

YouGov/ SixthSense Survey Results

Sample Size: 2336

Fieldwork: 1 - 3 November 2010

Total	Social Grade		GOR New							
	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

1. Here is a list of some leading consumer brands in the UK which might consider offering a range of legal services in the future. Choose up to 5 brands that you might consider using if they offered legal services.

Unweighted Base	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Base										
AA										
RAC										
Virgin										
BT										
BUPA										
Coop										
Sainsbury's										
Tesco	16%									
Waitrose										
Powergen										
Barclays										
Lloyds TSB										
HSBC										
NatWest										
Halifax										
Kwik Fit										
None of these	40%									

L28a. Irwin Mitchell : Listed below are some companies. Please tell us whether you think each brand is a legal brand or an accountancy brand.

Unweighted Base	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Base										
Legal brand										
Accountancy brand										
Have heard of but don't know										
Haven't heard of	79%									

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Total	Age Gender 16+								Gender	
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	Male	Female

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Total	Education Age						Still at school/Full time student	Can't remember
	15 or under	16	17-18	19	20+			

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	Marital Status						
Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

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	Housing Status					
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

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Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

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	Gross Household Income								
Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

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	Gross Household Income							
Total	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer

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