	15	16
Find somewhere cheaper to rent	4	8	10	8	2	2	5	4	5	4	5	4	5
Other	9	7	12	9	13	7	11	8	11	11	9	9	8
Does not apply – there is nothing I could have done	23	23	14	20	20	29	16	29	20	27	21	26	20
Prefer not to say	1	0	1	1	1	2	1	1	0	1	2	1	2
I would not do anything differently	13	9	12	13	14	15	16	11	12	14	15	13	15

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know	
All those who have suffered from financial hardship Unweighted Sample	1219	227	203	60	102	47	130	131	53	131	71	26	15	13	5
	1179	193	183	68	91	53	145	128	54	129	67	28	18	12	7
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	1	2	1	1	2	1	2	0	0	0	0	6	0	0
Would not separate from partner	2	4	3	4	0	0	0	2	3	0	1	0	0	0	0
Not pay for a child's wedding/ give them a less expensive wedding	1	1	0	0	1	2	0	1	0	0	2	0	0	0	0
Have a less expensive/ smaller wedding of my own	2	3	1	2	3	4	4	1	2	1	2	0	0	0	0
Buy a cheaper home	3	0	3	2	4	6	3	6	4	2	1	6	12	4	8
Spend less in general	41	46	42	38	40	39	48	30	49	35	47	49	45	31	8
Not have credit cards	34	36	32	36	37	27	32	25	44	42	40	26	21	51	28
Not have children/ have fewer children	2	1	1	1	2	2	4	1	4	5	3	3	2	0	0
Not have store cards	18	21	23	19	18	13	15	8	22	16	26	11	6	11	0
Pay loans on time	15	12	18	17	15	15	12	12	19	16	20	14	0	3	8
Find somewhere cheaper to rent	4	5	3	4	7	3	6	1	2	6	5	11	0	11	0
Other	9	11	9	15	8	3	12	14	1	7	11	2	3	4	33
Does not apply – there is nothing I could have done	23	21	20	23	22	33	26	30	22	24	17	21	31	24	19
Prefer not to say	1	0	2	0	2	1	1	2	0	1	3	0	2	0	19
I would not do anything differently	13	12	14	16	15	11	12	14	10	13	14	18	11	9	35

All those who have suffered from financial hardship

Unweighted Sample

Total	Social Grade		Which one of the following age groups do you fall into?						
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older
1219	638	582	1	14	244	324	406	200	30
1179	530	649	1	18	266	316	369	183	26
%	%	%	%	%	%	%	%	%	%

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	1	1	0	0	0	1	2	1	6
Would not separate from partner	2	1	3	0	0	2	1	2	2	6
Not pay for a child's wedding/ give them a less expensive wedding	1	1	0	0	0	0	0	0	3	0
Have a less expensive/ smaller wedding of my own	2	2	2	0	0	3	1	3	0	0
Buy a cheaper home	3	3	4	0	0	3	2	5	2	0
Spend less in general	41	43	39	0	43	48	43	40	37	15
Not have credit cards	34	31	38	0	30	36	42	35	23	18
Not have children/ have fewer children	2	2	2	0	0	1	2	3	4	0
Not have store cards	18	18	17	0	3	21	21	17	13	5
Pay loans on time	15	13	16	0	6	18	17	13	12	8
Find somewhere cheaper to rent	4	6	3	0	14	9	6	3	1	0
Other	9	11	8	0	9	11	11	10	6	7
Does not apply – there is nothing I could have done	23	22	24	100	22	15	20	24	33	44
Prefer not to say	1	1	1	0	0	1	1	2	1	8
I would not do anything differently	13	15	12	0	11	11	15	13	15	12

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All those who have suffered from financial hardship	1219	318	902	620	204	85	121	27	111	43	4	3
Unweighted Sample	1179	326	853	592	201	95	124	23	99	37	4	4
	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	1	1	1	1	0	1	0	4	0	0	0
Would not separate from partner	2	2	2	1	1	3	7	12	3	0	0	0
Not pay for a child's wedding/ give them a less expensive wedding	1	0	1	1	0	0	0	0	0	2	0	0
Have a less expensive/ smaller wedding of my own	2	3	1	2	2	0	2	7	2	2	0	0
Buy a cheaper home	3	3	3	3	7	2	1	0	1	0	0	0
Spend less in general	41	47	39	42	42	48	42	50	36	14	47	56
Not have credit cards	34	42	32	35	34	32	37	25	35	21	47	56
Not have children/ have fewer children	2	3	2	3	1	2	0	3	2	7	0	0
Not have store cards	18	24	16	21	15	17	12	11	15	11	47	0
Pay loans on time	15	17	14	15	18	18	12	11	13	5	19	0
Find somewhere cheaper to rent	4	5	4	3	6	3	10	7	4	0	0	0
Other	9	8	10	7	14	9	15	11	11	7	0	0
Does not apply – there is nothing I could have done	23	20	24	24	19	14	13	23	31	57	29	0
Prefer not to say	1	1	2	2	1	0	1	0	1	0	0	9
I would not do anything differently	13	11	14	16	11	16	13	3	7	7	23	35

	Which of the following BEST applies to you?									
Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working	
1219	585	148	25	67	225	28	49	38	55	
Unweighted Sample	1179	565	150	22	71	197	32	49	40	53
	%	%	%	%	%	%	%	%	%	

All those who have suffered from financial hardship

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	1	0	0	0	3	0	0	0	0
Would not separate from partner	2	2	1	0	7	3	0	2	0	2
Not pay for a child's wedding/ give them a less expensive wedding	1	0	0	0	3	1	0	0	0	0
Have a less expensive/ smaller wedding of my own	2	3	1	0	2	1	0	0	2	3
Buy a cheaper home	3	3	5	0	1	2	0	0	2	6
Spend less in general	41	46	39	30	44	33	49	30	33	45
Not have credit cards	34	40	36	11	36	22	14	32	29	48
Not have children/ have fewer children	2	1	2	0	6	4	0	0	0	4
Not have store cards	18	21	19	12	23	10	9	14	9	22
Pay loans on time	15	17	10	0	17	8	16	14	13	27
Find somewhere cheaper to rent	4	6	6	0	1	1	8	6	0	3
Other	9	10	11	12	4	7	12	20	12	7
Does not apply – there is nothing I could have done	23	18	17	37	26	37	21	25	29	21
Prefer not to say	1	0	2	2	1	3	0	2	1	1
I would not do anything differently	13	14	11	19	11	15	12	15	14	6

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
1219	107	40	22	162	401	26	
Unweighted Sample	1179	102	41	28	168	371	27
	%	%	%	%	%	%	%

All those who have suffered from financial hardship

Unweighted Sample

% % % % % % %

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	0	6	0	0	2	0
Would not separate from partner	2	1	2	0	3	1	0
Not pay for a child's wedding/ give them a less expensive wedding	1	0	0	0	0	0	0
Have a less expensive/ smaller wedding of my own	2	2	4	6	2	2	0
Buy a cheaper home	3	3	5	6	4	4	0
Spend less in general	41	38	37	45	48	45	39
Not have credit cards	34	28	17	26	49	40	29
Not have children/ have fewer children	2	3	0	0	3	1	0
Not have store cards	18	12	19	26	22	22	16
Pay loans on time	15	15	18	8	15	17	3
Find somewhere cheaper to rent	4	6	1	5	10	5	0
Other	9	9	13	19	10	10	4
Does not apply – there is nothing I could have done	23	24	38	20	14	16	31
Prefer not to say	1	1	0	0	1	1	6
I would not do anything differently	13	23	13	5	12	13	5

All those who have suffered from financial hardship
Unweighted Sample

Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
1219	46	55	39	56	39	24	60	39
1179	43	63	37	57	35	20	49	30
%	%	%	%	%	%	%	%	%

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	7	0	0	1	0	0	0	0
Would not separate from partner	2	4	0	0	2	0	11	0	0
Not pay for a child's wedding/ give them a less expensive wedding	1	3	0	0	0	0	0	0	0
Have a less expensive/ smaller wedding of my own	2	10	2	0	2	3	0	0	4
Buy a cheaper home	3	3	5	0	3	3	0	7	0
Spend less in general	41	43	50	45	32	49	43	47	61
Not have credit cards	34	40	50	31	25	31	21	31	38
Not have children/ have fewer children	2	3	1	2	4	0	0	0	3
Not have store cards	18	19	26	26	24	15	4	19	13
Pay loans on time	15	13	26	16	7	14	5	12	14
Find somewhere cheaper to rent	4	6	4	9	3	10	8	6	6
Other	9	18	10	11	10	15	9	7	4
Does not apply – there is nothing I could have done	23	15	15	26	25	27	28	18	4
Prefer not to say	1	3	0	0	4	0	0	0	0
I would not do anything differently	13	14	7	8	23	0	8	24	23

	merged sector/ career choice					
Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
1219	55	126	219	124	77	156
Unweighted Sample	53	128	188	134	83	151
%	%	%	%	%	%	%

All those who have suffered from financial hardship

Unweighted Sample

% % % % % % %

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	6	1	0	1	1	2
Would not separate from partner	2	4	1	2	0	1	2
Not pay for a child's wedding/ give them a less expensive wedding	1	2	0	0	0	0	0
Have a less expensive/ smaller wedding of my own	2	8	1	2	3	2	2
Buy a cheaper home	3	4	1	4	6	4	3
Spend less in general	41	41	41	48	45	44	41
Not have credit cards	34	42	30	34	41	54	39
Not have children/ have fewer children	2	3	2	0	2	2	1
Not have store cards	18	23	26	16	20	25	18
Pay loans on time	15	15	12	10	17	23	21
Find somewhere cheaper to rent	4	5	5	6	7	4	6
Other	9	15	8	9	9	8	14
Does not apply – there is nothing I could have done	23	12	24	19	20	17	15
Prefer not to say	1	2	2	0	0	3	1
I would not do anything differently	13	16	17	15	12	9	13

Total	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure	
1219	97	117	154	261	117	13	291	457	445	26	37	102	21	
Unweighted Sample	1179	92	118	151	257	109	10	279	459	413	28	33	107	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

All those who have suffered from financial hardship

Unweighted Sample

Thinking about the financial strains you previously mentioned ...

Imagining you had a second chance, what, if anything, would you do differently? [Please tick all that apply]

Would not get divorced	1	0	2	1	1	1	0	1	1	1	0	0	1	0
Would not separate from partner	2	0	3	0	1	4	0	2	3	1	0	0	2	0
Not pay for a child's wedding/ give them a less expensive wedding	1	0	0	1	0	0	0	1	1	0	0	0	0	0
Have a less expensive/ smaller wedding of my own	2	0	2	4	2	2	0	2	3	1	0	4	2	0
Buy a cheaper home	3	2	5	5	3	4	0	6	3	2	0	0	2	0
Spend less in general	41	45	54	51	42	30	42	43	44	38	31	40	50	35
Not have credit cards	34	29	41	48	39	29	52	39	36	31	22	44	44	49
Not have children/ have fewer children	2	0	1	4	1	2	0	1	2	3	0	6	1	8
Not have store cards	18	19	21	25	20	13	31	22	19	14	11	24	24	23
Pay loans on time	15	9	19	23	13	14	11	14	17	13	7	11	20	13
Find somewhere cheaper to rent	4	0	15	9	4	1	0	4	6	3	0	4	6	5
Other	9	9	12	8	9	14	0	7	11	10	17	11	5	12
Does not apply – there is nothing I could have done	23	26	14	11	17	31	10	19	21	28	22	22	22	38
Prefer not to say	1	1	0	0	1	2	0	1	1	2	1	0	1	0
I would not do anything differently	13	16	10	12	17	10	24	13	13	14	21	17	11	5

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All Working people	1606	158	411	320	324	392	818	788	363	314	383	393	154
Unweighted Sample	1613	167	448	327	306	365	804	809	331	374	365	399	144
	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you feel you **PERSONALLY** need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	12	4	4	6	4	4	6	4	5	5	6	4
£501 to £1000	10	13	8	6	15	11	6	15	7	12	12	10	10
£1001 to £1500	20	27	20	16	20	19	16	24	16	19	19	23	26
£1501 to £2000	22	23	27	21	19	20	25	19	22	20	21	25	22
£2001 to £2500	17	12	17	21	16	15	19	15	21	17	14	15	17
£2501 to £3000	8	2	10	12	8	7	10	6	11	7	12	6	5
£3001 to £3500	3	1	2	5	3	4	4	3	4	5	1	2	3
£3501 to £4000	1	1	2	2	1	2	2	1	4	1	0	1	1
£4001 to £4500	1	0	0	2	1	1	1	0	1	1	1	1	0
£4501 to £5000	1	0	0	2	1	1	1	0	1	1	1	1	0
More than £5000 a month	2	0	1	2	2	3	2	1	2	2	3	1	0
Don't know	8	5	8	8	7	9	7	9	6	9	9	7	10
Does not apply – do not need to save	2	2	0	1	1	5	2	2	1	2	2	2	2
Mean	1824.37	1423.38	1799.53	2047.37	1765.77	1885.37	2017.64	1619.46	2041.80	1826.58	1814.48	1697.54	1636.33

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All Working people	1606	357	261	94	117	54	153	173	67	147	98	39	14	17	14
Unweighted Sample	1613	326	245	107	116	60	189	177	67	149	90	37	15	18	14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you feel you PERSONALLY need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	4	5	4	6	5	6	6	5	7	3	6	0	9	0
£501 to £1000	10	7	11	13	17	20	7	9	16	8	9	14	8	20	0
£1001 to £1500	20	16	16	16	25	24	20	26	16	22	24	31	32	19	22
£1501 to £2000	22	22	22	20	20	24	21	24	30	25	21	17	47	8	0
£2001 to £2500	17	21	17	15	6	13	18	14	16	16	16	22	5	26	32
£2501 to £3000	8	10	13	7	9	6	7	7	1	5	6	3	0	9	36
£3001 to £3500	3	4	0	9	2	2	4	2	6	1	3	1	8	10	10
£3501 to £4000	1	4	0	1	0	0	1	2	0	2	1	0	0	0	0
£4001 to £4500	1	1	1	0	0	0	2	0	0	1	0	0	0	0	0
£4501 to £5000	1	1	1	0	1	0	1	0	1	1	0	0	0	0	0
More than £5000 a month	2	2	3	1	2	1	3	1	0	1	0	0	0	0	0
Don't know	8	6	9	10	12	4	9	5	9	8	14	4	0	0	0
Does not apply – do not need to save	2	1	3	4	1	2	1	3	0	2	2	2	0	0	0
Mean	1824.37	2032.30	1905.81	1835.23	1601.29	1521.61	1931.92	1704.13	1636.69	1728.74	1687.08	1510.46	1645.60	1690.25	2314.82

	Social Grade		Which one of the following age groups do you fall into?							
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All Working people	1606	948	657	5	33	544	482	435	102	4
Unweighted Sample	1613	854	759	6	36	590	474	403	100	4
	%	%	%	%	%	%	%	%	%	%

How much do you feel you **PERSONALLY** need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	4	7	3	25	5	5	5	3	0
£501 to £1000	10	8	14	75	12	8	10	12	12	0
£1001 to £1500	20	17	24	0	22	23	18	21	8	63
£1501 to £2000	22	23	21	0	18	27	20	19	25	0
£2001 to £2500	17	19	14	22	10	16	19	16	13	0
£2501 to £3000	8	11	5	0	4	8	11	6	9	0
£3001 to £3500	3	4	2	0	0	2	3	4	3	27
£3501 to £4000	1	2	0	0	1	2	1	1	2	0
£4001 to £4500	1	1	0	0	0	0	1	1	2	0
£4501 to £5000	1	1	0	0	0	0	2	1	2	0
More than £5000 a month	2	2	1	0	0	1	2	3	1	0
Don't know	8	7	9	0	5	7	8	9	8	10
Does not apply – do not need to save	2	2	2	0	3	1	1	2	13	0
Mean	1824.37	1998.50	1567.23	1063.66	1209.32	1740.23	1943.81	1833.49	1931.80	1856.58

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All Working people	1606	461	1145	771	328	138	231	29	77	19	7	7
Unweighted Sample	1613	467	1146	750	334	157	244	26	67	19	7	9
	%	%	%	%	%	%	%	%	%	%	%	%

How much do you feel you PERSONALLY need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	6	5	5	5	5	9	5	2	0	0	0
£501 to £1000	10	10	10	11	9	10	11	7	8	25	0	15
£1001 to £1500	20	18	21	18	22	20	22	18	25	28	48	0
£1501 to £2000	22	20	23	21	28	27	20	30	18	5	18	0
£2001 to £2500	17	17	17	16	16	19	15	19	28	10	22	20
£2501 to £3000	8	10	8	9	8	4	11	12	6	0	0	0
£3001 to £3500	3	4	3	4	3	4	1	3	1	3	0	0
£3501 to £4000	1	2	1	1	3	3	0	1	0	0	0	4
£4001 to £4500	1	1	1	1	1	0	0	0	0	0	0	0
£4501 to £5000	1	2	0	2	0	0	0	0	0	0	0	0
More than £5000 a month	2	2	1	2	1	1	1	0	0	0	0	0
Don't know	8	8	8	9	5	6	10	4	10	9	0	47
Does not apply – do not need to save	2	0	3	2	1	1	1	0	0	20	13	14
Mean	1824.37	1927.25	1782.14	1922.86	1817.08	1760.32	1619.74	1797.59	1730.49	1338.56	1599.77	1825.27

	Which of the following BEST applies to you?									
	Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All Working people	1606	1231	329	46	0	0	0	0	0	0
Unweighted Sample	1613	1230	336	47	0	0	0	0	0	0
	%	%	%	%	%	%	%	%	%	%

How much do you feel you PERSONALLY need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	3	11	16	0	0	0	0	0	0
£501 to £1000	10	7	22	9	0	0	0	0	0	0
£1001 to £1500	20	19	22	14	0	0	0	0	0	0
£1501 to £2000	22	24	15	14	0	0	0	0	0	0
£2001 to £2500	17	19	8	10	0	0	0	0	0	0
£2501 to £3000	8	9	4	14	0	0	0	0	0	0
£3001 to £3500	3	4	2	2	0	0	0	0	0	0
£3501 to £4000	1	2	0	5	0	0	0	0	0	0
£4001 to £4500	1	1	1	0	0	0	0	0	0	0
£4501 to £5000	1	1	1	0	0	0	0	0	0	0
More than £5000 a month	2	2	1	0	0	0	0	0	0	0
Don't know	8	7	10	10	0	0	0	0	0	0
Does not apply – do not need to save	2	1	3	6	0	0	0	0	0	0
Mean	1824.37	1941.92	1383.48	1651.04

	Which of the following best applies to you?						
	Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these
All Working people	1606	172	69	47	318	928	72
Unweighted Sample	1613	175	71	50	333	908	76
	%	%	%	%	%	%	%

How much do you feel you **PERSONALLY** need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	5	0	9	5	5	10
£501 to £1000	10	11	3	5	9	11	14
£1001 to £1500	20	15	14	26	15	23	19
£1501 to £2000	22	20	9	20	29	21	24
£2001 to £2500	17	15	21	8	16	17	13
£2501 to £3000	8	8	12	21	11	7	6
£3001 to £3500	3	6	9	1	4	2	0
£3501 to £4000	1	2	2	4	2	1	0
£4001 to £4500	1	3	1	1	0	1	1
£4501 to £5000	1	0	3	0	2	0	2
More than £5000 a month	2	3	9	2	1	1	0
Don't know	8	7	6	2	5	9	10
Does not apply – do not need to save	2	4	11	2	1	1	2
Mean	1824.37	1967.71	2624.94	1876.62	1912.20	1729.94	1539.26

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All Working people	1606	115	124	84	133	96	50	139	73
Unweighted Sample	1613	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

How much do you feel you **PERSONALLY** need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	4	11	2	3	2	2	4	10
£501 to £1000	10	4	21	8	7	13	5	3	14
£1001 to £1500	20	21	25	15	26	18	14	9	17
£1501 to £2000	22	22	15	23	17	24	30	23	28
£2001 to £2500	17	19	7	17	20	24	34	15	7
£2501 to £3000	8	5	3	10	8	12	6	16	4
£3001 to £3500	3	5	1	4	5	2	2	6	6
£3501 to £4000	1	6	1	1	1	0	2	4	0
£4001 to £4500	1	0	1	1	0	0	0	2	0
£4501 to £5000	1	4	1	0	0	0	0	3	0
More than £5000 a month	2	3	0	1	0	0	2	5	3
Don't know	8	6	14	17	12	3	4	7	10
Does not apply – do not need to save	2	2	1	1	0	1	0	1	2
Mean	1824.37	2141.14	1329.43	1932.76	1783.33	1780.52	1976.89	2393.55	1644.85

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All Working people	1606	134	273	470	274	142	312
Unweighted Sample	1613	126	287	441	294	153	312
	%	%	%	%	%	%	%

How much do you feel you **PERSONALLY** need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	4	3	5	10	2	4
£501 to £1000	10	4	10	8	16	14	10
£1001 to £1500	20	21	22	16	19	26	21
£1501 to £2000	22	23	19	25	20	25	22
£2001 to £2500	17	19	19	18	9	16	19
£2501 to £3000	8	5	8	10	7	6	9
£3001 to £3500	3	4	4	4	2	1	2
£3501 to £4000	1	5	1	2	1	0	0
£4001 to £4500	1	1	1	1	1	0	1
£4501 to £5000	1	3	0	1	1	0	1
More than £5000 a month	2	3	0	2	1	0	2
Don't know	8	5	12	6	12	6	6
Does not apply – do not need to save	2	2	1	2	1	3	3
Mean	1824.37	2114.80	1792.35	1956.53	1570.31	1591.73	1840.81

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All Working people	1606	203	248	281	606	232	36	392	633	533	48	47	167	19
Unweighted Sample	1613	193	267	280	605	232	36	375	656	531	51	44	171	19
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you feel you **PERSONALLY** need to earn each month in order to save money (e.g. put money into a savings account, ISA etc.)?

Less than £500 per month	5	3	9	4	5	3	10	4	7	4	9	4	4	12
£501 to £1000	10	11	8	9	11	12	8	12	8	12	6	4	13	11
£1001 to £1500	20	19	18	20	20	23	22	26	17	20	15	21	14	33
£1501 to £2000	22	25	26	26	22	16	6	24	21	22	25	18	17	16
£2001 to £2500	17	19	17	15	17	18	6	14	19	17	5	8	18	16
£2501 to £3000	8	8	9	14	7	6	8	8	10	8	6	18	12	0
£3001 to £3500	3	2	3	4	4	2	0	2	4	3	0	5	2	4
£3501 to £4000	1	3	1	1	1	2	0	0	2	1	1	1	2	2
£4001 to £4500	1	1	1	0	1	0	0	1	1	0	0	1	2	0
£4501 to £5000	1	0	1	1	1	1	0	0	2	1	0	8	3	0
More than £5000 a month	2	2	2	2	2	1	0	2	2	1	0	5	2	0
Don't know	8	5	5	4	8	15	31	7	6	9	27	7	12	7
Does not apply – do not need to save	2	3	0	1	2	1	9	0	2	3	6	0	0	0
Mean	1824.37	1894.83	1811.13	1864.81	1819.51	1781.50	1373.79	1724.11	1951.63	1767.80	1491.01	2333.75	2000.06	1450.91

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All who gave an amount	1452	147	379	292	297	338	748	704	340	281	338	358	136
Unweighted Sample	1468	154	418	302	280	314	742	726	313	335	325	367	128
	%	%	%	%	%	%	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	55	57	53	55	56	52	58	53	55	57	56	56
About the amount that you earn	28	32	28	27	27	26	29	26	24	27	30	27	32
Less than you earn	14	11	13	18	13	15	16	12	17	15	12	15	9
Prefer not to say	3	3	3	2	5	2	3	3	5	3	1	2	3

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All who gave an amount	1452	334	231	81	102	51	137	160	61	131	82	37	14	17	14
Unweighted Sample	1468	308	219	93	102	56	169	164	62	135	77	34	15	18	14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	53	60	59	49	54	53	50	67	57	59	52	42	61	72
About the amount that you earn	28	25	27	22	39	29	29	33	23	21	29	33	51	21	13
Less than you earn	14	17	12	15	10	13	17	15	9	19	9	10	6	6	15
Prefer not to say	3	6	1	4	1	4	2	3	0	3	2	5	0	13	0

	Social Grade		Which one of the following age groups do you fall into?						
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older
Total	865	587	5	30	503	441	388	81	4
All who gave an amount	865	587	5	30	503	441	388	81	4
Unweighted Sample	788	680	6	33	549	439	358	80	3
	%	%	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	51	61	36	59	56	52	57	53	80
About the amount that you earn	28	29	26	64	26	29	27	26	25	20
Less than you earn	14	16	11	0	15	12	16	14	19	0
Prefer not to say	3	4	2	0	0	3	4	3	3	0

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say	
All who gave an amount	1452	422	1030	689	311	127	207	27	69	13	6	3
Unweighted Sample	1468	431	1037	672	319	143	224	25	61	14	6	4
	%	%	%	%	%	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	60	53	53	56	55	52	60	75	47	80	85
About the amount that you earn	28	24	29	28	27	34	27	24	16	42	20	15
Less than you earn	14	14	14	17	13	10	14	5	8	11	0	0
Prefer not to say	3	3	3	2	4	2	6	12	0	0	0	0

	Which of the following BEST applies to you?								
	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All who gave an amount	1452	1128	285	39	0	0	0	0	0
Unweighted Sample	1468	1137	293	38	0	0	0	0	0
	%	%	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	53	61	72	0	0	0	0	0
About the amount that you earn	28	29	24	9	0	0	0	0	0
Less than you earn	14	15	11	15	0	0	0	0	0
Prefer not to say	3	3	4	4	0	0	0	0	0

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
All who gave an amount	1452	153	57	45	301	832	64
Unweighted Sample	1468	157	60	48	321	816	66
	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	59	40	47	59	55	46
About the amount that you earn	28	20	28	27	25	30	25
Less than you earn	14	18	25	26	14	12	19
Prefer not to say	3	3	7	0	3	3	10

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All who gave an amount	1452	106	106	69	117	91	48	127	65
Unweighted Sample	1468	97	115	71	128	81	54	117	55
	%	%	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	49	65	55	49	61	44	52	60
About the amount that you earn	28	27	20	28	29	28	35	22	26
Less than you earn	14	21	13	15	17	6	18	20	13
Prefer not to say	3	4	2	2	5	5	3	6	2

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All who gave an amount	1452	124	238	436	240	128	285
Unweighted Sample	1468	118	254	411	262	139	284
	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	47	56	55	60	58	53
About the amount that you earn	28	27	28	28	25	26	30
Less than you earn	14	23	13	14	11	13	15
Prefer not to say	3	4	3	3	4	2	2

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All who gave an amount	1452	187	236	267	543	197	22	365	582	472	33	44	147	18
Unweighted Sample	1468	178	255	268	547	198	22	350	611	473	34	41	153	18
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Is the amount that you specified above...?

More than you earn	55	45	63	61	54	49	68	57	50	59	66	58	58	58
About the amount that you earn	28	31	26	26	28	30	8	29	30	24	9	31	20	37
Less than you earn	14	19	11	11	15	17	11	11	16	14	19	10	19	5
Prefer not to say	3	5	1	2	3	4	12	2	3	3	7	1	3	0

	Age					Gender		Region					
	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland
All GB Adults	2461	271	493	393	432	873	1181	1280	517	492	590	640	221
Unweighted Sample	2461	310	546	405	402	798	1167	1294	466	574	556	648	216
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	58	67	72	71	79	71	72	73	73	71	70	72
Children will have to return home to live after University	20	29	23	19	20	14	19	20	21	19	20	20	16
The average age of a first time buyer will be 30	21	28	26	19	19	19	21	22	20	22	21	23	18
The average age of a first time buyer will be 40	18	17	24	18	17	15	17	19	19	18	17	18	19
Pensioners will retire abroad where the cost of living is cheaper	14	7	10	13	18	18	16	12	15	14	14	14	16
People will rent houses and never be able to afford to buy	34	37	36	35	32	32	33	35	30	35	34	36	30
People will not have any savings at all	17	16	19	19	19	14	16	18	19	16	19	14	16
Young people will not be able to afford to go to University	11	17	9	11	12	10	8	14	10	12	11	11	10
Couples will have fewer children as they will not be able to afford childcare/support	9	8	10	7	7	10	8	9	10	8	9	7	12
People will stop owning pets in a bid to save money	0	1	0	0	1	0	0	0	1	0	0	0	0
People will give up smoking in order to save money	3	4	2	3	5	4	5	2	3	3	3	4	3
People will give up alcohol to save money	0	1	1	0	0	0	1	0	0	0	0	1	0
The will be more three generation households (grandparents, parents and children)	8	8	4	11	8	10	8	8	6	12	9	8	4
People will stop using credit cards	1	2	1	2	1	1	2	1	2	1	1	1	1
People will save up for things and then buy them so they do not have to pay interest	2	1	1	2	2	2	2	1	1	2	2	2	1
There will be more bankruptcies	27	21	27	29	29	27	30	25	24	26	27	30	30
More people will have their houses repossessed	23	9	17	23	26	29	24	21	19	24	23	24	27
None of these will be common	1	2	1	1	1	0	1	1	1	1	1	0	1
Don't know	3	7	4	2	2	3	4	3	5	2	2	2	5

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB Adults	2461	507	390	145	193	85	243	279	115	236	146	48	24	26	20
Unweighted Sample	2461	457	366	163	183	96	291	291	109	240	136	50	28	26	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	73	71	71	71	76	73	71	75	69	68	85	65	73	65
Children will have to return home to live after University	20	20	21	18	16	16	22	20	14	22	15	13	23	15	29
The average age of a first time buyer will be 30	21	20	20	27	24	13	22	23	19	25	19	7	23	20	23
The average age of a first time buyer will be 40	18	20	18	17	13	20	19	17	22	17	18	21	26	12	0
Pensioners will retire abroad where the cost of living is cheaper	14	14	16	14	11	16	13	14	17	13	18	11	13	12	31
People will rent houses and never be able to afford to buy	34	30	35	31	35	34	37	39	31	36	29	32	35	28	43
People will not have any savings at all	17	19	19	16	19	16	15	15	17	12	19	12	13	12	21
Young people will not be able to afford to go to University	11	10	10	7	14	10	15	8	15	13	7	23	3	8	14
Couples will have fewer children as they will not be able to afford childcare/support	9	10	10	10	10	7	7	8	8	6	13	11	4	5	13
People will stop owning pets in a bid to save money	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
People will give up smoking in order to save money	3	3	3	4	2	2	3	6	6	3	2	10	0	3	0
People will give up alcohol to save money	0	0	0	1	0	0	0	1	1	1	0	1	0	0	0
The will be more three generation households (grandparents, parents and children)	8	6	9	10	11	18	10	7	6	11	4	7	0	3	16
People will stop using credit cards	1	2	1	2	1	2	1	1	3	2	1	3	0	0	0
People will save up for things and then buy them so they do not have to pay interest	2	1	2	3	3	0	2	1	3	2	1	0	3	0	0
There will be more bankruptcies	27	25	27	27	26	29	25	32	30	29	33	18	36	14	13
More people will have their houses repossessed	23	18	22	24	23	26	23	21	22	28	25	27	41	35	15
None of these will be common	1	1	1	1	1	2	1	0	0	0	1	0	0	0	0
Don't know	3	5	2	3	3	1	2	1	3	2	7	0	0	14	0

	Social Grade		Which one of the following age groups do you fall into?							
	Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older
All GB Adults	2461	1329	1132	7	89	681	608	652	361	63
Unweighted Sample	2461	1169	1292	9	108	757	597	602	328	60
	%	%	%	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	74	69	60	47	67	71	77	79	74
Children will have to return home to live after University	20	22	17	13	31	25	19	17	14	11
The average age of a first time buyer will be 30	21	25	17	19	22	28	19	17	20	12
The average age of a first time buyer will be 40	18	18	18	19	19	21	19	15	16	9
Pensioners will retire abroad where the cost of living is cheaper	14	13	15	16	9	9	14	18	19	18
People will rent houses and never be able to afford to buy	34	33	34	7	44	36	32	36	27	30
People will not have any savings at all	17	17	17	0	16	17	20	17	12	14
Young people will not be able to afford to go to University	11	11	10	25	23	11	11	10	10	11
Couples will have fewer children as they will not be able to afford childcare/support	9	10	8	0	13	9	8	8	10	9
People will stop owning pets in a bid to save money	0	0	0	0	0	1	0	0	0	0
People will give up smoking in order to save money	3	3	4	14	3	3	4	3	5	4
People will give up alcohol to save money	0	0	1	0	2	1	0	1	0	0
The will be more three generation households (grandparents, parents and children)	8	9	8	7	7	5	10	9	11	5
People will stop using credit cards	1	1	2	0	2	1	1	2	1	6
People will save up for things and then buy them so they do not have to pay interest	2	1	2	0	3	1	2	1	2	10
There will be more bankruptcies	27	25	29	3	20	26	27	29	29	30
More people will have their houses repossessed	23	22	24	17	10	15	24	25	31	36
None of these will be common	1	1	1	20	0	1	1	0	1	1
Don't know	3	2	4	0	5	5	2	2	2	3

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB Adults	2461	629	1832	1226	411	198	354	38	142	72	8	13
Unweighted Sample	2461	649	1812	1182	424	228	381	35	127	61	8	15
	%	%	%	%	%	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	66	74	74	74	62	66	83	75	77	59	30
Children will have to return home to live after University	20	19	20	18	19	28	26	33	16	6	0	4
The average age of a first time buyer will be 30	21	23	21	23	21	22	22	19	11	16	14	0
The average age of a first time buyer will be 40	18	19	18	16	19	23	21	23	17	21	9	17
Pensioners will retire abroad where the cost of living is cheaper	14	12	15	17	14	14	8	9	14	9	0	5
People will rent houses and never be able to afford to buy	34	37	33	32	39	35	33	17	35	37	53	11
People will not have any savings at all	17	17	17	17	16	18	16	11	16	16	38	6
Young people will not be able to afford to go to University	11	14	10	10	10	12	13	16	15	8	0	0
Couples will have fewer children as they will not be able to afford childcare/support	9	11	8	10	10	10	4	2	11	10	0	13
People will stop owning pets in a bid to save money	0	1	0	0	0	1	0	0	2	0	0	7
People will give up smoking in order to save money	3	3	3	4	4	3	2	0	6	1	0	7
People will give up alcohol to save money	0	1	0	0	0	0	1	0	0	0	0	0
The will be more three generation households (grandparents, parents and children)	8	10	8	9	6	4	7	17	12	6	11	3
People will stop using credit cards	1	1	1	2	1	2	1	0	2	0	0	7
People will save up for things and then buy them so they do not have to pay interest	2	1	2	2	0	1	2	0	1	2	0	0
There will be more bankruptcies	27	26	28	28	26	24	25	37	31	30	39	15
More people will have their houses repossessed	23	22	23	24	22	13	20	11	30	36	40	8
None of these will be common	1	1	1	1	0	0	1	2	0	0	12	0
Don't know	3	2	3	2	3	6	5	2	3	5	0	55

		Which of the following BEST applies to you?								
		Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB Adults	2461	1232	329	46	131	405	99	75	48	96
Unweighted Sample	2461	1231	336	47	135	364	130	77	52	89
		%	%	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	75	75	78	59	73	71	53	55	58
Children will have to return home to live after University	20	20	21	22	23	11	31	24	29	13
The average age of a first time buyer will be 30	21	23	23	19	20	19	25	13	13	15
The average age of a first time buyer will be 40	18	20	17	7	19	15	16	20	9	16
Pensioners will retire abroad where the cost of living is cheaper	14	14	12	23	8	20	13	15	16	12
People will rent houses and never be able to afford to buy	34	35	32	29	34	29	35	35	47	34
People will not have any savings at all	17	19	16	18	13	13	15	14	10	21
Young people will not be able to afford to go to University	11	9	14	10	18	9	19	17	15	9
Couples will have fewer children as they will not be able to afford childcare/support	9	8	11	5	14	11	7	4	1	9
People will stop owning pets in a bid to save money	0	0	0	0	0	0	1	1	0	0
People will give up smoking in order to save money	3	3	2	0	6	6	5	4	6	0
People will give up alcohol to save money	0	0	1	0	0	0	2	2	0	0
The will be more three generation households (grandparents, parents and children)	8	7	7	0	11	13	7	5	9	12
People will stop using credit cards	1	1	2	0	0	2	3	0	2	3
People will save up for things and then buy them so they do not have to pay interest	2	1	1	1	1	4	1	0	0	2
There will be more bankruptcies	27	27	25	35	31	26	23	36	32	30
More people will have their houses repossessed	23	20	24	24	24	32	9	21	26	26
None of these will be common	1	1	0	0	1	1	1	2	0	3
Don't know	3	3	3	0	3	2	0	6	7	10

	Which of the following best applies to you?						
	Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own business	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own business	None of these
All GB Adults	2461	172	69	47	318	929	72
Unweighted Sample	2461	175	71	50	333	909	76
	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	85	82	61	72	74	75
Children will have to return home to live after University	20	22	25	21	20	20	16
The average age of a first time buyer will be 30	21	19	18	33	21	24	22
The average age of a first time buyer will be 40	18	15	15	29	19	19	22
Pensioners will retire abroad where the cost of living is cheaper	14	17	19	9	16	12	24
People will rent houses and never be able to afford to buy	34	27	18	37	34	37	33
People will not have any savings at all	17	16	26	14	20	18	13
Young people will not be able to afford to go to University	11	12	2	3	11	10	13
Couples will have fewer children as they will not be able to afford childcare/support	9	4	4	9	9	9	4
People will stop owning pets in a bid to save money	0	1	0	0	0	1	0
People will give up smoking in order to save money	3	1	1	3	4	3	1
People will give up alcohol to save money	0	0	0	2	1	0	1
The will be more three generation households (grandparents, parents and children)	8	10	17	3	5	7	4
People will stop using credit cards	1	1	2	0	2	1	3
People will save up for things and then buy them so they do not have to pay interest	2	3	2	0	1	1	1
There will be more bankruptcies	27	31	30	26	27	27	15
More people will have their houses repossessed	23	23	25	12	23	20	21
None of these will be common	1	1	5	0	0	0	0
Don't know	3	2	0	2	2	3	8

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB Adults	2461	115	124	84	133	96	50	139	73
Unweighted Sample	2461	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	74	73	77	80	81	67	68	75
Children will have to return home to live after University	20	19	22	16	28	22	44	24	10
The average age of a first time buyer will be 30	21	25	23	27	30	24	28	22	27
The average age of a first time buyer will be 40	18	17	23	23	24	23	16	16	16
Pensioners will retire abroad where the cost of living is cheaper	14	15	12	11	7	8	8	14	12
People will rent houses and never be able to afford to buy	34	35	35	31	32	37	31	30	49
People will not have any savings at all	17	13	15	21	18	16	26	19	17
Young people will not be able to afford to go to University	11	14	8	16	16	15	3	11	20
Couples will have fewer children as they will not be able to afford childcare/support	9	14	14	9	6	11	12	8	5
People will stop owning pets in a bid to save money	0	2	1	0	1	0	0	1	0
People will give up smoking in order to save money	3	0	2	2	1	5	2	8	1
People will give up alcohol to save money	0	2	0	0	1	0	0	0	1
The will be more three generation households (grandparents, parents and children)	8	10	10	6	4	9	1	10	8
People will stop using credit cards	1	0	3	0	1	1	0	1	0
People will save up for things and then buy them so they do not have to pay interest	2	0	1	1	1	0	1	3	0
There will be more bankruptcies	27	23	25	36	21	22	26	26	19
More people will have their houses repossessed	23	17	17	19	17	14	22	22	19
None of these will be common	1	0	0	2	0	0	0	0	0
Don't know	3	1	3	0	0	3	4	4	5

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB Adults	2461	134	273	470	274	142	314
Unweighted Sample	2461	126	287	441	294	153	313
	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	73	80	74	72	70	77
Children will have to return home to live after University	20	21	24	23	21	12	17
The average age of a first time buyer will be 30	21	26	26	24	20	15	21
The average age of a first time buyer will be 40	18	17	24	17	19	20	18
Pensioners will retire abroad where the cost of living is cheaper	14	16	10	12	13	18	16
People will rent houses and never be able to afford to buy	34	32	33	34	30	42	36
People will not have any savings at all	17	13	19	20	17	22	18
Young people will not be able to afford to go to University	11	13	14	11	10	5	7
Couples will have fewer children as they will not be able to afford childcare/support	9	14	9	9	9	7	6
People will stop owning pets in a bid to save money	0	2	1	0	0	0	0
People will give up smoking in order to save money	3	0	2	4	2	3	2
People will give up alcohol to save money	0	1	1	0	0	0	0
The will be more three generation households (grandparents, parents and children)	8	8	5	7	8	5	7
People will stop using credit cards	1	0	0	1	2	2	2
People will save up for things and then buy them so they do not have to pay interest	2	0	1	2	1	1	2
There will be more bankruptcies	27	26	27	25	27	34	26
More people will have their houses repossessed	23	18	18	20	21	28	22
None of these will be common	1	0	1	0	1	0	1
Don't know	3	2	0	3	5	2	4

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB Adults	2461	203	248	281	606	233	36	619	889	874	79	60	209	32
Unweighted Sample	2461	193	267	280	605	233	36	600	921	858	82	57	217	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which THREE of the following do you think will be MOST common/ more of in Britain in 10 years time (2017)? [Please tick up to three]

More people will work beyond retirement age	72	77	68	73	80	73	47	73	74	70	52	69	64	67
Children will have to return home to live after University	20	23	26	18	20	17	20	19	22	19	11	25	18	13
The average age of a first time buyer will be 30	21	19	24	20	25	22	13	25	20	20	20	33	20	20
The average age of a first time buyer will be 40	18	19	27	21	15	20	13	16	21	16	15	16	14	33
Pensioners will retire abroad where the cost of living is cheaper	14	10	13	19	13	14	5	14	18	11	11	17	17	4
People will rent houses and never be able to afford to buy	34	35	35	36	33	35	28	38	32	33	28	36	30	30
People will not have any savings at all	17	17	18	21	20	15	9	18	16	17	14	19	15	22
Young people will not be able to afford to go to University	11	10	9	7	11	15	2	9	10	12	14	9	12	29
Couples will have fewer children as they will not be able to afford childcare/support	9	6	10	8	9	9	5	10	10	8	4	9	11	13
People will stop owning pets in a bid to save money	0	0	0	0	1	0	0	1	0	0	0	0	1	0
People will give up smoking in order to save money	3	3	1	4	3	1	0	5	3	3	2	2	4	3
People will give up alcohol to save money	0	1	0	0	1	0	0	1	0	0	0	2	0	0
The will be more three generation households (grandparents, parents and children)	8	5	7	6	8	8	3	6	8	10	4	9	12	12
People will stop using credit cards	1	1	1	2	1	2	4	1	1	2	1	0	2	0
People will save up for things and then buy them so they do not have to pay interest	2	1	1	1	1	1	6	2	2	1	1	0	3	3
There will be more bankruptcies	27	33	28	29	26	20	22	25	30	27	12	28	27	23
More people will have their houses repossessed	23	22	17	20	20	28	20	22	19	28	16	19	27	13
None of these will be common	1	2	0	1	0	1	0	0	1	1	0	0	1	2
Don't know	3	2	2	2	3	3	29	2	2	3	27	2	4	1

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All GB Adults	2461	271	493	393	432	873	1181	1280	517	492	590	640	221
Unweighted Sample	2461	310	546	405	402	798	1167	1294	466	574	556	648	216
	%	%	%	%	%	%	%	%	%	%	%	%	%

Please think about the cost of going to university.
 Please think in general, e.g. regardless of your own situation, and regardless of who might pay the costs.

Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	3	2	2	1	1	1	2	1	1	2	1	2
Around £6000	1	1	2	2	1	1	1	1	2	1	1	1	1
Around £7000	1	4	0	2	2	1	1	1	2	1	1	1	2
Around £8000	3	6	3	1	2	2	2	3	3	2	3	2	2
Around £9000	2	2	2	2	3	2	2	3	2	4	3	1	2
Around £10000	6	6	9	6	4	5	5	7	7	6	5	6	5
Around £11000	1	1	1	1	0	1	1	1	0	1	1	1	2
Around £12000	5	6	7	4	4	4	6	3	4	3	6	5	5
Around £13000	1	3	0	0	0	1	1	1	1	1	1	1	1
Around £14000	1	2	1	1	2	1	1	1	1	2	2	1	0
Around £15000	11	9	12	14	12	9	11	11	10	14	9	13	7
Around £16000	2	3	2	2	2	3	2	2	2	1	2	3	2
Around £17000	1	2	1	1	1	1	1	1	1	1	1	1	1
Around £18000	4	2	4	4	3	4	4	3	3	4	4	4	3
Around £19000	0	1	0	0	0	0	0	0	0	0	0	0	0
Around £20000	14	19	13	15	14	14	14	14	14	14	13	16	14
Around £21000	2	2	1	2	2	3	2	2	2	2	2	1	3
Around £22000	1	2	1	1	1	1	1	1	1	1	1	2	1
Around £23000	1	1	1	0	0	1	1	1	0	1	1	0	0
Around £24000	3	3	3	2	3	2	3	2	3	3	2	3	3
Around £25000	6	6	6	5	4	6	6	5	7	5	5	6	5
Around £26000	0	0	1	0	0	0	0	1	1	0	0	1	0
Around £27000	1	1	0	1	1	1	1	1	1	1	0	1	0
Around £28000	1	0	2	0	0	1	1	0	1	0	0	1	1
Around £29000	0	1	0	0	0	0	0	0	0	0	0	0	0
Around £30000	11	6	10	13	12	11	11	10	12	10	10	11	11
Around £31000	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £32000	0	0	0	1	0	0	0	0	0	0	0	0	0
Around £33000	0	1	0	0	1	0	0	0	1	0	1	0	0
Around £34000	0	0	0	0	0	1	0	1	0	0	1	0	0
Around £35000	1	2	2	1	2	1	1	1	1	2	1	1	2
Around £36000	1	0	0	1	1	1	1	0	1	1	1	0	2
Around £37000	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £38000	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £39000	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £40000	2	0	2	1	2	3	2	2	2	2	1	2	3
Over £40000	2	0	1	1	2	3	1	2	2	1	3	1	2
Don't know	13	7	9	13	16	16	11	15	12	13	15	11	16

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB Adults	2461	507	390	145	193	85	243	279	115	236	146	48	24	26	20
Unweighted Sample	2461	457	366	163	183	96	291	291	109	240	136	50	28	26	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please think about the cost of going to university.
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Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	1	2	0	2	1	2	2	1	1	2	3	3	3	0
Around £6000	1	1	2	3	0	1	0	2	2	1	1	3	0	5	1
Around £7000	1	2	1	0	0	1	2	1	0	2	3	0	0	0	7
Around £8000	3	3	4	3	3	1	2	2	4	1	2	2	4	0	0
Around £9000	2	2	3	2	3	7	4	2	3	1	2	2	0	0	0
Around £10000	6	7	5	7	7	5	7	5	7	6	6	0	10	2	0
Around £11000	1	0	1	1	1	2	1	1	1	0	2	5	0	0	0
Around £12000	5	4	6	3	6	3	4	5	4	6	3	9	8	6	0
Around £13000	1	1	1	0	1	0	2	1	0	1	1	2	0	0	0
Around £14000	1	1	2	3	2	0	1	1	1	1	0	0	3	0	0
Around £15000	11	10	8	12	10	14	14	13	16	11	7	6	14	6	12
Around £16000	2	2	2	1	3	3	1	3	4	1	3	0	4	6	0
Around £17000	1	1	1	0	1	1	1	0	1	0	1	2	0	0	0
Around £18000	4	3	4	5	3	2	4	4	3	5	3	8	0	6	10
Around £19000	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Around £20000	14	13	14	16	13	17	13	16	13	17	18	8	6	8	32
Around £21000	2	2	2	4	3	0	2	2	2	1	2	3	14	3	0
Around £22000	1	1	1	2	2	1	0	1	5	1	0	0	6	0	0
Around £23000	1	0	2	0	0	3	0	1	0	0	0	0	0	5	0
Around £24000	3	3	2	2	2	3	3	3	4	2	3	5	0	0	0
Around £25000	6	7	4	3	6	5	7	7	7	6	4	0	9	9	0
Around £26000	0	1	0	0	0	0	0	0	1	1	0	1	0	0	0
Around £27000	1	1	1	1	0	1	2	1	0	1	0	0	0	6	2
Around £28000	1	1	1	0	0	0	0	1	0	1	1	0	0	0	0
Around £29000	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Around £30000	11	12	9	9	10	5	12	9	9	13	11	12	7	14	8
Around £31000	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Around £32000	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Around £33000	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0
Around £34000	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0
Around £35000	1	1	2	2	0	1	2	1	0	1	1	5	0	0	0
Around £36000	1	1	1	1	1	0	1	1	1	0	2	0	7	0	0
Around £37000	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Around £38000	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0
Around £39000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £40000	2	2	0	4	3	1	1	3	0	2	4	0	0	0	9
Over £40000	2	2	3	1	2	1	1	1	2	1	1	4	0	0	2
Don't know	13	13	14	13	16	18	10	11	6	13	17	20	4	19	17

	Social Grade		Which one of the following age groups do you fall into?							
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All GB Adults	2461	1329	1132	7	89	681	608	652	361	63
Unweighted Sample	2461	1169	1292	9	108	757	597	602	328	60
	%	%	%	%	%	%	%	%	%	%

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 Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	1	2	40	2	2	1	1	1	0
Around £6000	1	1	2	0	0	2	2	1	1	2
Around £7000	1	1	2	2	3	1	1	2	1	0
Around £8000	3	2	3	0	8	4	2	2	2	2
Around £9000	2	2	3	9	2	2	2	3	3	0
Around £10000	6	6	6	0	4	8	6	5	5	8
Around £11000	1	1	1	0	3	1	0	1	1	5
Around £12000	5	5	5	0	6	7	4	4	3	6
Around £13000	1	1	1	0	1	1	0	1	1	6
Around £14000	1	1	2	0	2	1	2	1	1	0
Around £15000	11	12	10	7	4	12	13	9	11	7
Around £16000	2	2	3	0	3	2	2	2	4	0
Around £17000	1	1	1	0	4	1	1	1	0	0
Around £18000	4	4	3	0	2	4	5	4	4	0
Around £19000	0	0	0	0	0	0	0	0	0	0
Around £20000	14	16	13	39	26	13	15	14	13	16
Around £21000	2	2	2	0	4	1	2	3	2	3
Around £22000	1	1	1	0	0	1	1	1	1	1
Around £23000	1	0	1	0	1	1	0	0	1	2
Around £24000	3	3	2	0	5	2	3	2	2	4
Around £25000	6	6	5	0	5	6	5	6	6	5
Around £26000	0	0	0	0	0	1	0	0	1	0
Around £27000	1	1	0	0	2	0	1	1	0	0
Around £28000	1	1	0	0	0	1	0	0	1	0
Around £29000	0	0	0	0	2	0	0	0	0	0
Around £30000	11	13	8	0	5	9	13	10	12	8
Around £31000	0	0	0	3	0	0	0	0	1	0
Around £32000	0	0	0	0	0	0	0	0	0	0
Around £33000	0	0	0	0	0	0	1	0	1	0
Around £34000	0	1	0	0	0	0	0	0	1	0
Around £35000	1	1	1	0	2	2	1	1	1	0
Around £36000	1	1	1	0	0	0	1	2	0	0
Around £37000	0	0	0	0	0	0	0	0	0	0
Around £38000	0	0	0	0	0	0	0	0	0	0
Around £39000	0	0	0	0	0	0	0	0	0	0
Around £40000	2	3	1	0	1	2	1	3	2	4
Over £40000	2	2	1	0	0	1	2	3	3	2
Don't know	13	9	18	0	3	10	14	16	16	18

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB Adults	2461	629	1832	1226	411	198	354	38	142	72	8	13
Unweighted Sample	2461	649	1812	1182	424	228	381	35	127	61	8	15
	%	%	%	%	%	%	%	%	%	%	%	%

Please think about the cost of going to university.
Please think in general, e.g. regardless of your own situation, and regardless of who might pay the costs.

Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	2	1	1	2	1	3	6	0	0	0	0
Around £6000	1	2	1	1	2	1	2	2	1	2	0	2
Around £7000	1	2	1	1	1	3	2	0	1	0	0	0
Around £8000	3	4	2	2	2	2	5	8	1	2	0	7
Around £9000	2	4	2	2	4	3	1	0	2	3	0	0
Around £10000	6	7	6	5	9	7	6	3	5	5	0	17
Around £11000	1	1	1	1	1	2	1	0	1	0	0	0
Around £12000	5	4	5	4	5	7	6	0	6	0	0	0
Around £13000	1	1	1	1	1	0	2	0	2	2	0	0
Around £14000	1	2	1	1	1	3	1	0	1	0	0	0
Around £15000	11	11	11	11	10	10	12	10	12	12	0	3
Around £16000	2	2	2	3	3	5	1	0	1	1	0	0
Around £17000	1	1	1	1	1	1	1	0	1	0	0	0
Around £18000	4	4	4	4	5	4	3	6	5	0	0	0
Around £19000	0	0	0	0	0	1	0	0	0	0	0	0
Around £20000	14	13	15	14	15	16	14	10	14	10	41	0
Around £21000	2	2	2	2	1	3	2	0	3	3	0	0
Around £22000	1	1	1	2	1	0	2	0	0	0	0	0
Around £23000	1	0	1	0	0	1	1	0	0	2	0	0
Around £24000	3	2	3	2	2	2	5	0	3	2	0	0
Around £25000	6	5	6	6	5	3	5	13	7	4	9	5
Around £26000	0	0	0	0	0	0	0	6	0	0	0	0
Around £27000	1	1	1	1	0	2	1	0	3	0	0	0
Around £28000	1	0	1	0	0	0	2	0	1	0	0	0
Around £29000	0	0	0	0	0	0	0	0	0	0	0	0
Around £30000	11	10	11	13	11	8	6	5	8	8	15	0
Around £31000	0	0	0	0	0	0	0	0	0	0	0	0
Around £32000	0	0	0	0	0	1	0	0	0	0	0	0
Around £33000	0	0	0	0	0	1	1	0	0	0	0	0
Around £34000	0	0	0	0	0	0	1	0	0	0	0	4
Around £35000	1	0	2	1	2	3	2	0	1	0	0	0
Around £36000	1	0	1	1	1	1	0	0	1	0	0	0
Around £37000	0	0	0	0	0	0	0	0	0	0	0	0
Around £38000	0	1	0	0	0	0	0	0	0	0	0	0
Around £39000	0	0	0	0	0	0	0	0	0	0	0	0
Around £40000	2	2	2	2	1	0	3	4	2	8	0	6
Over £40000	2	2	2	2	1	0	1	0	4	3	0	0
Don't know	13	13	13	13	12	11	8	27	13	33	36	55

	Which of the following BEST applies to you?									
	Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB Adults	2461	1232	329	46	131	405	99	75	48	96
Unweighted Sample	2461	1231	336	47	135	364	130	77	52	89
	%	%	%	%	%	%	%	%	%	%

Please think about the cost of going to university.
 Please think in general, e.g. regardless of your own situation, and regardless of who might pay the costs.
 Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	1	2	3	6	0	0	1	0	5
Around £6000	1	1	2	0	3	2	0	0	1	2
Around £7000	1	2	2	5	1	0	2	0	2	0
Around £8000	3	2	5	4	3	2	1	6	0	1
Around £9000	2	2	4	6	4	1	1	4	5	3
Around £10000	6	7	3	2	11	7	5	5	3	4
Around £11000	1	1	1	1	1	2	0	2	2	1
Around £12000	5	5	6	0	3	4	5	7	7	3
Around £13000	1	1	1	0	0	2	2	0	0	1
Around £14000	1	1	1	0	2	1	0	1	3	1
Around £15000	11	12	9	7	10	11	6	14	8	13
Around £16000	2	2	3	8	0	3	1	2	2	3
Around £17000	1	1	1	0	1	0	4	3	0	0
Around £18000	4	4	2	2	1	5	3	5	6	1
Around £19000	0	0	0	0	0	0	0	0	0	0
Around £20000	14	13	14	17	17	15	30	6	20	14
Around £21000	2	2	3	4	2	3	4	0	0	2
Around £22000	1	1	0	3	1	2	2	0	1	0
Around £23000	1	0	0	1	0	1	6	0	0	0
Around £24000	3	2	3	5	1	2	3	5	0	2
Around £25000	6	6	4	8	5	5	6	4	3	3
Around £26000	0	0	0	0	0	1	1	0	1	1
Around £27000	1	1	1	0	0	0	0	0	0	0
Around £28000	1	1	0	0	2	0	2	0	2	1
Around £29000	0	0	0	0	0	0	1	2	0	0
Around £30000	11	12	10	11	10	11	7	8	7	4
Around £31000	0	0	0	0	0	0	1	2	0	0
Around £32000	0	0	0	0	0	0	2	2	0	0
Around £33000	0	0	1	0	1	0	0	0	0	0
Around £34000	0	0	0	0	0	1	1	0	0	0
Around £35000	1	1	0	0	1	1	0	5	4	1
Around £36000	1	1	0	0	0	1	1	0	0	1
Around £37000	0	0	0	0	0	0	0	0	1	0
Around £38000	0	0	0	0	1	0	0	0	2	0
Around £39000	0	0	0	0	0	0	0	0	0	0
Around £40000	2	3	2	5	0	2	0	0	0	2
Over £40000	2	2	1	0	2	3	0	1	3	2
Don't know	13	12	15	7	13	13	3	15	20	28

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these	
All GB Adults	2461	172	69	47	318	929	72
Unweighted Sample	2461	175	71	50	333	909	76
	%	%	%	%	%	%	%

Please think about the cost of going to university.
 Please think in general, e.g. regardless of your own situation, and regardless of who might pay the costs.

Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	0	2	0	1	1	1
Around £6000	1	1	0	3	2	1	0
Around £7000	1	0	2	2	3	2	4
Around £8000	3	1	1	4	3	3	2
Around £9000	2	1	5	1	2	3	6
Around £10000	6	3	3	3	5	6	12
Around £11000	1	0	0	0	1	1	0
Around £12000	5	4	3	1	7	5	2
Around £13000	1	0	1	2	1	1	2
Around £14000	1	2	0	1	1	1	3
Around £15000	11	5	10	11	14	11	13
Around £16000	2	4	0	2	1	3	3
Around £17000	1	2	1	3	0	1	0
Around £18000	4	4	4	7	6	3	1
Around £19000	0	0	0	0	0	0	0
Around £20000	14	17	12	20	13	12	11
Around £21000	2	5	2	0	1	2	3
Around £22000	1	1	0	3	1	1	0
Around £23000	1	1	2	0	0	0	1
Around £24000	3	2	3	4	5	2	0
Around £25000	6	9	4	10	6	6	4
Around £26000	0	0	2	0	0	0	0
Around £27000	1	1	0	4	1	1	0
Around £28000	1	1	0	0	1	0	0
Around £29000	0	0	0	0	0	0	0
Around £30000	11	15	18	9	12	11	3
Around £31000	0	0	0	0	0	0	0
Around £32000	0	0	0	0	1	0	1
Around £33000	0	2	0	0	0	0	2
Around £34000	0	0	0	0	1	0	0
Around £35000	1	1	2	1	2	1	0
Around £36000	1	3	1	0	0	1	1
Around £37000	0	0	1	0	0	0	0
Around £38000	0	1	1	0	0	0	0
Around £39000	0	0	0	0	0	0	0
Around £40000	2	5	0	1	1	3	6
Over £40000	2	1	0	0	1	2	1
Don't know	13	9	19	8	8	14	17

	Total	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB Adults	2461	115	124	84	133	96	50	139	73
Unweighted Sample	2461	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

Please think about the cost of going to university.
 Please think in general, e.g. regardless of your own situation, and regardless of who might pay the costs.
 Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	1	2	1	0	0	0	1	0
Around £6000	1	3	2	2	0	1	3	2	2
Around £7000	1	2	1	1	1	4	6	3	0
Around £8000	3	4	7	6	4	4	0	1	0
Around £9000	2	1	3	5	3	3	5	1	0
Around £10000	6	7	7	5	2	4	12	6	7
Around £11000	1	1	1	0	1	0	1	0	3
Around £12000	5	4	5	2	6	6	4	5	6
Around £13000	1	1	2	0	0	1	0	0	2
Around £14000	1	0	2	0	0	0	2	1	0
Around £15000	11	11	12	14	8	13	12	14	7
Around £16000	2	0	1	1	2	0	0	0	6
Around £17000	1	0	1	1	1	0	1	1	1
Around £18000	4	3	6	2	6	3	10	5	3
Around £19000	0	1	0	0	0	0	0	0	0
Around £20000	14	14	18	14	17	11	4	15	13
Around £21000	2	5	1	0	3	1	3	3	3
Around £22000	1	1	0	1	2	3	0	0	3
Around £23000	1	2	0	1	0	0	0	0	0
Around £24000	3	4	0	8	3	0	6	3	2
Around £25000	6	4	7	6	8	11	5	4	5
Around £26000	0	0	0	1	0	0	1	1	0
Around £27000	1	1	1	1	5	3	0	0	0
Around £28000	1	0	0	2	1	0	0	3	0
Around £29000	0	0	0	0	0	0	0	0	0
Around £30000	11	17	4	7	8	17	9	18	10
Around £31000	0	0	0	0	0	0	0	0	0
Around £32000	0	0	0	0	0	0	0	1	0
Around £33000	0	0	0	0	1	3	0	1	0
Around £34000	0	0	0	0	1	0	2	0	0
Around £35000	1	1	0	1	0	1	0	0	1
Around £36000	1	2	1	0	1	0	0	1	0
Around £37000	0	0	0	0	0	0	1	0	0
Around £38000	0	0	0	0	0	1	0	0	0
Around £39000	0	0	0	0	0	0	0	0	0
Around £40000	2	4	1	3	1	4	3	3	8
Over £40000	2	2	1	3	1	2	0	0	0
Don't know	13	6	14	11	10	4	12	7	17

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB Adults	2461	134	273	470	274	142	314
Unweighted Sample	2461	126	287	441	294	153	313
	%	%	%	%	%	%	%

Please think about the cost of going to university.
 Please think in general, e.g. regardless of your own situation, and regardless of who might pay the costs.

Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	1	1	1	2	2	1
Around £6000	1	3	2	1	2	1	0
Around £7000	1	2	1	3	1	3	1
Around £8000	3	4	4	2	5	2	1
Around £9000	2	1	3	2	2	4	4
Around £10000	6	6	4	7	6	5	6
Around £11000	1	0	1	1	0	1	1
Around £12000	5	3	5	6	6	3	5
Around £13000	1	1	0	1	1	1	1
Around £14000	1	0	1	1	2	2	1
Around £15000	11	10	10	12	12	11	10
Around £16000	2	1	2	1	3	3	3
Around £17000	1	0	1	0	1	2	1
Around £18000	4	4	4	4	6	3	2
Around £19000	0	1	0	0	0	0	1
Around £20000	14	16	15	12	14	6	15
Around £21000	2	4	2	2	2	1	1
Around £22000	1	1	2	1	0	2	1
Around £23000	1	2	0	0	0	0	0
Around £24000	3	5	5	2	1	3	2
Around £25000	6	4	8	5	5	8	7
Around £26000	0	1	1	0	0	0	0
Around £27000	1	1	3	1	1	0	1
Around £28000	1	1	1	1	1	0	0
Around £29000	0	0	0	0	0	0	0
Around £30000	11	15	9	15	7	9	12
Around £31000	0	0	0	0	0	0	0
Around £32000	0	0	0	0	0	0	0
Around £33000	0	0	0	1	1	0	0
Around £34000	0	0	1	0	0	0	0
Around £35000	1	1	0	1	1	1	2
Around £36000	1	1	1	0	2	0	1
Around £37000	0	0	0	0	0	0	0
Around £38000	0	0	0	0	0	0	0
Around £39000	0	0	0	0	0	1	0
Around £40000	2	5	2	5	1	1	1
Over £40000	2	2	2	1	2	1	3
Don't know	13	6	10	10	14	24	16

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
All GB Adults	2461	203	248	281	606	233	36	619	889	874	79	60	209	32
Unweighted Sample	2461	193	267	280	605	233	36	600	921	858	82	57	217	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please think about the cost of going to university. Please think in general, e.g. regardless of your own situation, and regardless of who might pay the costs.

Approximately how much money on average do you think it currently costs to get through a typical three year course at University? (Please think about tuition fees, rent, food, spending money etc)

Around £5000	1	1	1	1	2	1	2	1	2	1	1	0	2	0
Around £6000	1	1	3	1	1	1	2	2	1	1	3	3	2	4
Around £7000	1	3	1	3	1	2	0	2	2	1	0	0	3	2
Around £8000	3	2	3	3	3	2	4	3	2	2	4	2	2	0
Around £9000	2	4	3	3	2	1	1	3	2	2	8	3	2	8
Around £10000	6	7	5	4	7	5	3	8	6	5	8	8	6	6
Around £11000	1	0	1	0	1	1	0	1	1	1	2	2	0	3
Around £12000	5	5	7	7	3	5	6	5	5	5	1	7	1	3
Around £13000	1	1	1	1	0	1	0	1	1	1	0	0	0	0
Around £14000	1	2	0	1	1	1	5	1	1	1	0	0	2	3
Around £15000	11	8	10	13	11	12	9	11	10	12	7	13	12	2
Around £16000	2	1	3	2	2	3	8	2	4	1	0	0	2	0
Around £17000	1	2	1	1	1	0	0	1	1	1	0	2	0	0
Around £18000	4	3	5	6	3	3	0	3	5	4	2	8	3	12
Around £19000	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Around £20000	14	14	15	12	14	12	6	12	17	14	8	19	12	9
Around £21000	2	2	0	2	2	4	0	2	2	2	0	5	3	2
Around £22000	1	1	2	0	1	1	1	1	1	1	0	1	1	4
Around £23000	1	1	0	1	0	0	1	0	1	0	1	0	0	0
Around £24000	3	1	4	5	2	3	0	1	3	3	3	3	2	3
Around £25000	6	10	6	6	5	5	3	6	5	6	4	2	5	3
Around £26000	0	1	0	0	0	0	0	0	0	1	1	0	0	0
Around £27000	1	1	2	1	1	1	0	1	1	1	0	0	1	0
Around £28000	1	1	2	1	0	0	0	1	1	0	0	0	0	0
Around £29000	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £30000	11	12	13	10	12	12	3	9	11	11	5	8	14	5
Around £31000	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £32000	0	0	0	0	0	0	0	0	0	0	2	2	0	0
Around £33000	0	0	1	0	0	1	0	0	1	0	0	2	0	0
Around £34000	0	1	0	0	0	1	0	0	1	0	0	2	0	0
Around £35000	1	2	2	1	1	1	0	1	2	1	1	0	0	0
Around £36000	1	2	1	2	0	0	0	1	1	1	1	0	1	0
Around £37000	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £38000	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Around £39000	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Around £40000	2	1	1	4	3	3	0	2	2	2	1	2	1	0
Over £40000	2	1	2	1	2	3	0	2	1	3	0	3	2	3
Don't know	13	9	4	9	16	15	44	15	7	16	36	3	16	29

19945.73 | 17451.55 19027.33 19831.31 20721.21 21027.44 | 20152.22 19747.57 | 20239.28 19703.05 19744.23 19930.21 20384.51

Financial Dynamics

19945.73 | 20258.02 19673.55 20183.73 19829.89 18358.25 19708.18 19974.55 19030.28 20456.52 20615.68 20287.35 18885.53 20311.09 #####

Financial Dynamics

19945.73 | 18587.37 20413.30 | 20624.84 18929.16 18295.82 19156.54 18906.93 20889.66 22138.94 23007.30 17678.69

Financial Dynamics



19945.73 | 20385.02 18967.58 19419.47 18103.66 20329.37 20327.00 19000.12 20250.93 18577.73

Financial Dynamics

19945.73 | 23044.59 20731.57 19345.87 19323.97 19887.03 18321.98

Financial Dynamics

19945.73 21036.55 17131.22 20009.61 20580.51 21402.05 18059.97 20422.88 20582.97

19945.73 | 21288.96 20157.27 20365.34 18690.40 18672.07 20745.17

Financial Dynamics

19945.73 | 20058.23 | 20023.93 | 19952.99 | 20043.95 | 20855.55 | 15352.02 | 19105.64 | 20000.00 | 20659.19 | 17495.39 | 19561.68 | 20066.19 | 18044.70

	Age					Gender		Region				
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland
Parents aged 35 - 50	1	2	215	79	4	151	150	48	73	70	78	31
Unweighted Sample	1	3	225	73	4	147	159	48	82	63	80	33
	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	0	0	16	32	37	15	25	18	14	24	20	29
No, I do not	69	0	33	76	53	63	76	63	65	78	64	72	64
Not sure	11	100	67	8	15	0	9	12	17	8	12	8	7

		Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)													
		Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
Parents aged 35 - 50	301	47	38	26	31	14	33	23	18	35	23	4	4	4	0
Unweighted Sample	306	47	36	28	26	16	38	26	19	34	23	6	4	3	0
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	18	24	23	25	0	13	12	23	25	21	56	48	0	0
No, I do not	69	64	64	68	66	89	81	76	67	70	73	44	32	67	0
Not sure	11	18	12	10	9	11	6	12	10	5	6	0	20	33	0

	Social Grade		Which one of the following age groups do you fall into?							
Total	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
Parents aged 35 - 50	301	164	137	0	0	0	301	0	0	0
Unweighted Sample	306	147	159	0	0	0	306	0	0	0
	%	%	%	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	22	18	0	0	0	20	0	0	0
No, I do not	69	71	67	0	0	0	69	0	0	0
Not sure	11	7	14	0	0	0	11	0	0	0

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
Parents aged 35 - 50	301	301	0	214	47	13	6	3	15	2	0	0
Unweighted Sample	306	306	0	214	50	15	6	3	15	2	0	1
	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	20	0	19	20	23	40	71	16	0	0	0
No, I do not	69	69	0	73	65	72	60	0	54	0	0	0
Not sure	11	11	0	8	15	5	0	29	30	100	0	100

	Which of the following BEST applies to you?									
Total	Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working	
Parents aged 35 - 50	301	181	46	7	40	3	2	11	3	10
Unweighted Sample	306	174	52	8	45	3	2	10	3	9
	%	%	%	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	21	19	7	12	37	0	56	35	9
No, I do not	69	71	75	64	73	63	100	37	31	43
Not sure	11	8	6	30	16	0	0	7	34	47

	Which of the following best applies to you?						
Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own business	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own business	None of these	
Parents aged 35 - 50	301	24	5	6	47	146	6
Unweighted Sample	306	24	6	8	48	142	6
	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	8	20	0	21	24	0
No, I do not	69	85	80	78	73	68	84
Not sure	11	7	0	22	6	8	16

	Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA	
Parents aged 35 - 50	301	23	11	17	12	0	22	13	
Unweighted Sample	306	18	11	21	13	0	19	11	
	%	%	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	21	17	67	21	38	0	2	33
No, I do not	69	66	71	24	79	53	0	98	67
Not sure	11	13	12	9	0	9	0	0	0

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
Parents aged 35 - 50	301	22	39	61	55	22	36
Unweighted Sample	306	18	43	58	54	24	37
	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	21	39	17	22	4	14
No, I do not	69	66	57	80	68	88	71
Not sure	11	13	5	3	10	8	15

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
	Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure
Parents aged 35 - 50	301	21	31	38	103	36	4	69	110	115	7	60	209	32
Unweighted Sample	306	18	34	42	98	39	3	74	106	118	8	57	217	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a child who will be going to University in the next three years?

Yes, I do	20	17	15	17	20	33	0	21	19	20	30	100	0	0
No, I do not	69	79	71	77	71	63	100	69	74	67	40	0	100	0
Not sure	11	4	14	7	9	5	0	10	8	12	30	0	0	100

	Age					Gender		Region					
	18 to 24	25 to 34	35 to 44	45 to 54	55 +	Male	Female	London	Rest of South	Midlands and Wales	North	Scotland	
All GB Adults	2461	271	493	393	432	873	1181	1280	517	492	590	640	221
Unweighted Sample	2461	310	546	405	402	798	1167	1294	466	574	556	648	216
	%	%	%	%	%	%	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	37	44	49	53	51	47	49	42	50	50	50	52
Get a second job	18	22	16	12	18	19	17	18	16	20	16	18	18
Encourage my husband/ wife to get a second job	5	5	6	2	5	5	6	4	5	6	5	4	5
Encourage my husband/ wife to go out to work	7	8	7	6	8	9	10	5	9	7	7	7	5
Put back my/ our retirement	20	12	18	14	20	27	22	19	24	20	20	18	21
Re-mortgage our house	15	10	16	13	15	18	17	14	16	15	16	14	15
Use my/ our savings	40	46	44	37	34	40	36	43	40	39	38	43	36
Sacrifice family holiday(s)	35	31	30	34	37	39	37	33	36	34	36	35	35
Encourage my child to get a job and work throughout university	57	58	54	61	57	57	54	60	54	60	56	57	58
Encourage my child NOT to go to university	3	4	4	2	3	2	3	3	2	3	3	3	2
Borrow money from family and friends	2	4	2	3	3	1	2	2	2	2	4	2	1
Take out an unsecured loan	7	5	6	6	10	7	7	7	6	10	7	7	3
Other, please specify	4	3	3	6	3	3	3	4	4	4	3	3	4
Do not need to take any measures	8	12	8	6	9	8	9	7	9	6	10	7	9

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]

SEE OE_6

	Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
	Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	None	Don't know
All GB Adults	2461	507	390	145	193	85	243	279	115	236	146	48	24	26	20
Unweighted Sample	2461	457	366	163	183	96	291	291	109	240	136	50	28	26	21
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	42	48	42	55	50	56	51	51	48	53	47	60	45	30
Get a second job	18	16	17	21	13	26	18	16	20	19	16	21	25	7	22
Encourage my husband/ wife to get a second job	5	5	6	8	3	6	4	3	4	4	4	8	7	0	0
Encourage my husband/ wife to go out to work	7	10	8	8	6	3	8	6	4	9	6	7	2	13	8
Put back my/ our retirement	20	24	21	18	18	23	21	21	17	15	21	21	25	15	7
Re-mortgage our house	15	17	18	11	13	18	15	15	18	11	14	17	20	16	9
Use my/ our savings	40	41	39	41	36	39	38	42	49	40	33	41	44	43	36
Sacrifice family holiday(s)	35	36	38	32	32	27	37	30	44	35	34	32	51	34	21
Encourage my child to get a job and work throughout university	57	54	57	58	55	63	61	57	53	60	56	63	57	51	55
Encourage my child NOT to go to university	3	3	4	3	3	3	4	3	3	2	2	1	3	0	0
Borrow money from family and friends	2	2	4	1	3	5	2	2	2	2	2	0	1	0	0
Take out an unsecured loan	7	6	7	11	7	7	10	6	13	5	5	1	0	8	9
Other, please specify	4	4	4	3	2	5	5	3	8	2	4	3	2	9	0
Do not need to take any measures	8	8	9	7	13	7	5	8	4	8	11	9	0	8	11

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]

	Social Grade		Which one of the following age groups do you fall into?							
	ABC1	C2DE	Under 18	18 to 20	21 to 34	35 to 50	51 to 56	57 to 64	65 or older	
All GB Adults	2461	1329	1132	7	89	681	608	652	361	63
Unweighted Sample	2461	1169	1292	9	108	757	597	602	328	60
	%	%	%	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	44	53	57	42	42	50	52	54	45
Get a second job	18	15	20	7	24	17	15	19	19	14
Encourage my husband/ wife to get a second job	5	5	4	7	7	5	3	6	4	5
Encourage my husband/ wife to go out to work	7	7	8	7	12	6	6	8	10	4
Put back my/ our retirement	20	23	17	7	10	17	15	26	28	26
Re-mortgage our house	15	18	12	7	11	14	13	18	19	10
Use my/ our savings	40	45	34	48	47	44	35	37	44	38
Sacrifice family holiday(s)	35	36	34	9	32	31	34	39	38	35
Encourage my child to get a job and work throughout university	57	58	56	17	60	55	60	57	58	42
Encourage my child NOT to go to university	3	3	3	0	4	4	2	3	1	2
Borrow money from family and friends	2	2	2	7	5	2	3	2	2	0
Take out an unsecured loan	7	7	7	7	2	6	7	9	7	5
Other, please specify	4	4	3	0	3	3	5	3	4	1
Do not need to take any measures	8	7	10	20	14	9	7	8	8	11

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]

	Do you have any children under 18 living at home with you?		Which one of the following BEST describes your CURRENT relationship status?									
	Total	Yes, I do	No, I do not	Married/ in a civil partnership	Living with your partner/ co-habiting	In a relationship but not living together	Single	Separated	Divorced	Widowed	Other	Prefer not to say
All GB Adults	2461	629	1832	1226	411	198	354	38	142	72	8	13
Unweighted Sample	2461	649	1812	1182	424	228	381	35	127	61	8	15
	%	%	%	%	%	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	54	46	50	48	45	46	47	52	51	45	11
Get a second job	18	17	18	18	17	16	18	20	20	23	14	3
Encourage my husband/ wife to get a second job	5	4	5	5	4	8	6	4	2	3	0	3
Encourage my husband/ wife to go out to work	7	6	8	7	6	8	11	14	1	7	0	11
Put back my/ our retirement	20	15	22	23	17	18	17	27	19	26	19	9
Re-mortgage our house	15	14	16	16	16	14	15	6	19	13	0	3
Use my/ our savings	40	39	40	40	41	39	42	37	31	40	47	21
Sacrifice family holiday(s)	35	32	36	37	35	31	33	36	32	38	35	27
Encourage my child to get a job and work throughout university	57	55	58	56	59	62	58	55	58	62	27	19
Encourage my child NOT to go to university	3	3	3	3	2	2	4	4	2	2	0	11
Borrow money from family and friends	2	3	2	2	2	3	3	0	1	0	0	3
Take out an unsecured loan	7	7	7	8	6	5	7	5	5	4	0	3
Other, please specify	4	4	4	4	3	3	5	0	1	5	0	0
Do not need to take any measures	8	7	9	7	8	10	8	3	15	11	26	55

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]

		Which of the following BEST applies to you?								
		Working full time (30 or more hours per week)	Working part time (8 to 29 hours per week)	Working part time (less than 8 hours a week)	Full time home-maker	Retired	Student	Unemployed	Other	Not working
All GB Adults	2461	1232	329	46	131	405	99	75	48	96
Unweighted Sample	2461	1231	336	47	135	364	130	77	52	89
		%	%	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	47	52	42	49	54	35	48	51	48
Get a second job	18	17	16	23	14	20	13	18	17	26
Encourage my husband/ wife to get a second job	5	6	3	0	1	6	5	4	3	7
Encourage my husband/ wife to go out to work	7	8	3	3	5	8	8	9	18	10
Put back my/ our retirement	20	19	23	27	8	27	18	8	30	17
Re-mortgage our house	15	17	16	8	7	16	9	10	12	17
Use my/ our savings	40	40	42	31	38	41	50	41	37	25
Sacrifice family holiday(s)	35	34	32	32	31	41	34	32	48	41
Encourage my child to get a job and work throughout university	57	58	56	47	50	59	60	47	49	61
Encourage my child NOT to go to university	3	3	5	6	4	2	2	1	3	2
Borrow money from family and friends	2	2	3	3	3	1	3	5	4	1
Take out an unsecured loan	7	6	7	9	13	5	3	14	8	10
Other, please specify	4	4	3	4	2	5	6	2	9	0
Do not need to take any measures	8	8	6	1	9	8	11	15	9	13

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]

	Which of the following best applies to you?						
	Total	I am self employed	I am the owner of a business	I am an employee who is planning on setting up my own busine	I am an employee who would like to set up my own business	I am an employee with no interest in setting up my own busin	None of these
All GB Adults	2461	172	69	47	318	929	72
Unweighted Sample	2461	175	71	50	333	909	76
	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	41	35	42	47	50	49
Get a second job	18	11	12	24	22	16	17
Encourage my husband/ wife to get a second job	5	2	6	5	9	4	4
Encourage my husband/ wife to go out to work	7	4	7	1	9	8	2
Put back my/ our retirement	20	24	17	16	25	19	14
Re-mortgage our house	15	20	21	6	18	17	3
Use my/ our savings	40	39	39	30	46	39	33
Sacrifice family holiday(s)	35	33	37	23	38	33	19
Encourage my child to get a job and work throughout university	57	58	51	34	59	59	44
Encourage my child NOT to go to university	3	5	6	12	3	2	6
Borrow money from family and friends	2	3	6	0	2	2	2
Take out an unsecured loan	7	9	7	7	6	6	5
Other, please specify	4	5	10	4	4	2	2
Do not need to take any measures	8	9	10	15	5	7	16

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]

		Financial: e.g. Accountant/ Financial Adviser / Broker / Trader, etc.	Retail: e.g. Shop assistant / Store manager etc.	Health: Doctor / nurse / midwife / chemist / optician / paramedic/ surgeon, etc.	Education: Teacher / tutor / lecturer etc.	Other Civil Servant including military	Advertising/ Marketing/ PR/ Communications/ event organiser, etc.	IT worker	Secretary / PA
All GB Adults	2461	115	124	84	133	96	50	139	73
Unweighted Sample	2461	104	134	84	142	86	55	128	61
	%	%	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	39	65	52	45	42	31	43	30
Get a second job	18	11	29	15	17	21	16	10	10
Encourage my husband/ wife to get a second job	5	4	3	5	3	5	10	7	3
Encourage my husband/ wife to go out to work	7	7	5	7	3	8	5	11	0
Put back my/ our retirement	20	18	20	18	21	18	36	13	23
Re-mortgage our house	15	18	22	18	23	20	20	13	14
Use my/ our savings	40	37	35	30	46	43	62	45	53
Sacrifice family holiday(s)	35	35	35	21	39	29	49	33	34
Encourage my child to get a job and work throughout university	57	60	62	65	50	54	59	65	62
Encourage my child NOT to go to university	3	4	4	1	2	3	4	7	4
Borrow money from family and friends	2	2	3	1	3	1	3	1	5
Take out an unsecured loan	7	4	8	5	5	4	10	9	9
Other, please specify	4	6	2	1	4	2	6	5	1
Do not need to take any measures	8	9	4	10	3	8	1	10	7

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]

	merged sector/ career choice						
	Total	Professional and legal	Healthcare/ caring/ education	Management and clerical	Service	Manual	Other
All GB Adults	2461	134	273	470	274	142	314
Unweighted Sample	2461	126	287	441	294	153	313
	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	38	50	40	55	57	50
Get a second job	18	11	18	14	23	23	15
Encourage my husband/ wife to get a second job	5	3	4	5	4	10	4
Encourage my husband/ wife to go out to work	7	6	4	8	8	10	7
Put back my/ our retirement	20	19	20	22	23	18	17
Re-mortgage our house	15	17	19	16	18	16	13
Use my/ our savings	40	43	42	45	38	32	34
Sacrifice family holiday(s)	35	34	35	35	34	35	29
Encourage my child to get a job and work throughout university	57	62	57	61	54	49	57
Encourage my child NOT to go to university	3	3	2	4	3	4	4
Borrow money from family and friends	2	2	2	3	3	3	2
Take out an unsecured loan	7	4	5	7	8	6	8
Other, please specify	4	5	2	4	3	1	5
Do not need to take any measures	8	9	6	7	6	8	9

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]

	Which one of the following statements best applies to you?						Given the choice, do you prefer to be average like 'one of the crowd' or to be an individual and 'stand out from the crowd'?				Do you have a child who will be going to University in the next three years?			
Total	'I am currently in my dream job'	'I have a dream job in mind that I would one day like to pur	'I have a dream job in mind but do not think I will ever do	'I do not have a dream job in mind'	None of these	Don't know	I prefer to be 'one of the crowd'	I prefer to 'stand out from the crowd'	Neither	Don't know	Yes, I do	No, I do not	Not sure	
All GB Adults	2461	203	248	281	606	233	36	619	889	874	79	60	209	32
Unweighted Sample	2461	193	267	280	605	233	36	600	921	858	82	57	217	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the next question, if you don't have any children, please imagine that you do...

Regardless of whether or not your children have been or are planning to go to university...

Which, if any, of the following measures do you think you would need to take to reduce – or meet - the cost of your child going to university? [Please tick all that apply]

Encourage my child to go to a local university and live at home	48	46	46	56	46	50	23	54	47	47	33	45	51	72
Get a second job	18	19	24	16	15	15	12	20	20	14	17	20	13	18
Encourage my husband/ wife to get a second job	5	4	10	4	4	5	0	5	5	5	6	0	3	0
Encourage my husband/ wife to go out to work	7	5	11	7	6	7	0	6	8	8	4	7	6	5
Put back my/ our retirement	20	22	23	19	19	22	14	19	22	21	13	13	16	6
Re-mortgage our house	15	14	17	20	16	16	10	15	17	14	10	18	13	12
Use my/ our savings	40	38	48	34	39	43	39	42	41	38	30	33	43	16
Sacrifice family holiday(s)	35	32	32	33	36	33	15	36	35	35	30	30	33	33
Encourage my child to get a job and work throughout university	57	57	60	59	58	56	36	53	59	58	48	72	58	60
Encourage my child NOT to go to university	3	5	3	5	3	2	0	2	4	3	1	0	1	3
Borrow money from family and friends	2	3	3	3	1	3	7	2	2	2	1	4	2	8
Take out an unsecured loan	7	5	6	10	5	8	8	7	7	7	7	9	6	14
Other, please specify	4	5	6	2	3	2	9	1	5	4	1	5	6	0
Do not need to take any measures	8	8	5	5	8	8	33	8	6	8	32	5	6	7

If you ticked other please can you tell us what other measures you will take? [If you did not tick other please leave this box blank]