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GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	2069 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
WEIGHTED TOTAL	2076 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
REGISTERED TO VOTE	1533 74% DE NO	740 73%	793 75%	113 37%	227 67%	311 79% A	285 86% A	257 86% A	187 85% A	153 84% A	331 84% A	470 76%	323 73%	409 65%	507 68%	1026 77% A
VOTED IN AN ELECTION	1505 73% DE NO	727 72%	779 73%	80 26%	190 56%	317 81% A	285 86% A	272 91% A	189 85% A	173 95% A	323 82% A	456 74%	323 73%	404 65%	484 65%	1021 77% A
SIGNED A PETITION	1123 54% DE N	510 50%	613 58%	104 34%	156 46%	250 64% A	217 65% A	191 64% A	120 54%	85 47%	262 67% A	385 63% A	220 50%	257 41%	391 52%	733 55%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	590 28% DM N	275 27%	315 30%	69 22%	100 30%	131 33%	111 33%	87 29%	49 22%	44 24%	176 45% A	208 34% A	98 22%	108 17%	223 30%	367 28%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION REPORT A PROBLEM OR MAKE A COMPLAINT)	563 27% DE N	270 27%	293 28%	33 11%	69 21%	127 32% A	114 34% A	109 36% A	70 32%	41 23%	156 40% A	165 27%	113 26%	129 21%	206 28%	357 27%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	484 23% EM N	215 21%	269 25%	63 20%	58 17%	91 23%	84 25%	93 31% A	47 21%	49 27%	138 35% A	175 28% A	77 17%	95 15%	154 20%	331 25%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	448 22% BJ N	162 16%	287 27% A	64 21%	58 17%	102 26% A	92 28% A	75 25%	38 17%	20 11%	122 31% A	176 29% A	77 17%	74 12%	183 24%	265 20%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	447 22% DJ N	234 23%	213 20%	23 7%	66 20%	113 29% A	96 29% A	77 26%	49 22%	23 12%	123 31% A	156 25%	89 20%	78 12%	162 22%	284 21%



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NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
\* SMALL BASE

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BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM, ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	<b>433</b> 21% N	214 21%	219 21%	70 23%	61 18%	85 22%	72 22%	75 25%	39 18%	31 17%	122 31% A	142 23%	87 20%	83 13%	165 22%	268 20%
BOYCOTTED A PRODUCT OR SERVICE	<b>403</b> 19% DE JMN	204 20%	199 19%	18 6%	43 13%	105 27% A	93 28% A	80 27% A	49 22%	15 8%	125 32% A	141 23%	66 15%	71 11%	121 16%	282 21%
GOT IN CONTACT WITH YOUR MP / MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	<b>342</b> 16% DE M	168 17%	174 16%	7 2%	34 10%	60 15%	80 24% A	76 25% A	50 23% A	36 20%	105 27% A	107 17%	48 11%	83 13%	104 14%	238 18%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	<b>311</b> 15% DM N	159 16%	152 14%	28 9%	42 13%	59 15%	59 18%	66 22% A	35 16%	22 12%	120 31% A	94 15%	46 10%	50 8%	96 13%	216 16%
TAKEN PART IN A PROTEST OR DEMONSTRATION	<b>221</b> 11% DE N	115 11%	105 10%	11 3%	20 6%	49 12%	41 12%	55 18% A	31 14%	15 8%	81 21% A	69 11%	38 9%	32 5%	61 8%	160 12%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>162</b> 8% MN	83 8%	79 7%	16 5%	26 8%	39 10%	34 10%	28 9%	10 5%	8 4%	68 17% A	52 8%	22 5%	19 3%	63 8%	98 7%
JOINED A POLITICAL PARTY	<b>100</b> 5% DEO	56 5%	44 4%	1 0%	3 1%	12 3%	25 7%	23 8% A	20 9% A	16 0% A	38 10% A	30 5%	13 3%	19 3%	15 2%	85 6%
DONATED MONEY TO A POLITICAL PARTY	<b>97</b> 5% DEF NO	62 6%	34 3%	1 0%	5 1%	9 2%	22 7%	20 7%	20 9% A	18 10% A	36 9% A	28 5%	18 4%	15 2%	15 2%	82 6%

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
DID UNPAID WORK/ ACTIVITIES/FUNDRAISING FOR THE CHURCH	10 1%	9 1%	1	-	-	1	4 1%	4 1%	1	-	1	4 1%	4 1%	1	4 1%	6
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	9	3	6 1%	-	-	2 1%	4 1%	-	3 1%	1	4 1%	2	*	3	3	6
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	3	2	1	-	-	1	1	1	1	-	3 1%	-	1	-	1	3
OTHER	12 1%	8 1%	4	1	2 1%	*	1	3 1%	1 1%	2	5 1%	3 1%	3 1%	1	2	10 1%
NONE OF THESE	214 10% GH IJKP	122 12%	92 9%	89 29% A	52 15% A	30 8%	15 5%	11 4%	11 5%	6 3%	15 4%	47 8%	52 12%	101 16% A	108 14% A	106 8%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE



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**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>PARTICIPATION</b>																
ANY	<b>1862</b> 90%	892 88%	970 91%	221 71%	286 85%	363 92%	318 95% A	288 96% A	210 95% A	176 97% A	377 96% A	568 92%	392 88%	526 84%	641 86%	1221 92% A
1-2 ACTIVITIES	<b>521</b> 25% GK L	252 25%	268 25%	103 33% A	98 29%	81 21%	62 19%	67 22%	52 24%	57 31%	58 15%	126 20%	120 27%	217 35% A	186 25%	334 25%
3-4 ACTIVITIES	<b>508</b> 24%	234 23%	274 26%	63 20%	86 25%	95 24%	79 24%	69 23%	63 29%	53 29%	80 20%	150 24%	118 27%	160 26%	169 23%	339 26%
5+ ACTIVITIES	<b>834</b> 40% DE MN	406 40%	428 40%	55 18%	103 30%	188 48% A	177 53% A	152 51% A	95 43%	65 36%	239 61% A	292 47% A	154 35%	149 24%	285 38%	548 41%
POLITICAL ACTIVITIES	<b>1719</b> 83% DE NO	821 81%	897 84%	144 46%	251 74%	349 89% A	308 93% A	283 94% A	208 94% A	176 97% A	355 91% A	522 85%	358 81%	483 77%	575 77%	1143 86% A
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	<b>878</b> 42% DE N	439 43%	439 41%	56 18%	122 36%	194 49% A	172 52% A	147 49% A	107 48%	81 44%	225 57% A	273 44%	177 40%	203 32%	314 42%	564 42%
COMMUNITY ACTIVITY	<b>1456</b> 70% DE N	688 68%	768 72%	182 59%	215 64%	303 77% A	260 78% A	225 75%	153 69%	118 65%	334 85% A	483 79% A	293 66%	346 55%	511 68%	945 71%
COMMUNITY CAMPAIGNING ACTIVITIES	<b>1300</b> 63% DE N	615 61%	684 64%	133 43%	188 56%	282 72% A	245 73% A	208 70% A	139 63%	104 57%	306 78% A	435 71% A	260 59%	299 48%	450 60%	850 64%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	<b>950</b> 46% EN	439 43%	511 48%	132 42%	133 39%	193 49%	169 51%	157 52% A	95 43%	71 30%	255 65% A	325 53% A	182 41%	187 30%	345 46%	604 46%
VERY BASIC	<b>331</b> 16% DK L	163 16%	167 16%	31 10%	55 16%	50 13%	45 14%	51 17%	47 21% A	52 28% A	32 8%	74 12%	79 18%	146 23% A	102 14%	229 17%
BASIC	<b>335</b> 16%	168 17%	167 16%	39 13%	59 18%	73 19%	54 16%	48 16%	40 18%	21 12%	51 13%	84 14%	85 19%	115 18%	113 15%	222 17%
MORE INVOLVED	<b>296</b> 14%	155 15%	141 13%	30 10%	46 14%	59 15%	56 17%	39 13%	37 17%	30 16%	57 14%	92 15%	59 13%	87 14%	98 13%	198 15%



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BASE : ALL ADULTS AGED 16+

WEIGHTED TOTAL  
 MOST INVOLVED

TOTAL (A)	SEX		AGE							CLASS				CHILDREN UNDER 16	
	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>924</b> 45% EM N	418 41%	507 48%	122 39%	128 38%	188 48%	168 50% A	152 51%	90 41%	76 42%	242 62% A	328 53% A	173 39%	182 29%	338 45%	587 44%



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BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
REGISTERED TO VOTE	<b>1533</b> 74% BF	65 64%	119 68%	115 77%	66 87% A	165 63%	312 78%	130 74%	82 82%	127 70%	167 77%	139 77%	45 80%
VOTED IN AN ELECTION	<b>1505</b> 73% BC F	60 59%	111 64%	114 76%	60 78%	161 61%	310 78% A	131 75%	85 85% A	128 70%	166 76%	138 76%	41 74%
SIGNED A PETITION	<b>1123</b> 54% FM	45 44%	96 55%	90 60%	48 62%	111 42%	239 60% A	102 58%	59 58%	105 57%	117 54%	90 49%	22 39%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>590</b> 28% B	19 18%	45 26%	53 35%	17 22%	69 26%	112 28%	58 33%	35 35%	42 23%	62 29%	61 33%	18 33%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	<b>563</b> 27%	26 26%	41 23%	43 29%	32 42% A	59 23%	95 24%	62 35% A	37 37% A	54 29%	57 26%	40 22%	17 30%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	<b>484</b> 23% BF	12 12%	34 20%	38 25%	21 27%	45 17%	89 22%	53 30% A	27 27%	46 25%	62 28%	43 24%	14 25%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	<b>448</b> 22% F	16 16%	32 18%	29 19%	22 28%	40 15%	98 24%	49 28% A	27 27%	47 26%	49 23%	28 15%	11 20%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	<b>447</b> 22%	21 21%	37 21%	28 19%	18 23%	45 17%	94 24%	41 24%	27 27%	41 23%	44 20%	39 21%	12 21%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE**



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BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM), ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	<b>433</b> <b>21%</b>	20 19%	29 17%	37 25%	19 25%	43 16%	82 21%	43 24%	28 27%	35 19%	42 19%	41 23%	14 26%
BOYCOTTED A PRODUCT OR SERVICE	<b>403</b> <b>19%</b> <b>M</b>	19 19%	34 19%	33 22%	10 13%	40 15%	82 21%	44 25%	23 23%	28 16%	51 23%	32 18%	7 12%
GOT IN CONTACT WITH YOUR MP/ MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	<b>342</b> <b>16%</b> <b>C</b>	17 17%	14 8%	26 17%	10 14%	31 12%	75 19%	30 17%	29 29% A	30 16%	32 15%	36 20%	12 22%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL, OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	<b>311</b> <b>15%</b>	8 8%	27 16%	28 19%	12 16%	43 16%	59 15%	30 17%	20 19%	20 11%	32 15%	27 15%	6 10%
TAKEN PART IN A PROTEST OR DEMONSTRATION	<b>221</b> <b>11%</b>	9 9%	18 10%	10 7%	9 11%	32 12%	49 12%	21 12%	12 12%	17 9%	22 10%	17 9%	5 9%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>162</b> <b>8%</b>	5 5%	8 5%	7 4%	7 10%	28 11%	35 9%	23 13% A	6 6%	13 7%	16 8%	10 6%	1 3%
JOINED A POLITICAL PARTY	<b>100</b> <b>5%</b> <b>M</b>	2 2%	6 4%	8 5%	7 10%	14 5%	14 4%	14 8% A	7 7%	13 7%	8 4%	4 2%	* 1%
DONATED MONEY TO A POLITICAL PARTY	<b>97</b> <b>5%</b>	3 3%	7 4%	9 6%	7 9%	5 2%	19 5%	12 7%	12 12% A	8 5%	8 4%	4 2%	3 5%



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BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	101* .5%	174 8%	150 7%	77* .4%	262 13%	398 19%	175 8%	101* .5%	183 9%	218 10%	182 9%	56 3%
DID UNPAID WORK/ ACTIVITIES/FUNDRAISING FOR THE CHURCH	<b>10</b> <b>1%</b>	-	-	-	-	1 7%	2 7%	3 2%	-	1 7%	2 7%	1 7%	1 7%
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	<b>9</b>	-	-	-	-	-	1	1 7%	-	2 7%	2 7%	-	3 6% A
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	<b>3</b>	-	-	1 7%	-	-	-	-	-	2 7% A	1	-	-
OTHER	<b>12</b> <b>1%</b>	1 7%	1	-	1 7%	1	1	1 7%	1 7%	1 7%	-	1 7%	2 4% A
NONE OF THESE	<b>214</b> <b>10%</b> <b>EG</b>	12 71%	27 16% A	11 8%	1 7%	49 19% A	26 7%	18 10%	6 6%	26 14% A	19 9%	15 8%	4 8%

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BASE : ALL ADULTS AGED 16+

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	101 <sup>*</sup> 5%	174 8%	150 7%	77 <sup>*</sup> 4%	262 13%	398 19%	175 8%	101 <sup>*</sup> 5%	183 9%	218 10%	182 9%	56 3%
<b>PARTICIPATION</b>													
ANY	<b>1862</b> <b>90%</b> CF	89 89%	147 84%	139 92%	76 99% A	214 81%	372 93% A	157 90%	94 94%	156 86%	199 91%	167 92%	51 92%
1-2 ACTIVITIES	<b>521</b> <b>25%</b> J	35 35% A	43 25%	33 22%	17 23%	82 31% A	104 26%	39 22%	16 16%	33 18%	52 24%	52 29%	12 22%
3-4 ACTIVITIES	<b>508</b> <b>24%</b>	26 26%	42 24%	37 25%	24 31%	55 21%	99 25%	33 19%	26 26%	46 25%	54 25%	47 26%	19 34% A
5+ ACTIVITIES	<b>834</b> <b>40%</b> BF	28 28%	61 35%	68 45%	35 45%	77 29%	170 43%	85 48% A	52 52% A	77 42%	93 43%	68 37%	20 36%
POLITICAL ACTIVITIES	<b>1719</b> <b>83%</b> F	76 76%	135 78%	126 84%	71 93% A	194 74%	349 88% A	147 84%	90 89%	147 81%	183 84%	152 83%	48 85%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	<b>878</b> <b>42%</b> F	40 39%	64 37%	64 42%	44 58% A	88 34%	167 42%	86 49%	59 59% A	81 45%	87 40%	70 38%	27 48%
COMMUNITY ACTIVITY	<b>1456</b> <b>70%</b> F	64 63%	118 68%	114 76%	58 76%	155 59%	283 71%	128 73%	81 81% A	131 72%	158 73%	126 69%	38 69%
COMMUNITY CAMPAIGNING ACTIVITIES	<b>1300</b> <b>63%</b> F	54 54%	111 64%	105 70%	50 65%	135 52%	258 65%	115 65%	73 73%	116 64%	141 65%	110 61%	32 57%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	<b>950</b> <b>46%</b> F	36 36%	72 41%	74 49%	41 54%	93 35%	178 45%	95 54% A	53 52%	85 46%	114 52%	82 45%	26 47%
VERY BASIC	<b>331</b> <b>16%</b>	20 20%	24 14%	21 14%	9 12%	52 20%	70 18%	25 14%	11 10%	21 11%	33 15%	37 20%	8 15%
BASIC	<b>335</b> <b>16%</b>	24 24%	34 20%	19 12%	15 20%	41 15%	70 18%	27 15%	14 14%	29 16%	34 16%	22 12%	6 11%
MORE INVOLVED	<b>296</b> <b>14%</b> H	15 15%	22 13%	32 21% A	9 12%	34 13%	57 14%	15 9%	20 20%	24 13%	25 11%	32 17%	12 21%
MOST INVOLVED	<b>924</b> <b>45%</b> BF	32 31%	68 39%	69 46%	44 57% A	91 35%	179 45%	94 54% A	51 51%	86 47%	109 50%	76 42%	26 46%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL								WORKING STATUS									
	TOTAL (A)	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESE/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 *	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .7%	9** .4%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
REGISTERED TO VOTE	<b>1533</b> 74% GNPQR	188 82% A	148 77%	238 73%	439 74%	193 78%	322 68%	4 30%	600 76%	247 73%	80 83%	13 81%	-	28 37%	396 84% A	38 62%	49 51%	83 66%
VOTED IN AN ELECTION	<b>1505</b> 73% NQR	185 81% A	137 71%	223 69%	419 70%	187 76%	350 74%	3 24%	564 72%	238 70%	79 82%	13 81%	-	21 27%	421 90% A	40 66%	48 50%	82 65%
SIGNED A PETITION	<b>1123</b> 54% GNQR	155 68% A	125 65% A	207 64% A	316 53%	142 57%	176 37%	2 18%	460 58%	202 60%	58 60%	12 77%	1 16%	29 38%	244 52%	26 43%	36 37%	54 43%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>590</b> 28% GPQR	108 47% A	87 45% A	123 38% A	150 25%	58 23%	63 13%	2 14%	262 33% A	106 31%	36 38%	8 49%	-	16 22%	114 24%	10 16%	18 18%	21 17%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	<b>563</b> 27% GNQR	92 40% A	68 35% A	104 32%	152 25%	74 30%	71 15%	1 12%	216 27%	103 30%	34 35%	7 41%	-	12 16%	140 30%	14 24%	15 16%	23 18%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	<b>484</b> 23% GPR	83 36% A	61 31% A	102 32% A	127 21%	54 22%	55 12%	3 21%	186 24%	87 26%	29 31%	7 46%	2 27%	15 20%	115 25%	7 11%	17 17%	19 15%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	<b>448</b> 22% GOQ	72 31% A	49 26%	120 37% A	126 21%	46 18%	33 7%	3 27%	155 20%	124 37% A	22 23%	4 26%	4 42%	26 34% A	75 16%	7 12%	8 8%	22 17%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**

**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	EDUCATIONAL LEVEL						WORKING STATUS										
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCESES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9**	76* 4%	469 23%	61* 3%	97* 5%	126 6%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION <b>447</b> 22% <b>GNR</b>	80 35% A	50 26%	71 22%	145 24%	54 22%	48 10%	-	-	194 25%	78 23%	29 31%	5 30%	-	8 11%	87 18%	12 19%	15 16%	18 14%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM, ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR) <b>433</b> 21% <b>G</b>	90 39% A	48 25%	86 27% A	114 19%	40 16%	54 11%	2 13%	-	179 23%	81 24%	21 21%	6 37%	3 31%	15 20%	86 18%	7 11%	14 15%	21 17%
BOYCOTTED A PRODUCT OR SERVICE <b>403</b> 19% <b>GNQ</b>	85 37% A	57 29% A	81 25% A	98 16%	43 17%	39 8%	1 7%	-	167 21%	73 22%	31 33% A	3 22%	-	7 9%	83 18%	12 20%	10 10%	16 13%
GOT IN CONTACT WITH YOUR MP/ MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR <b>342</b> 16% <b>GN</b>	65 28% A	47 24% A	47 14%	93 16%	42 17%	49 10%	-	-	125 16%	51 15%	20 21%	4 25%	-	1 1%	106 23% A	9 14%	12 13%	15 12%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL) <b>311</b> 15% <b>GQ</b>	81 35% A	45 23% A	53 16%	71 12%	28 11%	32 7%	2 13%	-	132 17%	51 15%	21 22%	5 30%	1 15%	6 8%	66 14%	7 11%	7 8%	15 12%
TAKEN PART IN A PROTEST OR DEMONSTRATION <b>221</b> 11% <b>G</b>	57 25% A	29 15%	31 9%	53 9%	20 8%	31 6%	-	-	87 11%	35 10%	18 18% A	3 16%	1 16%	5 6%	55 12%	2 3%	6 6%	10 8%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC) <b>162</b> 8% <b>FGO</b>	56 25% A	29 15% A	25 8%	35 6%	9 4%	7 2%	-	-	76 10%	26 8%	12 13%	3 16%	3 31%	8 11%	22 5%	1 1%	4 5%	7 6%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL							WORKING STATUS										
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSEs/ O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9**	76* 4%	469 23%	61* 3%	97* 5%	126 6%
JOINED A POLITICAL PARTY	100 5% R	27 12% A	7 3%	14 4%	23 4%	15 6%	14 3%	-	29 4%	15 4%	5 6%	-	-	1 1%	43 9% A	1 2%	4 4%	2 1%
DONATED MONEY TO A POLITICAL PARTY	97 5%	26 12% A	4 2%	14 4%	24 4%	9 4%	19 4%	-	24 3%	15 5%	3 3%	-	-	1 1%	47 10% A	2 3%	2 2%	2 2%
DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH	10 1%	2 1%	1 1%	3 1%	2 .	1 .	1 .	-	4 1%	-	1 1%	1 6%	-	-	2 .	-	1 1%	1 1%
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	9 .	3 1%	1 .	2 1%	2 .	-	2 .	-	1 .	3 1%	1 1%	-	-	3 1%	1 1%	1 1%	-	
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	3 .	1 .	1 .	2 1%	-	-	-	-	-	1 .	1 1%	-	-	2 .	-	-	-	
OTHER	12 1%	2 1%	3 1%	1 .	3 .	2 1%	1 .	-	6 1%	2 1%	1 1%	-	-	3 1%	-	-	1 1%	
NONE OF THESE	214 10% DO	15 6%	17 9%	19 6%	63 11%	20 8%	73 15% A	7 55%	81 10%	28 8%	7 7%	1 5%	3 32%	22 29% A	22 5%	10 16%	24 25% A	17 14%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	EDUCATIONAL LEVEL						WORKING STATUS										
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCESE/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9**	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>PARTICIPATION</b>																		
ANY	<b>1862</b> 90% GNQ	214 94%	176 91%	305 94% A	535 89%	227 92%	399 85%	6 45%	707 90%	311 92%	89 93%	15 95%	6 68%	54 71%	447 95% A	51 84%	73 75%	109 86%
1-2 ACTIVITIES	<b>521</b> 25% BD	30 13%	36 19%	58 18%	162 27%	66 27%	166 35% A	2 14%	168 21%	84 25%	18 19%	2 11%	3 37%	21 27%	129 27%	18 30%	34 34% A	44 35% A
3-4 ACTIVITIES	<b>508</b> 24% BC	40 17%	34 18%	88 27%	152 25%	63 25%	129 27%	2 18%	192 24%	83 25%	19 20%	4 26%	1 15%	17 22%	123 26%	16 27%	18 18%	34 27%
5+ ACTIVITIES	<b>834</b> 40% GNPQR	144 63% A	106 55% A	160 49% A	221 37%	98 40%	104 22%	2 13%	347 44%	144 42%	51 53% A	9 58%	1 16%	16 22%	196 42%	16 27%	21 22%	31 25%
POLITICAL ACTIVITIES	<b>1719</b> 83% NQ	202 88% A	163 84%	275 85%	483 81%	215 87%	377 80%	5 37%	657 83%	279 82%	86 89%	14 89%	-	36 47%	443 94% A	48 80%	58 60%	97 77%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	<b>878</b> 42% GNQR	140 61% A	94 49%	152 47%	251 42%	107 43%	133 28%	1 12%	342 43%	145 43%	52 54% A	8 53%	-	19 26%	223 48% A	22 37%	27 28%	39 31%
COMMUNITY ACTIVITY	<b>1456</b> 70% GQR	194 85% A	154 80% A	262 81% A	415 69%	175 71%	252 53%	5 39%	575 73%	258 76% A	71 73%	14 91%	6 68%	48 64%	316 67%	39 64%	55 57%	73 58%
COMMUNITY CAMPAIGNING ACTIVITIES	<b>1300</b> 63% GNQR	178 78% A	142 74% A	240 74% A	362 61%	160 64%	214 45%	4 31%	532 68% A	228 67%	65 67%	13 83%	3 31%	36 48%	285 61%	34 56%	44 45%	60 47%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	<b>950</b> 46% GPQR	153 67% A	105 54% A	197 61% A	256 43%	108 44%	126 27%	4 35%	367 47% A	180 53% A	53 55%	12 72%	6 68%	38 50%	199 42%	19 31%	32 33%	45 35%
VERY BASIC	<b>331</b> 16% BCDN	16 7%	19 10%	31 10%	92 15%	45 18%	127 27% A	1 6%	107 14%	42 12%	13 14%	1 5%	-	4 5%	112 24% A	11 17%	13 13%	28 22% A
BASIC	<b>335</b> 16% BC	22 10%	20 10%	48 15%	109 18%	51 21%	84 18%	1 5%	131 17%	45 13%	16 16%	3 18%	-	6 8%	70 15%	15 25%	21 21%	28 22%
MORE INVOLVED	<b>296</b> 14%	30 13%	36 19%	39 12%	87 14%	32 13%	72 15%	-	125 16%	47 14%	11 11%	3 19%	-	5 6%	74 16%	9 15%	11 11%	12 9%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL							WORKING STATUS										
	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING OTHER REASON (R)	
<b>WEIGHTED TOTAL</b>	2076 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9**	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>MOST INVOLVED</b>	924 45% GPQR	148 65% A	101 52%	195 60% A	253 42%	103 41%	121 26%	4 35%	353 45%	179 53% A	52 54%	10 61%	6 68%	39 52%	197 42%	16 27%	31 32%	42 33%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
REGISTERED TO VOTE	1533 74%	1124 75%	1055 75%	409 70%	1012 74%	57 65%	12 71%	20 78%	37 62%	289 75%	485 73%	265 73%	785 74%	372 75%	376 72%	1347 74%	186 76%
VOTED IN AN ELECTION	1505 73% FI K	1079 72%	1015 72%	426 73%	963 70%	52 60%	12 74%	18 71%	33 54%	270 70%	451 68%	265 73%	749 71%	362 73%	394 75%	1312 72%	193 79% A
SIGNED A PETITION	1123 54% DO Q	876 59% A	830 59% A	247 43%	814 59% A	43 50%	10 58%	11 45%	27 46%	247 64% A	385 58%	196 54%	586 56%	315 63% A	222 42%	1028 56%	95 39%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCO)	590 28% DI OQ	468 31%	438 31%	123 21%	448 33% A	21 25%	6 36%	6 23%	8 14%	143 37% A	216 33%	96 27%	299 28%	185 37% A	107 20%	540 29%	51 21%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	563 27% DI OQ	455 30% A	426 30%	108 19%	419 31% A	27 31%	6 38%	7 27%	8 13%	133 35% A	197 30%	102 28%	306 29%	162 32% A	96 18%	524 29%	39 16%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	484 23% DI O	382 26%	357 25%	103 18%	356 26%	18 20%	6 37%	9 35%	5 9%	116 30% A	163 25%	87 24%	244 23%	155 31% A	86 16%	437 24%	48 20%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	448 22% DI OQ	394 26% A	372 26% A	54 9%	363 26% A	13 15%	3 16%	5 21%	4 6%	104 27% A	175 26% A	93 26%	242 23%	157 31% A	49 9%	426 23%	22 9%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE	
		ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	447 22% DI OQ	376 25% A	354 25% A	70 12%	350 26% A	19 21%	4 25%	5 22%	6 10%	103 27% A	169 26% A	85 23%	248 24%	143 29% A	55 11%	421 23%	26 11%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM, ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	433 21% DI OQ	355 24%	341 24% A	78 13%	336 25% A	17 20%	3 15%	5 18%	6 9%	115 30% A	158 24%	69 19%	234 22%	137 28% A	62 12%	402 22%	31 13%
BOYCOTTED A PRODUCT OR SERVICE	403 19% DO Q	330 22%	311 22%	73 13%	313 23% A	18 20%	4 22%	6 25%	8 14%	103 27% A	145 22%	70 19%	210 20%	133 27% A	60 11%	377 21%	26 10%
GOT IN CONTACT WITH YOUR MP/ MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	342 16% DO	268 18%	253 18%	74 13%	252 18%	11 13%	1 7%	3 12%	4 7%	78 20%	112 17%	64 18%	187 18%	91 18%	64 12%	310 17%	32 13%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	311 15% DO Q	259 17%	245 17%	52 9%	250 18% A	8 9%	4 22%	5 22%	5 9%	79 20% A	133 20% A	41 11%	174 16%	95 19% A	42 8%	293 16%	18 7%
TAKEN PART IN A PROTEST OR DEMONSTRATION	221 11% DO	178 12%	169 12%	42 7%	170 12%	7 8%	1 7%	2 9%	2 3%	50 13%	89 13%	32 9%	124 12%	62 12%	34 7%	195 11%	26 10%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	162 8% DI OQ	145 10%	140 10% A	17 3%	144 10% A	3 3%	1 7%	1 5%	-	60 15% A	61 9%	22 6%	85 8%	60 12% A	16 3%	155 8%	6 3%

**NOP/421395 - PREPARED FOR OPINION LEADER**

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**

**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
JOINED A POLITICAL PARTY	100 5%	75 5%	71 5%	25 4%	65 5%	3 3%	1 4%	2 8%	2 4%	22 6%	28 4%	17 5%	50 5%	27 5%	23 4%	86 5%	14 6%
DONATED MONEY TO A POLITICAL PARTY	97 5%	66 4%	61 4%	31 5%	54 4%	5 6%	1 4%	3 10%	1 1%	15 4%	28 4%	15 4%	53 5%	18 4%	26 5%	80 4%	17 7%
DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH	10 1%	10 1%	7 1%	1 *	6 *	3 4% A	-	-	-	4 1%	2 *	2 *	5 1%	5 1%	-	10 1%	-
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	9 *	7 *	5 *	2 *	7 1%	1 1%	-	* 1%	-	2 1%	4 1%	1 *	7 1%	1 *	1 *	8 *	1 *
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	3 *	3 *	3 *	1 *	2 *	1 1%	-	-	-	-	2 *	-	2 *	1 *	-	3 *	-
OTHER	12 1%	11 1%	9 1%	2 *	9 1%	1 1%	-	1 5%	-	1 *	7 1%	1 *	7 1%	3 1%	2 *	12 1%	-
NONE OF THESE	214 10%	141 9%	136 10%	72 12%	135 10%	13 15%	2 12%	3 11%	13 22% A	34 9%	71 11%	38 11%	114 11%	41 8%	59 11%	189 10%	25 10%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE	
		ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>PARTICIPATION</b>																	
ANY	1862 90% I	1354 91%	1278 90%	508 88%	1234 90%	74 85%	15 88%	23 89%	47 78%	352 91%	592 89%	324 89%	940 89%	457 92%	464 89%	1643 90%	219 90%
1-2 ACTIVITIES	521 25% BC EJN	326 22%	310 22%	195 34% A	294 21%	22 26%	3 18%	5 21%	21 36%	69 18%	147 22%	89 25%	242 23%	95 19%	183 35% A	426 23%	95 39% A
3-4 ACTIVITIES	508 24%	357 24%	334 24%	151 26%	314 23%	21 24%	5 30%	7 26%	12 20%	93 24%	145 22%	86 24%	266 25%	101 20%	141 27%	442 24%	66 27%
5+ ACTIVITIES	834 40% DI OQ	672 45% A	634 45% A	162 28%	626 46% A	30 35%	7 40%	11 42%	13 22%	190 49% A	300 45% A	148 41%	432 41%	261 52% A	140 27%	775 42%	58 24%
POLITICAL ACTIVITIES	1719 83% FI	1243 83%	1171 83%	475 82%	1120 82%	64 73%	14 82%	21 82%	40 67%	319 83%	533 80%	297 82%	870 83%	413 83%	436 83%	1507 82%	212 87%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	878 42% DI OQ	689 46% A	649 46% A	189 32%	628 46% A	41 47%	8 46%	12 49%	14 23%	180 47%	302 46%	168 46%	471 45%	242 49% A	165 32%	804 44%	74 30%
COMMUNITY ACTIVITY	1456 70% DI OQ	1115 75% A	1055 75% A	341 59%	1035 76% A	57 66%	11 69%	17 65%	31 52%	315 82% A	491 74%	249 69%	744 71%	402 81% A	309 59%	1323 72%	132 54%
COMMUNITY CAMPAIGNING ACTIVITIES	1300 63% DI OQ	1001 67% A	947 67% A	299 52%	937 68% A	46 53%	10 58%	14 56%	28 48%	284 74% A	449 68% A	219 61%	663 63%	366 74% A	270 52%	1186 65%	114 47%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	950 46% DI OQ	760 51% A	719 51% A	190 33%	704 51% A	37 43%	8 46%	14 54%	15 24%	219 57% A	333 50%	170 47%	497 47%	291 58% A	162 31%	875 48%	75 31%
VERY BASIC	331 16% BC EJKN	190 13%	178 13%	141 24% A	161 12%	8 10%	2 12%	4 17%	14 23%	33 9%	82 12%	52 14%	153 15%	44 9%	133 25% A	254 14%	77 31% A
BASIC	335 16%	236 16%	224 16%	99 17%	214 16%	18 21%	3 17%	3 13%	12 21%	54 14%	104 16%	63 17%	175 17%	67 13%	93 18%	298 16%	37 15%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
MORE INVOLVED	<b>296</b> 14%	207 14%	196 14%	88 15%	190 14%	14 16%	2 13%	5 18%	7 12%	54 14%	98 15%	41 11%	148 14%	67 13%	81 16%	265 14%	30 12%
MOST INVOLVED	<b>924</b> 45% DI OQ	741 50% A	699 49% A	184 32%	685 50% A	37 43%	8 46%	12 48%	13 22%	217 56% A	318 48%	169 47%	478 45%	287 58% A	160 31%	848 46%	76 31%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
UNWEIGHTED TOTAL	2069 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
WEIGHTED TOTAL	2076 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
REGISTERED TO VOTE	1533 74% BG	395 65%	73 66%	712 79% A	836 76%	49 74%	269 67%	417 72%	14 55%	232 72%
VOTED IN AN ELECTION	1505 73% BGH	358 59%	74 67%	703 78% A	798 72%	46 69%	263 65%	380 65%	14 55%	232 72%
SIGNED A PETITION	1123 54% GJ	325 54%	63 57%	546 61% A	695 63% A	39 60%	174 43%	338 58%	12 49%	148 46%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	590 28% G	186 31%	31 28%	295 33% A	388 35% A	20 30%	92 23%	208 36% A	6 25%	82 25%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	563 27% GJ	145 24%	37 33%	295 33% A	366 33% A	22 33%	76 19%	179 31%	7 30%	62 19%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	484 23% G	140 23%	27 25%	237 26%	291 26%	18 28%	83 20%	143 25%	8 34%	62 19%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	448 22% GJ	138 23%	33 30%	235 26% A	312 28% A	24 37% A	57 14%	144 25%	5 21%	44 14%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	CONFIDENCE IN USING THE INTERNET								
		CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	<b>447</b> <b>22%</b> <b>GJ</b>	129 21%	29 26%	232 26%	311 28%	15 22%	56 14%	150 26%	5 21%	44 14%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM, ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	<b>433</b> <b>21%</b>	143 23%	23 21%	215 24%	270 24%	15 22%	86 21%	142 24%	3 11%	68 21%
BOYCOTTED A PRODUCT OR SERVICE	<b>403</b> <b>19%</b> <b>GJ</b>	104 17%	23 21%	232 26%	288 26%	11 16%	55 14%	132 23%	4 17%	46 14%
GOT IN CONTACT WITH YOUR MP/ MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	<b>342</b> <b>16%</b> <b>B</b>	71 12%	23 21%	194 22%	214 19%	11 17%	52 13%	92 16%	5 22%	42 13%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL, OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	<b>311</b> <b>15%</b> <b>GJ</b>	100 16%	15 14%	160 18%	218 20%	9 14%	44 11%	118 20%	3 14%	27 9%
TAKEN PART IN A PROTEST OR DEMONSTRATION	<b>221</b> <b>11%</b>	51 8%	11 10%	130 15%	142 13%	10 15%	35 9%	68 12%	4 16%	28 9%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>162</b> <b>8%</b> <b>GJ</b>	55 9%	6 5%	92 10%	127 11%	8 12%	17 4%	76 13%	1 6%	12 4%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
JOINED A POLITICAL PARTY	100 5% B	16 3%	5 5%	55 6%	57 5%	5 8%	16 4%	26 4%	-	11 3%
DONATED MONEY TO A POLITICAL PARTY	97 5% B	16 3%	6 5%	48 5%	47 4%	4 7%	16 4%	20 3%	1 3%	14 4%
DID UNPAID WORK/ ACTIVITIES/FUNDRAISING FOR THE CHURCH	10 1%	1	-	9 1%	8 1%	*	1	3 1%	-	1
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	9	-	-	7 1%	6 1%	-	1	1	-	1
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)	3	1	-	1	3	-	-	1	-	-
OTHER	12 1%	3 1%	1 1%	6 1%	7 1%	2 3% A	1	3 1%	1 3%	1
NONE OF THESE	214 10% E	83 14% A	10 9%	75 8%	87 8%	8 12%	67 17% A	58 10%	4 16%	45 14% A

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	CONFIDENCE IN USING THE INTERNET								
		CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>PARTICIPATION</b>										
ANY	1862 90% BGJ	525 86%	101 91%	822 92%	1017 92% A	58 88%	337 83%	523 90%	21 84%	277 86%
1-2 ACTIVITIES	521 25% DE	150 25%	33 30%	177 20%	219 20%	14 21%	119 29%	127 22%	9 34%	93 29%
3-4 ACTIVITIES	508 24%	143 24%	27 25%	208 23%	254 23%	16 24%	96 24%	133 23%	5 21%	79 24%
5+ ACTIVITIES	834 40% GJ	231 38%	41 37%	436 49% A	544 49% A	28 42%	122 30%	262 45% A	7 29%	105 33%
POLITICAL ACTIVITIES	1719 83% BG	448 74%	88 79%	779 87% A	931 84%	53 81%	297 74%	466 80%	17 69%	258 80%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	878 42% BGJ	227 37%	57 52%	434 48% A	545 49% A	29 45%	123 30%	265 46%	11 43%	101 31%
COMMUNITY ACTIVITY	1456 70% GJ	444 73%	76 69%	673 75% A	872 79% A	47 71%	246 61%	443 76% A	16 65%	198 61%
COMMUNITY CAMPAIGNING ACTIVITIES	1300 63% GJ	380 62%	71 65%	622 69% A	794 72% A	43 65%	208 51%	394 68% A	14 57%	178 55%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	950 46% GJ	297 49%	53 48%	456 51% A	602 55% A	34 51%	151 37%	307 53% A	13 52%	119 37%
VERY BASIC	331 16% BEH	65 11%	18 17%	120 13%	116 10%	8 12%	74 18%	63 11%	5 19%	69 21% A
BASIC	335 16%	102 17%	21 19%	128 14%	176 16%	10 16%	61 15%	91 16%	4 18%	51 16%
MORE INVOLVED	296 14%	83 14%	12 11%	134 15%	161 15%	5 7%	56 14%	80 14%	-	44 14%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
WEIGHTED TOTAL	2076 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
MOST INVOLVED	924 45% GJ	282 46%	51 47%	452 50% A	582 53% A	36 55%	148 37%	295 51% A	13 52%	116 36%

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q. 1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	2069 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
WEIGHTED TOTAL	2076 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
REGISTERED TO VOTE	857 41% DN	406 40%	451 42%	65 21%	121 36%	174 44%	164 49% A	147 49% A	112 51% A	74 41%	209 53% A	264 43%	180 41%	204 33%	278 37%	579 44%
VOTED IN AN ELECTION	721 35% DE N	343 34%	378 36%	41 13%	78 23%	159 41% A	145 44% A	126 42% A	84 38%	88 48% A	180 46% A	220 36%	141 32%	180 29%	241 32%	480 36%
SIGNED A PETITION	548 26% JN	236 23%	312 29%	64 21%	92 27%	140 36% A	101 30%	73 24%	49 22%	28 16%	148 38% A	196 32% A	99 22%	104 17%	220 29%	328 25%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	379 18% IM N	175 17%	203 19%	43 14%	77 23% A	80 20%	74 22%	52 17%	25 11%	28 15%	128 33% A	133 22%	59 13%	58 9%	152 20%	226 17%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	270 13% D	126 12%	144 14%	18 6%	45 13%	59 15%	50 15%	46 15%	37 17%	15 8%	84 22% A	74 12%	49 11%	62 10%	106 14%	164 12%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM, ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	222 11% N	119 12%	104 10%	42 14%	32 9%	45 12%	42 12%	26 9%	25 11%	11 6%	72 18% A	70 11%	45 10%	36 6%	98 13%	124 9%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	198 10% N	90 9%	108 10%	26 8%	29 9%	38 10%	39 12%	38 13%	15 7%	14 8%	58 15% A	76 12%	34 8%	31 5%	66 9%	132 10%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
\* SMALL BASE

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q. 1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
BOYCOTTED A PRODUCT OR SERVICE	193 9% DJ N	104 10%	89 8%	13 4%	24 7%	47 12%	49 15% A	35 12%	17 8%	8 4%	60 15% A	72 12%	29 6%	33 5%	66 9%	127 10%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	185 9% IUN P	68 7%	117 11%	29 9%	32 9%	59 15% A	35 11%	17 6%	9 4%	5 3%	55 14% A	71 12%	31 7%	28 5%	115 15% A	70 5%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	181 9% DJ N	97 10%	84 8%	11 3%	26 8%	45 11%	46 14% A	31 10%	17 8%	6 3%	56 14% A	69 11%	30 7%	26 4%	67 9%	113 9%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL, OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	162 8% N	79 8%	83 8%	13 4%	32 9%	30 8%	30 9%	30 10%	17 8%	10 6%	72 18% A	45 7%	24 5%	21 3%	56 7%	106 8%
GOT IN CONTACT WITH YOUR MP / MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	135 7% DEN	74 7%	61 6%	1 0%	12 4%	23 6%	33 10% A	27 9%	23 11% A	16 9%	44 11% A	47 8%	19 4%	25 4%	44 6%	91 7%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	62 3% N	33 3%	29 3%	8 3%	15 5%	13 3%	9 3%	10 3%	3 1%	2 1%	21 5% A	25 4%	10 2%	6 1%	25 3%	37 3%
TAKEN PART IN A PROTEST OR DEMONSTRATION	49 2% N	26 3%	23 2%	5 2%	9 3%	7 2%	8 3%	10 3%	8 4%	2 1%	20 5% A	18 3%	5 1%	6 1%	16 2%	33 2%
DONATED MONEY TO A POLITICAL PARTY	36 2% N	20 2%	15 1%	1 0%	2 1%	5 1%	8 2%	7 2%	7 3%	6 3%	13 3%	14 2%	6 1%	3 0%	7 1%	29 2%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	SEX		AGE							CLASS				CHILDREN UNDER 16		
	TOTAL (A)	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
JOINED A POLITICAL PARTY	11 1%	7 1%	4 *	-	1 *	1 *	2 1%	2 1%	3 1%	2 1%	5 1%	4 1%	-	2 *	3 *	9 1%
DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH	8 *	7 1%	1 *	-	-	1 *	3 1%	3 1%	1 *	-	1 *	3 *	3 1%	1 *	2 *	6 *
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	3 *	1 *	2 *	-	-	1 *	1 *	-	1 *	-	2 *	-	-	1 *	1 *	2 *
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	2 *	1 *	1 *	-	-	1 *	-	1 *	1 *	-	1 *	-	1 *	-	1 *	2 *
OTHER	5 *	4 *	1 *	-	2 1%	-	-	1 *	-	1 1%	2 *	1 *	1 *	1 *	2 *	3 *
NONE OF THESE	525 25% FG KL	270 27%	255 24%	122 39% A	101 30%	73 19%	61 18%	59 20%	53 24%	56 31%	50 13%	125 20%	115 26%	235 38% A	195 26%	331 25%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>PARTICIPATION</b>																
ANY	1551 75% DN	744 73%	807 76%	188 61%	236 70%	320 81% A	273 82% A	240 80%	168 76%	126 69%	342 87% A	490 80% A	328 74%	391 62%	555 74%	996 75%
1-2 ACTIVITIES	906 44% K	445 44%	460 43%	131 42%	142 42%	168 43%	143 43%	137 46%	99 45%	84 46%	140 36%	263 43%	211 48%	291 46%	303 40%	602 45%
3-4 ACTIVITIES	401 19% N	177 17%	225 21%	49 16%	56 17%	101 26% A	67 20%	61 20%	42 19%	26 14%	97 25% A	146 24% A	83 19%	75 12%	161 22%	240 18%
5+ ACTIVITIES	244 12% DM N	122 12%	122 12%	8 3%	38 11%	51 13%	62 19% A	42 14%	27 12%	16 9%	104 27% A	81 13%	34 8%	25 4%	90 12%	153 12%
POLITICAL ACTIVITIES	1246 60% DE N	584 58%	661 62%	103 33%	176 52%	261 66% A	233 70% A	208 69% A	150 68% A	115 63%	288 73% A	381 62%	259 58%	318 51%	427 57%	818 62%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	454 22% DJ N	226 22%	228 21%	30 10%	70 21%	106 27% A	91 27% A	73 24%	56 25%	28 15%	134 34% A	144 23%	86 19%	91 14%	172 23%	282 21%
COMMUNITY ACTIVITY	989 48% IJ N	469 46%	520 49%	134 43%	165 49%	226 58% A	180 54% A	143 48%	84 38%	57 31%	261 67% A	342 56% A	197 44%	189 30%	377 50%	612 46%
COMMUNITY CAMPAIGNING ACTIVITIES	794 38% DI JN	374 37%	420 40%	91 29%	139 41%	184 47% A	152 46% A	115 38%	68 31%	46 25%	212 54% A	280 46% A	150 34%	152 24%	293 39%	501 38%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	532 26% JN	254 25%	278 26%	83 27%	88 26%	120 31%	94 28%	77 26%	44 20%	26 15%	161 41% A	189 31% A	100 23%	82 13%	225 30% A	307 23%
VERY BASIC	330 16% K	151 15%	179 17%	37 12%	47 14%	50 13%	51 15%	59 20%	47 21% A	39 21%	41 11%	88 14%	78 18%	123 20% A	103 14%	226 17%
BASIC	181 9% J	93 9%	87 8%	28 9%	40 12%	44 11%	29 9%	16 5%	15 7%	7 4%	29 7%	50 8%	45 10%	57 9%	67 9%	114 9%
MORE INVOLVED	158 8%	81 8%	77 7%	15 5%	33 10%	33 8%	28 8%	20 7%	17 8%	11 6%	38 10%	54 9%	30 7%	36 6%	59 8%	100 8%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
**\* SMALL BASE**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q. 1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
 WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

WEIGHTED TOTAL

MOST INVOLVED

TOTAL (A)	SEX		AGE							CLASS				CHILDREN UNDER 16	
	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>484</b> 23% JN	228 22%	256 24%	80 26%	79 23%	110 28%	83 25%	69 23%	39 18%	25 14%	139 36% A	178 29% A	91 21%	75 12%	208 28% A	276 21%



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q. 1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
UNWEIGHTED TOTAL	2069 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
WEIGHTED TOTAL	2076 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
REGISTERED TO VOTE	857 41% L	32 31%	67 39%	58 39%	41 54% A	100 38%	176 44%	78 45%	50 50%	63 34%	118 54% A	55 30%	19 34%
VOTED IN AN ELECTION	721 35% DH LM	31 31%	65 37%	30 20%	23 30%	108 41% A	169 42% A	45 25%	55 54% A	70 38%	101 46% A	23 12%	3 6%
SIGNED A PETITION	548 26% FM	24 24%	52 30%	38 25%	24 31%	49 19%	112 28%	49 28%	27 27%	45 25%	71 33%	49 27%	8 14%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMINESTY INTERNATIONAL OR THE NSPCC)	379 18% B	10 10%	24 14%	29 19%	13 17%	45 17%	64 16%	42 24%	24 24%	25 14%	46 21%	44 24%	14 25%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	270 13%	13 12%	14 8%	22 15%	13 17%	30 11%	44 11%	34 19% A	18 18%	26 14%	28 13%	20 11%	10 17%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM), ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	222 11%	6 6%	21 12%	18 12%	11 14%	20 8%	36 9%	25 14%	12 12%	20 11%	18 8%	26 15%	8 15%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	198 10%	5 5%	17 10%	13 9%	8 11%	17 6%	38 9%	26 15% A	15 14%	18 10%	17 8%	21 11%	5 8%

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
BOYCOTTED A PRODUCT OR SERVICE	<b>193</b> 9% M	8 8%	14 8%	17 11%	6 8%	24 9%	39 10%	20 11%	10 10%	11 6%	24 11%	18 10%	2 3%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	<b>185</b> 9%	7 7%	17 10%	15 10%	12 15%	20 8%	37 9%	17 9%	10 10%	16 9%	18 8%	13 7%	4 7%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	<b>181</b> 9%	10 10%	19 11%	8 6%	10 13%	19 7%	35 9%	18 10%	11 11%	17 9%	19 9%	12 7%	3 6%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL, OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	<b>162</b> 8%	5 5%	15 9%	12 8%	7 9%	23 9%	28 7%	18 10%	12 12%	8 5%	13 6%	16 9%	4 7%
GOT IN CONTACT WITH YOUR MP/ MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	<b>135</b> 7% CF	5 5%	2 1%	12 8%	6 7%	8 3%	34 9%	15 9%	11 11%	12 6%	9 4%	15 8%	5 10%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>62</b> 3%	1 1%	2 1%	3 2%	5 7%	11 4%	15 4%	8 5%	4 4%	1 1%	3 2%	7 4%	* 1%
TAKEN PART IN A PROTEST OR DEMONSTRATION	<b>49</b> 2%	2 2%	4 2%	2 1%	2 2%	8 3%	11 3%	3 2%	3 3%	3 2%	4 2%	4 2%	1 2%
DONATED MONEY TO A POLITICAL PARTY	<b>36</b> 2%	2 2%	3 2%	5 3%	2 3%	2 1%	8 2%	6 3%	3 3%	2 1%	1 *	1 1%	1 2%





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
JOINED A POLITICAL PARTY	11 1%	1 1%	-	1 1%	2 3% A	1	1	3 2% A	-	1	-	-	1 1%
DID UNPAID WORK/ ACTIVITIES/FUNDRAISING FOR THE CHURCH	8	-	-	-	-	-	2 1%	3 2% A	-	-	2 1%	1 1%	-
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	3	-	-	-	-	-	1	1	-	-	1	-	-
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	2	-	-	1 1%	-	-	-	-	-	1	1	-	-
OTHER	5	-	1 *	-	1 1%	1	1	1 1%	-	-	-	-	-
NONE OF THESE	525 25% EI	32 31%	45 26%	44 30%	5 6%	69 26%	101 25%	44 25%	16 16%	52 29%	45 21%	53 29%	19 34% A

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
\* SMALL BASE



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q. 1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	101*	174	150	77*	262	398	175	101*	183	218	182	56
		5%	8%	7%	4%	13%	19%	8%	5%	9%	10%	9%	3%
<b>PARTICIPATION</b>													
ANY	1551 75% M	69	129	106	72	193	297	131	85	130	172	129	37
		69%	74%	70%	94% A	74%	75%	75%	84% A	71%	79%	71%	66%
1-2 ACTIVITIES	906 44% H	44	84	64	40	125	160	62	44	83	96	81	25
		43%	48%	42%	53%	48%	40%	35%	43%	45%	44%	45%	45%
3-4 ACTIVITIES	401 19%	21	26	27	22	46	84	39	21	31	47	31	7
		20%	15%	18%	28%	18%	21%	22%	20%	17%	21%	17%	12%
5+ ACTIVITIES	244 12%	5	19	15	10	22	53	31	21	17	30	17	5
		5%	11%	10%	13%	8%	13%	18% A	20% A	9%	14%	9%	9%
POLITICAL ACTIVITIES	1246 60% DL M	57	99	77	61	161	246	107	72	109	149	82	27
		56%	57%	51%	79% A	61%	62%	61%	72% A	60%	68% A	45%	49%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	454 22%	26	28	32	28	47	83	51	32	39	44	32	13
		25%	16%	21%	36% A	18%	21%	29% A	31% A	21%	20%	18%	23%
COMMUNITY ACTIVITY	989 48% F	40	83	76	43	107	189	90	57	75	111	89	28
		40%	48%	51%	56%	41%	47%	52%	57%	41%	51%	49%	50%
COMMUNITY CAMPAIGNING ACTIVITIES	794 38%	32	69	58	31	86	150	72	45	59	97	74	21
		32%	40%	39%	41%	33%	38%	41%	44%	32%	45%	41%	37%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	532 26% F	19	45	41	26	50	103	55	34	41	51	51	15
		19%	26%	27%	35%	19%	26%	31%	34%	22%	24%	28%	27%
VERY BASIC	330 16% M	17	25	15	13	60	70	21	11	26	42	26	4
		17%	14%	10%	17%	23% A	18%	12%	11%	14%	19%	15%	7%
BASIC	181 9%	16	27	10	11	22	27	17	9	11	18	10	3
		16% A	16% A	6%	14%	8%	7%	9%	9%	6%	8%	6%	5%
MORE INVOLVED	158 8%	6	9	14	6	25	26	10	14	11	13	18	7
		6%	5%	9%	8%	10%	6%	6%	13% A	6%	6%	10%	12%
MOST INVOLVED	484 23% F	16	38	35	30	43	94	50	30	41	45	48	14
		16%	22%	23%	39% A	16%	23%	29%	29% A	23%	21%	27%	25%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESE/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 *	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** *	76* 4%	469 23%	61* 3%	97* 5%	126 6%
REGISTERED TO VOTE	<b>857</b> 41% GNQ	126 55% A	91 47%	141 43%	229 38%	109 44%	161 34%	1 6%	338 43%	140 41%	45 47%	5 29%	-	13 17%	224 48% A	23 38%	18 19%	51 41%
VOTED IN AN ELECTION	<b>721</b> 35% NQ	103 45% A	60 31%	109 34%	199 33%	105 42% A	143 30%	2 14%	276 35%	125 37%	34 35%	4 24%	-	12 16%	201 43% A	18 29%	16 16%	36 29%
SIGNED A PETITION	<b>548</b> 26% GO	95 41% A	76 39% A	111 34% A	159 27%	58 23%	49 10%	1 7%	232 29%	112 33% A	25 26%	7 45%	-	19 25%	94 20%	11 18%	19 19%	29 23%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>379</b> 18% EGOR	81 36% A	60 31% A	79 25% A	85 14%	37 15%	36 8%	-	180 23% A	66 19%	21 22%	7 41%	-	15 20%	64 14%	6 10%	11 11%	8 7%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	<b>270</b> 13% G	45 20% A	36 19% A	57 18% A	73 12%	27 11%	30 6%	1 7%	103 13%	47 14%	15 15%	5 29%	-	5 7%	65 14%	9 16%	7 8%	13 10%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM, ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	<b>222</b> 11% GP	55 24% A	29 15%	46 14%	57 10%	18 7%	17 4%	1 7%	95 12%	41 12%	13 13%	1 8%	1 15%	14 19% A	38 8%	1 1%	7 7%	10 8%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	<b>198</b> 10% G	41 18% A	36 18% A	33 10%	42 7%	25 10%	20 4%	1 7%	79 10%	35 10%	14 15%	5 33%	1 16%	8 11%	40 8%	3 4%	5 6%	8 6%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**

**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESE/ O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* .5%	16** .1%	9**	76* .4%	469 23%	61* .3%	97* .5%	126 .6%
BOYCOTTED A PRODUCT OR SERVICE	<b>193</b> 9% FG	42 18% A	32 17% A	45 14% A	44 7%	13 5%	17 4%	-	83 11%	35 10%	22 23% A	2 15%	-	4 5%	31 7%	4 7%	4 4%	7 6%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	<b>185</b> 9% GO	46 20% A	15 8%	49 15% A	52 9%	18 7%	4 1%	1 6%	67 8%	54 16% A	5 5%	3 16%	2 27%	14 19% A	18 4%	3 4%	5 5%	15 12%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	<b>181</b> 9% G	41 18% A	23 12%	25 8%	60 10%	16 6%	16 3%	-	75 9%	41 12%	13 13%	2 15%	-	4 5%	29 6%	6 11%	4 5%	7 6%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL, OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	<b>162</b> 8% EG	45 20% A	29 15% A	32 10%	29 5%	15 6%	12 3%	-	71 9%	29 9%	10 11%	3 20%	1 15%	4 5%	29 6%	2 3%	4 4%	8 6%
GOT IN CONTACT WITH YOUR MP/ MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	<b>135</b> 7% G	31 13% A	16 9%	21 6%	40 7%	12 5%	15 3%	-	52 7%	15 4%	10 10%	2 11%	-	1 1%	43 9% A	4 6%	4 4%	5 4%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>62</b> 3% FG	22 10% A	10 5%	15 5%	11 2%	1 1%	2 1%	-	28 4%	7 2%	6 6%	2 10%	1 15%	6 7% A	8 2%	-	3 3%	2 1%
TAKEN PART IN A PROTEST OR DEMONSTRATION	<b>49</b> 2% G	16 7% A	6 3%	8 2%	8 1%	9 3%	3 1%	-	24 3%	7 2%	1 1%	1 5%	-	3 4%	11 2%	-	1 1%	1 1%

**NOP/421395 - PREPARED FOR OPINION LEADER**

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**

**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL							WORKING STATUS										
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSSES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9**	76* 4%	469 23%	61* 3%	97* 5%	126 6%
DONATED MONEY TO A POLITICAL PARTY	36 2%	9 4% A	4 2%	6 2%	9 1%	5 2%	4 1%	-	8 1%	9 3%	2 2%	-	-	-	14 3%	1 2%	-	1 1%
JOINED A POLITICAL PARTY	11 1%	4 2%	2 1%	1	2	1	2	-	2	-	2 2%	-	-	-	6 7%	1 1%	-	-
DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH	8	2 1%	-	3 1%	1	1	1	-	3	-	-	1 6%	-	-	2	-	1 1%	1 1%
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	3	1	1	-	1	-	-	-	-	1	1 1%	-	-	-	-	-	1 1%	-
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	2	1	1	1	-	-	-	-	-	1	-	-	-	-	2	-	-	-
OTHER	5	-	1	1	-	1 1%	1	-	1	-	1 1%	-	-	-	1	-	-	1 1%
NONE OF THESE	525 25% BCDJ	25 11%	33 17%	58 18%	163 27%	60 24%	177 38% A	8 68%	172 22%	66 19%	21 22%	1 9%	4 43%	25 34%	125 27%	21 34%	49 50% A	41 33%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	EDUCATIONAL LEVEL							WORKING STATUS									
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCSSES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9**	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>PARTICIPATION</b>																		
ANY	1551 75% GQ	203 89% A	161 83% A	266 82% A	435 73%	188 76%	295 62%	4 32%	615 78%	273 81% A	76 78%	15 91%	5 57%	50 66%	344 73%	40 66%	48 50%	85 67%
1-2 ACTIVITIES	906 44% CD	86 38%	69 36%	120 37%	269 45%	120 48%	238 50% A	3 25%	345 44%	153 45%	36 38%	6 39%	4 42%	30 40%	211 45%	26 43%	35 36%	59 46%
3-4 ACTIVITIES	401 19% GQ	47 20%	50 26% A	100 31% A	110 18%	44 18%	49 10%	1 7%	165 21%	74 22%	22 23%	5 30%	1 15%	14 19%	82 17%	11 17%	8 9%	20 15%
5+ ACTIVITIES	244 12% GQR	70 31% A	41 21% A	45 14%	56 9%	24 10%	7 2%	-	105 13%	46 14%	17 18%	3 22%	-	6 8%	51 11%	3 6%	5 5%	7 6%
POLITICAL ACTIVITIES	1246 60% GNQ	171 75% A	123 64%	208 64%	340 57%	156 63%	244 52%	3 27%	484 61%	219 64%	59 61%	10 61%	-	24 32%	312 67% A	39 64%	29 30%	70 55%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	454 22% GN	81 35% A	58 30% A	85 26%	131 22%	45 18%	52 11%	1 7%	173 22%	87 26%	32 34% A	6 35%	-	9 12%	98 21%	14 22%	14 14%	22 17%
COMMUNITY ACTIVITY	989 48% GOPQR	159 70% A	121 63% A	196 61% A	280 47%	111 45%	119 25%	2 13%	419 53% A	185 54% A	57 59% A	13 78%	5 57%	41 54%	167 36%	21 35%	35 36%	47 37%
COMMUNITY CAMPAIGNING ACTIVITIES	794 38% GOQR	129 56% A	108 56% A	159 49% A	217 36%	91 37%	88 19%	1 7%	351 45% A	149 44%	40 41%	9 53%	1 15%	28 37%	139 30%	17 29%	27 28%	33 26%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	532 26% GOPQ	104 45% A	70 36% A	117 36% A	135 23%	56 22%	48 10%	2 13%	217 28%	104 31%	35 36% A	9 59%	5 57%	29 39% A	83 18%	7 11%	16 16%	26 21%
VERY BASIC	330 16% BQ	20 9%	25 13%	41 13%	88 15%	44 18%	110 23% A	2 20%	115 15%	51 15%	8 8%	2 12%	-	7 9%	101 22% A	11 19%	7 7%	28 22%
BASIC	181 9% O	18 8%	15 8%	30 9%	57 9%	25 10%	36 8%	-	73 9%	30 9%	11 11%	2 14%	-	3 4%	25 5%	7 11%	13 13%	16 13%
MORE INVOLVED	158 8%	16 7%	25 13% A	27 8%	42 7%	18 7%	30 6%	-	79 10%	25 7%	4 4%	2 11%	-	5 6%	28 6%	5 8%	6 6%	5 4%



**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL							WORKING STATUS										
	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSSES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING OTHER REASON (R)	
WEIGHTED TOTAL	2076 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9**	76* 4%	469 23%	61* 3%	97* 5%	126 6%
MOST INVOLVED	484 23% GOP	97 43% A	59 31% A	109 34% A	129 22%	46 19%	41 9%	2 13%	194 25%	97 29%	30 31%	7 46%	5 57%	30 40% A	79 17%	6 10%	14 15%	22 17%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
UNWEIGHTED TOTAL	2069 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
WEIGHTED TOTAL	2076 100%	1496 72%	1414 68%	581 28%	1369 66%	87** 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
REGISTERED TO VOTE	857 41% DO	650 43%	608 43%	207 36%	591 43%	27 32%	9 56%	13 53%	19 31%	182 47% A	279 42%	149 41%	446 42%	221 44%	190 36%	766 42%	92 37%
VOTED IN AN ELECTION	721 35%	534 36%	509 36%	188 32%	489 36%	21 24%	8 48%	8 32%	13 22%	135 35%	238 36%	129 36%	369 35%	180 36%	172 33%	634 35%	88 36%
SIGNED A PETITION	548 26% DO Q	451 30% A	426 30% A	97 17%	438 32% A	18 21%	4 24%	6 25%	11 18%	151 39% A	192 29%	101 28%	291 28%	169 34% A	87 17%	513 28%	35 14%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCO)	379 18% DO Q	309 21%	292 21%	69 12%	293 21% A	10 12%	4 21%	5 19%	8 13%	98 25% A	142 21%	59 16%	194 18%	122 25% A	63 12%	351 19%	28 11%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	270 13% DI OQ	221 15%	208 15%	49 8%	205 15%	9 11%	3 18%	5 20%	-	68 18% A	95 14%	46 13%	155 15%	74 15%	41 8%	255 14%	15 6%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM), ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	222 11% DO Q	182 12%	175 12%	41 7%	173 13%	10 11%	2 12%	2 7%	4 6%	66 17% A	78 12%	32 9%	115 11%	76 15% A	31 6%	213 12%	10 4%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q. 1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
 WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	<b>198</b> 10% DO Q	162 71%	155 71%	37 6%	156 71%	8 10%	1 5%	3 10%	2 4%	52 14% A	65 10%	43 12%	102 10%	68 14% A	28 5%	189 10%	9 4%
BOYCOTTED A PRODUCT OR SERVICE	<b>193</b> 9% DO Q	166 71%	155 71%	27 5%	159 72% A	8 9%	3 17%	4 15%	3 5%	55 14% A	76 11%	31 9%	102 10%	71 14% A	20 4%	182 10%	11 5%
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	<b>185</b> 9% DO Q	170 71% A	162 71% A	15 3%	163 72% A	3 3%	1 5%	2 9%	1 2%	51 13% A	77 12%	39 11%	93 9%	77 15% A	16 3%	179 10%	6 2%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	<b>181</b> 9% DI OQ	160 71%	152 71%	21 4%	151 71% A	9 10%	3 19%	- -	* 1%	46 12%	73 11%	35 10%	109 10%	60 12% A	11 2%	170 9%	10 4%
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL, OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	<b>162</b> 8% DOQ	135 9%	129 9%	27 5%	131 10%	4 5%	3 15%	2 8%	4 7%	53 14% A	62 9%	17 5%	94 9%	45 9%	23 4%	157 9%	5 2%
GOT IN CONTACT WITH YOUR MP / MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	<b>135</b> 7%	101 7%	96 7%	34 6%	96 7%	4 4%	- -	- -	3 4%	33 9%	39 6%	25 7%	66 6%	40 8%	29 6%	118 6%	17 7%

**NOP/421395 - PREPARED FOR OPINION LEADER**

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**

**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE	
		ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	62 3%	55 4%	53 4%	6 1%	55 4%	-	-	1 5%	-	26 7%	21 3%	7 2%	30 3%	25 5%	6 1%	59 3%	3 1%
TAKEN PART IN A PROTEST OR DEMONSTRATION	49 2%	42 3%	42 3%	6 1%	42 3%	2 2%	-	1 4%	-	9 2%	26 4%	7 2%	25 2%	17 3%	6 1%	45 2%	3 1%
DONATED MONEY TO A POLITICAL PARTY	36 2%	26 2%	23 2%	10 2%	22 2%	2 2%	-	2 7%	-	3 1%	14 2%	6 2%	21 2%	6 1%	8 2%	31 2%	5 2%
JOINED A POLITICAL PARTY	11 1%	9 1%	8 1%	3 *	8 1%	-	-	1 3%	-	2 1%	4 1%	1 *	6 1%	3 1%	3 1%	10 1%	1 *
DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH	8 *	7 *	6 *	1 *	6 *	1 1%	-	-	-	4 1%	1 *	2 *	3 *	5 1%	-	8 *	-
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	3 *	3 *	2 *	-	2 *	1 1%	-	-	-	1 *	1 *	-	3 *	-	-	3 *	-
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	2 *	1 *	1 *	1 *	1 *	1 1%	-	-	-	-	1 *	-	1 *	1 *	-	2 *	-
OTHER	5 *	4 *	4 *	1 *	3 *	-	-	1 2%	-	-	3 *	-	3 *	-	2 *	5 *	-
NONE OF THESE	525 25%	321 21%	307 22%	204 35%	289 21%	30 34%	5 31%	4 15%	21 35%	68 18%	146 22%	88 24%	253 24%	90 18%	182 35%	438 24%	87 36%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q. 1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>PARTICIPATION</b>																	
ANY	1551 75% DO Q	1174 79% A	1107 78% A	376 65%	1080 79% A	57 66%	11 69%	21 85%	39 65%	317 82% A	517 78%	274 76%	801 76%	408 82% A	342 65%	1394 76%	157 64%
1-2 ACTIVITIES	906 44% J	641 43%	601 43%	265 46%	567 41%	37 43%	5 32%	16 61%	32 54%	145 38%	287 43%	153 42%	451 43%	209 42%	246 47%	788 43%	118 48%
3-4 ACTIVITIES	401 19% DO Q	321 21%	304 22%	80 14%	308 22% A	14 16%	2 12%	3 10%	7 11%	102 26% A	132 20%	81 22%	207 20%	122 24% A	73 14%	376 21%	25 10%
5+ ACTIVITIES	244 12% DI OQ	212 14% A	201 14% A	31 5%	205 15% A	6 7%	4 25%	3 13%	* 1%	71 18% A	97 15%	40 11%	143 14%	77 15% A	24 5%	230 13%	14 6%
POLITICAL ACTIVITIES	1246 60% DF IO	939 63%	885 63%	306 53%	857 63%	40 45%	10 63%	18 71%	27 45%	249 65%	411 62%	220 61%	656 62%	317 64%	273 52%	1108 60%	138 56%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	454 22% DI OQ	370 25%	346 25%	84 14%	348 25% A	17 19%	5 32%	6 23%	3 5%	104 27% A	164 25%	91 25%	252 24%	134 27% A	68 13%	424 23%	29 12%
COMMUNITY ACTIVITY	989 48% DO Q	794 53% A	752 53% A	195 34%	762 56% A	37 43%	7 43%	9 37%	21 35%	246 64% A	363 55% A	169 47%	511 48%	304 61% A	174 33%	927 51%	62 25%
COMMUNITY CAMPAIGNING ACTIVITIES	794 38% DO Q	638 43% A	603 43% A	156 27%	618 45% A	26 30%	7 43%	8 33%	16 28%	202 52% A	291 44% A	136 37%	411 39%	244 49% A	139 27%	739 40%	55 22%
COMMUNITY NON-CAMPAIGNING ACTIVITIES	532 26% DO Q	446 30% A	425 30% A	86 15%	425 31% A	21 24%	3 20%	5 20%	9 16%	143 37% A	198 30% A	94 26%	295 28%	167 34% A	69 13%	508 28%	23 10%
VERY BASIC	330 16% EJ N	219 15%	204 14%	110 19%	181 13%	10 11%	2 12%	6 25%	13 22%	44 11%	89 13%	53 15%	171 16%	52 11%	106 20% A	267 15%	63 26% A



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
 WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87** 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
BASIC	181 9%	132 9%	125 9%	48 8%	129 9%	9 10%	3 17%	1 5%	5 8%	34 9%	65 10%	32 9%	97 9%	40 8%	43 8%	166 9%	15 6%
MORE INVOLVED	158 8%	122 8%	114 8%	37 6%	112 8%	6 7%	1 5%	2 8%	6 11%	31 8%	60 9%	24 7%	82 8%	40 8%	35 7%	145 8%	13 5%
MOST INVOLVED	484 23% DI OQ	409 27% A	389 28% A	75 13%	391 29% A	18 21%	3 16%	6 22%	7 12%	129 34% A	178 27%	91 25%	256 24%	167 34% A	61 12%	460 25%	23 10%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> <b>100%</b>	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
REGISTERED TO VOTE	<b>857</b> <b>41%</b> <b>G</b>	228 37%	42 38%	415 46% A	503 46% A	37 56% A	138 34%	257 44%	12 46%	118 36%
VOTED IN AN ELECTION	<b>721</b> <b>35%</b> <b>BGJ</b>	170 28%	44 40%	344 38%	409 37%	30 46%	110 27%	188 32%	12 46%	93 29%
SIGNED A PETITION	<b>548</b> <b>26%</b> <b>GJ</b>	209 34% A	33 30%	250 28%	389 35% A	20 30%	72 18%	216 37% A	8 32%	54 17%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>379</b> <b>18%</b>	126 21%	20 18%	188 21%	253 23% A	14 21%	57 14%	148 25% A	4 15%	48 15%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION REPORT A PROBLEM OR MAKE A COMPLAINT)	<b>270</b> <b>13%</b> <b>GJ</b>	77 13%	23 20% A	132 15%	185 17% A	9 14%	33 8%	97 17% A	3 14%	26 8%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM, ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	<b>222</b> <b>11%</b>	76 13%	13 12%	108 12%	140 13%	4 7%	47 12%	76 13%	2 8%	36 11%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	<b>198</b> <b>10%</b>	61 10%	11 10%	104 12%	128 12%	5 8%	37 9%	58 10%	2 8%	31 10%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	<b>CONFIDENCE IN USING THE INTERNET</b>									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
BOYCOTTED A PRODUCT OR SERVICE	193 9%	59 10%	13 12%	104 12%	145 13%	8 12%	22 5%	72 12%	3 10%	21 6%
G					A			A		
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	185 9%	66 11%	14 13%	91 10%	134 12% A	7 10%	23 6%	64 11%	1 6%	15 5%
GJ										
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	181 9%	54 9%	15 13%	97 11%	137 12% A	9 14%	19 5%	65 11%	4 18%	15 5%
GJ										
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL, OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	162 8%	55 9%	11 10%	78 9%	114 10% A	7 11%	20 5%	69 12% A	2 8%	17 5%
G										
GOT IN CONTACT WITH YOUR MP / MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	135 7%	29 5%	6 6%	75 8%	87 8%	2 3%	17 4%	41 7%	2 7%	16 5%
G										
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	62 3%	26 4%	2 2%	32 4%	51 5% A	4 5%	3 1%	38 7% A	1 3%	3 1%
G										
TAKEN PART IN A PROTEST OR DEMONSTRATION	49 2%	14 2%	4 4%	26 3%	36 3%	3 4%	5 1%	16 3%	1 6%	5 2%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
DONATED MONEY TO A POLITICAL PARTY	36 2%	6 1%	3 2%	17 2%	19 2%	-	4 1%	8 1%	-	2 1%
JOINED A POLITICAL PARTY	11 1%	2 1%	1 1%	6 1%	7 1%	-	2 1%	5 1%	-	-
DID UNPAID WORK/ ACTIVITIES/FUNDRAISING FOR THE CHURCH	8 .	1 .	-	6 1%	5 .	-	1 .	3 1%	-	1 .
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	3 .	-	-	3 .	3 .	-	-	1 .	-	-
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	2 .	-	-	1 .	1 .	-	-	-	-	-
OTHER	5 .	1 .	1 1%	2 .	2 .	1 1%	1 .	1 .	1 3%	1 .
NONE OF THESE	525 25% EH	143 24%	20 19%	198 22%	203 18%	14 22%	133 33% A	110 19%	6 24%	104 32% A

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	CONFIDENCE IN USING THE INTERNET								
		CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>PARTICIPATION</b>										
ANY	1551 75% GJ	465 76%	90 81%	699 78%	901 82% A	52 78%	271 67%	472 81% A	19 76%	218 68%
1-2 ACTIVITIES	906 44%	265 44%	53 48%	370 41%	446 40%	29 44%	190 47%	239 41%	11 44%	153 47%
3-4 ACTIVITIES	401 19% GJ	130 21%	21 19%	194 22%	276 25% A	11 17%	55 14%	142 24% A	4 17%	42 13%
5+ ACTIVITIES	244 12% GJ	70 11%	16 15%	135 15% A	179 16% A	11 16%	26 6%	91 16% A	4 15%	23 7%
POLITICAL ACTIVITIES	1246 60% BGJ	335 55%	71 65%	585 65% A	726 66% A	46 70%	201 50%	366 63%	16 65%	171 53%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	454 22% GJ	123 20%	36 33% A	234 26% A	310 28% A	16 24%	56 14%	154 27% A	8 33%	47 15%
COMMUNITY ACTIVITY	989 48% GJ	334 55% A	56 51%	468 52% A	651 59% A	31 48%	153 38%	339 58% A	13 53%	117 36%
COMMUNITY CAMPAIGNING ACTIVITIES	794 38% GJ	275 45% A	48 43%	372 42%	535 49% A	27 42%	116 29%	290 50% A	11 45%	91 28%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	532 26% GJ	180 30%	31 28%	258 29%	359 32% A	14 22%	84 21%	183 32% A	5 19%	66 20%
VERY BASIC	330 16% E	84 14%	17 16%	129 14%	136 12%	11 17%	77 19%	79 14%	4 17%	69 22% A
BASIC	181 9%	73 12% A	16 15% A	59 7%	116 11%	4 6%	28 7%	66 11%	4 18%	19 6%
MORE INVOLVED	158 8%	52 9%	7 6%	77 9%	96 9%	2 2%	31 8%	53 9%	-	24 7%





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
 WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)	
WEIGHTED TOTAL	2076 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
MOST INVOLVED	484 23%	163 27%	27 24%	242 27% A	325 29% A	15 22%	79 20%	165 28% A	5 19%	62 19%

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	METHODS USED						VIA MOBILE INTERNET (H)
		IN PERSON (B)	IN WRITING /BY POST (C)	BY TELEPHONE - MOBILE (D)	BY TELEPHONE - LANDLINE (E)	BY TEXT/SMS (F)	VIA INTERNET (G)	
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	789 38%	747 36%	65 3%	226 11%	5	260 13%	3
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	771 37%	743 36%	63* 3%	216 10%	4**	263 13%	3**
REGISTERED TO VOTE	<b>857</b> 41%	457 59% A	591 80% A	34 54%	136 63% A	4 87%	169 64% A	3 100%
VOTED IN AN ELECTION	<b>721</b> 35%	359 47% A	378 51% A	24 39%	95 44% A	3 74%	108 41% A	2 63%
SIGNED A PETITION	<b>548</b> 26%	449 58% A	305 41% A	22 35%	108 50% A	2 47%	178 68% A	2 63%
DONATED MONEY TO A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	<b>379</b> 18%	280 36% A	227 30% A	28 44% A	78 36% A	3 61%	113 43% A	2 63%
GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR YOUR LOCAL COUNCIL (E.G. TO ASK A QUESTION, REPORT A PROBLEM OR MAKE A COMPLAINT)	<b>270</b> 13%	184 24% A	188 25% A	43 68% A	128 59% A	1 17%	92 35% A	1 30%
DID UNPAID WORK IN THE LOCAL COMMUNITY (E.G. COACHED A LOCAL SPORTS TEAM, ORGANISED YOUR LOCAL NEIGHBOURHOOD WATCH OR BEEN A PARISH COUNCILLOR)	<b>222</b> 11%	129 17% A	111 15% A	15 24% A	46 21% A	1 30%	54 21% A	2 63%
VOLUNTEERED FOR A CHARITY (E.G. HELPING WITH THE GIRL GUIDES, THE SAMARITANS, OR THE RED CROSS)	<b>198</b> 10%	111 14% A	101 14% A	13 20% A	37 17% A	-	48 18% A	2 70%
BOYCOTTED A PRODUCT OR SERVICE	<b>193</b> 9%	127 16% A	122 16% A	9 15%	50 23% A	-	70 27% A	-

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	METHODS USED						VIA MOBILE INTERNET (H)
		IN PERSON (B)	IN WRITING /BY POST (C)	BY TELEPHONE - MOBILE (D)	BY TELEPHONE - LANDLINE (E)	BY TEXT/SMS (F)	VIA INTERNET (G)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	771 37%	743 36%	63* 3%	216 10%	4**	263 13%	3**
DID UNPAID WORK AT A SCHOOL (E.G. BEEN A SCHOOL GOVERNOR, BEEN A PTA MEMBER OR COACHED A SCHOOL SPORTS TEAM)	185 9%	119 15% A	96 13% A	9 15%	36 17% A	1 30%	48 18% A	1 37%
TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION	181 9%	133 17% A	134 18% A	17 26% A	52 24% A	1 30%	67 26% A	-
GIVEN YOUR VIEWS OR ADVICE ON A COMMUNITY, POLITICAL, OR SOCIAL ISSUE TO PEOPLE OUTSIDE YOUR IMMEDIATE CIRCLE (E.G. BY WRITING A LETTER TO THE EDITOR OR A BLOG OR VOTING IN AN ONLINE POLL)	162 8%	109 14% A	123 16% A	18 28% A	50 23% A	2 47%	79 30% A	1 37%
GOT IN CONTACT WITH YOUR MP / MSP / WELSH ASSEMBLY MEMBER / NORTHERN IRELAND ASSEMBLY MEMBER OR MEP OR LOCAL COUNCILLOR	135 7%	93 12% A	98 13% A	13 21% A	47 22% A	-	56 21% A	-
JOINED A CAMPAIGNING ORGANISATION (E.G. FRIENDS OF THE EARTH, AMNESTY INTERNATIONAL OR THE NSPCC)	62 3%	45 6% A	44 6% A	5 8% A	13 6% A	1 13%	28 11% A	-
TAKEN PART IN A PROTEST OR DEMONSTRATION	49 2%	30 4% A	32 4% A	2 3%	12 5% A	1 17%	17 6% A	-
DONATED MONEY TO A POLITICAL PARTY	36 2%	27 4% A	29 4% A	1 2%	8 4%	-	6 2%	-
JOINED A POLITICAL PARTY	11 1%	7 1%	8 1%	-	3 1%	-	4 2%	-

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
 WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	METHODS USED						VIA MOBILE INTERNET (H)
		IN PERSON (B)	IN WRITING /BY POST (C)	BY TELEPHONE - MOBILE (D)	BY TELEPHONE - LANDLINE (E)	BY TEXT/SMS (F)	VIA INTERNET (G)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	771 37%	743 36%	63* 3%	216 10%	4**	263 13%	3**
DID UNPAID WORK/ ACTIVITIES/FUNDRAISING FOR THE CHURCH	8 A	8 1% A	6 1%	-	1	-	1	-
ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)	3 A	3	3	1 2% A	1	-	1	-
OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC)	2	2	2	-	2 1% A	1 17%	1 1%	-
OTHER	5	4 1%	4 1%	1 2% A	3 1% A	-	1	-
NONE OF THESE	525 25% BCDEG	-	-	-	-	-	-	-



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q. 1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	METHODS USED						VIA MOBILE INTERNET (H)
		IN PERSON (B)	IN WRITING /BY POST (C)	BY TELEPHONE - MOBILE (D)	BY TELEPHONE - LANDLINE (E)	BY TEXT/SMS (F)	VIA INTERNET (G)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	771 37%	743 36%	63* .3%	216 10%	4**	263 13%	3**
<b>PARTICIPATION</b>								
ANY	1551 75%	771 100% A	743 100% A	63 100% A	216 100% A	4 100%	263 100% A	3 100%
1-2 ACTIVITIES	906 44% EG	309 40%	307 41%	21 33%	62 29%	2 53%	64 24%	-
3-4 ACTIVITIES	401 19%	268 35% A	238 32% A	18 29%	71 33% A	-	91 35% A	1 37%
5+ ACTIVITIES	244 12%	194 25% A	198 27% A	24 39% A	82 38% A	2 47%	107 41% A	2 63%
POLITICAL ACTIVITIES	1246 60%	622 81% A	699 94% A	59 93% A	207 96% A	4 87%	224 85% A	3 100%
POLITICAL ACTIVITIES EXCLUDING REGISTERING TO VOTE/VOTING	454 22%	303 39% A	313 42% A	51 81% A	160 74% A	2 47%	142 54% A	1 30%
COMMUNITY ACTIVITY	989 48%	613 80% A	493 66% A	44 70% A	164 76% A	3 73%	237 90% A	3 100%
COMMUNITY CAMPAIGNING ACTIVITIES	794 38%	568 74% A	427 57% A	36 58% A	146 68% A	3 73%	214 82% A	2 63%
COMMUNITY NON- CAMPAIGNING ACTIVITIES	532 26%	294 38% A	275 37% A	31 49% A	102 47% A	2 47%	145 55% A	3 100%
VERY BASIC	330 16% BDEG	82 71%	142 19%	4 6%	14 6%	1 27%	11 4%	-
BASIC	181 9%	115 75% A	69 9%	6 10%	23 10%	-	34 13% A	-
MORE INVOLVED	158 8%	106 14% A	76 10% A	8 13%	25 11%	1 17%	24 9%	-
MOST INVOLVED	484 23%	267 35% A	240 32% A	25 40% A	88 41% A	2 43%	121 46% A	3 100%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	5+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTRATION TO VOTE/VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>UNWEIGHTED TOTAL</b>	2069 100%	1863 90%	513 25%	512 25%	838 41%	1734 84%	896 43%	1448 70%	1293 62%	951 46%	333 16%	338 16%	292 14%	923 45%
<b>WEIGHTED TOTAL</b>	2076 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>SEX</b>														
MALE	1014 49%	892 48%	252 48%	234 46%	406 49%	821 48%	439 50%	688 47%	615 47%	439 46%	163 49%	168 50%	155 52%	418 45%
FEMALE	1062 51%	970 52%	268 52%	274 54%	428 51%	897 52%	439 50%	768 53%	684 53%	511 54%	167 51%	167 50%	141 48%	507 55%
<b>AGE</b>														
16-24	310 15%	221 12%	103 20% A	63 12%	55 7%	144 8%	56 6%	182 13%	133 10%	132 14%	31 9%	39 12%	30 10%	122 13%
25-34	338 16% E	286 15%	98 19%	86 17%	103 12%	251 15%	122 14%	215 15%	188 14%	133 14%	55 17%	59 18%	46 16%	128 14%
35-44	393 19%	363 20%	81 16%	95 19%	188 23% A	349 20%	194 22%	303 21%	282 22%	193 20%	50 15%	73 22%	59 20%	188 20%
45-54	333 16% C	318 17%	62 12%	79 16%	177 21% A	308 18%	172 20% A	260 18%	245 19% A	169 18%	45 14%	54 16%	56 19%	168 18%
55-64	300 14%	288 15%	67 13%	69 14%	152 18% A	283 16%	147 17%	225 15%	208 16%	157 17%	51 15%	48 14%	39 13%	152 16%
65-74	221 11%	210 11%	52 10%	63 12%	95 11%	208 12%	107 12%	153 10%	139 11%	95 10%	47 14%	40 12%	37 12%	90 10%
75+	182 9%	176 9%	57 11%	53 10%	65 8%	176 10%	81 9%	118 8%	104 8%	71 8%	52 16% A	21 6%	30 10%	76 8%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIV ITIES (C)	3-4 ACTIV ITIES (D)	5+ ACTIV ITIES (E)	POLIT ICAL ACTIV ITIES (F)	POLIT ICAL ACTIV ITIES EXCL. REGIS TERING TO VOTE/ VOTING (G)	COMM UNITY ACTIV ITY (H)	COMM UNITY CAMP AIGNING ACTIV ITIES (I)	COMM UNITY NON- CAMP AIGNING ACTIV ITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOL VED (M)	MOST INVOL VED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>CLASS</b>														
AB	<b>392</b> 19% CK	377 20%	58 11%	80 16%	239 29% A	355 21%	225 26% A	334 23% A	306 24% A	255 27% A	32 10%	51 15%	57 19%	242 26% A
C1	<b>615</b> 30% CK	568 31%	126 24%	150 30%	292 35% A	522 30%	273 31%	483 33% A	435 33% A	325 34% A	74 22%	84 25%	92 31%	328 35% A
C2	<b>443</b> 21%	392 21%	120 23%	118 23%	154 18%	358 21%	177 20%	293 20%	260 20%	182 19%	79 24%	85 25%	59 20%	173 19%
DE	<b>626</b> 30% EGHI JN	526 28%	217 42% A	160 31%	149 18%	483 28%	203 23%	346 24%	299 23%	187 20%	146 44% A	115 34%	87 30%	182 20%
<b>CHILDREN UNDER 16</b>														
WITH	<b>749</b> 36%	641 34%	186 36%	169 33%	285 34%	575 33%	314 36%	511 35%	450 35%	345 36%	102 31%	113 34%	98 33%	338 37%
WITHOUT	<b>1327</b> 64%	1221 66%	334 64%	339 67%	548 66%	1143 67%	564 64%	945 65%	850 65%	604 64%	229 69%	222 66%	198 67%	587 63%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	5+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTRATION TO VOTE/VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>STANDARD REGION</b>														
NORTH	101 5%	89 5%	35 7%	26 5%	28 3%	76 4%	40 5%	64 4%	54 4%	36 4%	20 6%	24 7%	15 5%	32 3%
YORKS AND HUMBER	174 8%	147 8%	43 8%	42 8%	61 7%	135 8%	64 7%	118 8%	111 9%	72 8%	24 7%	34 10%	22 7%	68 7%
EAST MIDLANDS	150 7%	139 7%	33 6%	37 7%	68 8%	126 7%	64 7%	114 8%	105 8%	74 8%	21 6%	19 6%	32 11% A	69 7%
EAST ANGLIA	77 4%	76 4%	17 3%	24 5%	35 4%	71 4%	44 5%	58 4%	50 4%	41 4%	9 3%	15 4%	9 3%	44 5%
G.L.C.	262 13%	214 11%	82 16%	55 11%	77 9%	194 11%	88 10%	155 11%	135 10%	93 10%	52 16%	41 12%	34 11%	91 10%
EJN														
SOUTH EAST (EXCL GLC)	398 19%	372 20%	104 20%	99 19%	170 20%	349 20%	167 19%	283 19%	258 20%	178 19%	70 21%	70 21%	57 19%	179 19%
SOUTH WEST	175 8%	157 8%	39 8%	33 7%	85 10%	147 9%	86 10%	128 9%	115 9%	95 10%	25 8%	27 8%	15 5%	94 10%
WALES	101 5%	94 5%	16 3%	26 5%	52 6%	90 5%	59 7% A	81 6%	73 6%	53 6%	11 3%	14 4%	20 7%	51 6%
WEST MIDLANDS	183 9%	156 8%	33 6%	46 9%	77 9%	147 9%	81 9%	131 9%	116 9%	85 9%	21 6%	29 9%	24 8%	86 9%
NORTH WEST	218 10%	199 11%	52 10%	54 11%	93 11%	183 11%	87 10%	158 11%	141 11%	114 12%	33 10%	34 10%	25 8%	109 12%
SCOTLAND	182 9%	167 9%	52 10%	47 9%	68 8%	152 9%	70 8%	126 9%	110 8%	82 9%	37 11%	22 7%	32 11%	76 8%
NORTHERN IRELAND	56 3%	51 3%	12 2%	19 4%	20 2%	48 3%	27 3%	38 3%	32 2%	26 3%	8 3%	6 2%	12 4%	26 3%





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIV ITIES (C)	3-4 ACTIV ITIES (D)	5+ ACTIV ITIES (E)	POLIT ICAL ACTIV ITIES (F)	POLIT ICAL ACTIV ITIES EXCL. REGIS TERING TO VOTE/ VOTING (G)	COMM UNITY ACTIV ITY (H)	COMM UNITY CAMP AIGNING ACTIV ITIES (I)	COMM UNITY NON- CAMP AIGNING ACTIV ITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOL VED (M)	MOST INVOL VED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>EDUCATIONAL LEVEL</b>														
POST GRADUATE	229 11% CDKL	214 11%	30 6%	40 8%	144 17% A	202 12%	140 16% A	194 13% A	178 14% A	153 16% A	16 5%	22 7%	30 10%	148 16% A
UNDER GRADUATE	193 9% K	176 9%	36 7%	34 7%	106 13% A	163 9%	94 11%	154 11%	142 11%	105 11%	19 6%	20 6%	36 12%	101 11%
A-LEVELS OR EQUIVALENT	324 16% CK	305 16%	58 11%	88 17%	160 19% A	275 16%	152 17%	262 18%	240 18% A	197 21% A	31 9%	48 14%	39 13%	195 21% A
G/CSES/O-LEVELS OR EQUIVALENT	598 29%	535 29%	162 31%	152 30%	221 26% A	483 28%	251 29%	415 28%	362 28%	256 27%	92 28%	109 32%	87 29%	253 27%
OTHER QUALIFICATIONS	248 12%	227 12%	66 13%	63 12%	98 12%	215 13%	107 12%	175 12%	160 12%	108 11%	45 13%	51 15%	32 11%	103 11%
NO QUALIFICATIONS	472 23% EGHI	399 21%	166 32% A	129 25%	104 12%	377 22%	133 15%	252 17%	214 16%	126 13%	127 38% A	84 25%	72 24%	121 13%
STILL STUDYING	12 1% JN	6 *	2 *	2 *	2 *	5 *	1 *	5 *	4 *	4 *	1 *	1 *	- *	4 *



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	5+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTRATION TO VOTE/VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMPAINING ACTIVITIES (I)	COMMUNITY NON-CAMPAINING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>WORKING STATUS</b>														
FULL-TIME	<b>787</b> 38% C	707 38%	168 32%	192 38%	347 42%	657 38%	342 39%	575 39%	532 41%	367 39%	107 32%	131 39%	125 42%	353 38%
PART-TIME	<b>339</b> 16%	311 17%	84 16%	83 16%	144 17%	279 16%	145 16%	258 18%	228 18%	180 19%	42 13%	45 13%	47 16%	179 19%
SELF-EMPLOYED FULL-TIME	<b>96</b> 5%	89 5%	18 4%	19 4%	51 6%	86 5%	52 6%	71 5%	65 5%	53 6%	13 4%	16 5%	11 4%	52 6%
SELF-EMPLOYED PART-TIME	<b>16</b> 1%	15 1%	2 1%	4 1%	9 1%	14 1%	8 1%	14 1%	13 1%	12 1%	1 *	3 1%	3 1%	10 1%
STILL AT SCHOOL	<b>9</b> F	6 *	3 1%	1 *	1 *	-	-	6 *	3 *	6 1%	-	-	-	6 1%
FULL-TIME HIGHER EDUCATION	<b>76</b> 4% EFK	54 3%	21 4%	17 3%	16 2%	36 2%	19 2%	48 3%	36 3%	38 4%	4 1%	6 2%	5 2%	39 4%
RETIRED	<b>469</b> 23%	447 24%	129 25%	123 24%	196 23%	443 26% A	223 25%	316 22%	285 22%	199 21%	112 34% A	70 21%	74 25%	197 21%
NOT ABLE TO WORK	<b>61</b> 3%	51 3%	18 4%	16 3%	16 2%	48 3%	22 3%	39 3%	34 3%	19 2%	11 3%	15 5%	9 3%	16 2%
UNEMPLOYED	<b>97</b> 5% E	73 4%	34 6%	18 3%	21 3%	58 3%	27 3%	55 4%	44 3%	32 3%	13 4%	21 6%	11 4%	31 3%
NOT WORKING OTHER REASON	<b>126</b> 6% E	109 6%	44 8%	34 7%	31 4%	97 6%	39 4%	73 5%	60 5%	45 5%	28 8%	28 8%	12 4%	42 5%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	5+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTERING TO VOTE/VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>INTERNET ACCESS AT HOME</b>														
ANY	<b>1496</b> 72% CK	1354 73%	326 63%	357 70%	672 81% A	1243 72%	689 79% A	1115 77% A	1001 77% A	760 80% A	190 57%	236 70%	207 70%	741 80% A
BROADBAND	<b>1414</b> 68% CK	1278 69%	310 60%	334 66%	634 76% A	1171 68%	649 74% A	1055 72% A	947 73% A	719 76% A	178 54%	224 67%	196 66%	699 76% A
NONE	<b>581</b> 28% EGHI JN	508 27%	195 37% A	151 30%	162 19%	475 28%	189 21%	341 23%	299 23%	190 20%	141 43% A	99 30%	88 30%	184 20%
<b>INTERNET USED IN</b>														
LAST WEEK	<b>1369</b> 66% CK	1234 66%	294 56%	314 62%	626 75% A	1120 65%	628 72% A	1035 71% A	937 72% A	704 74% A	161 49%	214 64%	190 64%	685 74% A
LAST MONTH	<b>87</b> 4%	74 4%	22 4%	21 4%	30 4%	64 4%	41 5%	57 4%	46 4%	37 4%	8 3%	18 5%	14 5%	37 4%
1-3 MONTHS	<b>17</b> 1%	15 1%	3 1%	5 1%	7 1%	14 1%	8 1%	11 1%	10 1%	8 1%	2 1%	3 1%	2 1%	8 1%
4-12 MONTHS	<b>25</b> 1%	23 1%	5 1%	7 1%	11 1%	21 1%	12 1%	17 1%	14 1%	14 1%	4 1%	3 1%	5 2%	12 1%
NOT USED LAST 12 MONTHS	<b>60</b> 3% GJN	47 3%	21 4%	12 2%	13 2%	40 2%	14 2%	31 2%	28 2%	15 2%	14 4%	12 4%	7 2%	13 1%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	5+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTRATION TO VOTE/VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>INTERNET USAGE</b>														
HEAVY	<b>385</b> 19% CK	352 19%	69 13%	93 18%	190 23% A	319 19%	180 21%	315 22% A	284 22% A	219 23% A	33 10%	54 16%	54 18%	217 23% A
MEDIUM	<b>663</b> 32% K	592 32%	147 28%	145 28%	300 36% A	533 31%	302 34%	491 34%	449 35%	333 35%	82 25%	104 31%	98 33%	318 34%
LIGHT	<b>362</b> 17%	324 17%	89 17%	86 17%	148 18%	297 17%	168 19%	249 17%	219 17%	170 18%	52 16%	63 19%	41 14%	169 18%
<b>PC/LAPTOP AT HOME</b>														
YES 1	<b>1055</b> 51%	940 50%	242 46%	266 52%	432 52%	870 51%	471 54%	744 51%	663 51%	497 52%	153 46%	175 52%	148 50%	478 52%
MORE THAN 1	<b>498</b> 24% CK	457 25%	95 18%	101 20%	261 31% A	413 24%	242 28% A	402 28% A	366 28% A	291 31% A	44 13%	67 20%	67 23%	287 31% A
NO	<b>523</b> 25% EGHI JN	464 25%	183 35% A	141 28%	140 17%	436 25%	165 19%	309 21%	270 21%	162 17%	133 40% A	93 28%	81 27%	160 17%
<b>MOBILE PHONE</b>														
YES	<b>1832</b> 88% CK	1643 88%	426 82%	442 87%	775 93% A	1507 88%	804 92% A	1323 91% A	1186 91% A	875 92% A	254 77%	298 89%	265 90%	848 92% A
NO	<b>244</b> 12% EGHI JN	219 12%	95 18% A	66 13%	58 7%	212 12%	74 8%	132 9%	114 9%	75 8%	77 23% A	37 11%	30 10%	76 8%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	5+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTRATION TO VOTE/VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMPAINING ACTIVITIES (I)	COMMUNITY NON-CAMPAINING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>CONFIDENCE IN USING THE INTERNET</b>														
CONFIDENT IN CREATING INFORMATION ONLINE	<b>608</b> 29% FK	525 28%	150 29%	143 28%	231 28%	448 26%	227 26%	444 30%	380 29%	297 31%	65 20%	102 30%	83 28%	282 30%
INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE	<b>110</b> 5%	101 5%	33 6%	27 5%	41 5%	88 5%	57 7%	76 5%	71 5%	53 6%	18 6%	21 6%	12 4%	51 6%
NOT INTERESTED IN CREATING INFORMATION ONLINE	<b>897</b> 43% CK	822 44%	177 34%	208 41%	436 52% A	779 45%	434 49% A	673 46%	622 48% A	456 48% A	120 36%	128 38%	134 45%	452 49% A
CONFIDENT IN FINDING INFORMATION ONLINE	<b>1104</b> 53% CK	1017 55%	219 42%	254 50%	544 65% A	931 54%	545 62% A	872 60% A	794 61% A	602 63% A	116 35%	176 53%	161 54%	582 63% A
INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE	<b>66</b> 3%	58 3%	14 3%	16 3%	28 3%	53 3%	29 3%	47 3%	43 3%	34 4%	8 2%	10 3%	5 2%	36 4%
NOT INTERESTED IN FINDING INFORMATION ONLINE	<b>404</b> 19% EGJN	337 18%	119 23%	96 19%	122 15%	297 17%	123 14%	246 17%	208 16%	151 16%	74 22%	61 18%	56 19%	148 16%
CONFIDENCE GENERALLY	<b>581</b> 28% K	523 28%	127 24%	133 26%	262 31%	466 27%	265 30%	443 30%	394 30%	307 32% A	63 19%	91 27%	80 27%	295 32% A
INTERESTED BUT LACKING CONFIDENCE GENERALLY	<b>25</b> 1%	21 1%	9 2%	5 1%	7 1%	17 1%	11 1%	16 1%	14 1%	13 1%	5 1%	4 1%	-	13 1%
NOT INTERESTED GENERALLY	<b>322</b> 16% GJN	277 15%	93 18%	79 15%	105 13%	258 15%	101 11%	198 14%	178 14%	119 13%	69 21% A	51 15%	44 15%	116 13%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N**  
**\* SMALL BASE**

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1A FIRSTLY, CAN YOU TELL ME WHETHER YOU HAVE EVER DONE ANY OF THE FOLLOWING? (SHOWCARD)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (EVER)													
	TOTAL (A)	ANY (B)	1-2 ACTIV ITIES (C)	3-4 ACTIV ITIES (D)	5+ ACTIV ITIES (E)	POLIT ICAL ACTIV ITIES (F)	POLIT ICAL ACTIV ITIES EXCL. REGIS TERING TO VOTE/ VOTING (G)	COMM UNITY ACTIV ITY (H)	COMM UNITY CAMP AIGNING ACTIV ITIES (I)	COMM UNITY NON- CAMP AIGNING ACTIV ITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOL VED (M)	MOST INVOL VED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1862 90%	521 25%	508 24%	834 40%	1719 83%	878 42%	1456 70%	1300 63%	950 46%	331 16%	335 16%	296 14%	924 45%
<b>METHODS USED</b>														
IN PERSON	771 37% CK	771 41% A	128 25%	184 36%	459 55% A	712 41% A	461 53% A	685 47% A	652 50% A	453 48% A	65 20%	127 38%	146 49% A	447 48% A
IN WRITING/BY POST	743 36% CK	743 40% A	119 23%	163 32%	461 55% A	729 42% A	461 52% A	628 43% A	593 46% A	450 47% A	88 27%	112 33%	113 38%	438 47% A
BY TELEPHONE - MOBILE	63 3%	63 3%	9 2%	8 2%	45 5% A	62 4%	54 6% A	55 4%	49 4%	41 4%	4 1%	6 2%	12 4%	41 4%
BY TELEPHONE - LANDLINE	216 10% CK	216 12%	11 2%	39 8%	166 20% A	215 13% A	186 21% A	196 13% A	190 15% A	148 16% A	6 2%	32 9%	35 12%	142 15% A
BY TEXT/SMS	4	4	1	1	3	4	3	3	3	3	1	-	1	3
VIA INTERNET	263 13% CDK	263 14%	17 3%	39 8%	206 25% A	253 15%	201 23% A	254 17% A	248 19% A	200 21% A	6 2%	38 11%	33 11%	189 20% A
VIA MOBILE INTERNET	3	3	-	-	3	3	2	3	3	3	-	-	-	3



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	7+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTERING TO VOTE/ VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1546 75%	894 43%	398 19%	98 5%	1256 61%	463 22%	990 48%	796 38%	535 26%	328 16%	179 9%	158 8%	487 24%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>SEX</b>														
MALE	<b>1014</b> 49%	744 48%	445 49%	177 44%	48 51%	584 47%	226 50%	469 47%	374 47%	254 48%	151 46%	93 52%	81 51%	228 47%
FEMALE	<b>1062</b> 51%	807 52%	460 51%	225 56%	45 49%	661 53%	228 50%	520 53%	420 53%	278 52%	179 54%	87 48%	77 49%	256 53%
<b>AGE</b>														
16-24	<b>310</b> 15% BEFG 1	188 12%	131 14%	49 12%	1 1%	103 8%	30 7%	134 14%	91 11%	83 16%	37 11%	28 16%	15 10%	80 17%
25-34	<b>338</b> 16%	236 15%	142 16%	56 14%	17 18%	176 14%	70 15%	165 17%	139 17%	88 16%	47 14%	40 22%	33 21%	79 16%
35-44	<b>393</b> 19%	320 21%	168 19%	101 25% A	20 21%	261 21%	106 23% A	226 23% A	184 23% A	120 23%	50 15%	44 25%	33 21%	110 23%
45-54	<b>333</b> 16%	273 18%	143 16%	67 17%	21 23%	233 19%	91 20% A	180 18%	152 19%	94 18%	51 16%	29 16%	28 18%	83 17%
55-64	<b>300</b> 14%	240 15%	137 15%	61 15%	17 18%	208 17%	73 16%	143 14%	115 14%	77 14%	59 18%	16 9%	20 13%	69 14%
65-74	<b>221</b> 11%	168 11%	99 11%	42 10%	9 10%	150 12%	56 12%	84 9%	68 9%	44 8%	47 14%	15 9%	17 11%	39 8%
75+	<b>182</b> 9% HIJLN	126 8%	84 9%	26 6%	8 8%	115 9%	28 6%	57 6%	46 6%	26 5%	39 12%	7 4%	11 7%	25 5%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	7+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTRATION TO VOTE/ VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>CLASS</b>														
AB	392 19% CK	342 22% A	140 16%	97 24% A	42 45% A	288 23% A	134 29% A	261 26% A	212 27% A	161 30% A	41 13%	29 16%	38 24%	139 29% A
C1	615 30%	490 32%	263 29%	146 36% A	29 31%	381 31%	144 32%	342 35% A	280 35% A	189 35% A	88 27%	50 28%	54 34%	178 37% A
C2	443 21% E	328 21%	211 23%	83 21%	6 7%	259 21%	86 19%	197 20%	150 19%	100 19%	78 24%	45 25%	30 19%	91 19%
DE	626 30% BDEF GHIJN	391 25%	291 32%	75 19%	16 17%	318 26%	91 20%	189 19%	152 19%	82 15%	123 37% A	57 31%	36 23%	75 16%
<b>CHILDREN UNDER 16</b>														
WITH	749 36%	555 36%	303 33%	161 40%	37 40%	427 34%	172 38%	377 38%	293 37%	225 42% A	103 31%	67 37%	59 37%	208 43% A
WITHOUT	1327 64% JN	996 64%	602 67%	240 60%	56 60%	818 66%	282 62%	612 62%	501 63%	307 58%	226 69%	114 63%	100 63%	276 57%





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	7+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTERING TO VOTE/ VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>STANDARD REGION</b>														
NORTH	101 5%	69 4%	44 5%	21 5%	4 4%	57 5%	26 6%	40 4%	32 4%	19 4%	17 5%	16 9% A	6 4%	16 3%
YORKS AND HUMBER	174 8%	129 8%	84 9%	26 6%	11 11%	99 8%	28 6%	83 8%	69 9%	45 9%	25 8%	27 15% A	9 6%	38 8%
EAST MIDLANDS	150 7%	106 7%	64 7%	27 7%	7 7%	77 6%	32 7%	76 8%	58 7%	41 8%	15 4%	10 5%	14 9%	35 7%
EAST ANGLIA	77 4%	72 5%	40 4%	22 5%	2 2%	61 5%	28 6% A	43 4%	31 4%	26 5%	13 4%	11 6%	6 4%	30 6% A
G.L.C.	262 13% N	193 12%	125 14%	46 12%	12 13%	161 13%	47 10%	107 11%	86 11%	50 9%	60 18% A	22 12%	25 16%	43 9%
SOUTH EAST (EXCL.GLC)	398 19%	297 19%	160 18%	84 21%	18 19%	246 20%	83 18%	189 19%	150 19%	103 19%	70 21%	27 15%	26 16%	94 19%
SOUTH WEST	175 8%	131 8%	62 7%	39 10%	9 9%	107 9%	51 11%	90 9%	72 9%	55 10%	21 6%	17 9%	10 6%	50 10%
WALES	101 5%	85 5%	44 5%	21 5%	8 8%	72 6%	32 7%	57 6%	45 6%	34 6%	11 3%	9 5%	14 9%	30 6%
WEST MIDLANDS	183 9%	130 8%	83 9%	31 8%	7 7%	109 9%	39 9%	75 8%	59 7%	41 8%	26 8%	11 6%	11 7%	41 9%
NORTH WEST	218 10%	172 11%	96 11%	47 12%	8 9%	149 12%	44 10%	111 11%	97 12%	51 10%	42 13%	18 10%	13 8%	45 9%
SCOTLAND	182 9%	129 8%	81 9%	31 8%	9 9%	82 7%	32 7%	89 9%	74 9%	51 10%	26 8%	10 6%	18 12%	48 10%
F														



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
 WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	ANY (B)	1-2 ACTIV ITIES (C)	3-4 ACTIV ITIES (D)	7+ ACTIV ITIES (E)	POLIT ICAL ACTIV ITIES (F)	POLIT ICAL ACTIV ITIES EXCL. REGIS TERING TO VOTE/ VOTING (G)	COMM UNITY ACTIV ITY (H)	COMM UNITY CAMP AIGNING ACTIV ITIES (I)	COMM UNITY NON- CAMP AIGNING ACTIV ITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOL VED (M)	MOST INVOL VED (N)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
NORTHERN IRELAND	<b>56</b> 3%	37 2%	25 3%	7 2%	1 1%	27 2%	13 3%	28 3%	21 3%	15 3%	4 1%	3 1%	7 4%	14 3%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.**  
**WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	7+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTERING TO VOTE/ VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>EDUCATIONAL LEVEL</b>														
POST GRADUATE	229 11% K	203 13%	86 10%	47 12%	36 39% A	171 14% A	81 18% A	159 16% A	129 16% A	104 20% A	20 6%	18 10%	16 10%	97 20% A
UNDER GRADUATE	193 9%	161 10%	69 8%	50 13%	13 14%	123 10%	58 13% A	121 12% A	108 14% A	70 13% A	25 8%	15 8%	25 16% A	59 12%
A-LEVELS OR EQUIVALENT	324 16%	266 17%	120 13%	100 25% A	18 19%	208 17%	85 19%	196 20% A	159 20% A	117 22% A	41 12%	30 17%	27 17%	109 23% A
GCSEs/O-LEVELS OR EQUIVALENT	598 29% E	435 28%	269 30%	110 27%	17 18%	340 27%	131 29%	280 28%	217 27%	135 25%	88 27%	57 31%	42 27%	129 27%
OTHER QUALIFICATIONS	248 12%	188 12%	120 13%	44 11%	6 6%	156 13%	45 10%	111 11%	91 11%	56 10%	44 13%	25 14%	18 11%	46 10%
NO QUALIFICATIONS	472 23% BDEF GHIJN	295 19%	238 26% A	49 12%	3 3%	244 20%	52 12%	119 12%	88 11%	48 9%	110 33% A	36 20%	30 19%	41 8%
STILL STUDYING	12 1%	4 *	3 *	1 *	-	3 *	1 *	2 *	1 *	2 *	2 1%	-	-	2 *



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	7+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTERING TO VOTE/ VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>WORKING STATUS</b>														
FULL-TIME	<b>787</b> 38%	615 40%	345 38%	165 41%	41 44%	484 39%	173 38%	419 42% A	351 44% A	217 41%	115 35%	73 40%	79 50% A	194 40%
PART-TIME	<b>339</b> 16%	273 18%	153 17%	74 18%	15 16%	219 18%	87 19%	185 19%	149 19%	104 20%	51 16%	30 17%	25 16%	97 20%
SELF-EMPLOYED FULL-TIME	<b>96</b> 5%	76 5%	36 4%	22 5%	5 5%	59 5%	32 7% A	57 6%	40 5%	35 6%	8 2%	11 6%	4 2%	30 6%
SELF-EMPLOYED PART-TIME	<b>16</b> 1%	15 1%	6 1%	5 1%	2 2%	10 1%	6 1%	13 1%	9 1%	9 2% A	2 1%	2 1%	2 1%	7 2%
STILL AT SCHOOL	<b>9</b> F	5	4	1	-	-	-	5 1%	1	5 1%	-	-	-	5 1%
FULL-TIME HIGHER EDUCATION	<b>76</b> 4% F	50 3%	30 3%	14 4%	1 1%	24 2%	9 2%	41 4%	28 4%	29 6%	7 2%	3 2%	5 3%	30 6% A
RETIRED	<b>469</b> 23% HIJLN	344 22%	211 23%	82 20%	23 25%	312 25%	98 22%	167 17%	139 17%	83 16%	101 31% A	25 14%	28 18%	79 16%
NOT ABLE TO WORK	<b>61</b> 3% JN	40 3%	26 3%	11 3%	*	39 3%	14 3%	21 2%	17 2%	7 1%	11 3%	7 4%	5 3%	6 1%
UNEMPLOYED	<b>97</b> 5% BDFK	48 3%	35 4%	8 2%	3 3%	29 2%	14 3%	35 4%	27 3%	16 3%	7 2%	13 7%	6 4%	14 3%
NOT WORKING OTHER REASON	<b>126</b> 6%	85 5%	59 6%	20 5%	5 5%	70 6%	22 5%	47 5%	33 4%	26 5%	28 8%	16 9%	5 3%	22 5%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N**  
**\* SMALL BASE**



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	7+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTERING TO VOTE/ VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>INTERNET ACCESS AT HOME</b>														
ANY	1496 72% K	1174 76% A	641 71%	321 80% A	82 88% A	939 75% A	370 81% A	794 80% A	638 80% A	446 84% A	219 67%	132 73%	122 77%	409 84% A
BROADBAND	1414 68% K	1107 71% A	601 66%	304 76% A	78 83% A	885 71%	346 76% A	752 76% A	603 76% A	425 80% A	204 62%	125 69%	114 72%	389 80% A
NONE	581 28% BDEF GHIJN	376 24%	265 29%	80 20%	11 12%	306 25%	84 19%	195 20%	156 20%	86 16%	110 33% A	48 27%	37 23%	75 16%
<b>INTERNET USED IN</b>														
LAST WEEK	1369 66% K	1080 70% A	567 63%	308 77% A	74 79% A	857 69%	348 77% A	762 77% A	618 78% A	425 80% A	181 55%	129 71%	112 71%	391 81% A
LAST MONTH	87 4%	57 4%	37 4%	14 3%	5 5%	40 3%	17 4%	37 4%	26 3%	21 4%	10 3%	9 5%	6 4%	18 4%
1-3 MONTHS	17 1%	11 1%	5 1%	2 1%	1 1%	10 1%	5 1%	7 1%	7 1%	3 1%	2 1%	3 2%	1 1%	3 1%
4-12 MONTHS	25 1%	21 1%	16 2%	3 1%	3 4%	18 1%	6 1%	9 1%	8 1%	5 1%	6 2%	1 1%	2 1%	6 1%
NOT USED LAST 12 MONTHS	60 3% G	39 3%	32 4%	7 2%	- -	27 2%	3 1%	21 2%	16 2%	9 2%	13 4%	5 3%	6 4%	7 1%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	PARTICIPATION (LAST YEAR)												
		ANY (B)	1-2 ACTIV ITIES (C)	3-4 ACTIV ITIES (D)	7+ ACTIV ITIES (E)	POLIT ICAL ACTIV ITIES (F)	POLIT ICAL ACTIV ITIES EXCL. REGIS TERING TO VOTE/ VOTING (G)	COMM UNITY ACTIV ITY (H)	COMM UNITY CAMP AIGNING ACTIV ITIES (I)	COMM UNITY NON- CAMP AIGNING ACTIV ITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOL VED (M)	MOST INVOL VED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>INTERNET USAGE</b>														
HEAVY	<b>385</b> 19% K	317 20%	145 16%	102 25% A	28 30% A	249 20%	104 23% A	246 25% A	202 25% A	143 27% A	44 13%	34 19%	31 20%	129 27% A
MEDIUM	<b>663</b> 32%	517 33%	287 32%	132 33%	33 35%	411 33%	164 36%	363 37% A	291 37% A	198 37% A	89 27%	65 36%	60 38%	178 37%
LIGHT	<b>362</b> 17%	274 18%	153 17%	81 20%	14 15%	220 18%	91 20%	169 17%	136 17%	94 18%	53 16%	32 18%	24 15%	91 19%
<b>PC/LAPTOP AT HOME</b>														
YES 1	<b>1055</b> 51%	801 52%	451 50%	207 52%	54 57%	656 53%	252 56%	511 52%	411 52%	295 56%	171 52%	97 54%	82 52%	256 53%
MORE THAN 1	<b>498</b> 24% K	408 26%	209 23%	122 30% A	30 32%	317 25%	134 29% A	304 31% A	244 31% A	167 31% A	52 16%	40 22%	40 26%	167 35% A
NO	<b>523</b> 25% BDEF GHIJN	342 22%	246 27%	73 18%	10 10%	273 22%	68 15%	174 18%	139 18%	69 13%	106 32% A	43 24%	35 22%	61 13%
<b>MOBILE PHONE</b>														
YES	<b>1832</b> 88% K	1394 90%	788 87%	376 94% A	90 97% A	1108 89%	424 94% A	927 94% A	739 93% A	508 96% A	267 81%	166 92%	145 92%	460 95% A
NO	<b>244</b> 12% DEGH IJN	157 10%	118 13%	25 6%	3 3%	138 11%	29 6%	62 6%	55 7%	23 4%	63 19% A	15 8%	13 8%	23 5%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	7+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTERING TO VOTE/ VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>CONFIDENCE IN USING THE INTERNET</b>														
CONFIDENT IN CREATING INFORMATION ONLINE	608 29%	465 30%	265 29%	130 32%	25 27%	335 27%	123 27%	334 34% A	275 35% A	180 34% A	84 25%	73 41% A	52 33%	163 34%
INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE	110 5%	90 6%	53 6%	21 5%	9 10%	71 6%	36 8% A	56 6%	48 6%	31 6%	17 5%	16 9% A	7 4%	27 6%
NOT INTERESTED IN CREATING INFORMATION ONLINE	897 43% L	699 45%	370 41%	194 48%	53 56% A	585 47% A	234 51% A	468 47% A	372 47% A	258 49% A	129 39%	59 32% A	77 49%	242 50% A
CONFIDENT IN FINDING INFORMATION ONLINE	1104 53% K	901 58% A	446 49%	276 69% A	66 71% A	726 58% A	310 68% A	651 66% A	535 67% A	359 67% A	136 41%	116 64% A	96 61%	325 67% A
INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE	66 3%	52 3%	29 3%	11 3%	7 7%	46 4%	16 3%	31 3%	27 3%	14 3%	11 3%	4 2%	2 1%	15 3%
NOT INTERESTED IN FINDING INFORMATION ONLINE	404 19% DFGH I	271 17%	190 21%	55 14%	11 11%	201 16%	56 12%	153 15%	116 15%	84 16%	77 23%	28 16%	31 20%	79 16%
CONFIDENCE GENERALLY	581 28%	472 30%	239 26%	142 35% A	36 38% A	366 29%	154 34% A	339 34% A	290 37% A	183 35% A	79 24%	66 37% A	53 33%	165 34% A
INTERESTED BUT LACKING CONFIDENCE GENERALLY	25 1%	19 1%	11 1%	4 1%	1 2%	16 1%	8 2%	13 1%	11 1%	5 1%	4 1%	4 2%	-	5 1%
NOT INTERESTED GENERALLY	322 16% DGH	218 14%	153 17%	42 10%	8 9%	171 14%	47 10%	117 12%	91 11%	66 12%	69 21% A	19 10%	24 15%	62 13%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.1B YOU SAID THAT YOU HAVE DONE THE FOLLOWING THINGS.  
WHICH, IF ANY, HAVE YOU DONE IN THE PAST 12 MONTHS? (READ OUT)**  
**SUMMARY PROFILE**

BASE : ALL ADULTS AGED 16+

	PARTICIPATION (LAST YEAR)													
	TOTAL (A)	ANY (B)	1-2 ACTIVITIES (C)	3-4 ACTIVITIES (D)	7+ ACTIVITIES (E)	POLITICAL ACTIVITIES (F)	POLITICAL ACTIVITIES EXCL. REGISTERING TO VOTE/ VOTING (G)	COMMUNITY ACTIVITY (H)	COMMUNITY CAMP AIGNING ACTIVITIES (I)	COMMUNITY NON-CAMP AIGNING ACTIVITIES (J)	VERY BASIC (K)	BASIC (L)	MORE INVOLVED (M)	MOST INVOLVED (N)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1551 75%	906 44%	401 19%	93* 4%	1246 60%	454 22%	989 48%	794 38%	532 26%	330 16%	181 9%	158 8%	484 23%
<b>METHODS USED</b>														
IN PERSON	771 37% K	771 50% A	309 34%	268 67% A	80 86% A	622 50% A	303 67% A	613 62% A	568 72% A	294 55% A	82 25%	115 64% A	106 67% A	267 55% A
IN WRITING/BY POST	743 36%	743 48% A	307 34%	238 59% A	85 91% A	699 56% A	313 69% A	493 50% A	427 54% A	275 52% A	142 43% A	69 38%	76 48% A	240 49% A
BY TELEPHONE - MOBILE	63 3%	63 4%	21 2%	18 4%	11 12% A	59 5% A	51 11% A	44 4%	36 5%	31 6% A	4 1%	6 3%	8 5%	25 5% A
BY TELEPHONE - LANDLINE	216 10% CK	216 14% A	62 7%	71 18% A	41 44% A	207 17% A	160 35% A	164 17% A	146 18% A	102 19% A	14 4%	23 12%	25 16%	88 18% A
BY TEXT/SMS	4 *	4 *	2 *	-	2 2% A	4 *	2 *	3 *	3 *	2 *	1 *	-	1 *	2 *
VIA INTERNET	263 13% CK	263 17% A	64 7%	91 23% A	47 50% A	224 18% A	142 31% A	237 24% A	214 27% A	145 27% A	11 3%	34 19% A	24 15%	121 25% A
VIA MOBILE INTERNET	3 *	3 *	-	1 *	-	3 *	1 *	3 *	2 *	3 *	-	-	-	3 1%





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE REGISTERED TO VOTE

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	875 100%	401 46%	474 54%	50 6%	140 16%	167 19%	170 19%	144 16%	129 15%	75 9%	225 26%	252 29%	190 22%	208 24%	286 33%	589 67%
WEIGHTED TOTAL	857 100%	406 47%	451 53%	65* 8%	121 14%	174 20%	164 19%	147 17%	112 13%	74* 9%	209 24%	264 31%	180 21%	204 24%	278 32%	579 68%
<b>REGISTERED TO VOTE</b>																
A) IN PERSON	227 26% F	115 28%	112 25%	26 40% A	29 24%	33 19%	45 27%	40 27%	27 24%	27 37%	42 20%	65 25%	54 30%	66 32%	70 25%	157 27%
B) IN WRITING/BY POST	521 61%	235 58%	286 63%	30 47%	73 60%	113 65%	103 63%	81 55%	76 68%	44 60%	134 64%	161 61%	101 56%	125 62%	165 59%	356 62%
C) BY TELEPHONE - FROM A MOBILE	9 1%	6 1%	3 1%	3 4%	2 2%	2 1%	-	2 1%	-	-	1 1%	5 2%	1 1%	2 1%	4 1%	5 1%
D) BY TELEPHONE - FROM A LANDLINE	58 7%	28 7%	30 7%	2 4%	4 3%	16 9%	10 6%	17 11%	6 5%	4 5%	18 8%	20 7%	13 7%	8 4%	18 6%	40 7%
E) BY TEXT/SMS	2 1%	1 1%	1 1%	-	-	1 1%	1 1%	-	-	-	-	1 1%	1 1%	-	1 1%	1 1%
F) VIA THE INTERNET INCLUDING BY E-MAIL	61 7% N	32 8%	29 6%	4 6%	14 12%	16 9%	12 7%	9 6%	5 5%	1 1%	24 11% A	22 8%	12 7%	3 2%	25 9%	35 6%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	2 1%	2 1%	-	-	-	2 1%	-	-	-	-	2 1%	-	-	-	2 1%	-
OFFLINE	736 86%	343 84%	393 87%	56 86%	102 84%	143 82%	143 87%	120 81%	103 92%	70 93%	170 81%	221 83%	154 85%	191 94% A	231 83%	504 87%
TELEPHONE	67 8%	33 8%	33 7%	5 8%	6 5%	18 10%	10 6%	18 13%	6 5%	4 5%	19 9%	25 9%	13 7%	10 5%	22 8%	45 8%
INTERNET	63 7% N	33 8%	29 6%	4 6%	14 12%	18 10%	12 7%	9 6%	5 5%	1 1%	26 12% A	22 8%	12 7%	3 2%	27 10%	35 6%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE REGISTERED TO VOTE

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
UNWEIGHTED TOTAL	875 100%	35 4%	62 7%	64 7%	39 4%	96 11%	160 18%	88 10%	47 5%	71 8%	125 14%	50 6%	38 4%
WEIGHTED TOTAL	857 100%	32* 4%	67* 8%	58* 7%	41* 5%	100* 12%	176 21%	78* 9%	50* 6%	63* 7%	118 14%	55* 6%	19* 2%
<b>REGISTERED TO VOTE</b>													
A) IN PERSON	227 26% JL	10 30%	15 23%	10 17%	8 20%	45 45% A	54 31%	17 21%	9 18%	7 11%	31 26%	7 12%	15 78% A
B) IN WRITING/BY POST	521 61% FK M	23 73%	44 65%	35 60%	29 71%	43 43%	115 65%	51 65%	34 67%	44 70%	59 50%	41 75%	4 22%
C) BY TELEPHONE - FROM A MOBILE	9 1%	1 2%	-	1 2%	-	4 4% A	1 1%	-	1 2%	-	1 1%	-	-
D) BY TELEPHONE - FROM A LANDLINE	58 7%	1 4%	1 2%	5 8%	1 3%	6 6%	6 3%	7 9%	3 7%	7 11%	15 13% A	4 7%	-
E) BY TEXT/SMS	2 -	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	61 7%	-	7 11%	7 13%	2 5%	7 7%	8 5%	5 6%	3 6%	4 7%	13 11%	3 6%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	2 -	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-
OFFLINE	736 86% K	30 94%	59 88%	44 76%	37 91%	86 86%	164 93% A	68 87%	43 85%	51 81%	87 74%	47 87%	19 100% A
TELEPHONE	67 8%	2 6%	1 2%	6 10%	1 3%	10 10%	7 4%	7 9%	4 9%	7 11%	16 14% A	4 7%	-
INTERNET	63 7%	-	7 11%	8 14%	2 5%	7 7%	8 5%	6 7%	3 6%	4 7%	13 11%	3 6%	-

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M  
\* SMALL BASE



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE REGISTERED TO VOTE

	EDUCATIONAL LEVEL							WORKING STATUS										
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESE/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	875 100%	134 15%	94 11%	137 16%	231 26%	110 13%	168 19%	1	310 35%	131 15%	40 5%	5 1%	-	15 2%	256 29%	27 3%	22 3%	69 8%
<b>WEIGHTED TOTAL</b>	857 100%	126 15%	91* 11%	141 16%	229 27%	109 13%	161 19%	1**	338 39%	140 16%	45* 5%	5** 1%	-**	13** 2%	224 26%	23** 3%	18** 2%	51* 6%
<b>REGISTERED TO VOTE</b>																		
A) IN PERSON	227 26%	28 22%	17 19%	32 22%	64 28%	33 31%	52 32%	1 100%	77 23%	37 27%	10 23%	-	-	6 47%	66 29%	8 35%	5 30%	16 32%
B) IN WRITING/BY POST	521 61%	71 56%	59 65%	84 60%	141 62%	67 62%	99 62%	-	213 63%	78 56%	29 64%	5 100%	-	5 35%	141 63%	11 47%	9 50%	31 61%
C) BY TELEPHONE - FROM A MOBILE	9 1%	1 1%	1 2%	1 1%	3 1%	1 1%	1 1%	-	2 1%	4 3%	-	-	-	1 10%	-	1 3%	1 4%	-
D) BY TELEPHONE - FROM A LANDLINE	58 7%	15 12%	6 6%	15 10%	8 3%	7 6%	8 5%	-	20 6%	12 8%	3 6%	-	-	14 6%	4 15%	2 11%	3 7%	
E) BY TEXT/SMS	2	-	-	-	1	1	-	-	1	-	-	-	-	-	-	1	3	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	61 FGO	17 13% A	9 10%	13 10%	20 9%	2 2%	-	-	34 10%	12 8%	5 11%	-	-	1 8%	7 3%	-	1 6%	1 2%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	2	2 1% A	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
OFFLINE	736 86% B	97 77%	75 83%	113 80%	201 88%	98 91%	151 94% A	1 100%	284 84%	114 82%	39 86%	5 100%	-	11 81%	204 91% A	19 82%	14 75%	47 91%
TELEPHONE	67 8%	16 12%	7 8%	16 11%	11 5%	7 7%	10 6%	-	23 7%	15 11%	3 6%	-	-	1 10%	14 6%	4 18%	3 15%	3 7%
INTERNET	63 7% FGO	18 15% A	9 10%	13 10%	20 9%	2 2%	-	-	36 11%	12 8%	5 11%	-	-	1 8%	7 3%	-	1 6%	1 2%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE REGISTERED TO VOTE

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>875</b> 100%	657 75%	613 70%	218 25%	590 67%	29 3%	10 1%	15 2%	21 2%	180 21%	281 32%	149 17%	458 52%	218 25%	199 23%	780 89%	95 11%
<b>WEIGHTED TOTAL</b>	<b>857</b> 100%	650 76%	608 71%	207 24%	591 69%	27** 3%	9** 1%	13** 2%	19** 2%	182 21%	279 33%	149 17%	446 52%	221 26%	190 22%	766 89%	92* 11%
<b>REGISTERED TO VOTE</b>																	
A) IN PERSON	227 26%	162 25%	149 24%	64 31%	147 25%	6 21%	3 37%	4 30%	9 47%	42 23%	74 26%	37 25%	118 26%	47 21%	61 32%	192 25%	35 38% A
B) IN WRITING/BY POST	521 61%	392 60%	368 61%	130 62%	350 59%	19 68%	5 48%	9 69%	7 39%	111 61%	157 56%	96 64%	264 59%	137 62%	120 64%	471 62%	50 55%
C) BY TELEPHONE - FROM A MOBILE	9 1%	7 1%	6 1%	2 1%	6 1%	-	1 15%	1 8%	-	-	5 2%	2 1%	7 1%	1 1%	1 1%	7 1%	1 2%
D) BY TELEPHONE - FROM A LANDLINE	58 7%	43 7%	39 6%	15 7%	45 8%	2 7%	-	1 6%	3 13%	13 7%	21 7%	12 8%	38 9%	10 5%	10 5%	49 6%	9 10%
E) BY TEXT/SMS	2 0%	1 0%	1 0%	1 0%	1 0%	-	-	-	-	-	1 0%	-	2 0%	-	-	2 0%	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	61 7% DOQ	61 9%	59 10%	-	60 10%	1 4%	-	-	-	24 13% A	30 11%	5 3%	33 8%	27 12% A	-	60 8%	1 1%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	2 0%	2 0%	2 0%	-	2 0%	-	-	-	-	2 1%	-	-	-	2 1%	-	2 0%	-
OFFLINE	736 86%	544 84%	509 84%	192 93% A	486 82%	24 89%	8 85%	13 94%	16 87%	149 82%	227 81%	130 87%	372 83%	183 83%	181 95% A	652 85%	83 91%
TELEPHONE	67 8%	50 8%	45 7%	17 8%	51 9%	2 7%	1 15%	2 14%	3 13%	13 7%	26 9%	14 10%	45 10%	12 5%	10 6%	56 7%	10 11%
INTERNET	63 7% DOQ	63 10%	60 10%	-	61 10% A	1 4%	-	-	-	26 14% A	30 11%	5 3%	33 8%	29 13% A	-	62 8%	1 1%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE REGISTERED TO VOTE

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>875</b> 100%	225 26%	41 5%	425 49%	503 57%	36 4%	141 16%	256 29%	12 1%	123 14%
<b>WEIGHTED TOTAL</b>	<b>857</b> 100%	228 27%	42* 5%	415 48%	503 59%	37* 4%	138 16%	257 30%	12** 1%	118 14%
<b>REGISTERED TO VOTE</b>										
A) IN PERSON	227 26%	63 28%	11 25%	98 24%	119 24%	13 34%	35 26%	61 24%	3 25%	24 20%
B) IN WRITING/BY POST	521 61%	123 54%	28 67%	261 63%	299 59%	19 52%	93 68%	144 56%	7 58%	84 72% A
C) BY TELEPHONE - FROM A MOBILE	9 1%	5 2%	-	3 1%	6 1%	-	1 1%	3 1%	-	1 1%
D) BY TELEPHONE - FROM A LANDLINE	58 7%	13 6%	1 3%	36 9%	33 7%	4 10%	14 10%	12 5%	1 10%	13 11%
E) BY TEXT/SMS	2	1 1%	-	-	1	-	-	1	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	61 7% GJ	30 13% A	3 8%	28 7%	56 11% A	2 5%	2 2%	41 16% A	1 7%	2 2%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	2	1	-	1	2	-	-	1	-	-
OFFLINE	736 86% BH	181 79%	39 93%	352 85%	411 82%	32 86%	123 89%	201 78%	10 83%	105 89%
TELEPHONE	67 8%	17 8%	1 3%	39 9%	39 8%	4 10%	15 11%	15 6%	1 10%	13 11%
INTERNET	63 7% GJ	30 13% A	3 8%	29 7%	58 12% A	2 5%	2 2%	42 16% A	1 7%	2 2%



**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A POLITICAL PARTY

	SEX		AGE							CLASS				CHILDREN UNDER 16		
	TOTAL (A)	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	13 100%	8 62%	5 38%	-	1 8%	1 8%	2 15%	3 23%	4 31%	2 15%	7 54%	4 31%	-	2 15%	2 15%	11 85%
WEIGHTED TOTAL	11** 100%	7** 64%	4** 36%	-**	1** 6%	1** 12%	2** 20%	2** 20%	3** 27%	2** 15%	5** 45%	4** 38%	-**	2** 17%	3** 24%	9** 76%
<b>JOINED A POLITICAL PARTY</b>																
A) IN PERSON	6 57%	6 79%	1 18%	-	-	1 100%	2 100%	1 28%	1 46%	1 44%	3 50%	3 64%	-	1 58%	3 100%	4 43%
B) IN WRITING/BY POST	3 29%	1 10%	3 63%	-	1 100%	-	-	-	2 54%	1 56%	3 50%	1 18%	-	-	-	3 38%
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 14%	1 11%	1 19%	-	-	-	-	2 72%	-	-	-	1 19%	-	1 42%	-	2 19%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	10 86%	6 89%	3 81%	-	1 100%	1 100%	2 100%	1 28%	3 100%	2 100%	5 100%	3 81%	-	1 58%	3 100%	7 81%
TELEPHONE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERNET	2 14%	1 11%	1 19%	-	-	-	-	2 72%	-	-	-	1 19%	-	1 42%	-	2 19%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A POLITICAL PARTY

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
UNWEIGHTED TOTAL	13 100%	2 15%	-	1 8%	2 15%	1 8%	1 8%	4 31%	-	1 8%	-	-	1 8%
WEIGHTED TOTAL	11** 100%	1** 12%	-**	1** 10%	2** 19%	1** 8%	1** 12%	3** 29%	-**	1** 7%	-**	-**	3** 3%
<b>JOINED A POLITICAL PARTY</b>													
A) IN PERSON	6 57%	1 100%	-	1 100%	1 63%	1 100%	1 100%	-	-	-	-	-	1 100%
B) IN WRITING/BY POST	3 29%	-	-	-	-	-	-	3 76%	-	1 100%	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 14%	-	-	-	1 37%	-	-	1 24%	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	10 86%	1 100%	-	1 100%	1 63%	1 100%	1 100%	3 76%	-	1 100%	-	-	1 100%
TELEPHONE	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERNET	2 14%	-	-	-	1 37%	-	-	1 24%	-	-	-	-	-

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A POLITICAL PARTY

	TOTAL (A)	EDUCATIONAL LEVEL						WORKING STATUS										
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCESES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
UNWEIGHTED TOTAL	13 100%	4 31%	2 15%	1 8%	3 23%	1 8%	2 15%	-	2 15%	-	2 15%	-	-	-	8 62%	1 8%	-	-
WEIGHTED TOTAL	11** 100%	4** 33%	2** 15%	1** 7%	2** 20%	1** 7%	2** 18%	**	2** 20%	**	2** 19%	**	**	**	6** 55%	1** 7%	**	**
<b>JOINED A POLITICAL PARTY</b>																		
A) IN PERSON	6 57%	3 81%	-	-	2 100%	-	1 55%	-	2 100%	-	1 66%	-	-	-	3 45%	-	-	-
B) IN WRITING/BY POST	3 29%	1 19%	1 53%	-	-	1 100%	1 45%	-	-	-	1 34%	-	-	-	3 42%	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 14%	-	1 47%	1 100%	-	-	-	-	-	-	-	-	-	-	1 13%	1 100%	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	10 86%	4 100%	1 53%	-	2 100%	1 100%	2 100%	-	2 100%	-	2 100%	-	-	-	5 87%	-	-	-
TELEPHONE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERNET	2 14%	-	1 47%	1 100%	-	-	-	-	-	-	-	-	-	-	1 13%	1 100%	-	-



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A POLITICAL PARTY

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	13 100%	10 77%	9 69%	3 23%	9 69%	-	-	1 8%	-	3 23%	5 38%	1 8%	7 54%	3 23%	3 23%	12 92%	1 8%
<b>WEIGHTED TOTAL</b>	11** 100%	9** 75%	8** 69%	3** 25%	8** 69%	-**	-**	1** 6%	-**	2** 20%	4** 37%	1** 12%	6** 49%	3** 26%	3** 25%	10** 92%	1** 8%
<b>JOINED A POLITICAL PARTY</b>																	
A) IN PERSON	6 57%	5 62%	5 59%	1 40%	5 59%	-	-	1 100%	-	2 66%	2 41%	1 100%	3 55%	2 76%	1 40%	6 62%	-
B) IN WRITING/BY POST	3 29%	2 19%	2 21%	2 60%	2 21%	-	-	-	-	-	2 39%	-	1 16%	1 24%	2 60%	2 23%	1 100%
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 14%	2 19%	2 21%	-	2 21%	-	-	-	-	1 34%	1 19%	-	2 29%	-	-	2 15%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	10 86%	7 81%	6 79%	3 100%	6 79%	-	-	1 100%	-	2 66%	3 81%	1 100%	4 71%	3 100%	3 100%	9 85%	1 100%
TELEPHONE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERNET	2 14%	2 19%	2 21%	-	2 21%	-	-	-	-	1 34%	1 19%	-	2 29%	-	-	2 15%	-



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A POLITICAL PARTY

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	13 100%	2 15%	1 8%	7 54%	8 62%	- -	2 15%	5 38%	- -	- -
<b>WEIGHTED TOTAL</b>	11** 100%	2** 14%	1** 8%	6** 54%	7** 62%	-** -	2** 14%	5** 45%	-** -	-** -
<b>JOINED A POLITICAL PARTY</b>										
A) IN PERSON	6 57%	1 48%	-	5 75%	5 67%	-	1 41%	3 68%	-	-
B) IN WRITING/BY POST	3 29%	-	1 100%	1 12%	1 10%	-	1 59%	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 14%	1 52%	-	1 13%	2 23%	-	-	2 32%	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-
OFFLINE	10 86%	1 48%	1 100%	5 87%	5 77%	-	2 100%	3 68%	-	-
TELEPHONE	-	-	-	-	-	-	-	-	-	-
INTERNET	2 14%	1 52%	-	1 13%	2 23%	-	-	2 32%	-	-

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J  
\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A POLITICAL PARTY

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	37 100%	22 59%	15 41%	1 3%	3 8%	4 11%	7 19%	7 19%	9 24%	6 16%	16 43%	12 32%	6 16%	3 8%	7 19%	30 81%
WEIGHTED TOTAL	36* 100%	20** 57%	15** 43%	1** 4%	2** 6%	5** 15%	8** 21%	7** 19%	7** 19%	6** 16%	13** 36%	14** 38%	6** 18%	3** 8%	7** 19%	29** 81%
<b>DONATED MONEY TO A POLITICAL PARTY</b>																
A) IN PERSON	15 41%	12 57%	3 20%	-	-	4 75%	5 66%	3 40%	2 28%	1 19%	4 30%	7 55%	2 37%	1 37%	4 65%	10 36%
B) IN WRITING/BY POST	16 46%	7 33%	10 63%	-	1 68%	1 25%	1 15%	3 48%	4 63%	5 81%	8 66%	4 29%	4 63%	-	2 26%	15 50%
C) BY TELEPHONE - FROM A MOBILE	1 4%	-	1 8%	1 100%	-	-	-	-	-	-	-	-	-	1 41%	-	1 4%
D) BY TELEPHONE - FROM A LANDLINE	2 6%	1 7%	1 4%	-	1 32%	-	1 19%	-	-	-	-	1 10%	-	1 22%	1 9%	1 5%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 6%	2 7%	1 5%	-	-	-	1 12%	1 12%	1 9%	-	2 12%	1 6%	-	-	-	2 8%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	31 87%	18 90%	13 82%	-	1 68%	5 100%	6 81%	6 88%	6 91%	6 100%	12 95%	11 84%	6 100%	1 37%	6 91%	25 86%
TELEPHONE	3 9%	1 7%	2 12%	1 100%	1 32%	-	1 19%	-	-	-	-	1 10%	-	2 63%	1 9%	3 9%
INTERNET	2 6%	2 7%	1 5%	-	-	-	1 12%	1 12%	1 9%	-	2 12%	1 6%	-	-	-	2 8%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A POLITICAL PARTY

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>37</b> <b>100%</b>	2 5%	2 5%	5 14%	2 5%	2 5%	7 19%	7 19%	3 8%	2 5%	1 3%	1 3%	3 8%
<b>WEIGHTED TOTAL</b>	<b>36*</b> <b>100%</b>	2** 6%	3** 8%	5** 15%	2** 5%	2** 4%	8** 22%	6** 16%	3** 9%	2** 5%	1** 3%	1** 4%	1** 4%
<b>DONATED MONEY TO A POLITICAL PARTY</b>													
A) IN PERSON	15 41%	-	2 66%	3 55%	-	1 59%	3 34%	1 20%	1 36%	1 58%	1 100%	1 100%	1 65%
B) IN WRITING/BY POST	16 46%	1 37%	1 34%	2 45%	1 59%	-	5 66%	5 80%	-	1 42%	-	-	1 35%
C) BY TELEPHONE - FROM A MOBILE	1 4%	1 63%	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	2 6%	-	-	-	-	-	-	-	2 64%	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 6%	-	-	-	1 41%	2 100%	-	-	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	31 87%	1 37%	3 100%	5 100%	1 59%	1 59%	8 100%	6 100%	1 36%	2 100%	1 100%	1 100%	1 100%
TELEPHONE	3 9%	1 63%	-	-	-	-	-	-	2 64%	-	-	-	-
INTERNET	2 6%	-	-	-	1 41%	2 100%	-	-	-	-	-	-	-



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A POLITICAL PARTY

	EDUCATIONAL LEVEL							WORKING STATUS										
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESE/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	37 100%	9 24%	4 11%	6 16%	10 27%	4 11%	4 11%	-	8 22%	8 22%	2 5%	-	-	-	17 46%	1 3%	-	1 3%
<b>WEIGHTED TOTAL</b>	36* 100%	9** 24%	4** 10%	6** 17%	9** 25%	5** 13%	4** 11%	** 3%	8** 24%	9** 26%	2** 6%	** 3%	** 3%	** 3%	14** 40%	1** 3%	** 3%	1** 3%
<b>DONATED MONEY TO A POLITICAL PARTY</b>																		
A) IN PERSON	15 41%	2 26%	2 56%	1 20%	4 40%	3 70%	2 61%	-	6 75%	2 20%	1 66%	-	-	-	4 28%	1 100%	-	-
B) IN WRITING/BY POST	16 46%	6 74%	2 44%	3 46%	4 44%	1 17%	1 23%	-	1 8%	6 67%	1 34%	-	-	-	9 62%	-	-	-
C) BY TELEPHONE - FROM A MOBILE	1 4%	-	-	1 21%	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	2 6%	-	-	-	1 16%	-	1 16%	-	1 17%	-	-	-	-	-	-	-	-	1 100%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 6%	1 10%	-	1 13%	-	1 14%	-	-	1 10%	-	-	-	-	-	1 10%	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	31 87%	9 100%	4 100%	4 66%	7 84%	4 86%	3 84%	-	7 83%	8 87%	2 100%	-	-	-	13 90%	1 100%	-	-
TELEPHONE	3 9%	-	-	1 21%	1 16%	-	1 16%	-	1 17%	1 13%	-	-	-	-	-	-	-	1 100%
INTERNET	2 6%	1 10%	-	1 13%	-	1 14%	-	-	1 10%	-	-	-	-	-	1 10%	-	-	-



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A POLITICAL PARTY

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	37 100%	27 73%	24 65%	10 27%	23 62%	2 5%	-	2 5%	-	4 11%	15 41%	6 16%	23 62%	6 16%	8 22%	31 84%	6 16%
<b>WEIGHTED TOTAL</b>	36* 100%	26** 73%	23** 65%	10** 27%	22** 61%	2** 5%	-**	2** 5%	-**	3** 9%	14** 40%	6** 16%	21** 60%	6** 17%	8** 23%	31** 85%	5** 15%
<b>DONATED MONEY TO A POLITICAL PARTY</b>																	
A) IN PERSON	15 41%	14 52%	12 50%	1 11%	11 52%	-	-	-	-	3 82%	6 39%	3 50%	8 39%	4 67%	2 28%	12 40%	3 49%
B) IN WRITING/BY POST	16 46%	9 34%	8 35%	7 76%	7 32%	1 26%	-	2 100%	-	-	5 32%	3 50%	10 45%	2 33%	5 57%	14 45%	3 51%
C) BY TELEPHONE - FROM A MOBILE	1 4%	-	-	1 13%	-	1 74%	-	-	-	-	1 9%	-	-	-	1 15%	1 4%	-
D) BY TELEPHONE - FROM A LANDLINE	2 6%	2 8%	2 9%	-	2 9%	-	-	-	-	-	2 14%	-	2 10%	-	-	2 7%	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 6%	2 9%	2 10%	-	2 11%	-	-	-	-	2 44%	1 6%	-	1 7%	1 14%	-	2 8%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	31 87%	23 87%	20 85%	9 87%	18 84%	1 26%	-	2 100%	-	3 82%	10 72%	6 100%	18 84%	6 100%	7 85%	26 85%	5 100%
TELEPHONE	3 9%	2 8%	2 9%	1 13%	2 9%	1 74%	-	-	-	-	3 23%	-	2 10%	-	1 15%	3 11%	-
INTERNET	2 6%	2 9%	2 10%	-	2 11%	-	-	-	-	2 44%	1 6%	-	1 7%	1 14%	-	2 8%	-

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A POLITICAL PARTY

	TOTAL (A)	CONFIDENCE IN USING THE INTERNET								
		CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>37</b> <b>100%</b>	7 19%	3 8%	17 46%	19 51%	- -	6 16%	8 22%	- -	3 8%
<b>WEIGHTED TOTAL</b>	<b>36*</b> <b>100%</b>	6** 17%	3** 8%	17** 47%	19** 53%	-** -	4** 12%	8** 23%	-** -	2** 6%
<b>DONATED MONEY TO A POLITICAL PARTY</b>										
A) IN PERSON	15 41%	3 45%	1 43%	7 44%	10 52%	- -	1 33%	3 40%	- -	1 28%
B) IN WRITING/BY POST	16 46%	1 12%	1 33%	8 47%	5 27%	- -	2 53%	1 9%	- -	1 72%
C) BY TELEPHONE - FROM A MOBILE	1 4%	1 20%	- -	- -	1 7%	- -	- -	1 16%	- -	- -
D) BY TELEPHONE - FROM A LANDLINE	2 6%	- -	1 24%	1 8%	1 7%	- -	1 15%	1 17%	- -	- -
E) BY TEXT/SMS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
F) VIA THE INTERNET INCLUDING BY E-MAIL	2 6%	1 23%	- -	1 5%	2 12%	- -	- -	1 18%	- -	- -
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OFFLINE	31 87%	3 57%	2 76%	15 92%	15 79%	- -	4 85%	4 49%	- -	2 100%
TELEPHONE	3 9%	1 20%	1 24%	1 8%	3 14%	- -	1 15%	3 33%	- -	- -
INTERNET	2 6%	1 23%	- -	1 5%	2 12%	- -	- -	1 18%	- -	- -



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	179 100%	94 53%	85 47%	8 4%	31 17%	40 22%	47 26%	27 15%	19 11%	7 4%	62 35%	64 36%	29 16%	24 13%	67 37%	112 63%
WEIGHTED TOTAL	181 100%	97* 54%	84* 46%	11** 6%	26** 14%	45* 25%	46* 25%	31** 17%	17** 9%	6** 3%	56* 31%	69* 38%	30** 17%	26** 15%	67* 37%	113 63%
<b>TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION</b>																
A) IN PERSON	74 41%	44 45%	30 36%	5 44%	15 58%	17 38%	17 36%	12 39%	4 23%	4 71%	18 32%	32 47%	14 48%	9 34%	28 42%	45 40%
B) IN WRITING/BY POST	54 30%	25 26%	29 35%	1 11%	4 14%	12 27%	15 33%	12 38%	9 51%	1 23%	20 36%	15 22%	7 23%	12 46%	19 29%	35 31%
C) BY TELEPHONE - FROM A MOBILE	2 1%	1 1%	2 2%	- -	- -	- -	1 1%	2 5%	- -	- -	2 4%	- -	- -	- -	1 1%	2 1%
D) BY TELEPHONE - FROM A LANDLINE	17 9%	11 12%	6 7%	2 19%	2 7%	4 8%	3 8%	4 14%	2 12%	- -	7 12%	7 10%	2 7%	1 5%	4 5%	13 12%
E) BY TEXT/SMS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
F) VIA THE INTERNET INCLUDING BY E-MAIL	41 23%	20 21%	21 25%	3 26%	6 21%	12 26%	13 28%	5 16%	2 14%	1 16%	14 24%	17 25%	6 22%	4 15%	17 26%	24 21%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OFFLINE	126 70%	67 69%	59 70%	6 55%	19 72%	29 66%	32 70%	23 74%	12 74%	5 84%	37 65%	47 69%	21 71%	21 81%	48 71%	79 69%
TELEPHONE	18 10%	12 12%	6 7%	2 19%	2 7%	4 8%	4 9%	4 14%	2 12%	- -	7 13%	7 10%	2 7%	1 5%	4 6%	13 12%
INTERNET	41 23%	20 21%	21 25%	3 26%	6 21%	12 26%	13 28%	5 16%	2 14%	1 16%	14 24%	17 25%	6 22%	4 15%	17 26%	24 21%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>179</b> 100%	10 6%	16 9%	8 4%	8 4%	19 11%	31 17%	21 12%	10 6%	19 11%	20 11%	10 6%	7 4%
<b>WEIGHTED TOTAL</b>	<b>181</b> 100%	10** 6%	19** 10%	8** 5%	10** 6%	19** 10%	35** 19%	18** 10%	11** 6%	17** 10%	19** 10%	12** 7%	3** 2%
<b>TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION</b>													
A) IN PERSON	74 41%	5 49%	7 38%	4 43%	1 9%	10 54%	12 34%	12 63%	6 56%	4 23%	8 42%	4 29%	2 70%
B) IN WRITING/BY POST	54 30%	1 8%	7 38%	3 33%	4 37%	4 21%	10 29%	3 18%	3 30%	6 35%	7 40%	5 40%	1 30%
C) BY TELEPHONE - FROM A MOBILE	2 1%	-	-	-	-	1 4%	-	-	-	-	-	2 14%	-
D) BY TELEPHONE - FROM A LANDLINE	17 9%	-	5 26%	-	3 30%	1 7%	1 3%	-	1 9%	2 12%	2 10%	2 14%	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	41 23%	4 43%	1 6%	2 24%	2 23%	4 20%	13 37%	3 19%	1 12%	5 30%	3 15%	2 18%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	126 70%	6 57%	14 76%	6 76%	5 47%	14 75%	22 63%	15 81%	9 80%	10 58%	15 79%	8 69%	3 100%
TELEPHONE	18 10%	-	5 26%	-	3 30%	2 10%	1 3%	-	1 9%	2 12%	2 10%	2 14%	-
INTERNET	41 23%	4 43%	1 6%	2 24%	2 23%	4 20%	13 37%	3 19%	1 12%	5 30%	3 15%	2 18%	-



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION

	TOTAL (A)	EDUCATIONAL LEVEL						WORKING STATUS										
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCSSES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	<b>179</b> 100%	45 25%	24 13%	23 13%	55 31%	17 9%	15 8%	-	67 37%	36 20%	11 6%	3 2%	-	4 2%	36 20%	7 4%	6 3%	9 5%
<b>WEIGHTED TOTAL</b>	<b>181</b> 100%	41* 23%	23** 13%	25** 14%	60* 33%	16** 9%	16** 9%	**	75* 41%	41* 22%	13** 7%	2** 1%	**	4** 2%	29* 16%	6** 4%	4** 2%	7** 4%
<b>TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION</b>																		
A) IN PERSON	<b>74</b> 41%	12 29%	10 42%	9 38%	25 42%	10 61%	7 47%	-	32 43%	13 32%	3 23%	2 66%	-	3 84%	10 35%	4 62%	4 84%	3 43%
B) IN WRITING/BY POST	<b>54</b> 30%	13 33%	8 33%	5 20%	18 31%	4 26%	5 35%	-	16 21%	13 33%	7 58%	1 34%	-	-	12 42%	1 23%	1 16%	3 37%
C) BY TELEPHONE - FROM A MOBILE	<b>2</b> 1%	-	2 7%	-	-	1 4%	-	-	2 2%	-	-	-	-	-	-	-	-	1 9%
D) BY TELEPHONE - FROM A LANDLINE	<b>17</b> 9%	5 13%	2 7%	4 14%	4 7%	-	2 12%	-	13 17%	1 3%	1 9%	-	-	2 7%	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>41</b> 23%	14 35%	4 17%	7 28%	13 22%	1 9%	1 6%	-	17 22%	15 37%	1 10%	-	-	1 16%	6 20%	1 15%	-	1 11%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	<b>126</b> 70%	24 59%	18 75%	14 57%	44 73%	14 87%	13 82%	-	48 64%	26 65%	10 81%	2 100%	-	3 84%	21 73%	5 85%	4 100%	6 79%
TELEPHONE	<b>18</b> 10%	5 13%	2 7%	4 14%	4 7%	1 4%	2 12%	-	13 17%	1 3%	1 9%	-	-	2 7%	-	-	-	1 9%
INTERNET	<b>41</b> 23%	14 35%	4 17%	7 28%	13 22%	1 9%	1 6%	-	17 22%	15 37%	1 10%	-	-	1 16%	6 20%	1 15%	-	1 11%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>179</b> 100%	156 87%	149 83%	23 13%	146 82%	9 5%	4 2%	-	1 1%	47 26%	70 39%	34 19%	110 61%	57 32%	12 7%	169 94%	10 6%
<b>WEIGHTED TOTAL</b>	<b>181</b> 100%	160 89%	152 84%	21** 11%	151 83%	9** 5%	3** 2%	-**	**	46* 26%	73* 41%	35* 19%	109* 60%	60* 33%	11** 6%	170 94%	10** 6%
<b>TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION</b>																	
A) IN PERSON	74 41%	62 39%	58 38%	11 54%	61 40%	1 8%	1 48%	-	*	18 40%	27 37%	16 47%	43 39%	25 41%	6 57%	66 39%	7 71%
B) IN WRITING/BY POST	54 30%	46 29%	43 28%	8 40%	44 29%	4 42%	1 26%	-	-	12 26%	25 34%	8 23%	34 31%	16 26%	5 43%	53 31%	1 71%
C) BY TELEPHONE - FROM A MOBILE	2 1%	2 1%	2 2%	-	2 2%	-	-	-	-	-	2 3%	-	2 2%	-	-	2 7%	-
D) BY TELEPHONE - FROM A LANDLINE	17 9%	17 11%	16 10%	-	13 9%	1 14%	1 25%	-	-	2 5%	8 11%	3 9%	10 10%	7 11%	-	16 9%	1 9%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	41 23%	40 25%	40 26%	1 5%	38 25%	3 36%	-	-	-	15 32%	16 21%	9 24%	25 23%	16 27%	-	40 24%	1 8%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	126 70%	107 67%	100 66%	19 95%	104 69%	4 50%	2 75%	-	*	30 65%	52 70%	24 70%	76 69%	39 65%	11 100%	118 69%	9 83%
TELEPHONE	18 10%	18 11%	17 11%	-	14 9%	1 14%	1 25%	-	-	2 5%	9 12%	3 9%	11 10%	7 11%	-	17 10%	1 9%
INTERNET	41 23%	40 25%	40 26%	1 5%	38 25%	3 36%	-	-	-	15 32%	16 21%	9 24%	25 23%	16 27%	-	40 24%	1 8%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
UNWEIGHTED TOTAL	179 100%	57 32%	13 7%	93 52%	133 74%	9 5%	20 11%	66 37%	4 2%	16 9%
WEIGHTED TOTAL	181 100%	54* 30%	15** 8%	97* 54%	137 76%	9** 5%	19** 11%	65* 36%	4** 2%	15** 8%
<b>TAKEN PART IN A GOVERNMENT SURVEY OR CONSULTATION</b>										
A) IN PERSON	74 41%	25 46%	7 48%	32 33%	50 36%	5 54%	8 43%	25 39%	2 56%	7 45%
B) IN WRITING/BY POST	54 30%	11 19%	3 20%	37 38%	37 27%	3 33%	10 52%	16 25%	2 44%	9 59%
C) BY TELEPHONE - FROM A MOBILE	2 1%	1 1%	-	2 2%	2 2%	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	17 9%	3 5%	1 9%	12 13%	13 10%	1 13%	1 8%	2 3%	-	1 10%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	41 23%	16 30%	3 23%	22 22%	40 29%	-	2 8%	22 33%	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-
OFFLINE	126 70%	35 64%	10 69%	68 70%	86 63%	8 87%	18 92%	41 64%	4 100%	15 100%
TELEPHONE	18 10%	3 6%	1 9%	12 13%	14 10%	1 13%	1 8%	2 3%	-	1 10%
INTERNET	41 23%	16 30%	3 23%	22 22%	40 29%	-	2 8%	22 33%	-	-



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>282</b> 100%	126 45%	156 55%	15 5%	53 19%	56 20%	53 19%	45 16%	44 16%	16 6%	95 34%	70 25%	52 18%	65 23%	112 40%	170 60%
<b>WEIGHTED TOTAL</b>	<b>270</b> 100%	126 47%	144 53%	18** 7%	45* 17%	59* 22%	50* 19%	46* 17%	37* 14%	15** 6%	84* 31%	74* 27%	49* 18%	62* 23%	106 39%	164 61%
<b>GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL</b>																
A) IN PERSON	57 21%	31 25%	25 18%	6 36%	11 24%	13 22%	12 24%	7 15%	6 17%	2 11%	12 14%	13 18%	13 25%	19 31%	28 27%	28 17%
B) IN WRITING/BY POST	80 30%	44 35%	36 25%	4 23%	9 19%	20 34%	17 35%	14 30%	9 24%	7 46%	33 39%	22 30%	14 29%	11 17%	27 26%	52 32%
C) BY TELEPHONE - FROM A MOBILE	37 14%	19 15%	17 12%	6 32%	9 20%	5 8%	10 19%	5 10%	3 8%	-	10 12%	11 15%	4 8%	12 19%	19 18%	18 11%
D) BY TELEPHONE - FROM A LANDLINE	117 43%	47 37%	70 49%	4 22%	22 49%	24 41%	20 40%	23 51%	17 46%	7 44%	39 46%	28 38%	20 41%	30 49%	43 40%	74 45%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 20% N	29 23%	26 18%	4 20%	8 18%	12 20%	15 30%	8 18%	7 18%	1 8%	27 31% A	17 23%	6 12%	5 9%	18 17%	37 22%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	122 45%	67 53%	55 38%	9 50%	18 40%	30 50%	26 52%	18 39%	14 39%	8 52%	39 46%	32 44%	25 51%	26 42%	51 48%	72 44%
TELEPHONE	146 54%	61 49%	85 59%	9 49%	28 63%	28 48%	26 52%	28 61%	20 54%	7 44%	45 53%	38 51%	24 49%	40 64%	56 53%	90 55%
INTERNET	55 20% N	29 23%	26 18%	4 20%	8 18%	12 20%	15 30%	8 18%	7 18%	1 8%	27 31% A	17 23%	6 12%	5 9%	18 17%	37 22%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>282</b> 100%	14 5%	12 4%	22 8%	12 4%	30 11%	42 15%	38 13%	17 6%	28 10%	31 11%	17 6%	19 7%
<b>WEIGHTED TOTAL</b>	<b>270</b> 100%	13** 5%	14** 5%	22** 8%	13** 5%	30** 11%	44* 16%	34* 13%	18** 7%	26** 9%	28** 10%	20** 7%	10** 4%
<b>GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL</b>													
A) IN PERSON	57 21%	4 28%	2 16%	5 20%	4 28%	3 9%	5 11%	5 14%	6 32%	14 56%	4 14%	4 20%	3 27%
B) IN WRITING/BY POST	80 30%	3 21%	7 51%	6 25%	5 38%	11 37%	13 30%	7 19%	5 26%	6 24%	9 32%	6 33%	2 24%
C) BY TELEPHONE - FROM A MOBILE	37 14%	2 15%	-	1 6%	1 11%	6 19%	5 12%	8 22%	2 13%	2 7%	3 13%	3 17%	3 26%
D) BY TELEPHONE - FROM A LANDLINE	117 43%	4 28%	9 65%	11 51%	4 34%	13 43%	19 44%	10 30%	11 62%	8 32%	13 46%	9 47%	5 50%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 20%	2 20%	-	6 25%	1 9%	6 20%	9 20%	10 30%	2 13%	5 21%	7 26%	4 21%	1 14%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	122 45%	6 49%	7 51%	9 39%	7 55%	14 46%	17 38%	11 33%	8 45%	18 71%	11 40%	10 49%	4 46%
TELEPHONE	146 54%	6 44%	9 65%	11 51%	6 45%	17 56%	25 56%	18 53%	12 67%	10 39%	16 59%	11 55%	6 62%
INTERNET	55 20%	2 20%	-	6 25%	1 9%	6 20%	9 20%	10 30%	2 13%	5 21%	7 26%	4 21%	1 14%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL

	TOTAL (A)	EDUCATIONAL LEVEL						WORKING STATUS										
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCSSES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
UNWEIGHTED TOTAL	282 100%	50 18%	38 13%	57 20%	76 27%	27 10%	33 12%	1	98 35%	45 16%	13 5%	6 2%	-	6 2%	77 27%	11 4%	8 3%	18 6%
WEIGHTED TOTAL	270 100%	45* 17%	36* 13%	57* 21%	73* 27%	27** 10%	30* 11%	1**	103* 38%	47* 17%	15** 6%	5** 2%	**	5** 2%	65* 24%	9** 4%	7** 3%	13** 5%
<b>GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL</b>																		
A) IN PERSON	57 21%	10 21%	3 9%	10 18%	16 22%	6 21%	11 36%	1 100%	20 20%	12 25%	2 15%	1 19%	-	2 39%	12 18%	2 25%	3 35%	3 21%
B) IN WRITING/BY POST	80 30%	19 42%	12 35%	15 25%	21 29%	9 34%	4 12%	-	36 35%	12 25%	4 26%	2 41%	-	5	20 30%	1 6%	3 37%	3 21%
C) BY TELEPHONE - FROM A MOBILE	37 14%	6 14%	6 18%	6 11%	8 10%	4 16%	5 16%	1 100%	17 17%	4 9%	3 23%	1 19%	-	2 35%	4 6%	1 14%	1 13%	3 21%
D) BY TELEPHONE - FROM A LANDLINE	117 43%	22 48%	10 28%	29 51%	33 45%	12 43%	12 38%	-	47 46%	21 44%	4 26%	3 62%	-	1 15%	31 48%	4 38%	-	7 52%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 20% G	12 26%	13 35% A	15 26%	9 12%	7 25%	-	-	25 24%	9 19%	5 36%	2 34%	-	1 27%	8 13%	2 16%	1 15%	1 10%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	122 45%	24 53%	15 42%	22 38%	35 48%	11 41%	14 47%	1 100%	49 47%	21 45%	6 41%	2 41%	-	2 44%	29 45%	3 32%	5 72%	5 37%
TELEPHONE	146 54%	25 56%	15 42%	34 60%	38 52%	16 59%	17 54%	1 100%	58 57%	24 51%	7 49%	3 62%	-	3 50%	35 54%	5 52%	1 13%	10 73%
INTERNET	55 20% G	12 26%	13 35% A	15 26%	9 12%	7 25%	-	-	25 24%	9 19%	5 36%	2 34%	-	1 27%	8 13%	2 16%	1 15%	1 10%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>282</b> 100%	228 81%	213 76%	54 19%	210 74%	10 4%	3 1%	6 2%	-	67 24%	101 36%	48 17%	163 58%	74 26%	45 16%	266 94%	16 6%
<b>WEIGHTED TOTAL</b>	<b>270</b> 100%	221 82%	208 77%	49* 18%	205 76%	9** 3%	3** 1%	5** 2%	**	68* 25%	95* 35%	46* 17%	155 57%	74* 27%	41* 15%	255 95%	15** 5%
<b>GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL</b>																	
A) IN PERSON	57 21%	45 20%	42 20%	12 24%	44 21%	1 7%	1 35%	2 46%	-	16 23%	20 21%	10 21%	28 18%	20 28%	9 21%	55 22%	1 10%
B) IN WRITING/BY POST	80 30%	68 31%	63 30%	12 25%	67 33%	1 12%	-	2 42%	-	27 40%	24 25%	16 34%	47 30%	23 32%	9 23%	76 30%	4 26%
C) BY TELEPHONE - FROM A MOBILE	37 14%	28 13%	26 12%	9 19%	27 13%	1 10%	-	1 19%	-	13 18%	11 12%	4 8%	18 12%	12 16%	7 17%	36 14%	1 7%
D) BY TELEPHONE - FROM A LANDLINE	117 43%	95 43%	89 43%	22 46%	81 40%	7 75%	2 65%	1 12%	-	26 37%	39 41%	19 42%	71 46%	27 36%	19 46%	109 43%	8 54%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 20% DL O	53 24%	53 25%	2 4%	53 26%	2 20%	-	-	-	29 42% A	20 21%	3 8%	31 20%	22 30%	2 4%	52 21%	2 14%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	122 45%	99 45%	92 44%	24 49%	97 48%	2 19%	1 35%	4 88%	-	35 52%	40 42%	24 51%	67 43%	37 50%	18 44%	117 46%	5 36%
TELEPHONE	146 54%	115 52%	107 51%	31 64%	101 49%	8 85%	2 65%	2 31%	-	32 47%	49 52%	23 50%	87 56%	33 45%	26 63%	137 54%	9 61%
INTERNET	55 20% DL O	53 24%	53 25%	2 4%	53 26%	2 20%	-	-	-	29 42% A	20 21%	3 8%	31 20%	22 30%	2 4%	52 21%	2 14%



GfK NOP



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL

	TOTAL (A)	CONFIDENCE IN USING THE INTERNET								CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
		CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)					
<b>UNWEIGHTED TOTAL</b>	<b>282</b> 100%	82 29%	22 8%	135 48%	188 67%	10 4%	35 12%	100 35%	4 1%	29 10%		
<b>WEIGHTED TOTAL</b>	<b>270</b> 100%	77* 29%	23** 8%	132 49%	185 69%	9** 3%	33* 12%	97* 36%	3** 1%	26** 10%		
<b>GOT IN CONTACT WITH A GOVERNMENT DEPARTMENT OR THEIR LOCAL COUNCIL</b>												
A) IN PERSON	57 21%	14 18%	7 32%	26 20%	41 22%	-	6 18%	18 19%	-	5 19%		
B) IN WRITING/BY POST	80 30%	24 31%	6 25%	41 31%	59 32%	3 31%	9 28%	34 35%	1 22%	7 25%		
C) BY TELEPHONE - FROM A MOBILE	37 14%	13 17%	1 7%	16 12%	25 13%	-	5 15%	14 14%	-	2 9%		
D) BY TELEPHONE - FROM A LANDLINE	117 43%	25 33%	10 43%	64 49%	77 41%	5 52%	14 44%	31 32%	2 59%	15 57%		
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-		
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 20%	24 31%	3 12%	28 21%	49 26%	2 16%	4 14%	31 32% A	1 19%	2 7%		
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-		
OFFLINE	122 45%	34 44%	12 51%	60 45%	88 47%	3 31%	14 44%	47 48%	1 22%	11 41%		
TELEPHONE	146 54%	35 45%	11 49%	77 58%	94 51%	5 52%	19 57%	41 42%	2 59%	17 64%		
INTERNET	55 20%	24 31%	3 12%	28 21%	49 26%	2 16%	4 14%	31 32% A	1 19%	2 7%		

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>146</b> 100%	75 51%	71 49%	1 1%	16 11%	23 16%	32 22%	30 21%	28 19%	16 11%	52 36%	45 31%	21 14%	28 19%	46 32%	100 68%
<b>WEIGHTED TOTAL</b>	<b>135</b> 100%	74* 55%	61* 45%	1** 1%	12** 9%	23** 17%	33** 24%	27** 20%	23** 17%	16** 12%	44* 33%	47* 34%	19** 14%	25** 19%	44* 32%	91* 68%
<b>GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR</b>																
A) IN PERSON	30 22%	19 25%	11 18%	-	1 11%	8 34%	7 23%	1 4%	7 32%	5 30%	11 25%	8 17%	5 27%	6 23%	8 19%	21 24%
B) IN WRITING/BY POST	56 41%	30 40%	26 43%	1 100%	5 42%	9 39%	9 28%	14 52%	9 40%	8 52%	21 47%	19 41%	6 29%	10 41%	15 33%	41 45%
C) BY TELEPHONE - FROM A MOBILE	8 6%	6 9%	2 3%	-	1 7%	1 5%	5 16%	1 3%	-	-	2 5%	1 3%	3 15%	2 6%	4 9%	4 4%
D) BY TELEPHONE - FROM A LANDLINE	25 19%	11 14%	15 24%	-	3 29%	-	7 22%	6 23%	4 18%	4 27%	6 14%	7 16%	6 30%	6 26%	7 16%	19 20%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	35 26%	20 27%	15 25%	-	4 38%	5 21%	13 40%	6 24%	5 23%	1 6%	17 38%	14 29%	2 8%	3 13%	13 29%	23 25%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	82 61%	46 62%	36 59%	1 100%	6 54%	17 74%	16 48%	14 53%	16 67%	12 78%	28 64%	27 58%	11 57%	16 64%	23 53%	59 65%
TELEPHONE	32 24%	17 23%	15 24%	-	3 29%	1 5%	12 38%	6 23%	4 18%	4 27%	8 19%	9 19%	8 44%	6 26%	10 23%	22 24%
INTERNET	35 26%	20 27%	15 25%	-	4 38%	5 21%	13 40%	6 24%	5 23%	1 6%	17 38%	14 29%	2 8%	3 13%	13 29%	23 25%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>146</b> <b>100%</b>	7 5%	3 2%	14 10%	5 3%	8 5%	31 21%	18 12%	10 7%	13 9%	11 8%	14 10%	12 8%
<b>WEIGHTED TOTAL</b>	<b>135</b> <b>100%</b>	5** ..4%	2** ..2%	12** ..9%	6** ..4%	8** ..6%	34** ..25%	15** ..11%	11** ..8%	12** ..9%	9** ..7%	15** ..11%	5** ..4%
<b>GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR</b>													
A) IN PERSON	30 22%	2 35%	-	3 26%	-	-	2 7%	4 28%	5 46%	4 35%	5 51%	3 19%	1 26%
B) IN WRITING/BY POST	56 41%	2 40%	1 61%	5 39%	3 60%	5 60%	18 52%	3 22%	3 23%	4 35%	1 15%	8 56%	2 31%
C) BY TELEPHONE - FROM A MOBILE	8 6%	1 13%	-	-	1 23%	-	-	1 6%	1 12%	2 19%	-	1 6%	1 10%
D) BY TELEPHONE - FROM A LANDLINE	25 19%	1 13%	1 39%	2 19%	-	1 14%	3 8%	3 19%	3 29%	2 21%	2 17%	6 38%	2 33%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	35 26%	1 12%	-	4 34%	1 17%	2 25%	12 35%	5 36%	2 19%	4 34%	3 31%	1 6%	* 8%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	82 61%	4 75%	1 61%	7 56%	3 60%	5 60%	20 59%	8 50%	6 56%	8 70%	6 60%	11 75%	3 57%
TELEPHONE	32 24%	1 13%	1 39%	2 19%	1 23%	1 14%	3 8%	4 25%	5 41%	5 39%	2 17%	6 38%	2 43%
INTERNET	35 26%	1 12%	-	4 34%	1 17%	2 25%	12 35%	5 36%	2 19%	4 34%	3 31%	1 6%	* 8%

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR

	EDUCATIONAL LEVEL								WORKING STATUS									
	TOTAL (A)	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	146 100%	33 23%	18 12%	23 16%	42 29%	13 9%	17 12%	-	49 34%	17 12%	8 5%	2 1%	-	2 1%	52 36%	5 3%	5 3%	6 4%
<b>WEIGHTED TOTAL</b>	135 100%	31* 23%	16** 12%	21** 15%	40* 30%	12** 9%	15** 11%	** 1%	52* 38%	15** 11%	10** 7%	2** 1%	** 1%	1** 1%	43* 32%	4** 3%	4** 3%	5** 4%
<b>GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR</b>																		
A) IN PERSON	30 22%	9 31%	3 17%	2 11%	11 27%	2 13%	3 21%	-	10 19%	5 32%	3 26%	-	-	-	12 28%	1 12%	1 17%	-
B) IN WRITING/BY POST	56 41%	14 45%	7 42%	9 42%	18 46%	4 31%	4 29%	-	19 36%	6 38%	5 48%	1 60%	-	1 27%	17 41%	1 35%	3 83%	3 61%
C) BY TELEPHONE - FROM A MOBILE	8 6%	-	-	3 13%	4 11%	1 6%	-	-	5 10%	1 6%	1 10%	-	-	-	1 2%	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	25 19%	4 14%	1 8%	5 26%	6 14%	2 18%	7 43%	-	8 15%	3 19%	1 13%	-	-	11 25%	1 32%	-	-	1 28%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	35 26% E	14 47% A	6 33%	5 26%	4 11%	5 38%	1 7%	-	17 34%	4 27%	2 24%	1 40%	-	1 73%	9 20%	1 21%	-	1 10%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	82 61%	20 65%	10 59%	11 52%	29 73%	5 44%	8 50%	-	27 53%	11 70%	7 74%	1 60%	-	1 27%	27 63%	2 47%	4 100%	3 61%
TELEPHONE	32 24%	4 14%	1 8%	8 39%	9 23%	2 18%	7 43%	-	13 25%	3 19%	2 23%	-	-	-	11 25%	1 32%	-	1 28%
INTERNET	35 26% E	14 47% A	6 33%	5 26%	4 11%	5 38%	1 7%	-	17 34%	4 27%	2 24%	1 40%	-	1 73%	9 20%	1 21%	-	1 10%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>146</b> 100%	109 75%	103 71%	37 25%	102 70%	5 3%	-	-	3 2%	35 24%	42 29%	27 18%	76 52%	40 27%	30 21%	127 87%	19 13%
<b>WEIGHTED TOTAL</b>	<b>135</b> 100%	101* 75%	96* 71%	34* 25%	96* 71%	4** 3%	**	**	3** 2%	33* 25%	39* 29%	25** 19%	66* 49%	40* 30%	29** 21%	118 88%	17** 12%
<b>GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR</b>																	
A) IN PERSON	30 22%	18 18%	16 17%	12 34%	15 16%	3 79%	-	-	-	8 24%	7 17%	2 7%	15 22%	7 17%	9 30%	26 22%	4 21%
B) IN WRITING/BY POST	56 41%	40 40%	38 40%	16 46%	42 44%	-	-	-	2 73%	8 25%	19 48%	15 59%	28 42%	14 35%	14 49%	46 39%	10 57%
C) BY TELEPHONE - FROM A MOBILE	8 6%	7 7%	7 7%	1 3%	6 7%	-	-	-	1 27%	2 7%	1 3%	3 12%	4 5%	3 8%	1 3%	8 7%	-
D) BY TELEPHONE - FROM A LANDLINE	25 19%	16 16%	14 15%	10 28%	13 13%	1 21%	-	-	1 27%	4 12%	5 13%	4 16%	11 16%	6 16%	8 29%	24 21%	1 7%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	35 26% D	35 35%	35 37%	-	34 36%	-	-	-	-	18 55% A	13 33%	3 12%	19 29%	16 41%	-	33 28%	2 14%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	82 61%	56 56%	53 55%	26 77%	55 57%	3 79%	-	-	2 73%	15 46%	24 62%	17 66%	40 61%	20 51%	22 75%	69 59%	13 79%
TELEPHONE	32 24%	21 21%	20 20%	11 31%	18 19%	1 21%	-	-	1 27%	5 16%	6 16%	7 28%	14 21%	9 22%	9 32%	31 26%	1 7%
INTERNET	35 26% D	35 35%	35 37%	-	34 36%	-	-	-	-	18 55% A	13 33%	3 12%	19 29%	16 41%	-	33 28%	2 14%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>146</b> 100%	32 22%	6 4%	81 55%	91 62%	3 2%	20 14%	43 29%	2 1%	18 12%
<b>WEIGHTED TOTAL</b>	<b>135</b> 100%	29** 21%	6** 5%	75* 56%	87* 65%	2** 2%	17** 12%	41* 30%	2** 1%	16** 12%
<b>GOT IN CONTACT WITH THEIR MP/MEP OR LOCAL COUNCILLOR</b>										
A) IN PERSON	30 22%	4 14%	3 48%	15 20%	14 16%	1 36%	6 35%	7 18%	1 42%	5 31%
B) IN WRITING/BY POST	56 41%	15 51%	3 52%	27 36%	35 40%	1 49%	9 53%	16 39%	1 58%	7 43%
C) BY TELEPHONE - FROM A MOBILE	8 6%	2 7%	-	4 6%	5 6%	-	-	2 5%	-	1 8%
D) BY TELEPHONE - FROM A LANDLINE	25 19%	2 7%	-	16 21%	14 16%	* 15%	3 19%	5 13%	-	3 20%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	35 26%	12 42%	-	23 31%	34 38%	-	2 10%	18 43% A	-	3 16%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-
OFFLINE	82 61%	18 63%	6 100%	40 53%	48 55%	2 85%	13 77%	23 57%	2 100%	10 63%
TELEPHONE	32 24%	3 11%	-	20 27%	18 20%	* 15%	7 19%	6 16%	-	4 28%
INTERNET	35 26%	12 42%	-	23 31%	34 38%	-	2 10%	18 43% A	-	3 16%

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A CAMPAIGNING ORGANISATION

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	61 100%	29 48%	32 52%	7 11%	18 30%	12 20%	10 16%	9 15%	3 5%	2 3%	23 38%	22 36%	9 15%	7 11%	25 41%	36 59%
WEIGHTED TOTAL	62* 100%	33** 53%	29** 47%	8** 14%	15** 25%	13** 21%	9** 15%	10** 17%	3** 4%	2** 4%	21** 35%	25** 40%	10** 16%	6** 10%	25** 40%	37* 60%
<b>JOINED A CAMPAIGNING ORGANISATION</b>																
A) IN PERSON	23 37%	15 46%	8 28%	6 69%	7 48%	3 19%	2 26%	4 39%	1 29%	-	7 34%	7 29%	5 52%	4 59%	10 39%	13 36%
B) IN WRITING/BY POST	25 40%	12 37%	13 43%	-	5 32%	7 54%	4 46%	5 48%	1 41%	2 100%	10 47%	11 43%	3 35%	1 11%	10 40%	15 40%
C) BY TELEPHONE - FROM A MOBILE	1 2%	-	1 5%	-	1 9%	-	-	-	-	-	-	1 6%	-	-	-	1 4%
D) BY TELEPHONE - FROM A LANDLINE	3 5%	2 7%	1 3%	-	2 13%	-	1 13%	-	-	-	1 5%	-	1 12%	1 16%	2 9%	1 3%
E) BY TEXT/SMS	1 1%	-	1 2%	-	1 4%	-	-	-	-	-	-	1 2%	-	-	-	1 2%
F) VIA THE INTERNET INCLUDING BY E-MAIL	15 24%	7 22%	8 27%	3 31%	5 30%	4 26%	1 15%	1 12%	2 59%	-	6 29%	6 26%	-	3 42%	5 20%	10 27%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	48 78%	27 83%	21 71%	6 69%	12 80%	10 74%	7 72%	9 88%	2 70%	2 100%	17 81%	18 72%	9 88%	4 70%	20 79%	28 77%
TELEPHONE	5 7%	2 7%	2 8%	-	3 22%	-	1 13%	-	-	-	1 5%	1 6%	1 12%	1 16%	2 9%	2 7%
INTERNET	15 24%	7 22%	8 27%	3 31%	5 30%	4 26%	1 15%	1 12%	2 59%	-	6 29%	6 26%	-	3 42%	5 20%	10 27%

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A CAMPAIGNING ORGANISATION

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>61</b> 100%	1 2%	2 3%	3 5%	4 7%	11 18%	14 23%	10 16%	3 5%	2 3%	4 7%	6 10%	1 2%
<b>WEIGHTED TOTAL</b>	<b>62*</b> 100%	1** 2%	2** 4%	3** 5%	5** 8%	11** 18%	15** 25%	8** 14%	4** 6%	1** 2%	3** 5%	7** 12%	***
<b>JOINED A CAMPAIGNING ORGANISATION</b>													
A) IN PERSON	23 37%	1 100%	-	2 66%	-	6 56%	5 34%	5 60%	1 33%	1 55%	1 23%	1 15%	-
B) IN WRITING/BY POST	25 40%	-	2 100%	1 34%	4 85%	4 38%	5 33%	2 25%	1 40%	1 45%	-	4 49%	1 100%
C) BY TELEPHONE - FROM A MOBILE	1 2%	-	-	-	-	1 5%	-	-	-	-	1 25%	-	-
D) BY TELEPHONE - FROM A LANDLINE	3 5%	-	-	-	-	1 10%	1 8%	-	1 28%	-	-	-	-
E) BY TEXT/SMS	1 1%	-	-	-	-	1 5%	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	15 24%	1 100%	-	-	1 15%	2 19%	4 26%	1 15%	1 28%	-	2 75%	3 36%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	48 78%	1 100%	2 100%	3 100%	4 85%	10 95%	10 66%	7 85%	3 72%	1 100%	1 23%	5 64%	1 100%
TELEPHONE	5 7%	-	-	-	-	2 15%	1 8%	-	1 28%	-	1 25%	-	-
INTERNET	15 24%	1 100%	-	-	1 15%	2 19%	4 26%	1 15%	1 28%	-	2 75%	3 36%	-

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A CAMPAIGNING ORGANISATION

	EDUCATIONAL LEVEL							WORKING STATUS										
	TOTAL (A)	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCSSES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
UNWEIGHTED TOTAL	61 100%	24 39%	9 15%	13 21%	11 18%	2 3%	2 3%	-	24 39%	6 10%	6 10%	2 3%	1 2%	7 11%	10 16%	-	3 5%	2 3%
WEIGHTED TOTAL	62* 100%	22** 36%	10** 15%	15** 24%	11** 19%	1** 2%	2** 4%	**	28** 45%	7** 11%	6** 10%	2** 2%	1** 2%	6** 9%	8** 13%	**	3** 5%	2** 3%
<b>JOINED A CAMPAIGNING ORGANISATION</b>																		
A) IN PERSON	23 37%	7 30%	8 82%	5 35%	1 7%	-	2 100%	-	11 40%	3 42%	1 23%	-	1 100%	3 49%	1 10%	-	3 100%	-
B) IN WRITING/BY POST	25 40%	9 42%	1 11%	6 44%	7 58%	1 100%	-	-	12 44%	3 44%	1 24%	2 100%	-	1 13%	6 73%	-	-	-
C) BY TELEPHONE - FROM A MOBILE	1 2%	1 4%	-	1 4%	-	-	-	-	-	-	1 13%	-	-	1 10%	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	3 5%	-	1 11%	1 7%	1 10%	-	-	-	1 4%	1 14%	1 20%	-	-	-	-	-	-	-
E) BY TEXT/SMS	1 1%	-	-	1 4%	-	-	-	-	-	-	-	-	-	1 10%	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	15 24%	5 24%	3 28%	3 24%	3 25%	-	1 31%	-	7 27%	1 14%	1 21%	-	-	2 28%	2 27%	-	-	2 100%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	48 78%	16 73%	9 93%	12 79%	7 65%	1 100%	2 100%	-	24 84%	6 86%	3 46%	2 100%	1 100%	3 62%	7 82%	-	3 100%	-
TELEPHONE	5 7%	1 4%	1 11%	2 10%	1 10%	-	-	-	1 4%	1 14%	2 33%	-	-	1 10%	-	-	-	-
INTERNET	15 24%	5 24%	3 28%	3 24%	3 25%	-	1 31%	-	7 27%	1 14%	1 21%	-	-	2 28%	2 27%	-	-	2 100%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A CAMPAIGNING ORGANISATION

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	61 100%	54 89%	52 85%	7 11%	54 89%	-	-	2 3%	-	26 43%	20 33%	7 11%	28 46%	27 44%	6 10%	58 95%	3 5%
<b>WEIGHTED TOTAL</b>	62* 100%	55* 90%	53* 85%	6** 10%	55* 89%	**	**	1** 2%	**	26** 42%	21** 34%	7** 11%	30** 49%	25** 41%	6** 10%	59* 95%	3** 5%
<b>JOINED A CAMPAIGNING ORGANISATION</b>																	
A) IN PERSON	23 37%	20 37%	19 36%	3 42%	21 37%	-	-	-	-	12 47%	6 30%	1 13%	14 45%	8 31%	2 26%	22 38%	1 32%
B) IN WRITING/BY POST	25 40%	21 38%	20 38%	4 58%	21 37%	-	-	1 100%	-	6 23%	9 42%	6 87%	12 38%	9 34%	5 74%	24 40%	1 43%
C) BY TELEPHONE - FROM A MOBILE	1 2%	1 3%	1 3%	-	1 3%	-	-	-	-	1 2%	1 4%	-	-	1 5%	-	1 2%	-
D) BY TELEPHONE - FROM A LANDLINE	3 5%	3 6%	3 6%	-	3 6%	-	-	-	-	1 4%	2 10%	-	1 3%	2 9%	-	3 6%	-
E) BY TEXT/SMS	1 1%	1 1%	1 1%	-	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	15 24%	14 26%	14 27%	1 12%	14 26%	-	-	-	-	10 40%	4 18%	-	7 23%	7 29%	1 12%	14 24%	1 25%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	48 78%	42 75%	39 74%	6 100%	41 75%	-	-	1 100%	-	18 70%	15 72%	7 100%	25 83%	17 65%	6 100%	46 78%	2 75%
TELEPHONE	5 7%	5 8%	5 9%	-	5 8%	-	-	-	-	2 6%	3 14%	-	1 3%	4 14%	-	5 8%	-
INTERNET	15 24%	14 26%	14 27%	1 12%	14 26%	-	-	-	-	10 40%	4 18%	-	7 23%	7 29%	1 12%	14 24%	1 25%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE JOINED A CAMPAIGNING ORGANISATION

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>61</b> <b>100%</b>	26 43%	2 3%	31 51%	50 82%	3 5%	4 7%	37 61%	1 2%	4 7%
<b>WEIGHTED TOTAL</b>	<b>62*</b> <b>100%</b>	26** 43%	2** 3%	32** 51%	51* 83%	4** 6%	3** 6%	38* 62%	1** 2%	3** 6%
<b>JOINED A CAMPAIGNING ORGANISATION</b>										
A) IN PERSON	23 37%	10 37%	2 100%	12 36%	18 36%	2 70%	1 38%	14 37%	1 100%	1 38%
B) IN WRITING/BY POST	25 40%	5 21%	-	17 55%	20 39%	1 30%	2 62%	12 32%	-	2 62%
C) BY TELEPHONE - FROM A MOBILE	1 2%	1 3%	-	1 2%	1 3%	-	-	1 4%	-	-
D) BY TELEPHONE - FROM A LANDLINE	3 5%	2 8%	-	1 4%	2 4%	-	-	1 3%	-	-
E) BY TEXT/SMS	1 1%	-	-	1 2%	1 1%	-	-	1 1%	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	15 24%	13 51%	1 40%	1 3%	13 26%	1 22%	-	13 35%	1 100%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-
OFFLINE	48 78%	15 57%	2 100%	29 92%	38 75%	4 100%	3 100%	26 69%	1 100%	3 100%
TELEPHONE	5 7%	3 11%	-	2 6%	4 7%	-	-	2 6%	-	-
INTERNET	15 24%	13 51%	1 40%	1 3%	13 26%	1 22%	-	13 35%	1 100%	-

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A CAMPAIGNING ORGANISATION

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	387 100%	169 44%	218 56%	35 9%	90 23%	76 20%	76 20%	53 14%	29 7%	28 7%	137 35%	128 33%	61 16%	61 16%	158 41%	229 59%
WEIGHTED TOTAL	379 100%	175 46%	203 54%	43* 11%	77* 20%	80* 21%	74* 20%	52* 14%	25** 7%	28** 7%	128 34%	133 35%	59* 16%	58* 15%	152 40%	226 60%
<b>DONATED MONEY TO A CAMPAIGNING ORGANISATION</b>																
A) IN PERSON	198 52% H	95 54%	104 51%	33 76% A	48 62%	35 43%	46 62%	19 36%	8 34%	10 36%	55 43%	70 52%	40 67% A	34 58%	90 59%	108 48%
B) IN WRITING/BY POST	141 37% DE	58 33%	82 40%	4 10%	18 24%	29 36%	25 34%	28 54% A	16 63%	20 73%	56 44%	49 37%	14 24%	21 36%	43 28%	98 43%
C) BY TELEPHONE - FROM A MOBILE	5 1%	2 1%	3 1%	- -	3 3%	1 2%	1 1%	- -	- -	- -	1 1%	3 2%	1 2%	- -	3 2%	2 1%
D) BY TELEPHONE - FROM A LANDLINE	19 5%	10 6%	9 4%	- -	7 9%	4 5%	3 4%	5 10%	- -	- -	8 6%	4 3%	2 4%	3 6%	11 7%	8 3%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	44 12%	27 15%	17 9%	7 17%	11 15%	14 17%	7 9%	2 5%	3 11%	-	20 16%	17 13%	4 6%	3 6%	17 11%	28 12%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	328 87%	149 85%	180 88%	37 86%	64 83%	63 79%	68 92%	46 89%	22 89%	28 100%	107 84%	116 87%	53 90%	52 90%	129 85%	199 88%
TELEPHONE	23 6%	12 7%	11 6%	-	9 12%	5 6%	4 5%	5 10%	-	-	10 7%	7 5%	3 6%	3 6%	13 9%	10 4%
INTERNET	44 12%	27 15%	17 9%	7 17%	11 15%	14 17%	7 9%	2 5%	3 11%	-	20 16%	17 13%	4 6%	3 6%	17 11%	28 12%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A CAMPAIGNING ORGANISATION

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>387</b> 100%	11 3%	22 6%	31 8%	11 3%	45 12%	56 14%	45 12%	21 5%	27 7%	47 12%	42 11%	29 7%
<b>WEIGHTED TOTAL</b>	<b>379</b> 100%	10** 3%	24** 6%	29** 8%	13** 3%	45* 12%	64* 17%	42* 11%	24** 6%	25** 7%	46* 12%	44* 12%	14** 4%
<b>DONATED MONEY TO A CAMPAIGNING ORGANISATION</b>													
A) IN PERSON	198 52%	6 57%	15 65%	20 68%	5 39%	18 39%	29 45%	22 53%	14 58%	14 55%	19 40%	27 61%	11 80%
B) IN WRITING/BY POST	141 37%	4 35%	9 37%	7 23%	5 43%	17 37%	29 46%	14 33%	13 54%	7 27%	21 46%	13 30%	2 15%
C) BY TELEPHONE - FROM A MOBILE	5 1%	-	-	-	-	*	3 4%	1 2%	-	-	1 2%	-	-
D) BY TELEPHONE - FROM A LANDLINE	19 5%	1 7%	-	1 2%	1 8%	4 8%	3 5%	4 8%	1 4%	1 4%	3 6%	1 1%	* 3%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	44 12%	1 9%	1 5%	2 7%	1 11%	14 30% A	8 12%	3 6%	1 5%	4 14%	5 11%	4 9%	1 5%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	328 87% F	9 93%	23 95%	26 91%	10 82%	33 73%	55 86%	36 87%	23 96%	20 82%	39 85%	40 91%	13 95%
TELEPHONE	23 6%	1 7%	-	1 2%	1 8%	4 9%	6 9%	4 10%	1 4%	1 4%	4 8%	1 1%	* 3%
INTERNET	44 12%	1 9%	1 5%	2 7%	1 11%	14 30% A	8 12%	3 6%	1 5%	4 14%	5 11%	4 9%	1 5%

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A CAMPAIGNING ORGANISATION

	TOTAL (A)	EDUCATIONAL LEVEL						WORKING STATUS										
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCSSES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
UNWEIGHTED TOTAL	387 100%	88 23%	58 15%	76 20%	87 22%	39 10%	39 10%	-	169 44%	65 17%	18 5%	8 2%	-	16 4%	77 20%	9 2%	13 3%	12 3%
WEIGHTED TOTAL	379 100%	81* 21%	60* 16%	79* 21%	85* 23%	37* 10%	36* 10%	** ..	180 48%	66* 17%	21** 6%	7** 2%	** ..	15** 4%	64* 17%	6** 2%	11** 3%	8** 2%
<b>DONATED MONEY TO A CAMPAIGNING ORGANISATION</b>																		
A) IN PERSON	198 52% BO	28 34%	27 46%	52 65% A	55 64%	18 49%	19 52%	-	103 57%	39 59%	9 41%	2 25%	-	12 78%	19 30%	4 75%	6 58%	4 53%
B) IN WRITING/BY POST	141 37%	39 47%	20 33%	21 26%	29 34%	16 42%	17 47%	-	54 30%	24 37%	7 33%	1 22%	-	2 17%	44 68% A	* 7%	5 46%	2 29%
C) BY TELEPHONE - FROM A MOBILE	5 1%	1 1%	-	* 1%	3 3%	-	1 3%	-	4 2%	-	-	-	-	* 3%	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	19 5%	6 7%	2 3%	5 6%	2 3%	3 7%	1 3%	-	8 5%	2 2%	1 5%	2 26%	-	-	4 6%	1 18%	-	1 6%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	44 12% E	14 17%	19 31% A	7 9%	2 2%	2 5%	1 2%	-	24 13%	3 4%	7 31%	2 27%	-	3 19%	3 4%	-	1 8%	2 27%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	328 87% C	64 78%	44 74%	71 90%	82 96% A	34 91%	33 92%	-	154 85%	62 95%	16 74%	3 47%	-	14 89%	58 90%	5 82%	10 92%	6 76%
TELEPHONE	23 6%	6 8%	2 3%	6 7%	5 6%	3 7%	2 6%	-	13 7%	2 2%	1 5%	2 26%	-	* 3%	4 6%	1 18%	-	1 6%
INTERNET	44 12% E	14 17%	19 31% A	7 9%	2 2%	2 5%	1 2%	-	24 13%	3 4%	7 31%	2 27%	-	3 19%	3 4%	-	1 8%	2 27%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A CAMPAIGNING ORGANISATION

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>387</b> 100%	313 81%	296 76%	74 19%	295 76%	11 3%	4 1%	6 2%	8 2%	93 24%	145 37%	63 16%	202 52%	119 31%	66 17%	358 93%	29 7%
<b>WEIGHTED TOTAL</b>	<b>379</b> 100%	309 82%	292 77%	69 18%	293 77%	10** 3%	4** 1%	5** 1%	8** 2%	98* 26%	142 37%	59* 15%	194 51%	122 32%	63* 17%	351 93%	28** 7%
<b>DONATED MONEY TO A CAMPAIGNING ORGANISATION</b>																	
A) IN PERSON	198 52%	165 53%	160 55%	34 48%	152 52%	8 77%	2 47%	2 45%	3 38%	52 53%	79 55%	25 42%	104 53%	64 52%	31 49%	182 52%	16 58%
B) IN WRITING/BY POST	141 37%	102 33%	90 31%	39 56% A	101 34%	2 23%	2 53%	3 55%	4 53%	27 28%	48 34%	28 47%	70 36%	37 30%	34 55% A	129 37%	12 42%
C) BY TELEPHONE - FROM A MOBILE	5 1%	4 1%	4 1%	1 1%	4 1%	-	-	-	-	1 1%	3 2%	-	3 1%	1 1%	1 1%	3 1%	1 5%
D) BY TELEPHONE - FROM A LANDLINE	19 5%	18 6%	18 6%	1 1%	16 5%	-	-	-	1 9%	8 8%	3 2%	4 7%	10 5%	7 6%	1 1%	19 5%	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	44 12% DO	44 14%	44 15%	* 1%	44 15%	-	-	-	-	24 24% A	18 12%	3 5%	20 10%	23 19% A	1 2%	44 13%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	328 87% J	260 84%	243 83%	69 99% A	245 84%	10 100%	4 100%	5 100%	7 91%	75 76%	123 87%	52 89%	169 87%	98 80%	61 97% A	300 86%	28 100%
TELEPHONE	23 6%	22 7%	22 7%	2 2%	19 7%	-	-	-	1 9%	9 10%	6 4%	4 7%	13 7%	9 7%	2 3%	22 6%	1 5%
INTERNET	44 12% DO	44 14%	44 15%	* 1%	44 15%	-	-	-	-	24 24% A	18 12%	3 5%	20 10%	23 19% A	1 2%	44 13%	-



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DONATED MONEY TO A CAMPAIGNING ORGANISATION

	TOTAL (A)	CONFIDENCE IN USING THE INTERNET								INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
		CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)			
<b>UNWEIGHTED TOTAL</b>	<b>387</b> <b>100%</b>	124 32%	19 5%	194 50%	254 66%	14 4%	58 15%	142 37%	4 1%	49 13%	
<b>WEIGHTED TOTAL</b>	<b>379</b> <b>100%</b>	126 33%	20** 5%	188 50%	253 67%	14** 4%	57* 15%	148 39%	4** 1%	48* 13%	
<b>DONATED MONEY TO A CAMPAIGNING ORGANISATION</b>											
A) IN PERSON	198 52%	80 63% A	10 49%	88 47%	131 52%	9 62%	30 53%	87 59%	2 61%	26 55%	
B) IN WRITING/BY POST	141 37% BH	27 22%	4 22%	84 45%	82 32%	5 36%	26 45%	34 23%	-	22 46%	
C) BY TELEPHONE - FROM A MOBILE	5 1%	1 1%	1 7%	2 1%	3 1%	-	1 2%	2 1%	-	1 2%	
D) BY TELEPHONE - FROM A LANDLINE	19 5%	5 4%	4 19%	9 5%	15 6%	1 6%	2 4%	7 5%	1 21%	1 3%	
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	
F) VIA THE INTERNET INCLUDING BY E-MAIL	44 12% GJ	25 20% A	3 14%	16 9%	43 17%	1 5%	1 1%	33 22% A	1 18%	-	
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	
OFFLINE	328 87% H	105 83%	14 71%	165 88%	207 82%	13 90%	55 96%	117 79%	2 61%	47 98% A	
TELEPHONE	23 6%	7 5%	5 25%	11 6%	18 7%	1 6%	4 7%	9 6%	1 21%	2 5%	
INTERNET	44 12% GJ	25 20% A	3 14%	16 9%	43 17%	1 5%	1 1%	33 22% A	1 18%	-	



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE SIGNED A PETITION

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>549</b> 100%	226 41%	323 59%	50 9%	110 20%	131 24%	101 18%	72 13%	57 10%	28 5%	160 29%	182 33%	102 19%	105 19%	225 41%	324 59%
<b>WEIGHTED TOTAL</b>	<b>548</b> 100%	236 43%	312 57%	64* 12%	92 17%	140 26%	101* 18%	73* 13%	49* 9%	28** 5%	148 27%	196 36%	99* 18%	104* 19%	220 40%	328 60%
<b>SIGNED A PETITION</b>																
A) IN PERSON	392 71%	162 69%	229 74%	47 75%	61 66%	97 69%	70 70%	53 72%	43 88% A	20 71%	96 65%	135 69%	74 75%	87 84% A	148 67%	244 74%
B) IN WRITING/BY POST	83 15%	32 13%	52 77%	3 5%	12 13%	24 77%	16 16%	14 19%	8 15%	7 23%	27 18%	34 17%	13 13%	10 9%	39 18%	44 13%
C) BY TELEPHONE - FROM A MOBILE	1	-	1	-	1 1%	-	-	-	-	-	1 1%	-	-	-	1	-
D) BY TELEPHONE - FROM A LANDLINE	2	1	1	-	1 1%	-	1 1%	-	-	-	1 1%	1 1%	-	-	1	1
E) BY TEXT/SMS	1	-	1	-	-	-	-	-	1 2%	-	1 1%	-	-	-	-	1
F) VIA THE INTERNET INCLUDING BY E-MAIL	110 20% 1	56 24%	54 77%	14 22%	27 30% A	32 23%	25 25%	9 12%	2 3%	1 3%	37 25%	42 21%	16 16%	16 15%	51 23%	59 18%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	1	1	-	-	-	-	-	-	1 3%	-	1 1%	-	-	-	-	1
OFFLINE	466 85%	190 81%	275 88%	51 80%	73 79%	117 83%	83 82%	66 91%	49 98% A	27 94%	118 80%	165 84%	87 88%	95 91%	184 84%	282 86%
TELEPHONE	3 1%	1	2 1%	-	2 2%	-	1 1%	-	-	-	2 1%	1 1%	-	-	2 1%	1
INTERNET	111 20% 1	57 24%	54 77%	14 22%	27 30% A	32 23%	25 25%	9 12%	2 3%	2 6%	38 25%	42 21%	16 16%	16 15%	51 23%	60 18%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE SIGNED A PETITION

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>549</b> 100%	26 5%	47 9%	41 7%	22 4%	48 9%	99 18%	55 10%	24 4%	48 9%	77 14%	46 8%	16 3%
<b>WEIGHTED TOTAL</b>	<b>548</b> 100%	24** 4%	52* 9%	38* 7%	24** 4%	49* 9%	112* 20%	49* 9%	27** 5%	45* 8%	71* 13%	49* 9%	8** 1%
<b>SIGNED A PETITION</b>													
A) IN PERSON	<b>392</b> 71% F	17 71%	42 80%	23 62%	17 72%	26 53%	72 65%	32 65%	22 81%	34 75%	59 83% A	41 84%	6 80%
B) IN WRITING/BY POST	<b>83</b> 15% K	3 14%	7 14%	10 25%	2 8%	16 32% A	21 19%	8 17%	1 5%	5 11%	4 6%	4 9%	1 12%
C) BY TELEPHONE - FROM A MOBILE	<b>1</b>	-	-	-	-	-	-	-	1 3%	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	<b>2</b>	-	-	-	-	2 4% A	-	-	-	-	-	-	-
E) BY TEXT/SMS	<b>1</b>	-	-	-	-	-	-	-	-	-	1 1%	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>110</b> 20% C	5 19%	3 6%	7 19%	5 23%	14 28%	28 25%	11 22%	3 12%	8 18%	13 18%	11 22%	2 23%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>1</b>	-	-	-	-	-	-	-	1 3%	-	-	-	-
OFFLINE	<b>466</b> 85%	21 85%	49 94%	31 81%	19 80%	41 83%	92 83%	39 80%	23 86%	38 84%	61 86%	46 94%	6 80%
TELEPHONE	<b>3</b> 1%	-	-	-	-	2 4% A	-	-	1 3%	-	-	-	-
INTERNET	<b>111</b> 20% C	5 19%	3 6%	7 19%	5 23%	14 28%	28 25%	11 22%	4 15%	8 18%	13 18%	11 22%	2 23%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE SIGNED A PETITION

	TOTAL (A)	EDUCATIONAL LEVEL						WORKING STATUS										
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCSSES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	<b>549</b> 100%	102 19%	76 14%	104 19%	156 28%	58 11%	52 9%	1	210 38%	104 19%	21 4%	8 1%	-	19 3%	110 20%	15 3%	22 4%	40 7%
<b>WEIGHTED TOTAL</b>	<b>548</b> 100%	95* 17%	76* 14%	111* 20%	159 29%	58* 11%	49* 9%	1**	232 42%	112* 21%	25** 5%	7** 1%	**	19** 3%	94 17%	11** 2%	19** 3%	29* 5%
<b>SIGNED A PETITION</b>																		
A) IN PERSON	<b>392</b> 71% C1	58 62%	43 56%	75 67%	123 77%	50 87% A	42 87% A	1 100%	147 64%	85 75%	17 69%	4 51%	-	17 92%	76 81%	7 62%	15 81%	23 80%
B) IN WRITING/BY POST	<b>83</b> 15%	19 21%	18 24%	17 15%	19 12%	3 6%	7 14%	-	38 16%	18 16%	4 14%	2 28%	-	-	17 18%	3 26%	-	2 9%
C) BY TELEPHONE - FROM A MOBILE	<b>1</b> 0%	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	<b>2</b> 0%	-	2 3% A	-	-	-	-	-	1 0%	1 1%	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	<b>1</b> 0%	-	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>110</b> 20% GO	27 28%	23 31% A	25 22%	26 16%	6 11%	3 7%	-	68 29% A	16 14%	6 25%	3 36%	-	2 9%	4 4%	2 21%	4 19%	6 22%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>1</b> 0%	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
OFFLINE	<b>466</b> 85% 1	75 79%	59 78%	90 81%	140 88%	53 92%	47 97% A	1 100%	182 79%	101 90%	20 78%	5 64%	-	17 92%	91 96% A	9 88%	15 81%	26 89%
TELEPHONE	<b>3</b> 1%	1 1%	2 3%	-	-	-	-	-	1 0%	2 2%	-	-	-	-	-	-	-	-
INTERNET	<b>111</b> 20% GO	27 28%	23 31% A	25 23%	26 16%	6 11%	3 7%	-	68 29% A	16 14%	6 25%	3 36%	-	2 9%	4 5%	2 21%	4 19%	6 22%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE SIGNED A PETITION

	TOTAL (A)	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE	
		ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>549</b> 100%	449 82%	422 77%	100 18%	433 79%	18 3%	5 1%	8 1%	11 2%	144 26%	195 36%	100 18%	296 54%	165 30%	88 16%	514 94%	35 6%
<b>WEIGHTED TOTAL</b>	<b>548</b> 100%	451 82%	426 78%	97* 18%	438 80%	18** 3%	4** 1%	6** 1%	11** 2%	151 27%	192 35%	101* 18%	291 53%	169 31%	87* 16%	513 94%	35* 6%
<b>SIGNED A PETITION</b>																	
A) IN PERSON	<b>392</b> 71% J	314 70%	291 68%	78 80%	301 69%	16 90%	4 100%	5 74%	9 87%	93 61%	144 75%	70 69%	218 75%	109 64%	65 74%	365 71%	27 76%
B) IN WRITING/BY POST	<b>83</b> 15%	60 13%	58 14%	23 24% A	63 14%	2 12%	- -	2 26%	1 13%	20 14%	28 15%	16 16%	32 11%	25 15%	26 30% A	76 15%	7 21%
C) BY TELEPHONE - FROM A MOBILE	<b>1</b>	1	1	-	1	-	-	-	-	-	-	1 1%	1	-	-	1	-
D) BY TELEPHONE - FROM A LANDLINE	<b>2</b>	2	2	-	2	-	-	-	-	1 1%	1 1%	-	2 1%	-	-	2	-
E) BY TEXT/SMS	<b>1</b>	1	1	-	-	1 4%	-	-	-	-	-	-	-	1	-	1	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>110</b> 20% DO	108 24%	107 25%	2 2%	105 24%	2 10%	-	1 15%	-	51 34% A	38 20%	16 15%	62 21%	47 28%	2 2%	107 21%	3 8%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>1</b>	1	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-
OFFLINE	<b>466</b> 85% JN	368 82%	344 81%	97 100% A	358 82%	17 96%	4 100%	6 100%	11 100%	112 74%	166 86%	86 85%	247 85%	131 78%	87 100% A	432 84%	34 97%
TELEPHONE	<b>3</b> 1%	3 1%	3 1%	-	3 1%	-	-	-	-	1 1%	1 1%	1 1%	3 1%	-	-	3 1%	-
INTERNET	<b>111</b> 20% DO	109 24%	108 25%	2 2%	106 24%	2 10%	-	1 15%	-	51 34% A	39 20%	16 15%	62 21%	47 28% A	2 2%	108 21%	3 8%



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE SIGNED A PETITION

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>549</b> <b>100%</b>	202 37%	31 6%	256 47%	384 70%	20 4%	75 14%	210 38%	8 1%	58 11%
<b>WEIGHTED TOTAL</b>	<b>548</b> <b>100%</b>	209 38%	33** 6%	250 46%	389 71%	20** 4%	72* 13%	216 39%	8** 1%	54* 10%
<b>SIGNED A PETITION</b>										
A) IN PERSON	<b>392</b> <b>71%</b> BH	127 61%	26 81%	191 77%	263 68%	17 83%	56 78%	127 59%	6 72%	43 81%
B) IN WRITING/BY POST	<b>83</b> <b>15%</b>	26 13%	5 15%	42 17%	57 15%	3 15%	13 18%	29 13%	2 23%	10 19%
C) BY TELEPHONE - FROM A MOBILE	<b>1</b>	-	-	1	1	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	<b>2</b>	2 1%	-	-	2 1%	-	-	2 1%	-	-
E) BY TEXT/SMS	<b>1</b>	-	-	1	1	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>110</b> <b>20%</b> DGJ	74 35% A	5 16%	31 12%	103 27% A	2 10%	4 5%	81 37% A	2 24%	1 2%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>1</b>	-	-	1	1	-	-	1	-	-
OFFLINE	<b>466</b> <b>85%</b> BH	152 73%	30 93%	226 91% A	313 80%	19 94%	68 95% A	154 72%	7 86%	53 98% A
TELEPHONE	<b>3</b> <b>1%</b>	2 1%	-	1	3 1%	-	-	2 1%	-	-
INTERNET	<b>111</b> <b>20%</b> DGJ	74 35% A	5 16%	32 13%	104 27% A	2 10%	4 5%	81 38% A	2 24%	1 2%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	167 100%	80 48%	87 52%	10 6%	39 23%	27 16%	33 20%	29 17%	19 11%	10 6%	78 47%	42 25%	27 16%	20 12%	59 35%	108 65%
WEIGHTED TOTAL	162 100%	79* 49%	83* 51%	13** 8%	32* 19%	30** 18%	30* 19%	30** 18%	17** 11%	10** 6%	72* 44%	45* 28%	24** 15%	21** 13%	56* 35%	106* 65%
<b>GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE</b>																
A) IN PERSON	77 48%	42 52%	36 43%	8 9%	13 41%	11 38%	17 58%	13 43%	9 51%	6 59%	32 45%	21 47%	11 47%	12 58%	27 49%	50 47%
B) IN WRITING/BY POST	42 26%	21 27%	21 26%	2 18%	8 27%	6 20%	6 19%	10 33%	7 38%	3 32%	21 29%	10 23%	4 18%	7 33%	11 20%	31 29%
C) BY TELEPHONE - FROM A MOBILE	7 4%	5 6%	2 2%	3 19%	-	-	2 6%	1 5%	1 6%	-	2 3%	1 3%	3 13%	-	-	7 6%
D) BY TELEPHONE - FROM A LANDLINE	16 10%	8 10%	8 10%	-	2 5%	4 12%	3 11%	3 9%	3 20%	1 9%	8 12%	3 6%	3 12%	2 8%	5 9%	10 10%
E) BY TEXT/SMS	1 1%	1 2%	-	1 10%	-	-	-	-	-	-	-	1 3%	-	-	-	1 1%
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 34%	27 34%	27 33%	8 58%	14 43%	11 37%	10 33%	9 31%	3 18%	-	26 37%	17 39%	7 27%	4 20%	19 34%	36 34%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	108 67%	56 71%	52 63%	8 59%	20 65%	16 54%	21 68%	21 69%	13 75%	10 91%	49 68%	29 64%	14 58%	16 75%	34 61%	74 70%
TELEPHONE	21 13%	12 15%	9 12%	3 19%	2 5%	4 12%	5 17%	4 13%	3 20%	1 9%	10 13%	4 9%	6 25%	2 8%	5 9%	16 15%
INTERNET	55 34%	27 34%	27 33%	8 58%	14 43%	11 37%	10 33%	9 31%	3 18%	-	26 37%	17 39%	7 27%	4 20%	19 34%	36 34%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>167</b> 100%	6 4%	13 8%	14 8%	6 4%	23 14%	25 15%	19 11%	11 7%	10 6%	15 9%	16 10%	9 5%
<b>WEIGHTED TOTAL</b>	<b>162</b> 100%	5** 3%	15** 9%	12** 7%	7** 4%	23** 14%	28** 17%	18** 11%	12** 8%	8** 5%	13** 8%	16** 10%	4** 2%
<b>GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE</b>													
A) IN PERSON	77 48%	2 31%	6 41%	5 39%	3 44%	8 36%	12 43%	10 58%	7 61%	5 65%	7 52%	9 55%	2 55%
B) IN WRITING/BY POST	42 26%	1 13%	6 41%	3 22%	-	9 40%	3 32%	3 18%	4 34%	3 37%	2 18%	2 10%	* 12%
C) BY TELEPHONE - FROM A MOBILE	7 4%	1 13%	-	-	-	1 6%	2 5%	1 5%	1 10%	-	1 7%	-	-
D) BY TELEPHONE - FROM A LANDLINE	16 10%	1 13%	-	1 12%	-	4 18%	1 2%	1 5%	1 6%	1 12%	3 22%	3 16%	1 14%
E) BY TEXT/SMS	1 1%	-	-	-	-	1 6%	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 34%	2 43%	4 28%	4 33%	4 56%	11 48%	8 28%	6 33%	3 27%	3 36%	4 33%	4 23%	1 19%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	108 67%	2 44%	11 72%	7 61%	3 44%	17 71%	19 66%	12 67%	10 80%	7 87%	7 57%	11 65%	3 67%
TELEPHONE	21 13%	1 26%	-	1 12%	-	6 24%	2 7%	2 10%	2 15%	1 12%	3 22%	3 16%	1 14%
INTERNET	55 34%	2 43%	4 28%	4 33%	4 56%	11 48%	8 28%	6 33%	3 27%	3 36%	4 33%	4 23%	1 19%

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE

	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)		FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	167 100%	48 29%	31 19%	29 17%	30 18%	16 10%	13 8%	-	68 41%	28 17%	10 6%	3 2%	1 1%	4 2%	35 21%	3 2%	4 2%	11 7%
<b>WEIGHTED TOTAL</b>	162 100%	45* 28%	29** 18%	32** 20%	29** 18%	15** 9%	12** 8%	** :	71* 44%	29** 18%	10** 6%	3** 2%	1** 1%	4** 2%	29* 18%	2** 1%	4** 3%	8** 5%
<b>GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE</b>																		
A) IN PERSON	77 48%	22 50%	9 33%	16 50%	17 58%	7 51%	5 41%	-	26 36%	15 53%	6 57%	3 100%	1 100%	2 62%	16 55%	1 45%	4 84%	3 38%
B) IN WRITING/BY POST	42 26%	15 33%	7 24%	7 21%	5 18%	5 32%	4 32%	-	19 27%	6 20%	2 16%	-	-	1 21%	8 28%	1 32%	2 37%	4 51%
C) BY TELEPHONE - FROM A MOBILE	7 4%	1 2%	1 4%	1 4%	2 6%	1 4%	1 6%	-	1 1%	1 5%	1 9%	-	-	1 31%	1 3%	1 32%	-	1 10%
D) BY TELEPHONE - FROM A LANDLINE	16 10%	5 12%	4 16%	2 6%	1 3%	-	3 25%	-	7 10%	4 14%	1 9%	-	-	-	3 10%	-	-	1 7%
E) BY TEXT/SMS	1 1%	-	-	1 4%	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 34% O	16 36%	13 47%	11 35%	9 31%	3 22%	1 9%	-	32 45%	9 31%	4 36%	-	-	2 59%	4 13%	* 23%	1 16%	3 39%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	108 67%	32 71%	16 57%	21 65%	20 68%	12 78%	7 59%	-	42 59%	19 66%	7 64%	3 100%	1 100%	2 62%	23 79%	2 77%	4 84%	6 69%
TELEPHONE	21 13%	5 12%	6 20%	3 10%	2 9%	1 4%	4 31%	-	8 11%	5 19%	1 9%	-	-	1 31%	4 13%	1 32%	-	1 17%
INTERNET	55 34% O	16 36%	13 47%	11 35%	9 31%	3 22%	1 9%	-	32 45%	9 31%	4 36%	-	-	2 59%	4 13%	* 23%	1 16%	3 39%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>167</b> 100%	138 83%	132 79%	29 17%	132 79%	4 2%	3 2%	3 2%	5 3%	53 32%	62 37%	19 11%	97 58%	46 28%	24 14%	159 95%	8 5%
<b>WEIGHTED TOTAL</b>	<b>162</b> 100%	135 83%	129 80%	27** 17%	131 81%	4** 3%	3** 2%	2** 1%	4** 3%	53* 33%	62* 38%	17** 11%	94* 58%	45* 28%	23** 14%	157 97%	5** 3%
<b>GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE</b>																	
A) IN PERSON	77 48%	61 45%	59 46%	16 58%	61 46%	1 25%	2 75%	1 29%	2 38%	27 51%	28 46%	7 40%	38 40%	27 59%	12 55%	76 48%	1 29%
B) IN WRITING/BY POST	42 26%	32 23%	29 23%	11 40%	31 23%	1 29%	1 25%	1 26%	1 31%	7 13%	14 23%	9 54%	27 28%	6 14%	9 41%	42 27%	1 11%
C) BY TELEPHONE - FROM A MOBILE	7 4%	4 3%	3 2%	2 9%	4 3%	-	1 25%	-	-	2 3%	3 4%	-	2 2%	3 6%	2 7%	7 4%	-
D) BY TELEPHONE - FROM A LANDLINE	16 10%	12 9%	12 9%	3 13%	11 8%	-	-	-	1 31%	6 11%	4 7%	1 4%	9 9%	2 4%	5 21%	14 9%	2 31%
E) BY TEXT/SMS	1 1%	1 1%	-	-	1 1%	-	-	-	-	-	1 2%	-	-	1 3%	-	1 1%	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 34%	53 39%	50 38%	2 6%	52 39%	2 46%	-	1 46%	-	23 44%	27 44%	1 6%	36 38%	19 42%	-	52 33%	2 41%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	108 67%	86 64%	81 63%	22 83%	84 64%	2 54%	3 100%	1 54%	3 69%	31 59%	39 62%	16 90%	59 63%	30 67%	18 80%	106 68%	2 40%
TELEPHONE	21 13%	15 11%	14 11%	6 22%	14 11%	-	1 25%	-	1 31%	7 13%	7 11%	1 4%	10 11%	4 10%	6 29%	20 12%	2 31%
INTERNET	55 34%	53 39%	50 38%	2 6%	52 39%	2 46%	-	1 46%	-	23 44%	27 44%	1 6%	36 38%	19 42%	-	52 33%	2 41%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
UNWEIGHTED TOTAL	167 100%	58 35%	10 6%	78 47%	117 70%	7 4%	20 12%	71 43%	2 1%	17 10%
WEIGHTED TOTAL	162 100%	55* 34%	11** 7%	78* 48%	114 71%	7** 5%	20** 12%	69* 42%	2** 1%	17** 10%
<b>GIVEN VIEWS OR ADVICE ON A COMMUNITY, POLITICAL OR SOCIAL ISSUE</b>										
A) IN PERSON	77 48%	21 37%	6 60%	39 50%	49 43%	4 60%	12 58%	27 39%	2 100%	9 54%
B) IN WRITING/BY POST	42 26%	11 19%	4 39%	20 26%	24 21%	3 40%	7 36%	13 19%	-	5 32%
C) BY TELEPHONE - FROM A MOBILE	7 4%	3 5%	-	2 3%	4 3%	1 18%	-	1 2%	-	1 4%
D) BY TELEPHONE - FROM A LANDLINE	16 10%	3 6%	1 10%	9 11%	9 8%	-	4 20%	4 5%	-	3 18%
E) BY TEXT/SMS	1 1%	1 2%	-	-	-	1 18%	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	55 34%	29 53% A	1 12%	24 31%	51 44%	1 18%	2 11%	36 52% A	-	2 13%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-
OFFLINE	108 67%	29 54%	9 88%	54 69%	69 60%	7 100%	15 77%	37 54%	2 100%	12 73%
TELEPHONE	21 13%	6 11%	1 10%	10 13%	12 10%	1 18%	4 20%	5 7%	-	4 22%
INTERNET	55 34%	29 53% A	1 12%	24 31%	51 44%	1 18%	2 11%	36 52% A	-	2 13%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	8 100%	7 88%	1 13%	-	-	1 13%	3 38%	3 38%	1 13%	-	1 13%	3 38%	3 38%	1 13%	2 25%	6 75%
WEIGHTED TOTAL	8** 100%	7** 89%	1** 11%	**	**	1** 11%	3** 43%	3** 34%	1** 12%	**	1** 13%	3** 36%	3** 35%	1** 16%	2** 25%	6** 75%
<b>DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH</b>																
A) IN PERSON	8 100%	7 100%	1 100%	-	-	1 100%	3 100%	3 100%	1 100%	-	1 100%	3 100%	3 100%	1 100%	2 100%	6 100%
B) IN WRITING/BY POST	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	8 100%	7 100%	1 100%	-	-	1 100%	3 100%	3 100%	1 100%	-	1 100%	3 100%	3 100%	1 100%	2 100%	6 100%
TELEPHONE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERNET	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	8 100%	-	-	-	-	-	2 25%	3 38%	-	-	2 25%	1 13%	-
<b>WEIGHTED TOTAL</b>	8** 100%	-**	-**	-**	-**	-**	2** 28%	3** 37%	-**	-**	2** 21%	1** 13%	-**
<b>DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH</b>													
A) IN PERSON	8 100%	-	-	-	-	-	2 100%	3 100%	-	-	2 100%	1 100%	-
B) IN WRITING/BY POST	-	-	-	-	-	-	-	-	-	-	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	-	-	-	-	-	-	-	-	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	8 100%	-	-	-	-	-	2 100%	3 100%	-	-	2 100%	1 100%	-
TELEPHONE	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERNET	-	-	-	-	-	-	-	-	-	-	-	-	-

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH

	EDUCATIONAL LEVEL								WORKING STATUS									
	TOTAL (A)	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSEs/ O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	8 100%	2 25%	-	3 38%	1 13%	1 13%	1 13%	-	3 38%	-	-	1 13%	-	-	2 25%	-	1 13%	1 13%
<b>WEIGHTED TOTAL</b>	8** 100%	2** 29%	-** 0%	3** 34%	1** 11%	1** 14%	1** 12%	-** 0%	3** 40%	-** 0%	-** 0%	1** 12%	-** 0%	-** 0%	2** 21%	-** 0%	1** 16%	1** 11%
<b>DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH</b>																		
A) IN PERSON	8 100%	2 100%	-	3 100%	1 100%	1 100%	1 100%	-	3 100%	-	-	1 100%	-	-	2 100%	-	1 100%	1 100%
B) IN WRITING/BY POST	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	8 100%	2 100%	-	3 100%	1 100%	1 100%	1 100%	-	3 100%	-	-	1 100%	-	-	2 100%	-	1 100%	1 100%
TELEPHONE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERNET	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	8 100%	7 88%	6 75%	1 13%	6 75%	1 13%	-	-	-	4 50%	1 13%	2 25%	3 38%	5 63%	-	8 100%	-
<b>WEIGHTED TOTAL</b>	8** 100%	7** 88%	6** 74%	1** 12%	6** 78%	1** 10%	-** 0%	-** 0%	-** 0%	4** 53%	1** 13%	2** 21%	3** 34%	5** 66%	-** 0%	8** 100%	-** 0%
<b>DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH</b>																	
A) IN PERSON	8 100%	7 100%	6 100%	1 100%	6 100%	1 100%	-	-	-	4 100%	1 100%	2 100%	3 100%	5 100%	-	8 100%	-
B) IN WRITING/BY POST	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	8 100%	7 100%	6 100%	1 100%	6 100%	1 100%	-	-	-	4 100%	1 100%	2 100%	3 100%	5 100%	-	8 100%	-
TELEPHONE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERNET	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>8</b> <b>100%</b>	1 13%	-	6 75%	5 63%	-	1 13%	3 38%	-	1 13%
<b>WEIGHTED TOTAL</b>	<b>8**</b> <b>100%</b>	1** 11%	**	6** 77%	5** 67%	**	1** 10%	3** 40%	**	1** 10%
<b>DID UNPAID WORK/ACTIVITIES/FUNDRAISING FOR THE CHURCH</b>										
A) IN PERSON	8 100%	1 100%	-	6 100%	5 100%	-	1 100%	3 100%	-	1 100%
B) IN WRITING/BY POST	-	-	-	-	-	-	-	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	-	-	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	-	-	-	-	-	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-
OFFLINE	8 100%	1 100%	-	6 100%	5 100%	-	1 100%	3 100%	-	1 100%
TELEPHONE	-	-	-	-	-	-	-	-	-	-
INTERNET	-	-	-	-	-	-	-	-	-	-



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)

	SEX		AGE							CLASS				CHILDREN UNDER 16		
	TOTAL (A)	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	3 100%	1 33%	2 67%	-	-	1 33%	-	1 33%	1 33%	-	2 67%	-	1 33%	-	1 33%	2 67%
<b>WEIGHTED TOTAL</b>	2** 100%	1** 39%	1** 61%	**	**	1** 30%	**	1** 39%	1** 31%	**	1** 61%	**	1** 39%	**	1** 30%	2** 70%
<b>OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)</b>																
A) IN PERSON	2 100%	1 100%	1 100%	-	-	1 100%	-	1 100%	1 100%	-	1 100%	-	1 100%	-	1 100%	2 100%
B) IN WRITING/BY POST	1 30%	-	1 50%	-	-	1 100%	-	-	-	-	1 50%	-	-	-	1 100%	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	1 30%	-	1 50%	-	-	1 100%	-	-	-	-	1 50%	-	-	-	1 100%	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 30%	-	1 50%	-	-	1 100%	-	-	-	-	1 50%	-	-	-	1 100%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	2 100%	1 100%	1 100%	-	-	1 100%	-	1 100%	1 100%	-	1 100%	-	1 100%	-	1 100%	2 100%
TELEPHONE	1 30%	-	1 50%	-	-	1 100%	-	-	-	-	1 50%	-	-	-	1 100%	-
INTERNET	1 30%	-	1 50%	-	-	1 100%	-	-	-	-	1 50%	-	-	-	1 100%	-





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	3 100%	-	-	1 33%	-	-	-	-	-	1 33%	1 33%	-	-
<b>WEIGHTED TOTAL</b>	2** 100%	**	**	1** 39%	**	**	**	**	**	1** 30%	1** 31%	**	**
<b>OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)</b>													
A) IN PERSON	2 100%	-	-	1 100%	-	-	-	-	-	1 100%	1 100%	-	-
B) IN WRITING/BY POST	1 30%	-	-	-	-	-	-	-	-	1 100%	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	1 30%	-	-	-	-	-	-	-	-	1 100%	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 30%	-	-	-	-	-	-	-	-	1 100%	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	2 100%	-	-	1 100%	-	-	-	-	-	1 100%	1 100%	-	-
TELEPHONE	1 30%	-	-	-	-	-	-	-	-	1 100%	-	-	-
INTERNET	1 30%	-	-	-	-	-	-	-	-	1 100%	-	-	-

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)

	EDUCATIONAL LEVEL								WORKING STATUS								
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	3 100%	1 33%	1 33%	1 33%	-	-	-	-	1 33%	-	-	-	-	2 67%	-	-	-
<b>WEIGHTED TOTAL</b>	2** 100%	1** 30%	1** 31%	1** 39%	**	**	**	**	1** 30%	**	**	**	**	2** 70%	**	**	**
<b>OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)</b>																	
A) IN PERSON	2 100%	1 100%	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	-	2 100%	-	-	-
B) IN WRITING/BY POST	1 30%	1 100%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	1 30%	1 100%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 30%	1 100%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	2 100%	1 100%	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	-	2 100%	-	-	-
TELEPHONE	1 30%	1 100%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
INTERNET	1 30%	1 100%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	3 100%	2 67%	2 67%	1 33%	1 33%	1 33%	-	-	-	-	1 33%	-	1 33%	2 67%	-	3 100%	-
<b>WEIGHTED TOTAL</b>	2** 100%	1** 61%	1** 61%	1** 39%	1** 30%	1** 31%	-** 0%	-** 0%	-** 0%	-** 0%	1** 30%	-** 0%	1** 39%	1** 61%	-** 0%	2** 100%	-** 0%
<b>OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)</b>																	
A) IN PERSON	2 100%	1 100%	1 100%	1 100%	1 100%	1 100%	-	-	-	-	1 100%	-	1 100%	1 100%	-	2 100%	-
B) IN WRITING/BY POST	1 30%	1 50%	1 50%	-	1 100%	-	-	-	-	-	1 100%	-	-	1 50%	-	1 30%	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	1 30%	1 50%	1 50%	-	1 100%	-	-	-	-	-	1 100%	-	-	1 50%	-	1 30%	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 30%	1 50%	1 50%	-	1 100%	-	-	-	-	-	1 100%	-	-	1 50%	-	1 30%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	2 100%	1 100%	1 100%	1 100%	1 100%	1 100%	-	-	-	-	1 100%	-	1 100%	1 100%	-	2 100%	-
TELEPHONE	1 30%	1 50%	1 50%	-	1 100%	-	-	-	-	-	1 100%	-	-	1 50%	-	1 30%	-
INTERNET	1 30%	1 50%	1 50%	-	1 100%	-	-	-	-	-	1 100%	-	-	1 50%	-	1 30%	-

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)

	TOTAL (A)	CONFIDENCE IN USING THE INTERNET								
		CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>3</b> <b>100%</b>	-	-	2 67%	2 67%	-	-	-	-	-
<b>WEIGHTED TOTAL</b>	<b>2**</b> <b>100%</b>	..	..	1** 61%	1** 61%	..	..	..	..	..
<b>OTHER (NOT CHURCH) FUNDRAISING (INCLUDING LOCAL FETES, MAKING THINGS TO SELL ETC.)</b>										
A) IN PERSON	2 100%	-	-	1 100%	1 100%	-	-	-	-	-
B) IN WRITING/BY POST	1 30%	-	-	1 50%	1 50%	-	-	-	-	-
C) BY TELEPHONE - FROM A MOBILE	-	-	-	-	-	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	1 30%	-	-	1 50%	1 50%	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 30%	-	-	1 50%	1 50%	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-
OFFLINE	2 100%	-	-	1 100%	1 100%	-	-	-	-	-
TELEPHONE	1 30%	-	-	1 50%	1 50%	-	-	-	-	-
INTERNET	1 30%	-	-	1 50%	1 50%	-	-	-	-	-

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)

	SEX		AGE							CLASS				CHILDREN UNDER 16		
	TOTAL (A)	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	3 100%	1 33%	2 67%	-	-	1 33%	1 33%	-	1 33%	-	2 67%	-	-	1 33%	1 33%	2 67%
WEIGHTED TOTAL	3** 100%	1** 36%	2** 64%	-	-	1** 25%	1** 39%	-	1** 36%	-	2** 75%	-	-	1** 25%	1** 39%	2** 61%
<b>ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)</b>																
A) IN PERSON	3 100%	1 100%	2 100%	-	-	1 100%	1 100%	-	1 100%	-	2 100%	-	-	1 100%	1 100%	2 100%
B) IN WRITING/BY POST	1 36%	1 100%	-	-	-	-	-	-	1 100%	-	1 48%	-	-	-	-	1 59%
C) BY TELEPHONE - FROM A MOBILE	1 36%	1 100%	-	-	-	-	-	-	1 100%	-	1 48%	-	-	-	-	1 59%
D) BY TELEPHONE - FROM A LANDLINE	1 36%	1 100%	-	-	-	-	-	-	1 100%	-	1 48%	-	-	-	-	1 59%
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 36%	1 100%	-	-	-	-	-	-	1 100%	-	1 48%	-	-	-	-	1 59%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	3 100%	1 100%	2 100%	-	-	1 100%	1 100%	-	1 100%	-	2 100%	-	-	1 100%	1 100%	2 100%
TELEPHONE	1 36%	1 100%	-	-	-	-	-	-	1 100%	-	1 48%	-	-	-	-	1 59%
INTERNET	1 36%	1 100%	-	-	-	-	-	-	1 100%	-	1 48%	-	-	-	-	1 59%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
UNWEIGHTED TOTAL	3 100%	-	-	-	-	-	1 33%	1 33%	-	-	1 33%	-	-
WEIGHTED TOTAL	3** 100%	..	..	..	..	..	1** 39%	1** 25%	..	..	1** 36%	..	..
<b>ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)</b>													
A) IN PERSON	3 100%	-	-	-	-	-	1 100%	1 100%	-	-	1 100%	-	-
B) IN WRITING/BY POST	1 36%	-	-	-	-	-	-	-	-	-	1 100%	-	-
C) BY TELEPHONE - FROM A MOBILE	1 36%	-	-	-	-	-	-	-	-	-	1 100%	-	-
D) BY TELEPHONE - FROM A LANDLINE	1 36%	-	-	-	-	-	-	-	-	-	1 100%	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 36%	-	-	-	-	-	-	-	-	-	1 100%	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	3 100%	-	-	-	-	-	1 100%	1 100%	-	-	1 100%	-	-
TELEPHONE	1 36%	-	-	-	-	-	-	-	-	-	1 100%	-	-
INTERNET	1 36%	-	-	-	-	-	-	-	-	-	1 100%	-	-

NOP/421395 - PREPARED FOR OPINION LEADER  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)

	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	3 100%	1 33%	1 33%	-	1 33%	-	-	-	1 33%	1 33%	-	-	-	-	-	1 33%	-	
<b>WEIGHTED TOTAL</b>	3** 100%	1** 36%	1** 25%	-**	1** 39%	-**	-**	-**	1** 39%	1** 36%	-**	-**	-**	-**	-**	1** 25%	-**	
<b>ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)</b>																		
A) IN PERSON	3 100%	1 100%	1 100%	-	1 100%	-	-	-	1 100%	1 100%	-	-	-	-	-	1 100%	-	
B) IN WRITING/BY POST	1 36%	1 100%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	
C) BY TELEPHONE - FROM A MOBILE	1 36%	1 100%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	
D) BY TELEPHONE - FROM A LANDLINE	1 36%	1 100%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 36%	1 100%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
OFFLINE	3 100%	1 100%	1 100%	-	1 100%	-	-	-	1 100%	1 100%	-	-	-	-	-	1 100%	-	
TELEPHONE	1 36%	1 100%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	
INTERNET	1 36%	1 100%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	3 100%	3 100%	2 67%	-	2 67%	1 33%	-	-	-	1 33%	1 33%	-	3 100%	-	-	3 100%	-
<b>WEIGHTED TOTAL</b>	3** 100%	3** 100%	2** 75%	-**	2** 75%	1** 25%	-**	-**	-**	1** 36%	1** 39%	-**	3** 100%	-**	-**	3** 100%	-**
<b>ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)</b>																	
A) IN PERSON	3 100%	3 100%	2 100%	-	2 100%	1 100%	-	-	-	1 100%	1 100%	-	3 100%	-	-	3 100%	-
B) IN WRITING/BY POST	1 36%	1 36%	1 48%	-	1 48%	-	-	-	-	1 100%	-	-	1 36%	-	-	1 36%	-
C) BY TELEPHONE - FROM A MOBILE	1 36%	1 36%	1 48%	-	1 48%	-	-	-	-	1 100%	-	-	1 36%	-	-	1 36%	-
D) BY TELEPHONE - FROM A LANDLINE	1 36%	1 36%	1 48%	-	1 48%	-	-	-	-	1 100%	-	-	1 36%	-	-	1 36%	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 36%	1 36%	1 48%	-	1 48%	-	-	-	-	1 100%	-	-	1 36%	-	-	1 36%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE	3 100%	3 100%	2 100%	-	2 100%	1 100%	-	-	-	1 100%	1 100%	-	3 100%	-	-	3 100%	-
TELEPHONE	1 36%	1 36%	1 48%	-	1 48%	-	-	-	-	1 100%	-	-	1 36%	-	-	1 36%	-
INTERNET	1 36%	1 36%	1 48%	-	1 48%	-	-	-	-	1 100%	-	-	1 36%	-	-	1 36%	-



GfK NOP



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL WHO HAVE ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	3 100%	-	-	3 100%	3 100%	-	-	1 33%	-	-
<b>WEIGHTED TOTAL</b>	3** 100%	**	**	3** 100%	3** 100%	**	**	1** 39%	**	**
<b>ATTENDED MEETINGS (INC. LOCAL COUNCIL, PARISH COUNCIL, COMMUNITY GROUPS ETC.)</b>										
A) IN PERSON	3 100%	-	-	3 100%	3 100%	-	-	1 100%	-	-
B) IN WRITING/BY POST	1 36%	-	-	1 36%	1 36%	-	-	-	-	-
C) BY TELEPHONE - FROM A MOBILE	1 36%	-	-	1 36%	1 36%	-	-	-	-	-
D) BY TELEPHONE - FROM A LANDLINE	1 36%	-	-	1 36%	1 36%	-	-	-	-	-
E) BY TEXT/SMS	-	-	-	-	-	-	-	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	1 36%	-	-	1 36%	1 36%	-	-	-	-	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	-	-	-	-	-	-	-	-	-	-
OFFLINE	3 100%	-	-	3 100%	3 100%	-	-	1 100%	-	-
TELEPHONE	1 36%	-	-	1 36%	1 36%	-	-	-	-	-
INTERNET	1 36%	-	-	1 36%	1 36%	-	-	-	-	-



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>ANY ACTIVITY</b>																
A) IN PERSON	<b>771</b> 37% DN	366 36%	404 38%	89 29%	128 38%	160 41%	152 46% A	106 35%	82 37%	55 30%	178 45% A	250 41%	166 38%	177 28%	288 38%	483 36%
B) IN WRITING/BY POST	<b>743</b> 36% DEN	332 33%	412 39%	43 14%	102 30%	158 40%	144 43% A	130 43% A	100 45% A	65 36%	205 52% A	238 39%	137 31%	164 26%	249 33%	494 37%
C) BY TELEPHONE - FROM A MOBILE	<b>63</b> 3% J	34 3%	28 3%	12 4%	15 4%	9 2%	13 4%	10 3%	4 2%	-	18 4%	22 4%	8 2%	16 3%	28 4%	35 3%
D) BY TELEPHONE - FROM A LANDLINE	<b>216</b> 10% DN	98 10%	117 11%	8 3%	36 11%	45 11%	38 11%	47 16% A	27 12%	14 8%	66 17% A	61 10%	41 9%	47 8%	82 11%	134 10%
E) BY TEXT/SMS	<b>4</b> .	3 .	2 .	1 .	1 .	1 .	1 .	-	1 .	-	1 .	3 .	1 .	-	1 .	3 .
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>263</b> 13% JMN	132 13%	131 12%	32 10%	57 17% A	67 17% A	55 16%	30 10%	18 8%	4 2%	94 24% A	103 17% A	36 8%	30 5%	106 14%	157 12%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>3</b> .	3 .	-	-	-	2 .	-	-	-	1 .	3 1% A	-	-	-	2 .	1 .
NOT ASKED	<b>761</b> 37% FGK	391 39%	370 35%	172 55% A	129 38%	119 30%	93 28%	94 32%	69 31%	84 46% A	86 22%	199 32%	162 37%	315 50% A	287 38%	474 36%
OFFLINE	<b>1191</b> 57% DN	551 54%	639 60%	117 38%	187 56%	245 62%	221 66% A	184 61%	142 64% A	94 52%	274 70% A	373 61%	256 58%	288 46%	423 56%	768 58%
TELEPHONE	<b>261</b> 13% DN	122 12%	139 13%	20 6%	45 13%	51 13%	48 14%	54 18% A	30 13%	14 8%	75 19% A	78 13%	49 11%	60 10%	100 13%	161 12%
INTERNET	<b>264</b> 13% IJMN	133 13%	131 12%	32 10%	57 17% A	68 17% A	55 16%	30 10%	18 8%	5 3%	96 24% A	103 17% A	36 8%	30 5%	107 14%	158 12%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
<b>ANY ACTIVITY</b>													
A) IN PERSON	<b>771</b> 37%	36 36%	63 36%	49 33%	31 41%	87 33%	147 37%	71 40%	44 43%	60 33%	97 45% A	61 34%	25 45%
B) IN WRITING/BY POST	<b>743</b> 36% FM	30 29%	58 33%	56 38%	42 55% A	72 28%	151 38%	70 40%	47 47% A	58 32%	82 38%	66 36%	11 19%
C) BY TELEPHONE - FROM A MOBILE	<b>63</b> 3% C	5 5%	-	3 2%	3 4%	12 5%	10 2%	8 5%	4 4%	3 2%	7 3%	5 3%	3 5%
D) BY TELEPHONE - FROM A LANDLINE	<b>216</b> 10% G	6 6%	14 8%	18 12%	10 13%	26 10%	27 7%	24 13%	20 20% A	18 10%	31 14%	17 9%	7 12%
E) BY TEXT/SMS	<b>4</b>	-	-	-	-	2 1%	-	-	-	1	2 1%	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>263</b> 13%	10 10%	14 8%	21 14%	13 16%	35 13%	54 14%	28 16%	11 11%	20 11%	33 15%	22 12%	4 6%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>3</b>	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-	-
NOT ASKED	<b>761</b> 37% EK	42 42%	74 43%	59 39%	16 21%	109 42%	148 37%	56 32%	27 26%	76 42%	61 28%	69 38%	25 44%
OFFLINE	<b>1191</b> 57%	54 53%	91 53%	82 55%	55 71% A	134 51%	235 59%	110 63%	64 64%	94 51%	136 63%	106 58%	29 52%
TELEPHONE	<b>261</b> 13%	10 10%	14 8%	19 13%	12 16%	36 14%	35 9%	31 17%	23 23% A	20 11%	35 16%	18 10%	8 15%
INTERNET	<b>264</b> 13%	10 10%	14 8%	21 14%	13 16%	35 13%	54 14%	28 16%	12 12%	20 11%	33 15%	22 12%	4 6%

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL							WORKING STATUS										
	TOTAL (A)	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 0%	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** 0%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>ANY ACTIVITY</b>																		
A) IN PERSON	771 37% G	109 48% A	76 39%	137 42%	231 39%	101 41%	115 24%	2 13%	301 38%	149 44% A	36 37%	8 52%	1 15%	29 39%	158 34%	19 32%	27 28%	43 34%
B) IN WRITING/BY POST	743 36% GNQ	114 50% A	89 46% A	129 40%	200 33%	88 35%	124 26%	-	301 38%	127 37%	36 37%	9 53%	-	7 9%	193 47% A	16 26%	16 17%	40 31%
C) BY TELEPHONE - FROM A MOBILE	63 3% O	10 4%	11 5%	13 4%	15 3%	6 3%	7 2%	1 7%	28 4%	11 3%	5 5%	1 5%	-	5 7%	5 1%	2 3%	2 2%	3 3%
D) BY TELEPHONE - FROM A LANDLINE	216 10% GNQ	46 20% A	19 10%	52 16% A	49 8%	20 8%	30 6%	-	82 10%	40 12%	11 11%	3 18%	-	1 1%	56 12%	8 13%	2 2%	13 11%
E) BY TEXT/SMS	4 0%	-	1 0%	2 1%	1 0%	1 0%	-	-	1 0%	1 0%	-	-	-	1 1%	1 0%	-	1 1%	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	263 13% FGOQ	68 30% A	46 24% A	62 19% A	61 10%	20 8%	5 1%	-	140 18% A	48 14%	19 20%	4 28%	-	8 10%	25 5%	3 6%	4 4%	11 8%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	3 0%	2 1% A	-	1 0%	-	-	-	-	2 0%	-	-	-	-	-	1 0%	-	-	-
NOT ASKED	761 37% BCD	46 20%	52 27%	99 30%	229 38%	85 34%	240 51% A	11 87%	257 33%	107 32%	33 34%	3 21%	7 85%	40 52% A	173 37%	28 46%	60 61% A	53 42%
OFFLINE	1191 57% GNQ	160 70% A	124 64%	200 62%	339 57%	152 62%	213 45%	2 13%	473 60%	210 62%	56 58%	12 72%	1 15%	32 42%	276 59%	30 49%	34 35%	67 53%
TELEPHONE	261 13% GQ	52 23% A	26 13%	61 19% A	61 10%	24 10%	37 8%	1 7%	97 12%	50 15%	15 16%	3 18%	-	6 8%	60 13%	10 16%	4 4%	16 13%
INTERNET	264 13% FGOQ	69 30% A	46 24% A	63 19% A	61 10%	20 8%	5 1%	-	140 18% A	48 14%	19 20%	4 28%	-	8 10%	26 6%	3 6%	4 5%	11 8%



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>ANY ACTIVITY</b>																	
A) IN PERSON	771 37% DO Q	595 40%	556 39%	176 30%	560 41% A	27 31%	8 46%	10 41%	19 32%	167 43% A	271 41%	137 38%	404 38%	211 42% A	156 30%	700 38%	71 29%
B) IN WRITING/BY POST	743 36% Q	555 37%	521 37%	188 32%	516 38%	27 31%	6 37%	12 46%	15 25%	152 39%	238 36%	144 40%	375 36%	198 40%	170 33%	678 37%	66 27%
C) BY TELEPHONE - FROM A MOBILE	63 3%	50 3%	46 3%	13 2%	48 3%	2 2%	1 8%	2 8%	1 1%	16 4%	26 4%	9 2%	34 3%	19 4%	10 2%	59 3%	4 2%
D) BY TELEPHONE - FROM A LANDLINE	216 10% DO	172 11%	160 11%	44 8%	153 11%	8 9%	3 17%	2 8%	5 8%	46 12%	73 11%	38 11%	130 12%	48 10%	38 7%	198 11%	18 7%
E) BY TEXT/SMS	4 *	4 *	2 *	1 *	3 *	1 1%	-	-	-	1 *	3 *	-	2 *	3 1%	-	4 *	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	263 13% DI LO Q	258 17% A	252 18% A	5 1%	254 19% A	5 6%	-	1 4%	-	109 28% A	115 17% A	30 8%	152 14%	107 21% A	4 1%	256 14%	6 3%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	3 *	3 *	3 *	-	3 *	-	-	-	-	2 *	1 *	-	-	3 1%	-	3 *	-
NOT ASKED	761 37% BC EJ N	487 33%	466 33%	274 47% A	438 32%	43 49% A	5 31%	6 23%	26 44%	103 27%	226 34%	127 35%	368 35%	147 30%	246 47% A	645 35%	116 48% A
OFFLINE	1191 57% DO Q	896 60%	840 59%	295 51%	825 60%	42 48%	11 69%	18 72%	31 52%	240 62%	389 59%	220 61%	611 58%	312 63% A	268 51%	1073 59%	117 48%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87** 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
TELEPHONE	<b>261</b> 13% O	205 14%	191 13%	56 10%	186 14%	10 12%	4 25%	4 16%	5 8%	54 14%	95 14%	45 12%	153 15%	61 12%	47 9%	240 13%	21 9%
INTERNET	<b>264</b> 13% DI LOQ	260 17%	253 18%	5 1%	255 19%	5 6%	-	1 4%	-	110 29%	116 17%	30 8%	152 14%	109 22%	4 1%	258 14%	6 3%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> <b>100%</b>	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>ANY ACTIVITY</b>										
A) IN PERSON	<b>771</b> <b>37%</b> <b>GJ</b>	237 39%	53 48% A	353 39%	478 43% A	32 49%	114 28%	250 43% A	12 49%	89 28%
B) IN WRITING/BY POST	<b>743</b> <b>36%</b> <b>B</b>	183 30%	40 36%	378 42% A	439 40% A	25 38%	129 32%	208 36%	8 31%	114 35%
C) BY TELEPHONE - FROM A MOBILE	<b>63</b> <b>3%</b>	24 4%	3 3%	28 3%	44 4%	1 2%	8 2%	23 4%	-	5 2%
D) BY TELEPHONE - FROM A LANDLINE	<b>216</b> <b>10%</b>	46 8%	15 14%	123 14% A	132 12%	9 14%	37 9%	52 9%	4 16%	34 10%
E) BY TEXT/SMS	<b>4</b> <b>.</b>	3 .	- .	1 .	2 .	1 2% A	-	2 .	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>263</b> <b>13%</b> <b>GJ</b>	141 23% A	13 12%	108 12%	241 22% A	6 10%	13 3%	163 28% A	3 14%	9 3%
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>3</b> <b>.</b>	1 .	-	2 .	3 .	-	-	2 .	-	-
NOT ASKED	<b>761</b> <b>37%</b> <b>DEH</b>	212 35%	36 32%	290 32%	319 29%	20 30%	181 45% A	164 28%	7 27%	139 43% A
OFFLINE	<b>1191</b> <b>57%</b> <b>G</b>	334 55%	71 64%	561 63% A	694 63% A	43 65%	206 51%	355 61%	16 65%	173 54%
TELEPHONE	<b>261</b> <b>13%</b>	62 10%	18 16%	143 16% A	161 15%	11 16%	44 11%	67 12%	4 16%	38 12%
INTERNET	<b>264</b> <b>13%</b> <b>GJ</b>	141 23% A	13 12%	110 12%	242 22% A	6 10%	13 3%	164 28% A	3 14%	9 3%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EVER DONE												
	TOTAL (A)	REGIS-TERED TO VOTE (B)	VOTED IN AN ELECTION (C)	JOINED POLITICAL PARTY (D)	DONATED MONEY TO A POLITICAL PARTY (E)	TAKEN PART IN GOVERN-MENT SURVEY/CONSULT-ATION (F)	CONTACT WITH GOVERN-MENT DEPT/ LOCAL COUNCIL (G)	CONTACT WITH MP/ LOCAL COUN-ILLOR (H)	TAKEN PART IN PROTEST /DEMO (I)	JOINED CAMP AIGNING ORGAN-ISATION (J)	DONATED MONEY CAMP AIGNING ORGAN-ISATION (K)	SIGNED PETITION (L)	BOYCOTTED PRODUCT/ SERVICE (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> <b>100%</b>	1553 75%	1521 74%	99 5%	101 5%	451 22%	576 28%	360 17%	222 11%	163 8%	587 28%	1117 54%	402 19%
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	1533 74%	1505 73%	100* 5%	97* 5%	447 22%	563 27%	342 16%	221 11%	162 8%	590 28%	1123 54%	403 19%
<b>ANY ACTIVITY</b>													
A) IN PERSON	<b>771</b> <b>37%</b> V	659 43% A	619 41% A	56 56% A	59 61% A	258 58% A	307 54% A	180 53% A	113 51% A	107 66% A	366 62% A	569 51% A	227 56% A
B) IN WRITING/BY POST	<b>743</b> <b>36%</b> V	707 46% A	647 43% A	62 62% A	63 66% A	247 55% A	321 57% A	207 60% A	125 56% A	107 66% A	308 52% A	532 47% A	241 60% A
C) BY TELEPHONE - FROM A MOBILE	<b>63</b> <b>3%</b> V	57 4%	49 3%	6 6%	4 4%	26 6% A	47 8% A	23 7% A	9 4%	10 6%	33 6% A	41 4%	20 5%
D) BY TELEPHONE - FROM A LANDLINE	<b>216</b> <b>10%</b> V	195 13% A	187 12%	15 15%	20 21% A	93 21% A	151 27% A	79 23% A	45 20% A	36 22% A	110 19% A	171 15% A	92 23% A
E) BY TEXT/SMS	<b>4</b> .	4 .	4 .	- .	- .	2 .	3 .	- .	1 .	1 .	3 .	3 .	1 .
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>263</b> <b>13%</b> V	239 16% A	221 15%	26 26% A	22 22% A	127 28% A	155 27% A	96 28% A	63 29% A	76 47% A	140 24% A	231 21% A	123 30% A
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>3</b> .	3 .	3 .	- .	- .	- .	2 .	2 1%	1 .	- .	2 .	3 .	- .
NOT ASKED	<b>761</b> <b>37%</b> BCDEFG HIJKLM NOP Q	378 25%	443 29%	14 14%	12 12%	58 13%	79 14%	49 14%	49 22%	7 4%	73 12%	231 21%	51 13%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P - A/Q - A/R - A/S - A/T - A/U - A/V - A/W - A/X - A/Y - A/Z

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EVER DONE												
	TOTAL (A)	REGIS-TERED TO VOTE (B)	VOTED IN AN ELECTION (C)	JOINED POLITICAL PARTY (D)	DONATED MONEY TO A POLITICAL PARTY (E)	TAKEN PART IN GOVERNMENT SURVEY/CONSULTATION (F)	CONTACT WITH GOVERNMENT DEPT/LOCAL COUNCIL (G)	CONTACT WITH MP/LOCAL COUNCILLOR (H)	TAKEN PART IN PROTEST /DEMO (I)	JOINED CAMP AIGNING ORGANISATION (J)	DONATED MONEY CAMP AIGNING ORGANISATION (K)	SIGNED PETITION (L)	BOYCOTTED PRODUCT/SERVICE (M)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	1533 74%	1505 73%	100* 5%	97* 5%	447 22%	563 27%	342 16%	221 11%	162 8%	590 28%	1123 54%	403 19%
OFFLINE	<b>1191</b> <b>57%</b> V	1053 69% A	971 64% A	81 81% A	82 85% A	353 79% A	434 77% A	270 79% A	161 73% A	142 88% A	486 82% A	814 72% A	321 80% A
TELEPHONE	<b>261</b> <b>13%</b> V	237 15% A	219 15% A	19 19% A	23 24% A	111 25% A	181 32% A	93 27% A	51 23% A	44 28% A	134 23% A	202 18% A	106 26% A
INTERNET	<b>264</b> <b>13%</b> V	240 16% A	222 15% A	26 26% A	22 22% A	127 28% A	155 28% A	97 28% A	64 29% A	76 47% A	142 24% A	233 21% A	123 30% A

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P - A/Q - A/R - A/S - A/T

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.  
 PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EVER DONE									
	TOTAL (A)	VOLUNTEERED FOR A CHARITY (N)	DID UNPAID WORK AT SCHOOL (O)	DID UNPAID WORK IN LOCAL COMMUNITY (P)	GIVEN VIEWS OR ADVICE (Q)	DID UNPAID WORK FOR CHURCH (R)	OTHER (NOT CHURCH) FUND RAISING (S)	ATTENDED MEETINGS (T)	OTHER (U)	NONE OF THESE (V)
UNWEIGHTED TOTAL	2069 100%	484 23%	452 22%	428 21%	310 15%	11 1%	4	14 1%	14 1%	206 10%
WEIGHTED TOTAL	2076 100%	484 23%	448 22%	433 21%	311 15%	10** 1%	3**	9**	12** 1%	214 10%
<b>ANY ACTIVITY</b>										
A) IN PERSON	771 37% V	236 49% A	234 52% A	225 52% A	189 61% A	9 87%	3 100%	6 62%	7 60%	-
B) IN WRITING/BY POST	743 36% V	240 50% A	232 52% A	208 48% A	204 66% A	7 67%	3 100%	7 76%	9 74%	-
C) BY TELEPHONE - FROM A MOBILE	63 3% V	27 6% A	21 5%	20 5%	20 6% A	-	1 30%	1 10%	1 11%	-
D) BY TELEPHONE - FROM A LANDLINE	216 10% V	85 18% A	72 16% A	78 18% A	74 24% A	1 12%	2 49%	4 41%	3 24%	-
E) BY TEXT/SMS	4	1	3 1%	1	2 1%	-	1 22%	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	263 13% V	111 23% A	95 21% A	93 21% A	115 37% A	1 10%	3 73%	2 19%	1 6%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	3	2	1	3 1%	2 1%	-	-	-	-	-
NOT ASKED	761 37% BCDEFG HIJKLM NOP Q	114 24%	99 22%	107 26%	28 9%	1 13%	-	1 11%	2 18%	214 100% A

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P - A/Q - A/R - A/S - A/T - A/U - A/V

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EVER DONE									
	TOTAL (A)	VOLUNTEERED FOR A CHARITY (N)	DID UNPAID WORK AT SCHOOL (O)	DID UNPAID WORK IN LOCAL COMMUNITY (P)	GIVEN VIEWS OR ADVICE (Q)	DID UNPAID WORK FOR CHURCH (R)	OTHER (NOT CHURCH) FUND RAISING (S)	ATTENDED MEETINGS (T)	OTHER (U)	NONE OF THESE (V)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	484 23%	448 22%	433 21%	311 15%	10** .1%	3** . . . . .	9**	12** .1%	214 10%
OFFLINE	1191 57% V	339 70% A	326 73% A	303 70% A	261 84% A	9 87%	3 100%	7 81%	9 78%	-
TELEPHONE	261 13% V	106 22% A	90 20% A	93 21% A	86 28% A	1 12%	3 78%	4 41%	3 24%	-
INTERNET	264 13% V	112 23% A	95 21% A	94 22% A	116 37% A	1 10%	3 73%	2 19%	1 6%	-

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P - A/Q - A/R - A/S - A/T

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	DONE IN PAST 12 MONTHS												
	TOTAL (A)	REGIS-TERED TO VOTE (B)	VOTED IN AN ELECTION (C)	JOINED POLITICAL PARTY (D)	DONATED MONEY TO A POLITICAL PARTY (E)	TAKEN PART IN GOVERN-MENT SURVEY/CONSULT-ATION (F)	CONTACT WITH GOVERN-MENT DEPT/ LOCAL COUNCIL (G)	CONTACT WITH MP/ LOCAL COUN-ILLOR (H)	TAKEN PART IN PROTEST /DEMO (I)	JOINED CAMP AIGNING ORGAN-ISATION (J)	DONATED MONEY CAMP AIGNING ORGAN-ISATION (K)	SIGNED PETITION (L)	BOYCOTTED PRODUCT/ SERVICE (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	875 42%	711 34%	13 1%	37 2%	179 9%	282 14%	146 7%	50 2%	61 3%	387 19%	549 27%	190 9%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	857 41%	721 35%	11** 1%	36* 2%	181 9%	270 13%	135 7%	49* 2%	62* 3%	379 18%	548 26%	193 9%
<b>ANY ACTIVITY</b>													
A) IN PERSON	<b>771</b> 37% V	457 53% A	359 50% A	7 65%	27 76% A	133 73% A	184 68% A	93 69% A	30 62% A	45 73% A	280 74% A	449 82% A	127 66% A
B) IN WRITING/BY POST	<b>743</b> 36% V	591 69% A	378 52% A	8 75%	29 81% A	134 74% A	188 70% A	98 72% A	32 65% A	44 72% A	227 60% A	305 56% A	122 63% A
C) BY TELEPHONE - FROM A MOBILE	<b>63</b> 3% V	34 4%	24 3%	-	1 4%	17 9% A	43 16% A	13 10% A	2 4%	5 8% A	28 7% A	22 4%	9 5%
D) BY TELEPHONE - FROM A LANDLINE	<b>216</b> 10% V	136 16% A	95 13% A	3 23%	8 22% A	52 29% A	128 47% A	47 35% A	12 24% A	13 21% A	78 21% A	108 20% A	50 26% A
E) BY TEXT/SMS	<b>4</b>	4	3	-	-	1 1%	1	-	1 2%	1 1%	3 1%	2	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	<b>263</b> 13% V	169 20% A	108 15%	4 36%	6 16%	67 37% A	92 34% A	56 41% A	17 34% A	28 46% A	113 30% A	178 33% A	70 36% A
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	<b>3</b>	3	2	-	-	-	1	-	-	-	2	2	-
NOT ASKED	<b>761</b> 37% BCEFGH I JKLMNO PQ	-	136 19%	-	-	-	-	-	10 20%	-	-	-	16 8%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P - A/Q - A/R - A/S - A/T - A/U - A/V - A/W - A/X - A/Y - A/Z

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	DONE IN PAST 12 MONTHS												
	TOTAL (A)	REGIS-TERED TO VOTE (B)	VOTED IN AN ELECTION (C)	JOINED POLITICAL PARTY (D)	DONATED MONEY TO A POLITICAL PARTY (E)	TAKEN PART IN GOVERNMENT SURVEY/CONSULTATION (F)	CONTACT WITH GOVERNMENT DEPT/LOCAL COUNCIL (G)	CONTACT WITH MP/LOCAL COUNCILLOR (H)	TAKEN PART IN PROTEST /DEMO (I)	JOINED CAMP AIGNING ORGANISATION (J)	DONATED MONEY CAMP AIGNING ORGANISATION (K)	SIGNED PETITION (L)	BOYCOTTED PRODUCT/SERVICE (M)
WEIGHTED TOTAL	2076 100%	857 41%	721 35%	11** 1% **	36* 2% *	181 9%	270 13%	135 7%	49* 2% *	62* 3% *	379 18%	548 26%	193 9%
OFFLINE	1191 57% V	795 93% A	547 76% A	10 93%	35 98% A	171 95% A	241 89% A	124 92% A	39 80% A	58 94% A	360 95% A	516 94% A	166 86% A
TELEPHONE	261 13% V	164 19% A	114 16% A	3 23%	9 26% A	63 35% A	154 57% A	55 41% A	13 26% A	18 29% A	98 26% A	126 23% A	58 30% A
INTERNET	264 13% V	170 20% A	110 15%	4 36%	6 16%	67 37% A	93 34% A	56 41% A	17 34% A	28 46% A	114 30% A	180 33% A	70 36% A



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P - A/Q - A/R - A/S - A/T

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	DONE IN PAST 12 MONTHS									
	TOTAL (A)	VOLUN TEERED FOR A CHARITY (N)	DID UNPAID WORK AT SCHOOL (O)	DID UNPAID WORK IN LOCAL COMMUNITY (P)	GIVEN VIEWS OR ADVICE (Q)	DID UNPAID WORK FOR CHURCH (R)	OTHER (NOT CHURCH) FUND RAISING (S)	ATTENDED MEETINGS (T)	OTHER (U)	NONE OF THESE (V)
<b>UNWEIGHTED TOTAL</b>	2069 100%	202 10%	192 9%	222 11%	167 8%	11 1%	4 *	14 1%	14 1%	317 15%
<b>WEIGHTED TOTAL</b>	2076 100%	198 10%	185 9%	222 11%	162 8%	10** 1%	3** ..	9** ..	12** 1%	312 15%
<b>ANY ACTIVITY</b>										
A) IN PERSON	771 37% V	111 56% A	119 65% A	129 58% A	109 67% A	9 87%	3 100%	6 62%	7 60%	-
B) IN WRITING/BY POST	743 36% V	101 51% A	96 52% A	111 50% A	123 76% A	7 67%	3 100%	7 76%	9 74%	-
C) BY TELEPHONE - FROM A MOBILE	63 3% V	13 6% A	9 5%	15 7% A	18 71% A	-	1 30%	1 10%	1 11%	-
D) BY TELEPHONE - FROM A LANDLINE	216 10% V	37 19% A	36 19% A	46 21% A	50 31% A	1 12%	2 49%	4 41%	3 24%	-
E) BY TEXT/SMS	4 *	-	1 1%	1 1%	2 7% A	-	1 22%	-	-	-
F) VIA THE INTERNET INCLUDING BY E-MAIL	263 13% V	48 24% A	48 26% A	54 24% A	79 49% A	1 10%	3 73%	2 19%	1 6%	-
G) VIA MOBILE INTERNET (ACCESSED THROUGH A MOBILE PHONE)	3 *	2 1% A	1 1%	2 1%	1 1%	-	-	-	-	-
NOT ASKED	761 37% BCEFGH IJKLMN O P Q	40 20%	28 15%	44 20%	-	1 13%	-	1 11%	2 18%	312 100% A



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.2 YOU SAID THAT YOU HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS.**  
**PLEASE TELL ME HOW YOU WENT ABOUT THIS? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	DONE IN PAST 12 MONTHS									
	TOTAL (A)	VOLUN TEERED FOR A CHARITY (N)	DID UNPAID WORK AT SCHOOL (O)	DID UNPAID WORK IN LOCAL COMMUNITY (P)	GIVEN VIEWS OR ADVICE (Q)	DID UNPAID WORK FOR CHURCH (R)	OTHER (NOT CHURCH) FUND RAISING (S)	ATTENDED MEETINGS (T)	OTHER (U)	NONE OF THESE (V)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	198 10%	185 9%	222 11%	162 8%	10** .1%	3** . . . . .	9**	12** .1%	312 15%
OFFLINE	1191 57% V	148 75% A	148 80% A	167 75% A	147 91% A	9 87%	3 100%	7 81%	9 78%	-
TELEPHONE	261 13% V	46 23% A	42 23% A	55 25% A	60 37% A	1 12%	3 78%	4 41%	3 24%	-
INTERNET	264 13% V	49 25% A	48 26% A	56 25% A	79 49% A	1 10%	3 73%	2 19%	1 6%	-

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P - A/Q - A/R - A/S - A/T - A/U - A/V

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
LACK OF TIME/OTHER COMMITMENTS (E.G. FAMILY, WORK ETC.)/ NATURE OF MY JOB (DOESN'T ALLOW IT)	<b>933</b> 45% IJ NP	454 45%	479 45%	122 39%	183 54% A	237 60% A	190 57% A	118 39%	55 25%	28 16%	213 54% A	325 53% A	203 46%	192 31%	423 56% A	511 38%
LACK OF INTEREST IN THE ISSUE/GETTING INVOLVED/ NOT INTERESTED/APATHY/ DON'T WANT TO/CHOOSE NOT TO/NOT INTERESTED IN POLITICS/DON'T UNDERSTAND POLITICS/ BETTER THINGS TO DO/ OTHER INTERESTS	<b>476</b> 23%	234 23%	242 23%	84 27%	66 19%	79 20%	67 20%	89 30% A	58 26%	33 18%	80 20%	120 20%	112 25%	164 26%	150 20%	326 25%
LACK OF KNOWLEDGE ABOUT THE ISSUE/HOW TO GET INVOLVED	<b>114</b> 5% I	56 6%	58 5%	32 10% A	21 6%	23 6%	14 4%	15 5%	4 2%	4 2%	21 5%	37 6%	21 5%	35 6%	38 5%	75 6%
MONEY/NOT BEING ABLE TO AFFORD TO JOIN/DONATE	<b>70</b> 3%	26 3%	44 4%	13 4%	17 5%	12 3%	10 3%	6 2%	7 3%	6 3%	9 2%	16 3%	18 4%	27 4%	33 4%	37 3%
AGE/TOO OLD/TOO YOUNG	<b>70</b> 3% EFG O	27 3%	42 4%	10 3%	-	-	-	4 1%	11 5%	44 24% A	16 4%	26 4%	10 2%	18 3%	6 1%	64 5% A
HEALTH/ILL HEALTH	<b>70</b> 3% DEF O	36 4%	34 3%	2 1%	3 1%	3 1%	10 3%	17 6%	13 6%	21 12% A	8 2%	17 3%	10 2%	34 5% A	6 1%	64 5% A
NOT HAVING THE CONFIDENCE TO SPEAK UP/ GET INVOLVED	<b>51</b> 2%	25 2%	27 3%	5 2%	12 4%	12 3%	5 2%	8 3%	4 2%	6 3%	6 2%	12 2%	11 3%	22 4%	19 3%	33 2%
MOBILITY PROBLEMS/ DISABLED	<b>29</b> 1% FO	16 2%	13 1%	-	1	-	4 1%	10 3% A	5 2%	8 5% A	4 1%	6 1%	5 1%	14 2%	3	26 2%





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
DO NOT HAVE ACCESS TO THE INTERNET	26 1%	8 1%	19 2%	1 *	7 2%	1 *	2 1%	4 1%	4 2%	7 4% A	3 1%	3 1%	1 *	19 3% A	6 1%	20 2%
NO POINT/NO INFLUENCE/VIEW ARE NOT HEARD/THEY DON'T LISTEN/WASTE OF TIME/THEY ARE ALL THE SAME/LACK OF TRUST/DISILLUSIONMENT	20 1%	16 2%	4 *	-	4 1%	-	6 2%	5 2%	3 1%	2 1%	6 1%	4 1%	5 1%	5 1%	4 1%	16 1%
LACK OF CONFIDENCE USING THE INTERNET	15 1%	8 1%	7 1%	3 1%	2 1%	4 1%	1 *	1 *	3 2%	1 1%	1 *	4 1%	2 *	8 1%	7 1%	8 1%
TAKE PART ENOUGH	6 *	3 *	3 *	-	-	1 *	2 1%	-	3 1% A	-	3 1%	1 *	2 *	-	1 *	5 *
WEATHER	5 *	3 *	2 *	3 1%	-	-	2 1%	-	-	-	-	3 *	2 *	1 *	2 *	4 *
SATISFIED/NOTHING TO COMPLAIN ABOUT/NEVER NEEDED TO	5 *	3 *	2 *	-	2 *	-	2 1%	1 *	-	1 *	3 1%	1 *	1 *	1 *	2 *	3 *
NOT A BRITISH CITIZEN/NOT A PERMANENT RESIDENT/CAN'T VOTE	5 *	5 *	-	2 1%	3 1% A	-	-	-	-	-	1 *	2 *	2 *	-	-	5 *
TRANSPORT/LACK OF TRANSPORT	4 *	* *	4 *	-	-	1 *	1 *	-	-	2 1% A	1 *	2 *	-	1 *	1 *	3 *
OTHER	25 1%	8 1%	18 2%	4 1%	6 2%	2 *	4 1%	2 1%	7 3% A	1 1%	4 1%	5 1%	8 2%	7 1%	8 1%	18 1%
NOTHING PREVENTS ME	395 19%	191 19%	204 19%	62 20%	59 18%	60 15%	59 18%	51 17%	64 29% A	40 22%	64 16%	102 17%	80 18%	149 24% A	136 18%	259 20%



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
LACK OF TIME/OTHER COMMITMENTS (E.G. FAMILY, WORK ETC.)/ NATURE OF MY JOB (DOESN'T ALLOW IT)	<b>933</b> 45% BD	33 33%	76 44%	49 33%	36 47%	153 58% A	186 47%	66 38%	51 50%	95 52%	93 43%	72 39%	24 42%
LACK OF INTEREST IN THE ISSUE/GETTING INVOLVED/ NOT INTERESTED/APATHY/ DON'T WANT TO/CHOOSE NOT TO/NOT INTERESTED IN POLITICS/DON'T UNDERSTAND POLITICS/ BETTER THINGS TO DO/ OTHER INTERESTS	<b>476</b> 23% FI	23 23%	46 26%	27 18%	19 24%	43 16%	106 27%	46 26%	11 11%	33 18%	53 25%	50 28%	18 32% A
LACK OF KNOWLEDGE ABOUT THE ISSUE/HOW TO GET INVOLVED	<b>114</b> 5% B	- -	6 4%	3 2%	4 5%	29 11% A	32 8%	7 4%	2 2%	10 5%	10 4%	9 5%	2 4%
MONEY/NOT BEING ABLE TO AFFORD TO JOIN/DONATE	<b>70</b> 3% -	- -	5 3%	5 3%	4 5%	13 5%	13 3%	6 3%	2 2%	7 4%	7 3%	7 4%	1 1%
AGE/TOO OLD/TOO YOUNG	<b>70</b> 3% -	2 2%	6 3%	4 2%	4 5%	5 2%	10 3%	4 2%	4 4%	9 5%	11 5%	11 6%	* 1%
HEALTH/ILL HEALTH	<b>70</b> 3% A	8 8% A	6 3%	5 3%	4 5%	4 2%	7 2%	7 4%	7 7%	4 2%	12 6%	4 2%	3 5%
NOT HAVING THE CONFIDENCE TO SPEAK UP/ GET INVOLVED	<b>51</b> 2% L	- -	- -	4 3%	- -	8 3%	28 7% A	4 2%	1 1%	1 1%	5 2%	- -	1 1%
MOBILITY PROBLEMS/ DISABLED	<b>29</b> 1% -	2 2%	1 1%	6 4% A	- -	- -	6 2%	2 1%	- -	3 2%	6 3%	2 1%	* 1%
DO NOT HAVE ACCESS TO THE INTERNET	<b>26</b> 1% -	- -	- -	1 *	2 3%	5 2%	13 3% A	1 1%	- -	2 1%	- -	3 1%	1 2%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M**  
 \* SMALL BASE



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101*	174	150	77*	262	398	175	101*	183	218	182	56
		5%	8%	7%	4%	13%	19%	8%	5%	9%	10%	9%	3%
NO POINT/NO INFLUENCE/ VIEW ARE NOT HEARD/THEY DON'T LISTEN/WASTE OF TIME/THEY ARE ALL THE SAME/LACK OF TRUST/ DISILLUSIONMENT	20 1%	2	2	3	-	2	2	1	4	1	2	-	-
		2%	1%	2%	-	1%	1%	1%	4%	1%	1%	-	-
LACK OF CONFIDENCE USING THE INTERNET	15 1%	-	-	1	-	3	9	-	-	-	2	-	-
		-	-	1%	-	1%	2%	-	-	-	1%	-	-
TAKE PART ENOUGH	6	-	-	-	5	-	-	1	-	-	-	-	-
		-	-	-	7%	-	-	1%	-	-	-	-	-
WEATHER	5	-	-	-	-	2	-	1	-	-	-	3	-
		-	-	-	-	1%	-	1%	-	-	-	1%	-
SATISFIED/NOTHING TO COMPLAIN ABOUT/NEVER NEEDED TO	5	1	-	-	1	-	1	-	-	-	2	1	-
		1%	-	-	2%	-	1	-	-	-	1%	1	-
NOT A BRITISH CITIZEN/ NOT A PERMANENT RESIDENT/CAN'T VOTE	5	-	1	-	-	3	-	-	-	-	-	1	-
		-	1%	-	-	1%	-	-	-	-	-	1	-
TRANSPORT/LACK OF TRANSPORT	4	-	-	-	-	-	-	2	-	1	1	-	1
		-	-	-	-	-	-	1%	-	1	1	-	1%
OTHER	25 1%	-	1	-	1	3	4	6	1	3	3	3	1
		-	1%	-	2%	1%	1%	3%	1%	2%	1%	1%	1%
NOTHING PREVENTS ME	395 19%	32	39	48	10	29	58	48	22	35	35	33	5
		32%	23%	32%	13%	11%	15%	27%	22%	19%	16%	18%	9%
		A	A	A	A	A	A	A	A	A	A	A	A

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	EDUCATIONAL LEVEL							WORKING STATUS									
		POST GRAD UATE (B)	UNDER GRAD UATE (C)	A- LEVELS OR EQUI VALENT (D)	GCSSES/ O- LEVELS OR EQUI VALENT (E)	OTHER QUAL IFIC ATIONS (F)	NO QUAL IFIC ATIONS (G)	STILL STUDY ING (H)	FULL- TIME (I)	PART- TIME (J)	SELF- EMPL OYED FULL- TIME (K)	SELF- EMPL OYED PART- TIME (L)	STILL AT SCHOOL (M)	FULL- TIME HIGHER EDUC ATION (N)	RET IRED (O)	NOT ABLE TO WORK (P)	UNEMP LOYED (Q)	NOT WORKING OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 *	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** ..	76* 4%	469 23%	61* 3%	97* 5%	126 6%
LACK OF TIME/OTHER COMMITMENTS (E.G. FAMILY, WORK ETC.)/NATURE OF MY JOB (DOESN'T ALLOW IT)	<b>933</b> 45% GOP R	135 59% A	109 56% A	179 55% A	266 45%	106 43%	133 28%	6 48%	474 60% A	173 51% A	62 64% A	11 67%	5 55%	31 41%	100 21%	11 17%	23 24%	45 35%
LACK OF INTEREST IN THE ISSUE/GETTING INVOLVED/NOT INTERESTED/APATHY/DON'T WANT TO/CHOOSE NOT TO/NOT INTERESTED IN POLITICS/DON'T UNDERSTAND POLITICS/BETTER THINGS TO DO/OTHER INTERESTS	<b>476</b> 23% BC	36 16%	28 15%	64 20%	145 24%	61 25%	140 30% A	3 21%	154 20%	88 26%	19 20%	2 12%	-	14 19%	120 26%	16 26%	34 35% A	28 22%
LACK OF KNOWLEDGE ABOUT THE ISSUE/HOW TO GET INVOLVED	<b>114</b> 5% O	13 6%	18 9% A	15 5%	38 6%	12 5%	17 4%	1 5%	46 6%	14 4%	6 6%	1 9%	-	11 14% A	13 3%	5 8%	10 10%	8 6%
MONEY/NOT BEING ABLE TO AFFORD TO JOIN/DONATE	<b>70</b> 3%	7 3%	3 1%	13 4%	21 3%	8 3%	18 4%	-	19 2%	19 5%	3 3%	-	-	1 1%	15 3%	1 2%	6 6%	6 5%
AGE/TOO OLD/TOO YOUNG	<b>70</b> 3% LJR	4 2%	3 1%	8 3%	14 2%	10 4%	30 6% A	-	5 1%	3 1%	-	-	1 16%	4 5%	55 12% A	-	1 1%	-
HEALTH/ILL HEALTH	<b>70</b> 3% CU	3 1%	1 1%	5 2%	21 3%	9 4%	31 7% A	-	4 1%	4 1%	-	-	-	1 2%	41 9% A	7 11% A	3 3%	10 8% A
NOT HAVING THE CONFIDENCE TO SPEAK UP/GET INVOLVED	<b>51</b> 2%	2 1%	5 2%	5 1%	28 5% A	4 2%	8 2%	1 7%	18 2%	5 2%	3 3%	-	-	1 1%	12 3%	2 4%	3 3%	7 5% A
MOBILITY PROBLEMS/DISABLED	<b>29</b> 1% I	3 1%	1 1%	1 *	3 *	7 3%	14 3% A	-	1 *	1 *	-	-	-	-	16 3% A	9 15% A	-	2 1%



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL							WORKING STATUS										
	POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSSES/ O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9**	76* 4%	469 23%	61* 3%	97* 5%	126 6%
DO NOT HAVE ACCESS TO THE INTERNET	26 1%	-	1 1%	1	12 2%	1 1%	11 2%	-	4 1%	3 1%	-	-	-	-	13 3% A	1 1%	1 1%	4 3%
NO POINT/NO INFLUENCE/VIEW ARE NOT HEARD/THEY DON'T LISTEN/WASTE OF TIME/THEY ARE ALL THE SAME/LACK OF TRUST/DISILLUSIONMENT	20 1%	2 1%	1 1%	3 1%	4 1%	5 2%	3 1%	1 8%	7 1%	2 1%	3 3% A	-	-	1 1%	5 1%	1 1%	1 1%	1
LACK OF CONFIDENCE USING THE INTERNET	15 1%	-	-	-	10 2%	1	5 1%	-	2	1	1 1%	-	-	-	4 1%	-	1 1%	4 3% A
TAKE PART ENOUGH	6	1 1%	1	-	2	1	1	-	2	1	-	-	-	-	3 1%	-	-	-
WEATHER	5	1 1%	2 1%	-	2	-	1	-	5 1%	-	-	-	-	-	-	1 1%	-	-
SATISFIED/NOTHING TO COMPLAIN ABOUT/NEVER NEEDED TO	5	1 1%	-	2 1%	1	-	1	-	1	1	-	1 5%	-	-	1	1 2% A	-	-
NOT A BRITISH CITIZEN/NOT A PERMANENT RESIDENT/CAN'T VOTE	5	2 1%	1 1%	2 1%	-	-	-	-	4 1%	-	-	-	-	1 1%	-	-	-	-
TRANSPORT/LACK OF TRANSPORT	4	-	1	-	2	-	1	-	-	1	-	-	-	2 1%	-	1 1%	-	
OTHER	25 1%	5 2%	3 1%	3 1%	5 1%	5 2%	4 1%	-	6 1%	4 1%	1 1%	-	1 13%	1 2%	8 2%	1 2%	2 2%	1
NOTHING PREVENTS ME	395 19%	44 19%	36 19%	55 17%	108 18%	45 18%	104 22%	3 26%	138 17%	56 17%	12 12%	4 26%	1 16%	12 15%	110 24% A	9 15%	20 20%	33 26% A



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
LACK OF TIME/OTHER COMMITMENTS (E.G. FAMILY, WORK ETC.)/NATURE OF MY JOB (DOESN'T ALLOW IT)	<b>933</b> 45% DQ	770 52% A	732 52% A	163 28%	729 53% A	40 46%	7 39%	12 46%	20 34%	215 56% A	348 53% A	186 51% A	505 48%	290 58% A	138 26%	874 48%	59 24%
LACK OF INTEREST IN THE ISSUE/GETTING INVOLVED/NOT INTERESTED/APATHY/DON'T WANT TO/CHOOSE NOT TO/NOT INTERESTED IN POLITICS/DON'T UNDERSTAND POLITICS/BETTER THINGS TO DO/OTHER INTERESTS	<b>476</b> 23%	329 22%	316 22%	147 25%	300 22%	20 23%	5 27%	6 22%	13 22%	81 21%	137 21%	95 26%	242 23%	106 21%	127 24%	410 22%	66 27%
LACK OF KNOWLEDGE ABOUT THE ISSUE/HOW TO GET INVOLVED	<b>114</b> 5% O	90 6%	88 6%	24 4%	82 6%	7 8%	-	-	7 12% A	24 6%	51 8% A	12 3%	79 7% A	19 4%	16 3%	105 6%	9 4%
MONEY/NOT BEING ABLE TO AFFORD TO JOIN/DONATE	<b>70</b> 3% L	48 3%	44 3%	22 4%	42 3%	3 3%	1 5%	1 4%	3 5%	16 4%	21 3%	5 1%	30 3%	14 3%	25 5%	62 3%	8 3%
AGE/TOO OLD/TOO YOUNG	<b>70</b> 3% BCE JKM	23 2%	22 2%	47 8% A	19 1%	1 1%	1 6%	-	2 4%	2 1%	11 2%	7 2%	19 2%	9 2%	42 8% A	50 3%	20 8% A
HEALTH/ILL HEALTH	<b>70</b> 3% BCE JKN	32 2%	27 2%	37 6% A	20 1%	1 1%	1 8%	2 9%	2 3%	4 1%	12 2%	6 2%	26 2%	3 1%	41 8% A	47 3%	23 9% A
NOT HAVING THE CONFIDENCE TO SPEAK UP/GET INVOLVED	<b>51</b> 2% N	36 2%	35 2%	16 3%	30 2%	2 3%	1 8%	-	3 6%	9 2%	16 2%	6 2%	32 3%	3 1%	17 3%	43 2%	8 3%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
MOBILITY PROBLEMS/ DISABLED	29 1%	12 1%	12 1%	17 3% A	9 1%	1 1%	-	1 4%	-	1 *	6 1%	2 1%	12 1%	3 1%	15 3% A	22 1%	7 3%
DO NOT HAVE ACCESS TO THE INTERNET	26 1% BCE KM	3 *	3 *	23 4% A	1 *	1 1%	-	-	3 4%	1 *	-	1 *	1 *	1 *	25 5% A	18 1%	9 4% A
NO POINT/NO INFLUENCE/VIEW ARE NOT HEARD/THEY DON'T LISTEN/WASTE OF TIME/THEY ARE ALL THE SAME/LACK OF TRUST/DISILLUSIONMENT	20 1%	13 1%	13 1%	7 1%	13 1%	1 1%	1 4%	1 4%	-	2 1%	8 1%	3 1%	10 1%	5 1%	4 1%	18 1%	2 1%
LACK OF CONFIDENCE USING THE INTERNET	15 1%	8 1%	7 *	7 1%	5 *	-	1 8%	-	-	-	4 1%	1 *	8 1%	-	7 1%	12 1%	3 1%
TAKE PART ENOUGH	6 *	4 *	4 *	2 *	3 *	-	-	-	-	1 *	1 *	1 *	2 *	3 1%	1 *	6 *	-
WEATHER	5 *	5 *	5 *	1 *	3 *	2 2% A	-	-	-	2 *	1 *	-	2 *	3 1%	1 *	5 *	-
SATISFIED/NOTHING TO COMPLAIN ABOUT/NEVER NEEDED TO	5 *	4 *	4 *	1 *	4 *	1 1%	-	-	-	2 1%	1 *	-	4 *	1 *	1 *	4 *	1 *
NOT A BRITISH CITIZEN/ NOT A PERMANENT RESIDENT/CAN'T VOTE	5 *	5 *	5 *	-	5 *	-	-	-	-	1 *	4 1%	-	3 *	2 *	-	5 *	-
TRANSPORT/LACK OF TRANSPORT	4 *	3 *	2 *	1 *	1 *	1 1%	-	-	-	-	-	1 *	2 *	1 *	1 *	3 *	1 1%
OTHER	25 1%	20 1%	20 1%	5 1%	19 1%	-	1 5%	-	-	8 2%	9 1%	1 *	14 1%	7 1%	4 1%	22 1%	3 1%
NOTHING PREVENTS ME	395 19%	269 18%	251 18%	126 22%	244 18%	15 18%	2 10%	4 18%	9 15%	60 16%	121 18%	65 18%	189 18%	88 18%	117 22%	339 19%	56 23%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> <b>100%</b>	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
LACK OF TIME/OTHER COMMITMENTS (E.G. FAMILY, WORK ETC.)/ NATURE OF MY JOB (DOESN'T ALLOW IT)	<b>933</b> <b>45%</b>	315 52% A	57 51%	455 51% A	618 56% A	31 47%	162 40%	324 56% A	13 51%	129 40%
LACK OF INTEREST IN THE ISSUE/GETTING INVOLVED/ NOT INTERESTED/APATHY/ DON'T WANT TO/CHOOSE NOT TO/NOT INTERESTED IN POLITICS/DON'T UNDERSTAND POLITICS/ BETTER THINGS TO DO/ OTHER INTERESTS	<b>476</b> <b>23%</b> C	141 23%	16 14%	200 22%	235 21%	12 19%	100 25%	126 22%	4 18%	82 25%
LACK OF KNOWLEDGE ABOUT THE ISSUE/HOW TO GET INVOLVED	<b>114</b> <b>5%</b>	38 6%	7 6%	58 6%	58 5%	6 9%	36 9% A	37 6%	2 8%	24 7%
MONEY/NOT BEING ABLE TO AFFORD TO JOIN/DONATE	<b>70</b> <b>3%</b>	26 4%	4 4%	25 3%	35 3%	2 3%	17 4%	22 4%	2 8%	11 3%
AGE/TOO OLD/TOO YOUNG	<b>70</b> <b>3%</b> BEH	4 1%	-	24 3%	11 1%	3 4%	12 3%	4 1%	-	10 3%
HEALTH/ILL HEALTH	<b>70</b> <b>3%</b> BEH	7 1%	1 1%	24 3%	11 1%	3 5%	19 5%	5 1%	-	17 5%
NOT HAVING THE CONFIDENCE TO SPEAK UP/ GET INVOLVED	<b>51</b> <b>2%</b>	8 1%	3 2%	30 3%	16 1%	1 1%	22 5% A	7 1%	-	17 5% A
MOBILITY PROBLEMS/ DISABLED	<b>29</b> <b>1%</b> BEH	2 *	1 1%	12 1%	5 *	1 1%	8 2%	1 *	-	6 2%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	<b>CONFIDENCE IN USING THE INTERNET</b>									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
DO NOT HAVE ACCESS TO THE INTERNET	26 1% DEH	2	-	3	1	-	2 1%	1	-	2 1%
NO POINT/NO INFLUENCE/ VIEW ARE NOT HEARD/THEY DON'T LISTEN/WASTE OF TIME/THEY ARE ALL THE SAME/LACK OF TRUST/ DISILLUSIONMENT	20 1%	7 1%	-	10 1%	13 1%	1 2%	3 1%	5 1%	-	2 1%
LACK OF CONFIDENCE USING THE INTERNET	15 1%	1	-	9 1%	2	-	9 2% A	-	-	7 2% A
TAKE PART ENOUGH	6	1	-	2	2	-	-	1	-	-
WEATHER	5	3	-	2	3	-	2	3 1%	-	2 1%
SATISFIED/NOTHING TO COMPLAIN ABOUT/NEVER NEEDED TO	5	-	-	4	2	-	2	-	-	2 1%
NOT A BRITISH CITIZEN/ NOT A PERMANENT RESIDENT/CAN'T VOTE	5	4 1%	-	1	3	-	2	2	-	-
TRANSPORT/LACK OF TRANSPORT	4	-	-	2	1	1 1%	-	-	-	-
OTHER	25 1%	10 2%	1 1%	10 1%	20 2%	-	1	13 2%	-	1
NOTHING PREVENTS ME	395 19%	110 18%	30 27% A	149 17%	194 18%	9 13%	74 18%	104 18%	4 16%	61 19%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	CIVIL PARTICIPATION EVER DONE					CIVIL PARTICIPATION LAST YEAR				
		NONE (B)	1-2 ACTIV ITIES (C)	3-4 ACTIV ITIES (D)	5-6 ACTIV ITIES (E)	7+ ACTIV ITIES (F)	NONE (G)	1-2 ACTIV ITIES (H)	3-4 ACTIV ITIES (I)	5-6 ACTIV ITIES (J)	7+ ACTIV ITIES (K)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> <b>100%</b>	206 10%	513 25%	512 25%	372 18%	466 23%	317 15%	894 43%	398 19%	156 8%	98 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	214 10%	521 25%	508 24%	378 18%	456 22%	312 15%	906 44%	401 19%	150 7%	93* 4%
LACK OF TIME/OTHER COMMITMENTS (E.G. FAMILY, WORK ETC.)/NATURE OF MY JOB (DOESN'T ALLOW IT)	<b>933</b> <b>45%</b> <b>BCG</b>	66 31%	178 34%	213 42%	196 52% A	280 62% A	112 36%	388 43%	219 55% A	88 59% A	60 64% A
LACK OF INTEREST IN THE ISSUE/GETTING INVOLVED/NOT INTERESTED/APATHY/DON'T WANT TO/CHOOSE NOT TO/NOT INTERESTED IN POLITICS/DON'T UNDERSTAND POLITICS/BETTER THINGS TO DO/OTHER INTERESTS	<b>476</b> <b>23%</b> <b>EFJK</b>	72 34% A	165 32% A	114 22%	63 17%	61 13%	97 31% A	205 23%	80 20%	16 11%	6 6%
LACK OF KNOWLEDGE ABOUT THE ISSUE/HOW TO GET INVOLVED	<b>114</b> <b>5%</b> <b>F</b>	21 10% A	34 6%	32 6%	15 4%	12 3%	29 9% A	42 5%	16 4%	3 2%	2 2%
MONEY/NOT BEING ABLE TO AFFORD TO JOIN/DONATE	<b>70</b> <b>3%</b>	9 4%	14 3%	20 4%	17 5%	9 2%	5 1%	36 4%	16 4%	3 2%	2 2%
AGE/TOO OLD/TOO YOUNG	<b>70</b> <b>3%</b>	6 3%	12 2%	23 5%	14 4%	14 3%	12 4%	34 4%	12 3%	3 2%	3 3%
HEALTH/ILL HEALTH	<b>70</b> <b>3%</b>	2 1%	21 4%	21 4%	15 4%	10 2%	19 6% A	29 3%	12 3%	5 4%	3 3%
NOT HAVING THE CONFIDENCE TO SPEAK UP/GET INVOLVED	<b>51</b> <b>2%</b>	4 2%	20 4%	12 2%	10 3%	5 1%	28 9% A	13 1%	6 2%	-	-
MOBILITY PROBLEMS/DISABLED	<b>29</b> <b>1%</b>	1 *	7 1%	8 2%	4 1%	10 2%	7 2%	11 1%	4 1%	4 3%	3 3%
DO NOT HAVE ACCESS TO THE INTERNET	<b>26</b> <b>1%</b> <b>F</b>	2 1%	11 2%	10 2%	4 1%	1 *	10 3% A	13 1%	1 *	-	-



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.3 WHAT, IF ANYTHING, PREVENTS YOU FROM TAKING PART MORE REGULARLY IN THE SORTS OF ACTIVITIES WE HAVE ASKED YOU ABOUT?  
 WHAT ELSE?**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	CIVIL PARTICIPATION EVER DONE					CIVIL PARTICIPATION LAST YEAR				
		NONE (B)	1-2 ACTIV ITIES (C)	3-4 ACTIV ITIES (D)	5-6 ACTIV ITIES (E)	7+ ACTIV ITIES (F)	NONE (G)	1-2 ACTIV ITIES (H)	3-4 ACTIV ITIES (I)	5-6 ACTIV ITIES (J)	7+ ACTIV ITIES (K)
<b>WEIGHTED TOTAL</b>	<b>2076</b> <b>100%</b>	214 10%	521 25%	508 24%	378 18%	456 22%	312 15%	906 44%	401 19%	150 7%	93* 4%
NO POINT/NO INFLUENCE/ VIEW ARE NOT HEARD/THEY DON'T LISTEN/WASTE OF TIME/THEY ARE ALL THE SAME/LACK OF TRUST/ DISILLUSIONMENT	20 1%	2 1%	3 1%	3 1%	5 1%	8 2%	2 1%	9 1%	3 1%	1 1%	4 4% A
LACK OF CONFIDENCE USING THE INTERNET	15 1%	2 1%	5 1%	6 1%	2 1%	-	6 2% A	6 1%	1 1%	-	-
TAKE PART ENOUGH	6 1%	-	1 1%	-	1 1%	4 1%	-	2 1%	2 1%	1 1%	1 1%
WEATHER	5 1%	-	2 1%	2 1%	1 1%	-	1 1%	3 1%	2 1%	-	-
SATISFIED/NOTHING TO COMPLAIN ABOUT/NEVER NEEDED TO	5 1%	1 1%	1 1%	1 1%	2 1%	1 1%	1 1%	2 1%	1 1%	1 1%	-
NOT A BRITISH CITIZEN/ NOT A PERMANENT RESIDENT/CAN'T VOTE	5 1%	2 1%	1 1%	1 1%	1 1%	-	-	1 1%	2 1%	-	-
TRANSPORT/LACK OF TRANSPORT	4 1%	-	-	1 1%	2 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%
OTHER	25 1%	1 1%	3 1%	6 1%	4 1%	10 2%	2 1%	10 1%	6 1%	5 4% A	1 1%
NOTHING PREVENTS ME	395 19%	41 19%	106 20%	101 20%	72 19%	75 16%	53 17%	183 20%	66 16%	32 21%	20 21%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K**  
 \* SMALL BASE



GfK NOP

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.4 STILL THINKING ABOUT THE TYPES OF ACTIVITIES WE ASKED YOU ABOUT EARLIER, HOW MUCH DO YOU AGREE OR DISAGREE THAT THE INTERNET MAKES IT EASIER TO PARTICIPATE IN THESE SORTS OF ACTIVITIES? WOULD YOU SAY YOU...? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
DON'T KNOW	2076	1014	1062	310	338	393	333	300	221	182	392	615	443	626	749	1327
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
AGREE STRONGLY (+2)	689 33% IJ N	353 35%	337 32%	133 43% A	141 42% A	164 42% A	112 33%	85 28%	40 18%	15 8%	177 45% A	232 38%	141 32%	139 22%	288 38% A	401 30%
AGREE SLIGHTLY (+1)	565 27% IJ	286 28%	280 26%	92 30%	98 29%	123 31%	96 29%	86 29%	45 20%	25 14%	113 29%	181 29%	117 26%	154 25%	215 29%	351 26%
NEITHER AGREE NOR DISAGREE (0)	282 14%	137 14%	145 14%	35 11%	52 15%	48 12%	52 16%	45 15%	28 13%	23 13%	44 11%	76 12%	63 14%	99 16%	114 15%	168 13%
DISAGREE SLIGHTLY (-1)	92 4%	46 4%	46 4%	11 4%	13 4%	19 5%	18 5%	13 4%	10 5%	7 4%	11 3%	32 5%	21 5%	27 4%	35 5%	57 4%
DISAGREE STRONGLY (-2)	113 5% F	51 5%	62 6%	11 4%	14 4%	11 3%	18 6%	19 6%	22 10% A	17 10% A	15 4%	33 5%	24 5%	41 7%	38 5%	75 6%
DON'T KNOW	335 16% DE FGKLO	141 14%	193 18%	28 9%	20 6%	28 7%	37 11%	52 17%	76 34% A	94 52% A	31 8%	61 10%	78 18%	165 26% A	60 8%	275 21% A
AGREE	1255 60% IJ NP	639 63%	616 58%	225 72% A	239 71% A	287 73% A	208 62%	171 57%	85 38%	40 22%	291 74% A	413 67% A	257 58%	294 47%	503 67% A	752 57%
DISAGREE	205 10%	97 10%	108 10%	23 7%	27 8%	30 8%	36 11%	32 11%	33 15% A	25 14%	27 7%	65 11%	45 10%	68 11%	73 10%	132 10%
MEAN SCORE	0.93 I JN	0.97	0.90	1.15 A	1.07	1.13 A	0.89	0.83	0.48	0.15	1.18 A	0.99	0.90	0.70	0.99	0.90
STD. DEVIATION	1.16	1.14	1.18	1.05	1.08	1.02	1.16	1.18	1.37	1.36	1.04	1.15	1.17	1.21	1.13	1.18



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.4 STILL THINKING ABOUT THE TYPES OF ACTIVITIES WE ASKED YOU ABOUT EARLIER, HOW MUCH DO YOU AGREE OR DISAGREE  
 THAT THE INTERNET MAKES IT EASIER TO PARTICIPATE IN THESE SORTS OF ACTIVITIES?  
 WOULD YOU SAY YOU...? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	STANDARD REGION											
		NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
DON'T KNOW	<b>2076</b>	101	174	150	77	262	398	175	101	183	218	182	56
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
AGREE STRONGLY (+2)	<b>689</b> 33%	36 35%	71 41%	51 34%	28 36%	80 31%	129 32%	48 27%	43 43%	50 27%	80 37%	55 30%	19 34%
AGREE SLIGHTLY (+1)	<b>565</b> 27% I	30 30%	38 22%	36 24%	18 24%	82 31%	108 27%	60 34% A	17 17%	61 33%	50 23%	50 27%	15 26%
NEITHER AGREE NOR DISAGREE (0)	<b>282</b> 14% H	12 12%	27 16%	25 17%	9 12%	47 18%	71 18% A	14 8%	12 12%	19 10%	20 9%	20 11%	4 8%
DISAGREE SLIGHTLY (-1)	<b>92</b> 4%	4 4%	6 3%	2 1%	3 4%	17 7%	18 5%	8 4%	3 3%	11 6%	9 4%	8 5%	3 6%
DISAGREE STRONGLY (-2)	<b>113</b> 5%	3 2%	4 2%	12 8%	1 1%	8 3%	24 6%	13 7%	9 9%	13 7%	17 8%	7 4%	3 5%
DON'T KNOW	<b>335</b> 16% F	17 17%	27 16%	25 16%	17 23%	28 11%	48 12%	32 18%	17 17%	30 16%	40 19%	41 23% A	12 22%
AGREE	<b>1255</b> 60%	66 65%	110 63%	87 58%	46 60%	162 62%	237 59%	109 62%	60 59%	111 61%	130 60%	105 58%	34 60%
DISAGREE	<b>205</b> 10%	6 6%	10 6%	14 9%	4 5%	26 10%	42 11%	21 12%	12 12%	23 13%	26 12%	15 8%	6 10%
MEAN SCORE	<b>0.93</b>	1.10	1.14	0.89	1.16	0.89	0.85	0.86	0.98	0.81	0.94	0.98	1.01
STD. DEVIATION	<b>1.16</b>	1.01	1.04	1.23	0.99	1.07	1.17	1.20	1.33	1.20	1.29	1.10	1.18

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.4 STILL THINKING ABOUT THE TYPES OF ACTIVITIES WE ASKED YOU ABOUT EARLIER, HOW MUCH DO YOU AGREE OR DISAGREE THAT THE INTERNET MAKES IT EASIER TO PARTICIPATE IN THESE SORTS OF ACTIVITIES? WOULD YOU SAY YOU...? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	EDUCATIONAL LEVEL							WORKING STATUS									
		POST GRADUATE (B)	UNDER GRADUATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSES/ O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING OTHER REASON (R)
DON'T KNOW	2076	229	193	324	598	248	472	12	787	339	96	16	9	76	469	61	97	126
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 4%	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .1%	9** .4%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
AGREE STRONGLY (+2)	689 33% GO	115 50% A	79 41% A	143 44% A	200 34% A	83 34% A	63 13% A	5 43% A	314 40% A	135 40% A	46 47% A	5 31% A	5 56% A	33 44% A	71 15% A	15 25% A	32 33% A	34 27% A
AGREE SLIGHTLY (+1)	565 27% GO	58 25% A	61 32% A	95 29% A	179 30% A	69 28% A	100 21% A	3 28% A	241 31% A	95 28% A	24 25% A	7 46% A	2 28% A	23 30% A	94 20% A	14 22% A	34 35% A	31 24% A
NEITHER AGREE NOR DISAGREE (0)	282 14% BCDEI	28 12% A	23 12% A	36 11% A	88 15% A	31 12% A	74 16% A	2 17% A	107 14% A	40 12% A	9 10% A	2 13% A	1 16% A	7 9% A	64 14% A	11 18% A	12 13% A	28 22% A
DISAGREE SLIGHTLY (-1)	92 4% C	7 3% A	11 6% A	16 5% A	27 5% A	13 5% A	17 4% A	1 6% A	37 5% A	15 4% A	5 5% A	- - A	- - A	5 6% A	19 4% A	4 7% A	4 4% A	3 3% A
DISAGREE STRONGLY (-2)	113 5% C	9 4% A	3 1% A	14 4% A	31 5% A	13 5% A	42 9% A	- - A	33 4% A	17 5% A	4 5% A	1 5% A	- - A	3 4% A	40 9% A	3 5% A	5 5% A	7 5% A
DON'T KNOW	335 16% BCDEI JN	12 5% A	16 8% A	20 6% A	71 12% A	39 16% A	176 37% A	1 6% A	55 7% A	37 11% A	8 8% A	1 5% A	- - A	5 7% A	181 39% A	14 23% A	11 11% A	23 18% A
AGREE	1255 60% GO PR	173 76% A	140 73% A	238 73% A	379 63% A	152 61% A	163 35% A	9 71% A	555 71% A	230 68% A	70 72% A	12 78% A	7 84% A	56 74% A	165 35% A	29 48% A	66 67% A	65 52% A
DISAGREE	205 10% GO	16 7% A	14 7% A	30 9% A	59 10% A	26 10% A	59 12% A	1 6% A	69 9% A	32 9% A	9 10% A	1 5% A	- - A	8 10% A	59 13% A	7 12% A	9 9% A	10 8% A
MEAN SCORE	0.93 GO	1.21 A	1.14 A	1.11 A	0.93	0.94	0.42	1.16	1.05 A	1.05	1.14	1.04	1.40	1.12	0.47	0.72	0.97	0.80
STD. DEVIATION	1.16	1.06	0.98	1.10	1.14	1.17	1.28	0.97	1.09	1.13	1.14	0.98	0.79	1.10	1.31	1.21	1.10	1.14



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.4 STILL THINKING ABOUT THE TYPES OF ACTIVITIES WE ASKED YOU ABOUT EARLIER, HOW MUCH DO YOU AGREE OR DISAGREE THAT THE INTERNET MAKES IT EASIER TO PARTICIPATE IN THESE SORTS OF ACTIVITIES? WOULD YOU SAY YOU...? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE	
		ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
DON'T KNOW	2076	1496	1414	581	1369	87	17	25	60	385	663	362	1055	498	523	1832	244
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
AGREE STRONGLY (+2)	689 33% DO Q	608 41% A	584 41% A	81 14%	592 43% A	31 36%	5 29%	4 16%	16 27%	207 54% A	290 44% A	107 29%	375 36%	257 52% A	57 11%	660 36%	30 12%
AGREE SLIGHTLY (+1)	565 27% DO Q	445 30%	424 30%	120 21%	418 31% A	26 30%	7 42%	9 35%	21 36%	99 26%	203 31%	129 36% A	340 32% A	126 25%	100 19%	522 29%	43 18%
NEITHER AGREE NOR DISAGREE (0)	282 14%	199 13%	184 13%	83 14%	173 13%	15 17%	3 17%	5 21%	8 13%	41 11%	88 13%	54 15%	146 14%	52 11%	84 16%	243 13%	39 16%
DISAGREE SLIGHTLY (-1)	92 4% Q	76 5%	68 5%	16 3%	70 5%	6 7%	-	2 7%	2 3%	16 4%	32 5%	24 7%	55 5%	22 5%	14 3%	88 5%	3 1%
DISAGREE STRONGLY (-2)	113 5% EJ	63 4%	55 4%	50 9% A	46 3%	3 4%	2 12%	3 11%	5 8%	7 2%	23 4%	19 5%	50 5%	17 3%	45 9% A	98 5%	15 6%
DON'T KNOW	335 16% BCE FJKLMN P	104 7%	99 7%	230 40% A	71 5%	5 6%	-	3 10%	8 13%	16 4%	27 4%	29 8%	88 8%	23 5%	223 43% A	220 12%	115 47% A
AGREE	1255 60% DO Q	1053 70% A	1007 71% A	202 35%	1009 74% A	57 66%	12 70%	13 51%	38 63%	306 79% A	492 74% A	236 65%	715 68% A	383 77% A	157 30%	1182 65% A	73 30%
DISAGREE	205 10% J	139 9%	123 9%	66 11%	116 8%	9 11%	2 12%	5 18%	7 11%	22 6%	55 8%	43 12%	106 10%	40 8%	59 11%	186 10%	18 7%
MEAN SCORE	0.93 D OQ	1.05 A	1.07 A	0.48	1.11 A	0.93	0.74	0.42	0.82	1.31 A	1.11 A	0.84	0.97	1.23 A	0.36	0.97	0.53



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.4 STILL THINKING ABOUT THE TYPES OF ACTIVITIES WE ASKED YOU ABOUT EARLIER, HOW MUCH DO YOU AGREE OR DISAGREE THAT THE INTERNET MAKES IT EASIER TO PARTICIPATE IN THESE SORTS OF ACTIVITIES? WOULD YOU SAY YOU...? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
STD. DEVIATION	1.16	1.10	1.08	1.29	1.06	1.11	1.26	1.25	1.19	0.96	1.06	1.13	1.11	1.06	1.27	1.15	1.21





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.4 STILL THINKING ABOUT THE TYPES OF ACTIVITIES WE ASKED YOU ABOUT EARLIER, HOW MUCH DO YOU AGREE OR DISAGREE  
 THAT THE INTERNET MAKES IT EASIER TO PARTICIPATE IN THESE SORTS OF ACTIVITIES?  
 WOULD YOU SAY YOU...? (READ OUT)**

BASE : ALL ADULTS AGED 16+

		CONFIDENCE IN USING THE INTERNET									
		CONFIDENT IN CREATING INFORMATION ONLINE	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE	NOT INTERESTED IN CREATING INFORMATION ONLINE	CONFIDENT IN FINDING INFORMATION ONLINE	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE	NOT INTERESTED IN FINDING INFORMATION ONLINE	CONFIDENCE GENERALLY	INTERESTED BUT LACKING CONFIDENCE GENERALLY	NOT INTERESTED GENERALLY	
TOTAL (A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	
DON'T KNOW		2076	608	110	897	1104	66	404	581	25	322
<b>UNWEIGHTED TOTAL</b>		<b>2069</b> 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>		<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
AGREE STRONGLY	(+2)	689 33% GJ	305 50% A	47 43%	302 34%	524 47% A	20 31%	97 24%	310 53% A	12 48%	64 20%
AGREE SLIGHTLY	(+1)	565 27%	175 29%	37 34%	288 32% A	335 30%	27 40% A	120 30%	167 29%	6 25%	92 29%
NEITHER AGREE NOR DISAGREE	(0)	282 14% BH	62 10%	16 14%	139 16%	127 12%	10 15%	73 18% A	52 9%	4 16%	67 21% A
DISAGREE SLIGHTLY	(-1)	92 4%	27 4%	4 3%	51 6%	50 5%	2 3%	27 7%	19 3%	-	22 7%
DISAGREE STRONGLY	(-2)	113 5% BEH	13 2%	1 1%	52 6%	32 3%	1 2%	34 8% A	15 3%	-	31 9% A
DON'T KNOW		335 16% BCDEH	26 4%	6 5%	65 7%	36 3%	6 8%	52 13%	19 3%	3 11%	47 14%
AGREE		1255 60% GJ	480 79% A	84 76% A	590 66% A	858 78% A	47 71%	217 54%	477 82% A	18 74%	156 48%
DISAGREE		205 10% BEH	40 7%	5 4%	103 11%	82 7%	3 5%	61 15% A	34 6%	-	52 16% A
MEAN SCORE		0.93 GJ	1.25 A	1.19 A	0.89	1.19 A	1.05	0.62	1.31 A	1.36	0.50
STD. DEVIATION		1.16	0.98	0.90	1.15	1.02	0.91	1.24	0.96	0.78	1.24



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.4 STILL THINKING ABOUT THE TYPES OF ACTIVITIES WE ASKED YOU ABOUT EARLIER, HOW MUCH DO YOU AGREE OR DISAGREE THAT THE INTERNET MAKES IT EASIER TO PARTICIPATE IN THESE SORTS OF ACTIVITIES? WOULD YOU SAY YOU...? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	CIVIL PARTICIPATION EVER DONE					CIVIL PARTICIPATION LAST YEAR				
		NONE (B)	1-2 ACTIV ITIES (C)	3-4 ACTIV ITIES (D)	5-6 ACTIV ITIES (E)	7+ ACTIV ITIES (F)	NONE (G)	1-2 ACTIV ITIES (H)	3-4 ACTIV ITIES (I)	5-6 ACTIV ITIES (J)	7+ ACTIV ITIES (K)
DON'T KNOW	2076	214	521	508	378	456	312	906	401	150	93
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	206	513	512	372	466	317	894	398	156	98
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	214	521	508	378	456	312	906	401	150	93
		10%	25%	24%	18%	22%	15%	44%	19%	7%	4%
AGREE STRONGLY (+2)	689 33% CDG	57 26%	127 24%	141 28%	136 36%	230 50% A	62 20%	278 31%	165 41% A	74 49% A	55 59% A
AGREE SLIGHTLY (+1)	565 27%	60 28%	130 25%	147 29%	103 27%	125 27%	78 25%	246 27%	121 30%	43 29%	18 19%
NEITHER AGREE NOR DISAGREE (0)	282 14% F	31 15%	92 18% A	77 15%	50 13%	32 7%	63 20% A	119 13%	44 11%	15 10%	10 11%
DISAGREE SLIGHTLY (-1)	92 4%	7 3%	21 4%	30 6%	16 4%	17 4%	15 5%	45 5%	15 4%	6 4%	4 5%
DISAGREE STRONGLY (-2)	113 5% G	15 7%	30 6%	24 5%	26 7%	19 4%	7 2%	64 7%	17 4%	7 4%	3 4%
DON'T KNOW	335 16% FIJK	44 21%	121 23% A	90 18%	47 12%	33 7%	87 28% A	155 17%	39 10%	6 4%	3 3%
AGREE	1255 60% CG	117 55%	257 49%	288 57%	239 63%	354 78% A	139 45%	524 58%	286 71% A	117 78% A	73 78% A
DISAGREE	205 10%	21 10%	51 10%	54 11%	42 11%	36 8%	23 7%	109 12%	32 8%	12 8%	8 8%
MEAN SCORE	0.93 CG	0.81	0.76	0.84	0.93	1.25 A	0.76	0.84	1.11 A	1.19 A	1.29 A
STD. DEVIATION	1.16	1.20	1.17	1.14	1.21	1.06	1.03	1.23	1.08	1.08	1.09

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K  
\* SMALL BASE



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET.  
 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	SEX		AGE							CLASS				CHILDREN UNDER 16		
	TOTAL (A)	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>JOINING IN DEBATES ABOUT SUBJECTS THAT INTEREST YOU THROUGH POSTING COMMENTS ON WEBSITES</b>																
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	117 6% J	61 6%	56 5%	23 7%	18 5%	28 7%	24 7%	13 4%	8 4%	3 2%	23 6%	34 5%	23 5%	38 6%	47 6%	70 5%
B) CAN DO WITH CONFIDENCE	532 26% HI JMNP	275 27%	256 24%	129 41% A	130 39% A	119 30%	85 26%	47 16%	16 7%	5 3%	133 34% A	199 32% A	91 21%	109 17%	247 33% A	285 21%
C) NOT INTERESTED IN DOING THIS	963 46% IJ N	476 47%	487 46%	133 43%	162 48%	213 54% A	181 54% A	149 50%	86 39%	39 21%	197 50%	311 51%	227 51%	228 36%	388 52% A	575 43%
D) DO NOT HAVE THE INTERNET	464 22% DE FGKLO	201 20%	263 25%	25 8%	26 8%	33 8%	43 13%	91 30% A	111 50% A	135 74% A	39 10%	71 12%	102 23%	252 40% A	67 9%	397 30% A



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BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
<b>JOINING IN DEBATES ABOUT SUBJECTS THAT INTEREST YOU THROUGH POSTING COMMENTS ON WEBSITES</b>													
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	117 6%	9 9%	4 2%	3 2%	1 1%	21 8%	29 7%	6 3%	11 11% A	14 7%	10 5%	8 5%	1 3%
B) CAN DO WITH CONFIDENCE	532 26% M	33 32%	37 21%	31 21%	22 28%	82 31%	104 26%	39 22%	17 17%	43 24%	66 30%	49 27%	9 17%
C) NOT INTERESTED IN DOING THIS	963 46%	37 36%	86 50%	73 49%	35 46%	126 48%	178 45%	90 51%	47 46%	91 50%	101 46%	73 40%	26 47%
D) DO NOT HAVE THE INTERNET	464 22% F	23 22%	47 27%	43 28%	19 25%	33 13%	87 22%	41 23%	26 25%	35 19%	41 19%	51 28%	19 34% A

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BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	2069 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 0%	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	2076 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** 0%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>JOINING IN DEBATES ABOUT SUBJECTS THAT INTEREST YOU THROUGH POSTING COMMENTS ON WEBSITES</b>																		
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	117 6% O	16 7%	13 7%	17 5%	31 5%	23 9% A	16 3%	1 11%	45 6%	27 8%	5 6%	1 8%	1 16%	3 4%	12 3%	5 8%	9 9%	9 7%
B) CAN DO WITH CONFIDENCE	532 26% GOP	90 39% A	76 39% A	111 34% A	170 28%	52 21%	30 6%	3 26%	269 34% A	97 29%	26 27%	4 22%	5 53%	46 61% A	28 6%	8 14%	19 19%	30 24%
C) NOT INTERESTED IN DOING THIS	963 46% GNO	111 48%	94 49%	173 53% A	303 51%	116 47%	158 33%	8 63%	403 51% A	178 53% A	58 61% A	10 64%	3 31%	26 34%	163 35%	23 38%	46 48%	52 41%
D) DO NOT HAVE THE INTERNET	464 22% BCDEI JKN	12 5%	10 5%	22 7%	94 16%	57 23%	269 57% A	-	70 9%	37 11%	7 7%	1 6%	-	1 1%	266 57% A	25 40% A	23 24%	36 28%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

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BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>JOINING IN DEBATES ABOUT SUBJECTS THAT INTEREST YOU THROUGH POSTING COMMENTS ON WEBSITES</b>																	
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	117 6%	95 6%	91 6%	21 4%	95 7%	9 10%	-	2 9%	2 3%	20 5%	47 7%	29 8%	72 7%	28 6%	17 3%	111 6%	6 2%
B) CAN DO WITH CONFIDENCE	532 26% DI LOQ	491 33% A	471 33% A	41 7%	492 36% A	24 28%	3 16%	3 11%	6 9%	193 50% A	251 38% A	58 16%	307 29% A	193 39% A	32 6%	513 28%	19 8%
C) NOT INTERESTED IN DOING THIS	963 46% DO Q	849 57% A	797 56% A	114 20%	764 56% A	49 57%	11 64%	16 62%	26 43%	173 45%	355 53% A	266 73% A	596 57% A	266 53% A	101 19%	896 49%	67 28%
D) DO NOT HAVE THE INTERNET	464 22% BCE FJKLMN P	60 4%	55 4%	404 70% A	17 1%	5 6%	3 20%	5 18%	26 44% A	-	10 1%	10 3%	79 7%	12 2%	373 71% A	312 17%	152 62% A

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O**  
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BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>JOINING IN DEBATES ABOUT SUBJECTS THAT INTEREST YOU THROUGH POSTING COMMENTS ON WEBSITES</b>										
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	117 6% HJ	27 4%	47 42% A	42 5%	64 6%	21 32% A	23 6%	13 2%	22 88%	5 2%
B) CAN DO WITH CONFIDENCE	532 26% DFGJ	369 61% A	21 19%	142 16%	467 42% A	5 8%	52 13%	427 73% A	2 9%	4 1%
C) NOT INTERESTED IN DOING THIS	963 46% BH	210 35%	42 38%	707 79% A	569 52% A	37 56%	320 79% A	140 24%	1 3%	308 96% A
D) DO NOT HAVE THE INTERNET	464 22% BCDEFG HJ	1	1 1%	6 1%	4	2 3%	9 2%	1	-	4 1%

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**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J**  
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BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>SETTING UP A PERSONAL PROFILE ON A WEBSITE LIKE FACEBOOK, BEBO OR MYSPACE</b>																
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>110</b> 5% J	52 5%	58 6%	16 5%	20 6%	40 10% A	17 5%	10 3%	7 3%	1 *	12 3%	25 4%	32 7%	41 7%	55 7%	56 4%
B) CAN DO WITH CONFIDENCE	<b>608</b> 29% GH IJMNP	301 30%	307 29%	208 67% A	179 53% A	120 30%	68 21%	24 8%	8 4%	2 1%	128 33%	242 39% A	104 23%	133 27%	286 38% A	322 24%
C) NOT INTERESTED IN DOING THIS	<b>897</b> 43% DE JN	462 46%	435 41%	62 20%	113 33%	204 52% A	204 61% A	176 59% A	95 43%	43 24%	212 54% A	279 45%	206 47%	200 32%	346 46%	551 42%
D) DO NOT HAVE THE INTERNET	<b>461</b> 22% DE FGKLO	199 20%	262 25%	25 8%	26 8%	29 7%	43 13%	90 30% A	112 51% A	136 75% A	40 10%	68 11%	101 23%	251 40% A	63 8%	398 30% A





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BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
<b>SETTING UP A PERSONAL PROFILE ON A WEBSITE LIKE FACEBOOK, BEBO OR MYSPACE</b>													
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>110</b> 5% M	6 6%	5 3%	9 6%	5 7%	15 6%	26 6%	8 4%	8 8%	9 5%	12 5%	8 4%	* 1%
B) CAN DO WITH CONFIDENCE	<b>608</b> 29% M	43 43% A	52 30%	41 27%	19 25%	102 39% A	109 27%	46 26%	20 20%	44 24%	70 32%	51 28%	9 17%
C) NOT INTERESTED IN DOING THIS	<b>897</b> 43% B	29 29%	69 40%	57 38%	33 44%	115 44%	175 44%	81 46%	47 47%	96 52% A	95 44%	72 40%	27 49%
D) DO NOT HAVE THE INTERNET	<b>461</b> 22% F	23 22%	47 27%	43 28%	19 25%	31 12%	89 22%	40 23%	26 25%	34 19%	42 19%	50 28%	19 34% A

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	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSSES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	2069 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 0%	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	2076 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** 0%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>SETTING UP A PERSONAL PROFILE ON A WEBSITE LIKE FACEBOOK, BEBO OR MYSPACE</b>																		
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	110 5% GO	9 4%	9 5%	14 4%	48 8% A	15 6%	14 3%	2 17%	45 6%	28 8% A	6 6%	3 18%	1 16%	4 5%	8 2%	4 7%	6 6%	6 5%
B) CAN DO WITH CONFIDENCE	608 29% GO	84 37% A	90 47% A	146 45% A	177 30%	68 28%	34 7%	8 69%	321 41% A	103 31%	22 23%	5 32%	5 53%	58 77% A	15 3%	11 19%	33 34%	34 27%
C) NOT INTERESTED IN DOING THIS	897 43% GNO	123 54% A	86 44%	143 44%	280 47%	107 43%	156 33%	2 14%	357 45%	171 50% A	62 64% A	7 44%	3 31%	14 18%	179 38%	21 34%	34 35%	51 40%
D) DO NOT HAVE THE INTERNET	461 22% BCDEI JKN	12 5%	8 4%	21 7%	93 16%	58 23%	269 57% A	-	65 8%	37 11%	7 7%	1 6%	-	-	266 57% A	25 40% A	25 26%	36 28%

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

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	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>SETTING UP A PERSONAL PROFILE ON A WEBSITE LIKE FACEBOOK, BEBO OR MYSPACE</b>																	
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	110 5% OQ	91 6%	85 6%	19 3%	90 7%	10 11% A	1 8%	1 5%	1 2%	25 7%	40 6%	26 7%	57 5%	37 7%	16 3%	106 6%	5 2%
B) CAN DO WITH CONFIDENCE	608 29% DI LOQ	555 37% A	537 38% A	53 9%	573 42% A	19 22%	3 16%	1 3%	6 10%	209 54% A	303 46% A	71 20%	355 34% A	210 42% A	42 8%	594 32% A	14 6%
C) NOT INTERESTED IN DOING THIS	897 43% DO Q	794 53% A	742 52% A	103 18%	693 51% A	53 61% A	9 56%	19 73%	27 45%	151 39%	313 47%	257 71% A	566 54% A	242 49% A	89 17%	826 45%	71 29%
D) DO NOT HAVE THE INTERNET	461 22% BCE FJKLMN P	55 4%	49 3%	406 70% A	12 1%	5 6%	3 20%	5 18%	26 44% A	1 *	6 1%	8 2%	76 7%	9 2%	376 72% A	305 17%	156 64% A



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	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>SETTING UP A PERSONAL PROFILE ON A WEBSITE LIKE FACEBOOK, BEBO OR MYSPACE</b>										
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	110 5% BDHJ	-	110 100% A	-	63 6%	21 32% A	19 5%	10 2%	24 96%	3 1%
B) CAN DO WITH CONFIDENCE	608 29% CDFGJ	608 100% A	-	-	512 46% A	7 11%	76 19%	496 85% A	1 4%	9 3%
C) NOT INTERESTED IN DOING THIS	897 43% BCH	-	-	897 100% A	526 48% A	37 56% A	304 75% A	75 13%	-	310 96% A
D) DO NOT HAVE THE INTERNET	461 22% BCDEFG HJ	-	-	-	3	-	5 1%	-	-	-



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

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BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>SETTING UP YOUR OWN BLOG</b>																
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>107</b> 5% IJ	48 5%	60 6%	22 7%	23 7%	22 6%	21 6%	14 5%	5 2%	1 *	18 5%	30 5%	25 6%	34 5%	50 7%	57 4%
B) CAN DO WITH CONFIDENCE	<b>327</b> 16% GH IJMNP	171 17%	156 15%	118 38% A	102 30% A	56 14%	34 10%	10 3%	3 1%	2 1%	68 17%	132 21% A	50 11%	78 12%	162 22% A	165 12%
C) NOT INTERESTED IN DOING THIS	<b>1175</b> 57% DI JNP	595 59%	580 55%	144 47%	187 56%	285 73% A	234 70% A	184 61%	98 44%	41 23%	265 68% A	383 62% A	264 60%	263 42%	473 63% A	702 53%
D) DO NOT HAVE THE INTERNET	<b>467</b> 22% DE FGKLO	200 20%	267 25%	26 8%	25 8%	30 8%	43 13%	91 30% A	115 52% A	137 75% A	41 10%	69 11%	105 24%	252 40% A	63 8%	403 30% A



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BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
<b>SETTING UP YOUR OWN BLOG</b>													
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>107</b> 5% M	7 7%	9 5%	7 5%	-	13 5%	24 6%	3 2%	10 10%	14 8%	14 6%	7 4%	* 1%
B) CAN DO WITH CONFIDENCE	<b>327</b> 16% A	25 24%	23 13%	18 12%	9 12%	61 23% A	49 12%	33 19%	10 10%	26 14%	30 14%	37 21%	5 9%
C) NOT INTERESTED IN DOING THIS	<b>1175</b> 57% BL	46 45%	94 54%	82 54%	48 63%	157 60%	236 59%	98 56%	55 55%	109 60%	132 61%	86 48%	31 56%
D) DO NOT HAVE THE INTERNET	<b>467</b> 22% F	24 24%	48 27%	43 28%	19 25%	31 12%	90 23%	41 23%	26 25%	34 19%	42 19%	51 28%	19 34% A

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	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	2069 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 0%	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	2076 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** 0%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>SETTING UP YOUR OWN BLOG</b>																		
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	107 5% O	8 3%	9 5%	19 6%	38 6%	14 6%	18 4%	2 19%	48 6%	28 8% A	3 4%	3 18%	1 16%	4 6%	6 1%	3 5%	4 4%	7 5%
B) CAN DO WITH CONFIDENCE	327 16% GO	49 21% A	48 25% A	72 22% A	98 16%	34 14%	20 4%	6 47%	157 20% A	45 13%	16 16%	3 17%	5 53%	38 50% A	9 2%	8 12%	24 25% A	23 18%
C) NOT INTERESTED IN DOING THIS	1175 57% GNOP R	161 70% A	127 66% A	211 65% A	369 62% A	142 57%	161 34%	4 33%	517 66% A	229 67% A	71 73% A	10 60%	3 31%	33 44%	183 39%	25 41%	46 47%	60 48%
D) DO NOT HAVE THE INTERNET	467 22% BCDEI JKN	11 5%	9 5%	23 7%	93 16%	58 23%	273 58% A	- -	65 8%	37 11%	7 7%	1 6%	- -	- -	272 58% A	26 42% A	24 24%	36 29%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

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BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>SETTING UP YOUR OWN BLOG</b>																	
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	107 5% OQ	89 6%	86 6%	18 3%	90 7%	5 6%	3 16%	1 5%	4 6%	29 8%	42 6%	20 6%	60 6%	35 7%	13 2%	105 6%	3 1%
B) CAN DO WITH CONFIDENCE	327 16% DI LOQ	294 20% A	289 20% A	33 6%	304 22% A	17 19%	1 5%	- -	3 6%	124 32% A	152 23% A	34 9%	190 18% A	110 22% A	27 5%	318 17%	10 4%
C) NOT INTERESTED IN DOING THIS	1175 57% DO Q	1054 70% A	988 70% A	121 21%	960 70% A	60 69% A	10 60%	19 76%	27 45%	232 60%	459 69% A	299 83% A	727 69% A	344 69% A	104 20%	1098 60% A	77 32%
D) DO NOT HAVE THE INTERNET	467 22% BCE FJKLMN P	58 4%	52 4%	409 70% A	15 1%	6 7%	3 20%	5 18%	26 44% A	- -	9 1%	9 2%	79 7%	9 2%	379 72% A	312 17%	155 63% A

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

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GfK NOP



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BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>SETTING UP YOUR OWN BLOG</b>										
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	107 5% DJ	41 7%	51 46% A	15 2%	66 6%	24 36% A	13 3%	33 6%	24 96%	-
B) CAN DO WITH CONFIDENCE	327 16% CDFGJ	306 50% A	4 4%	17 2%	284 26% A	4 6%	33 8%	302 52% A	-	1 *
C) NOT INTERESTED IN DOING THIS	1175 57% BH	257 42%	55 50%	862 96% A	750 68% A	38 57%	353 87% A	246 42%	1 4%	321 100% A
D) DO NOT HAVE THE INTERNET	467 22% BCDEFG HJ	4 1%	-	3	5	-	6 1%	-	-	-



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BASE : ALL ADULTS AGED 16+

	SEX		AGE							CLASS				CHILDREN UNDER 16		
	TOTAL (A)	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>USING E-MAIL TO CONTACT FRIENDS AND RELATIVES</b>																
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	106 5% J	46 5%	60 6%	10 3%	18 5%	21 5%	22 7%	22 7%	10 5%	3 2%	15 4%	22 4%	34 8% A	35 6%	41 5%	65 5%
B) CAN DO WITH CONFIDENCE	1290 62% HI JMNP	657 65%	633 60%	256 82% A	270 80% A	309 79% A	221 66%	146 49%	64 29%	24 13%	312 80% A	480 78% A	245 55%	254 41%	565 75% A	725 55%
C) NOT INTERESTED IN DOING THIS	220 11% EK	112 11%	109 10%	20 7%	24 7%	33 8%	48 14%	42 14%	34 15% A	20 11%	27 7%	47 8%	61 14%	84 13%	82 11%	139 10%
D) DO NOT HAVE THE INTERNET	460 22% DE FGKLO	199 20%	261 25%	25 8%	26 8%	30 8%	42 13%	89 30% A	113 51% A	135 74% A	38 10%	65 11%	104 23%	253 40% A	62 8%	398 30% A



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	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
<b>USING E-MAIL TO CONTACT FRIENDS AND RELATIVES</b>													
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>106</b> 5%	8 8%	10 6%	8 5%	4 5%	16 6%	13 3%	7 4%	8 8%	13 7%	9 4%	7 4%	3 5%
B) CAN DO WITH CONFIDENCE	<b>1290</b> 62% IM	59 59%	99 57%	84 56%	49 65%	193 74% A	270 68%	105 60%	52 51%	102 56%	146 67%	105 58%	25 45%
C) NOT INTERESTED IN DOING THIS	<b>220</b> 11% G	11 11%	17 10%	16 11%	7 9%	25 9%	28 7%	22 12%	15 15%	32 17% A	21 10%	18 10%	9 16%
D) DO NOT HAVE THE INTERNET	<b>460</b> 22% F	23 22%	47 27%	43 28%	17 22%	29 11%	88 22%	41 23%	26 25%	36 19%	42 19%	51 28%	19 34% A

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	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	2069 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 0%	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	2076 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** 0%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>USING E-MAIL TO CONTACT FRIENDS AND RELATIVES</b>																		
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	106 5%	5 2%	4 2%	17 5%	39 7%	15 6%	24 5%	- -	42 5%	18 5%	8 8%	2 12%	- -	2 2%	15 3%	3 5%	6 6%	10 8%
B) CAN DO WITH CONFIDENCE	1290 62% GOPR	195 85% A	174 90% A	261 81% A	394 66%	148 60%	108 23%	11 89%	612 78% A	247 73% A	73 76% A	9 57%	6 68%	72 95% A	119 25%	29 48%	60 61%	63 50%
C) NOT INTERESTED IN DOING THIS	220 11% CN	17 7%	8 4%	24 8%	74 12%	27 11%	69 15% A	1 11%	70 9%	36 11%	9 9%	4 24%	3 32%	2 3%	68 14% A	4 7%	7 7%	17 14%
D) DO NOT HAVE THE INTERNET	460 22% BCDEI JKN	11 5%	8 4%	21 7%	91 15%	58 23%	271 57% A	- -	63 8%	37 11%	7 7%	1 6%	- -	- -	267 57% A	25 40% A	24 25%	36 29%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

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GfK NOP

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BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	2069 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	2076 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>USING E-MAIL TO CONTACT FRIENDS AND RELATIVES</b>																	
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	106 5% DO	92 6%	80 6%	14 2%	71 5%	9 10% A	-	2 9%	6 9%	16 4%	29 4%	27 8%	68 6%	24 5%	14 3%	100 5%	6 2%
B) CAN DO WITH CONFIDENCE	1290 62% DI OQ	1196 80% A	1152 81% A	94 16%	1198 88% A	56 64%	8 47%	9 35%	13 22%	359 93% A	591 89% A	273 75% A	791 75% A	425 85% A	74 14%	1240 68% A	50 20%
C) NOT INTERESTED IN DOING THIS	220 11% EJ K	156 10%	135 10%	65 11%	92 7%	17 19% A	5 33%	10 38%	15 25% A	10 3%	38 6%	55 15% A	122 12%	40 8%	58 11%	187 10%	34 14%
D) DO NOT HAVE THE INTERNET	460 22% BCE FJKLMN P	53 4%	46 3%	407 70% A	8 1%	6 7%	3 20%	5 18%	26 44% A	-	4 1%	7 2%	74 7%	9 2%	378 72% A	305 17%	155 63% A



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BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>USING E-MAIL TO CONTACT FRIENDS AND RELATIVES</b>										
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	106 5% BEH	10 2%	31 28% A	65 7% A	28 3%	39 58% A	30 7%	1 *	23 91%	17 5%
B) CAN DO WITH CONFIDENCE	1290 62% FGJ	586 96% A	77 69%	624 70% A	1042 94% A	20 31%	199 49%	580 100% A	2 9%	113 35%
C) NOT INTERESTED IN DOING THIS	220 11% BCEH	10 2%	3 2%	205 23% A	33 3%	7 10%	170 42% A	1 *	- -	190 59% A
D) DO NOT HAVE THE INTERNET	460 22% BCDEFG HJ	2 *	- -	4 *	1 *	- -	5 1%	- -	- -	2 1%

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET.  
 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	SEX		AGE							CLASS				CHILDREN UNDER 16		
	TOTAL (A)	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>FINDING OUT ABOUT LOCAL SERVICES INCLUDING THE COUNCIL, HOSPITAL, LEISURE FACILITIES AND SO ON</b>																
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	95 5%	41 4%	53 5%	13 4%	13 4%	21 5%	16 5%	16 5%	10 5%	6 3%	14 4%	28 5%	24 5%	29 5%	29 4%	65 5%
B) CAN DO WITH CONFIDENCE	1195 58% HI JNP	584 58%	611 58%	220 71% A	255 76% A	293 74% A	217 65% A	138 46%	54 24%	18 10%	296 75% A	430 70% A	232 52%	238 38%	542 72% A	653 49%
C) NOT INTERESTED IN DOING THIS	328 16%	189 19%	139 13%	53 17%	45 13%	49 12%	57 17%	56 19%	46 21%	23 12%	47 12%	91 15%	84 19%	107 17%	117 16%	212 16%
D) DO NOT HAVE THE INTERNET	458 22% DE FGKLO	199 20%	259 24%	23 8%	25 8%	31 8%	43 13%	89 30% A	111 50% A	135 74% A	36 9%	66 11%	103 23%	253 40% A	61 8%	397 30% A



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

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BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
<b>FINDING OUT ABOUT LOCAL SERVICES INCLUDING THE COUNCIL, HOSPITAL, LEISURE FACILITIES AND SO ON</b>													
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>95</b> 5% L	4 4%	4 2%	4 3%	1 2%	19 7%	19 5%	7 4%	8 7%	12 6%	14 6%	1 1%	3 5%
B) CAN DO WITH CONFIDENCE	<b>1195</b> 58% M	60 59%	93 53%	80 53%	52 67%	165 63%	233 58%	95 54%	53 53%	104 57%	136 63%	105 58%	21 37%
C) NOT INTERESTED IN DOING THIS	<b>328</b> 16%	15 15%	29 17%	23 16%	7 9%	47 18%	59 15%	32 18%	16 15%	34 19%	27 13%	26 14%	13 23% A
D) DO NOT HAVE THE INTERNET	<b>458</b> 22% F	23 22%	48 28%	43 29%	17 22%	32 12%	88 22%	41 23%	24 24%	33 18%	41 19%	50 27%	19 34% A



**PARTICIPATION**  
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BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL								WORKING STATUS									
	TOTAL (A)	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSSES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 0%	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** 0%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>FINDING OUT ABOUT LOCAL SERVICES INCLUDING THE COUNCIL, HOSPITAL, LEISURE FACILITIES AND SO ON</b>																		
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>95</b> 5%	7 3%	8 4%	15 5%	31 5%	12 5%	20 4%	1 12%	31 4%	16 5%	4 4%	2 12%	-	5 6%	19 4%	4 7%	7 7%	7 5%
B) CAN DO WITH CONFIDENCE	<b>1195</b> 58% GOPR	189 83% A	156 81% A	250 77% A	363 61%	143 58%	84 18%	9 77%	568 72% A	248 73% A	68 71% A	12 77%	6 68%	61 81% A	99 21%	25 42%	48 49%	59 47%
C) NOT INTERESTED IN DOING THIS	<b>328</b> 16% B	22 10%	22 11%	38 12%	112 19%	37 15%	96 20% A	1 11%	125 16%	40 12%	17 18%	1 5%	3 32%	10 13%	85 18%	6 11%	17 18%	25 20%
D) DO NOT HAVE THE INTERNET	<b>458</b> 22% BCDEI JKN	10 5%	7 4%	21 7%	91 15%	56 22%	272 58% A	-	64 8%	36 11%	7 7%	1 6%	-	-	266 57% A	25 40% A	25 26%	35 28%



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

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 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>FINDING OUT ABOUT LOCAL SERVICES INCLUDING THE COUNCIL, HOSPITAL, LEISURE FACILITIES AND SO ON</b>																	
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>95</b> 5% Q	73 5%	66 5%	22 4%	61 4%	9 11% A	-	1 4%	2 3%	13 3%	26 4%	26 7% A	59 6%	15 3%	21 4%	91 5%	4 2%
B) CAN DO WITH CONFIDENCE	<b>1195</b> 58% DI OQ	1115 75% A	1074 76% A	80 14%	1116 82% A	43 50%	7 43%	9 35%	14 23%	331 86% A	554 84% A	250 69% A	720 68% A	408 82% A	67 13%	1156 63% A	39 16%
C) NOT INTERESTED IN DOING THIS	<b>328</b> 16% JK O	255 17%	226 16%	74 13%	183 13%	29 34% A	6 37%	11 42%	19 32% A	42 11%	78 12%	79 22% A	202 19% A	66 13%	61 12%	282 15%	47 19%
D) DO NOT HAVE THE INTERNET	<b>458</b> 22% BCE FJKLMN P	54 4%	47 3%	404 70% A	10 1%	5 6%	3 20%	5 18%	25 42% A	-	4 1%	7 2%	74 7%	9 2%	375 72% A	303 17%	155 63% A

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

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**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

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 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
UNWEIGHTED TOTAL	2069 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
WEIGHTED TOTAL	2076 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>FINDING OUT ABOUT LOCAL SERVICES INCLUDING THE COUNCIL, HOSPITAL, LEISURE FACILITIES AND SO ON</b>										
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	95 5% BEH	9 1%	28 26% A	57 6% A	10 1%	50 76% A	24 6%	1 *	22 89%	17 5%
B) CAN DO WITH CONFIDENCE	1195 58% FGJ	551 91% A	68 62% A	571 64% A	1035 94% A	11 16%	122 30% A	566 97% A	1 5%	69 21% A
C) NOT INTERESTED IN DOING THIS	328 16% BEH	46 8%	13 12% A	265 30% A	59 5%	5 8%	256 63% A	14 2% A	- -	235 73% A
D) DO NOT HAVE THE INTERNET	458 22% BCDEFG HJ	2 *	1 1%	4 *	- -	- -	2 1%	- -	1 5%	1 *



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

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BASE : ALL ADULTS AGED 16+

	SEX		AGE							CLASS				CHILDREN UNDER 16		
	TOTAL (A)	MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>BUYING THINGS OVER THE INTERNET</b>																
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>103</b> 5%	39 4%	64 6%	18 6%	13 4%	22 6%	16 5%	20 7%	9 4%	4 2%	21 5%	26 4%	27 6%	28 5%	35 5%	68 5%
B) CAN DO WITH CONFIDENCE	<b>1144</b> 55% HI JNP	586 58%	558 53%	216 70% A	247 73% A	279 71% A	212 64% A	132 44%	41 18%	17 9%	272 69% A	431 70% A	225 51%	216 34%	531 71% A	613 46%
C) NOT INTERESTED IN DOING THIS	<b>368</b> 18%	190 19%	178 17%	51 17%	51 15%	62 16%	62 19%	57 19%	60 27% A	25 14%	59 15%	91 15%	89 20%	130 21%	121 16%	247 19%
D) DO NOT HAVE THE INTERNET	<b>461</b> 22% DE FGKLO	199 20%	262 25%	25 8%	26 8%	30 8%	43 13%	90 30% A	112 51% A	136 75% A	40 10%	66 11%	103 23%	252 40% A	63 8%	398 30% A



**PARTICIPATION**  
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 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
<b>BUYING THINGS OVER THE INTERNET</b>													
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>103</b> 5% L	5 5%	2 1%	6 4%	5 6%	15 6%	24 6%	10 6%	13 13% A	5 3%	15 7%	1 .	3 5%
B) CAN DO WITH CONFIDENCE	<b>1144</b> 55% M	58 58%	96 55%	72 48%	43 56%	151 58%	228 57%	97 55%	52 52%	97 53%	127 58%	100 55%	22 39%
C) NOT INTERESTED IN DOING THIS	<b>368</b> 18%	15 15%	28 16%	29 19%	11 14%	64 24% A	59 15%	27 16%	10 10%	47 26% A	36 16%	29 16%	12 22%
D) DO NOT HAVE THE INTERNET	<b>461</b> 22% F	23 22%	47 27%	43 28%	18 23%	33 12%	88 22%	41 23%	26 25%	33 18%	41 19%	51 28%	19 34% A

**PARTICIPATION**  
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 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL								WORKING STATUS									
	TOTAL (A)	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSSES/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING OTHER REASON (R)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 *	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** **	787 38%	339 16%	96* 5%	16** 1% ..	9** ..	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>BUYING THINGS OVER THE INTERNET</b>																		
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>103</b> 5%	8 3%	6 3%	16 5%	39 7%	17 7%	17 4%	- -	38 5%	22 6%	6 6%	4 22%	- -	4 5%	16 3%	2 3%	7 7%	5 4%
B) CAN DO WITH CONFIDENCE	<b>1144</b> 55% Gopr	182 79% A	159 82% A	233 72% A	342 57%	129 52%	87 18%	11 92%	565 72% A	227 67% A	69 72% A	11 67%	6 69%	59 78% A	81 17%	22 36%	49 51%	55 44%
C) NOT INTERESTED IN DOING THIS	<b>368</b> 18% BC	26 11%	20 10%	53 16%	125 21%	45 18%	98 21%	1 8%	121 15%	53 16%	15 15%	1 5%	3 31%	13 17%	104 22% A	12 20%	17 17%	29 23%
D) DO NOT HAVE THE INTERNET	<b>461</b> 22% BCDEI JKN	13 6%	8 4%	22 7%	92 15%	57 23%	270 57% A	- -	63 8%	37 11%	7 7%	1 6%	- -	- -	268 57% A	25 40% A	24 25%	37 29% A

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
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BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTH S (G)	4-12 MONTH S (H)	NOT USED LAST 12 MONTH S (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>BUYING THINGS OVER THE INTERNET</b>																	
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>103</b> 5% DOQ	87 6%	81 6%	16 3%	76 6%	8 9%	-	2 8%	4 7%	12 3%	35 5%	32 9% A	62 6%	27 5%	14 3%	99 5%	4 2%
B) CAN DO WITH CONFIDENCE	<b>1144</b> 55% DI OQ	1081 72% A	1041 74% A	63 11%	1074 78% A	43 50%	7 39%	7 26%	10 17%	326 85% A	532 80% A	234 65% A	687 65% A	407 82% A	50 10%	1112 61% A	32 13%
C) NOT INTERESTED IN DOING THIS	<b>368</b> 18% JK N	275 18%	246 17%	93 16%	211 15%	31 35% A	7 41%	11 44%	20 33% A	47 12%	92 14%	89 25% A	230 22% A	56 11%	81 16%	315 17%	53 22%
D) DO NOT HAVE THE INTERNET	<b>461</b> 22% BCE FJKLMN P	52 3%	46 3%	409 70% A	8 1%	6 7%	3 20%	6 22%	26 44% A	1 *	4 1%	7 2%	75 7%	9 2%	378 72% A	307 17%	155 63% A

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET.  
 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>BUYING THINGS OVER THE INTERNET</b>										
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>103</b> 5% BEH	12 2%	28 25% A	63 7% A	9 1%	61 93% A	11 3%	4 1%	22 89%	15 5%
B) CAN DO WITH CONFIDENCE	<b>1144</b> 55% FGJ	524 86% A	66 60%	551 61% A	1075 97% A	4 6%	52 73%	561 96% A	2 7%	48 15%
C) NOT INTERESTED IN DOING THIS	<b>368</b> 18% BEFH	70 11%	17 15%	277 31% A	21 2%	1 1%	341 84% A	16 3%	1 4%	258 80% A
D) DO NOT HAVE THE INTERNET	<b>461</b> 22% BCDEFG HJ	2 1%	-	6 1%	-	-	-	-	-	1 1%





**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET. FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	2069 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
WEIGHTED TOTAL	2076 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
<b>DOING YOUR BANKING OVER THE INTERNET</b>																
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	93 4% I	37 4%	55 5%	18 6%	20 6%	18 5%	20 6%	12 4%	2 1%	3 1%	16 4%	29 5%	24 5%	23 4%	38 5%	55 4%
B) CAN DO WITH CONFIDENCE	811 39% CH IJNP	439 43% A	372 35%	142 46%	196 58% A	195 50% A	144 43%	88 29%	33 15%	14 8%	221 56% A	312 51% A	154 35%	124 20%	365 49% A	446 34%
C) NOT INTERESTED IN DOING THIS	710 34% EJ	339 33%	372 35%	125 40%	96 28%	150 38%	127 38%	110 37%	74 34%	28 16%	115 29%	207 34%	161 36%	227 36%	284 38%	427 32%
D) DO NOT HAVE THE INTERNET	462 22% DE FGKLO	198 20%	264 25%	26 8%	26 8%	30 8%	41 12%	90 30% A	112 50% A	137 75% A	40 10%	66 11%	104 23%	252 40% A	63 8%	399 30% A



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET.  
 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
<b>DOING YOUR BANKING OVER THE INTERNET</b>													
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>93</b> 4% L	7 7%	8 5%	5 4%	2 3%	14 5%	20 5%	8 4%	7 7%	5 3%	12 5%	2 1%	3 5%
B) CAN DO WITH CONFIDENCE	<b>811</b> 39% M	33 33%	55 32%	50 34%	33 43%	124 47% A	171 43%	77 44%	33 33%	72 39%	84 39%	67 37%	12 21%
C) NOT INTERESTED IN DOING THIS	<b>710</b> 34%	39 38%	64 37%	52 34%	22 29%	93 36%	120 30%	50 28%	35 35%	72 40%	80 37%	62 34%	22 40%
D) DO NOT HAVE THE INTERNET	<b>462</b> 22% F	22 22%	47 27%	43 28%	19 25%	32 12%	88 22%	41 23%	26 25%	33 18%	42 19%	51 28%	19 34% A

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET.  
 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL								WORKING STATUS									
	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCESE/O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	2069 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 0%	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	2076 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** 1%	787 38%	339 16%	96* 5%	16** 1%	9** 0%	76* 4%	469 23%	61* 3%	97* 5%	126 6%
<b>DOING YOUR BANKING OVER THE INTERNET</b>																		
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	93 4% GO	11 5%	4 2%	17 5%	39 6%	14 6%	8 2%	-	34 4%	29 8% A	4 4%	1 7%	-	7 9%	7 1%	1 1%	5 5%	6 5%
B) CAN DO WITH CONFIDENCE	811 39% GOPQ R	146 64% A	117 61% A	185 57% A	212 36%	93 38%	54 11%	4 32%	419 53% A	149 44%	59 61% A	9 53%	1 11%	38 50%	63 13%	10 16%	28 29%	35 28%
C) NOT INTERESTED IN DOING THIS	710 34% BO	60 26%	63 33%	100 31%	255 43% A	84 34%	141 30%	8 68%	271 34%	124 37%	27 28%	5 34%	8 89%	30 40%	130 28%	27 44%	40 41%	49 39%
D) DO NOT HAVE THE INTERNET	462 22% BCDEI JKN	12 5%	9 5%	22 7%	92 15%	57 23%	270 57% A	-	63 8%	37 11%	7 7%	1 6%	-	1 1%	269 57% A	24 39% A	24 25%	36 29%

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET.  
 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	2069 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	2076 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
<b>DOING YOUR BANKING OVER THE INTERNET</b>																	
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	93 4%	83 6%	78 5%	10 2%	75 6%	9 10%	-	-	2 4%	13 3%	40 6%	26 7%	56 5%	29 6%	9 2%	86 5%	7 3%
DO						A					A						
B) CAN DO WITH CONFIDENCE	811 39%	775 52%	750 53%	36 6%	778 57%	21 24%	2 10%	3 10%	5 8%	264 68%	382 58%	143 40%	484 46%	299 60%	27 5%	794 43%	17 7%
DF IOQ		A	A		A					A	A		A	A		A	
C) NOT INTERESTED IN DOING THIS	710 34%	582 39%	537 38%	129 22%	505 37%	51 59%	12 70%	17 68%	27 45%	107 28%	236 36%	186 51%	438 42%	162 32%	111 21%	644 35%	67 27%
DJ OQ		A	A		A	A				A	A	A	A	A		A	
D) DO NOT HAVE THE INTERNET	462 22%	55 4%	49 3%	407 70%	11 1%	6 7%	3 20%	6 22%	26 44%	2 *	5 1%	7 2%	76 7%	9 2%	377 72%	308 17%	154 63%
BCE FJKLMN P				A				A	A				A	A	A		A



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET.  
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BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>DOING YOUR BANKING OVER THE INTERNET</b>										
A) INTERESTED, BUT CAN'T DO WITH CONFIDENCE	<b>93</b> 4% GHJ	21 3%	21 19% A	51 6%	39 4%	46 70% A	-	13 2%	14 55%	6 2%
B) CAN DO WITH CONFIDENCE	<b>811</b> 39% FGJ	404 66% A	36 32%	368 41%	787 71% A	1 2%	19 5%	472 81% A	3 10%	26 8%
C) NOT INTERESTED IN DOING THIS	<b>710</b> 34% BEH	179 29%	53 48% A	472 53% A	275 25%	17 25%	385 95% A	96 16%	8 32%	289 90% A
D) DO NOT HAVE THE INTERNET	<b>462</b> 22% BCDEFG HJ	4 1%	1 1%	6 1%	2	2 3%	-	1	1 3%	1



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.5 I NOW WANT TO ASK ABOUT HOW INTERESTED AND CONFIDENT YOU ARE DOING A FEW DIFFERENT THINGS ON THE INTERNET.  
 FOR EACH TASK I READ OUT PLEASE TELL ME WHICH OF THE OPTIONS ON THIS CARD APPLIES TO YOU? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	<b>CONFIDENCE/INTEREST LEVEL</b>			
	<b>INTERESTED CAN'T DO WITH CONFIDENCE</b>	<b>CAN DO WITH CONFIDENCE</b>	<b>NOT INTERESTED IN DOING THIS</b>	<b>DO NOT HAVE THE INTERNET</b>
<b>UNWEIGHTED TOTAL</b>	2069	2069	2069	2069
<b>WEIGHTED TOTAL</b>	2076	2076	2076	2076
JOINING IN DEBATES ABOUT SUBJECTS THAT INTEREST YOU THROUGH POSTING COMMENTS ON WEBSITES	117 6%	532 26%	963 46%	464 22%
SETTING UP A PERSONAL PROFILE ON A WEBSITE LIKE FACEBOOK, BEBO OR MYSFACE	110 5%	608 29%	897 43%	461 22%
SETTING UP YOUR OWN BLOG	107 5%	327 16%	1175 57%	467 22%
USING E-MAIL TO CONTACT FRIENDS AND RELATIVES	106 5%	1290 62%	220 11%	460 22%
FINDING OUT ABOUT LOCAL SERVICES INCLUDING THE COUNCIL, HOSPITAL, LEISURE FACILITIES AND SO ON	95 5%	1196 58%	328 16%	458 22%
BUYING THINGS OVER THE INTERNET	103 5%	1144 55%	368 18%	461 22%
DOING YOUR BANKING OVER THE INTERNET	93 4%	811 39%	710 34%	462 22%



GfK NOP

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.6 IN THE PAST 12 MONTHS, HAVE YOU USED THE INTERNET TO DO ANY OF THE FOLLOWING? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	SEX		AGE						CLASS				CHILDREN UNDER 16		
		MALE (B)	FEMALE (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	WITH (O)	WITH -OUT (P)
UNWEIGHTED TOTAL	2069 100%	958 46%	1111 54%	238 12%	399 19%	371 18%	343 17%	295 14%	245 12%	178 9%	419 20%	573 28%	446 22%	631 30%	758 37%	1311 63%
WEIGHTED TOTAL	2076 100%	1014 49%	1062 51%	310 15%	338 16%	393 19%	333 16%	300 14%	221 11%	182 9%	392 19%	615 30%	443 21%	626 30%	749 36%	1327 64%
FINDING OUT INFORMATION ON A GOVERNMENT OR LOCAL COUNCIL SERVICE	644 31% IJ MNP	322 32%	322 30%	84 27%	126 37% A	171 43% A	139 42% A	87 29%	30 13%	8 4%	192 49% A	247 40% A	112 25%	92 15%	286 38% A	358 27%
COMPLETING A GOVERNMENT PROCESS (E.G. TAX RETURN, ROAD TAX RENEWAL, REGISTRATION FOR CHILD TAX CREDITS, REGISTERING TO VOTE)	522 25% DI JMNP	270 27%	252 24%	53 17%	97 29%	146 37% A	125 38% A	62 21%	32 15%	5 3%	165 42% A	203 33% A	83 19%	70 11%	234 31% A	288 22%
PAYING A GOVERNMENT TAX OR FEE (E.G. INCOME TAX, COUNCIL TAX, ROAD TAX)	419 20% DI JNP	229 23%	190 18%	43 14%	88 26% A	116 29% A	97 29% A	51 17%	21 10%	3 2%	125 32% A	158 26% A	78 18%	58 9%	199 27% A	220 17%
NONE OF THESE	1207 58% EF GKLO	576 57%	631 59%	194 63%	161 48%	165 42%	151 45%	190 63%	175 79% A	170 93% A	150 38%	287 47%	282 64% A	488 78% A	364 49%	843 64% A

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.6 IN THE PAST 12 MONTHS, HAVE YOU USED THE INTERNET TO DO ANY OF THE FOLLOWING? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	STANDARD REGION												
	TOTAL (A)	NORTH (B)	YORKS AND HUMBER (C)	EAST MID LANDS (D)	EAST ANGLIA (E)	G.L.C. (F)	SOUTH EAST (EXCL GLC) (G)	SOUTH WEST (H)	WALES (I)	WEST MID LANDS (J)	NORTH WEST (K)	SCOT LAND (L)	NORTH ERN IRELAND (M)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	103 5%	157 8%	151 7%	70 3%	253 12%	354 17%	190 9%	92 4%	194 9%	225 11%	167 8%	113 5%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	101* 5%	174 8%	150 7%	77* 4%	262 13%	398 19%	175 8%	101* 5%	183 9%	218 10%	182 9%	56 3%
FINDING OUT INFORMATION ON A GOVERNMENT OR LOCAL COUNCIL SERVICE	<b>644</b> 31% BM	20 20%	45 26%	37 25%	23 30%	96 37%	138 35%	56 32%	34 34%	53 29%	77 35%	57 31%	8 15%
COMPLETING A GOVERNMENT PROCESS (E.G. TAX RETURN, ROAD TAX RENEWAL, REGISTRATION FOR CHILD TAX CREDITS, REGISTERING TO VOTE)	<b>522</b> 25% M	19 19%	48 27%	31 20%	22 29%	58 22%	130 33% A	47 27%	30 30%	43 24%	49 23%	40 22%	5 9%
PAYING A GOVERNMENT TAX OR FEE (E.G. INCOME TAX, COUNCIL TAX, ROAD TAX)	<b>419</b> 20% BM	5 4%	33 19%	39 26%	18 24%	49 19%	95 24%	40 23%	24 23%	39 21%	46 21%	30 17%	3 5%
NONE OF THESE	<b>1207</b> 58%	68 67%	107 62%	91 61%	45 59%	141 54%	215 54%	100 57%	53 53%	108 59%	128 59%	108 59%	44 79% A



**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.6 IN THE PAST 12 MONTHS, HAVE YOU USED THE INTERNET TO DO ANY OF THE FOLLOWING? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	EDUCATIONAL LEVEL							WORKING STATUS										
	POST GRAD UATE (B)	UNDER GRAD UATE (C)	A-LEVELS OR EQUIVALENT (D)	GCSEs/ O-LEVELS OR EQUIVALENT (E)	OTHER QUALIFICATIONS (F)	NO QUALIFICATIONS (G)	STILL STUDYING (H)	FULL-TIME (I)	PART-TIME (J)	SELF-EMPLOYED FULL-TIME (K)	SELF-EMPLOYED PART-TIME (L)	STILL AT SCHOOL (M)	FULL-TIME HIGHER EDUCATION (N)	RETIRED (O)	NOT ABLE TO WORK (P)	UNEMPLOYED (Q)	NOT WORKING FOR OTHER REASON (R)	
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	238 12%	193 9%	307 15%	587 28%	248 12%	484 23%	12 1%	710 34%	317 15%	83 4%	17 1%	7 *	77 4%	517 25%	72 3%	110 5%	159 8%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	229 11%	193 9%	324 16%	598 29%	248 12%	472 23%	12** .1%	787 38%	339 16%	96* 5%	16** .7%	9** . . .	76* 4%	469 23%	61* 3%	97* 5%	126 6%
FINDING OUT INFORMATION ON A GOVERNMENT OR LOCAL COUNCIL SERVICE	<b>644</b> 31% GOPR	130 57% A	102 53% A	131 40% A	168 28%	78 32%	34 7%	1 8%	313 40% A	136 40% A	48 50% A	8 52%	2 28%	25 33%	51 71%	10 17%	25 25%	25 20%
COMPLETING A GOVERNMENT PROCESS (E.G. TAX RETURN, ROAD TAX RENEWAL, REGISTRATION FOR CHILD TAX CREDITS, REGISTERING TO VOTE)	<b>522</b> 25% GOPQR	101 44% A	76 39% A	102 31% A	150 25%	56 23%	35 7%	2 17%	265 34% A	109 32% A	41 43% A	9 55%	-	17 23%	42 9%	6 9%	15 15%	17 14%
PAYING A GOVERNMENT TAX OR FEE (E.G. INCOME TAX, COUNCIL TAX, ROAD TAX)	<b>419</b> 20% GOPQR	85 37% A	52 27% A	86 26% A	108 18%	57 23%	29 6%	2 14%	223 28% A	78 23%	45 46% A	6 35%	-	11 15%	32 7%	6 9%	10 10%	10 8%
NONE OF THESE	<b>1207</b> 58% BCDI JK	67 29%	68 35%	149 46%	362 60%	140 56%	412 87% A	9 78%	358 45%	159 47%	34 35%	4 25%	6 72%	43 56%	398 85% A	45 75% A	70 72% A	91 72% A



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O

\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008

**Q.6 IN THE PAST 12 MONTHS, HAVE YOU USED THE INTERNET TO DO ANY OF THE FOLLOWING? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USED IN					INTERNET USAGE			PC/LAPTOP AT HOME			MOBILE PHONE		
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	LAST WEEK (E)	LAST MONTH (F)	1-3 MONTHS (G)	4-12 MONTHS (H)	NOT USED LAST 12 MONTHS (I)	HEAVY (J)	MEDIUM (K)	LIGHT (L)	YES 1 (M)	MORE THAN 1 (N)	NO (O)	YES (P)	NO (Q)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	1333 64%	92 4%	16 1%	28 1%	63 3%	372 18%	641 31%	366 18%	1065 51%	468 23%	536 26%	1820 88%	249 12%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	1369 66%	87* 4%	17** 1%	25** 1%	60* 3%	385 19%	663 32%	362 17%	1055 51%	498 24%	523 25%	1832 88%	244 12%
FINDING OUT INFORMATION ON A GOVERNMENT OR LOCAL COUNCIL SERVICE	<b>644</b> 31% DF IOQ	616 41% A	595 42% A	27 5%	617 45% A	15 17%	1 5%	1 4%	1 1%	226 59% A	282 43% A	113 31%	372 35% A	252 51% A	20 4%	628 34% A	16 6%
COMPLETING A GOVERNMENT PROCESS (E.G. TAX RETURN, ROAD TAX RENEWAL, REGISTRATION FOR CHILD TAX CREDITS, REGISTERING TO VOTE)	<b>522</b> 25% DF IOQ	510 34% A	489 35% A	12 2%	497 36% A	13 15%	2 13%	2 6%	3 4%	183 48% A	235 35% A	83 23%	292 28%	217 44% A	12 2%	514 28%	8 3%
PAYING A GOVERNMENT TAX OR FEE (E.G. INCOME TAX, COUNCIL TAX, ROAD TAX)	<b>419</b> 20% DF IOQ	407 27% A	399 28% A	12 2%	402 29% A	9 10%	2 15%	-	2 3%	146 38% A	194 29% A	66 18%	232 22%	175 35% A	12 2%	407 22%	12 5%
NONE OF THESE	<b>1207</b> 58% BC EJKMN P	667 45%	616 44%	539 93% A	547 40%	65 75% A	13 81%	23 90%	54 91% A	111 29%	268 40%	202 56%	546 52%	170 34%	491 94% A	983 54%	224 92% A



GfK NOP

NOP/421395 - PREPARED FOR OPINION LEADER  
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O  
\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**Q.6 IN THE PAST 12 MONTHS, HAVE YOU USED THE INTERNET TO DO ANY OF THE FOLLOWING? (READ OUT)**

BASE : ALL ADULTS AGED 16+

	CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	CONFIDENT IN CREATING INFORMATION ONLINE (B)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (C)	NOT INTERESTED IN CREATING INFORMATION ONLINE (D)	CONFIDENT IN FINDING INFORMATION ONLINE (E)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (F)	NOT INTERESTED IN FINDING INFORMATION ONLINE (G)	CONFIDENCE GENERALLY (H)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (I)	NOT INTERESTED GENERALLY (J)
UNWEIGHTED TOTAL	2069 100%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
WEIGHTED TOTAL	2076 100%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
FINDING OUT INFORMATION ON A GOVERNMENT OR LOCAL COUNCIL SERVICE	644 31% GJ	277 46% A	43 39%	319 36% A	557 50% A	16 24%	58 74%	312 54% A	9 38%	42 13%
COMPLETING A GOVERNMENT PROCESS (E.G. TAX RETURN, ROAD TAX RENEWAL, REGISTRATION FOR CHILD TAX CREDITS, REGISTERING TO VOTE)	522 25% GJ	218 36% A	37 33%	264 29% A	474 43% A	12 19%	29 7%	259 45% A	3 12%	22 7%
PAYING A GOVERNMENT TAX OR FEE (E.G. INCOME TAX, COUNCIL TAX, ROAD TAX)	419 20% GJ	192 32% A	30 28%	193 22%	383 35% A	9 13%	23 6%	213 37% A	3 11%	20 6%
NONE OF THESE	1207 58% BCDEH	235 39%	52 47%	468 52%	355 32%	43 65%	325 80% A	178 31%	15 59%	265 82% A

NOP/421395 - PREPARED FOR OPINION LEADER  
 PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**PARTICIPATION  
FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**INTERNET SUMMARY TABLE**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	INTERNET ACCESS AT HOME			INTERNET USAGE			CONFIDENCE IN USING THE INTERNET								
		ANY (B)	BROAD BAND (C)	NONE (D)	HEAVY (E)	MEDIUM (F)	LIGHT (G)	CONFID ENT IN CREATIN G INFORM ATION ONLINE (H)	INTER ESTED IN BUT NOT CONFID ENT IN CREAT ING INFORM ATION ONLINE (I)	NOT INTER ESTED IN CREAT ING INFORM ATION ONLINE (J)	CONFID ENT IN FINDING INFORM ATION ONLINE (K)	INTER ESTED IN BUT NOT CONFID ENT IN FINDING INFORM ATION ONLINE (L)	NOT INTER ESTED IN FINDING INFORM ATION ONLINE (M)	CONFID ENCE GENER ALLY (N)	INTER ESTED BUT LACKING CONFID ENCE GENER ALLY (O)	NOT INTER ESTED GENER ALLY (P)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%	372 18%	641 31%	366 18%	579 28%	106 5%	906 44%	1069 52%	66 3%	412 20%	557 27%	25 1%	335 16%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	385 19%	663 32%	362 17%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
<b>SEX</b>																
MALE	<b>1014</b> 49% D	759 51%	715 51%	255 44%	221 57% A	323 49%	173 48%	301 49%	52 47%	462 51%	560 51%	26 40%	212 53%	302 52%	11 43%	175 54%
FEMALE	<b>1062</b> 51% E	737 49%	698 49%	326 56% A	164 43%	340 51%	189 52%	307 51%	58 53%	435 49%	544 49%	40 60%	192 47%	280 48%	14 57%	147 46%
<b>AGE</b>																
16-24	<b>310</b> 15% GJP	242 16%	234 17%	68 12%	89 23% A	140 21% A	34 9%	208 34% A	16 15%	62 7%	198 18% A	10 15%	71 18%	160 27% A	3 12%	34 10%
25-34	<b>338</b> 16% DJP	279 19%	267 19%	58 10%	82 21% A	154 23% A	54 15%	179 29% A	20 18%	113 13%	243 22% A	10 16%	51 13%	169 29% A	6 24%	32 10%
35-44	<b>393</b> 19% D	351 23% A	333 24% A	42 7%	101 26% A	126 19%	103 28% A	120 20%	40 36% A	204 23% A	271 25% A	12 18%	68 17%	133 23% A	5 20%	55 17%
45-54	<b>333</b> 16% DH	282 19% A	272 19% A	51 9%	71 18%	111 17%	72 20%	68 11%	17 15%	204 23% A	206 19%	12 18%	65 16%	76 13%	3 13%	60 19%
55-64	<b>300</b> 14% EHKN	208 14%	191 14%	91 16%	30 8%	82 12%	59 16%	24 4%	10 9%	176 20% A	126 11%	12 19%	65 16%	30 5%	5 19%	62 19% A
65-74	<b>221</b> 11% BCEFH KN	94 6%	83 6%	127 22% A	12 3%	32 5%	30 8%	8 1%	7 6%	95 11%	43 4%	6 9%	59 15% A	9 2%	3 1%	54 17% A



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**INTERNET SUMMARY TABLE**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USAGE			CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	HEAVY (E)	MEDIUM (F)	LIGHT (G)	CONFIDENT IN CREATING INFORMATION ONLINE (H)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (I)	NOT INTERESTED IN CREATING INFORMATION ONLINE (J)	CONFIDENT IN FINDING INFORMATION ONLINE (K)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (L)	NOT INTERESTED IN FINDING INFORMATION ONLINE (M)	CONFIDENTLY (N)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (O)	NOT INTERESTED GENERALLY (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	385 19%	663 32%	362 17%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
75+	182 9% BCEFG HIJKN	38 3%	34 2%	144 25% A	1 .	18 3%	9 2%	2 .	1 7%	43 5%	17 2%	4 5%	25 6%	5 7%	- -	25 8%
<b>CLASS</b>																
AB	392 19% DM	343 23% A	327 23% A	49 9%	114 30% A	149 23%	67 19%	128 21%	12 11%	212 24% A	277 25% A	14 21%	58 14%	152 26% A	2 10%	47 15%
C1	615 30% D	519 35% A	500 35% A	96 16%	145 38% A	254 38% A	116 32%	242 40% A	25 23%	279 31%	417 38% A	22 33%	103 26%	230 40% A	5 20%	82 25%
C2	443 21% EHN	326 22%	304 22%	117 20%	52 13% A	135 20%	100 28% A	104 17%	32 29%	206 23%	211 19%	15 23%	95 24%	94 16%	8 32%	83 26%
DE	626 30% BCEF GHJKN	308 21%	282 20%	318 55% A	75 19%	125 19%	79 22%	133 22%	41 37%	200 22%	198 18%	16 24%	148 37% A	105 18%	10 39%	110 34%
<b>STANDARD REGION</b>																
NORTH	101 5%	64 4%	59 4%	37 6%	16 4%	26 4%	28 8% A	43 7% A	6 6%	29 3%	58 5%	4 6%	15 4%	34 6%	2 8%	12 4%
YORKS AND HUMBER	174 8%	122 8%	113 8%	52 9%	26 7%	52 8%	28 8%	52 9%	5 4%	69 8%	92 8%	1 2%	31 8%	43 7%	2 10%	25 8%
EAST MIDLANDS	150 7% G	102 7%	97 7%	49 8%	21 5%	53 8%	11 3%	41 7%	9 8%	57 6%	68 6%	3 4%	34 8%	37 6%	1 2%	24 7%
EAST ANGLIA	77 4%	56 4%	53 4%	21 4%	15 4%	24 4%	14 4%	19 3%	5 5%	33 4%	42 4%	1 2%	12 3%	22 4%	- -	13 4%



GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**INTERNET SUMMARY TABLE**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USAGE			CONFIDENCE IN USING THE INTERNET									
	TOTAL (A)	ANY (B)	BROAD BAND (C)	NONE (D)	HEAVY (E)	MEDIUM (F)	LIGHT (G)	CONFIDENT IN CREATING INFORMATION ONLINE (H)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (I)	NOT INTERESTED IN CREATING INFORMATION ONLINE (J)	CONFIDENT IN FINDING INFORMATION ONLINE (K)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (L)	NOT INTERESTED IN FINDING INFORMATION ONLINE (M)	CONFIDENTLY (N)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (O)	NOT INTERESTED GENERALLY (P)
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	385 19%	663 32%	362 17%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
G.L.C.	262 13% G	205 14%	202 14%	57 10%	69 18% A	106 16% A	31 8%	102 17% A	15 13%	115 13%	148 13%	12 19%	67 17% A	96 17% A	7 27%	43 13%
SOUTH EAST (EXCL GLC)	398 19%	298 20%	283 20%	101 17%	77 20%	137 21%	82 23%	109 18%	26 23%	175 19%	223 20%	14 22%	65 16%	110 19%	4 15%	51 16%
SOUTH WEST	175 8%	127 8%	119 8%	49 8%	34 9%	46 7%	37 10%	46 8%	8 7%	81 9%	94 8%	5 7%	31 8%	46 8%	2 9%	28 9%
WALES	101 5%	72 5%	67 5%	29 5%	12 3%	38 6%	15 4%	20 3%	8 7%	47 5%	48 4%	7 11% A	13 3%	19 3%	2 9%	15 5%
WEST MIDLANDS	183 9%	133 9%	123 9%	50 9%	38 10%	48 7%	37 10%	44 7%	9 8%	96 11%	93 8%	6 10%	48 12%	44 8%	1 3%	43 13% A
NORTH WEST	218 10%	165 11%	157 11%	53 9%	35 9%	74 11%	44 12%	70 11%	12 10%	95 11%	125 11%	10 15%	38 9%	71 12%	4 14%	29 9%
SCOTLAND	182 9% L	119 8%	112 8%	62 11%	33 9%	46 7%	26 7%	51 8%	8 7%	72 8%	94 8%	-	35 9%	51 9%	1 4%	27 8%
NORTHERN IRELAND	56 3%	34 2%	29 2%	22 4%	8 2%	12 2%	10 3%	9 2%	* *	27 3%	19 2%	2 2%	15 4%	8 1%	-	13 4%
<b>EDUCATIONAL LEVEL</b>																
POST GRADUATE	229 11% DMP	207 14% A	202 14% A	21 4%	75 19% A	92 14% A	39 11%	84 14%	9 8%	123 14% A	182 17% A	4 7%	27 7%	98 17% A	2 6%	21 7%
UNDER GRADUATE	193 9% DGMP	178 12% A	166 12% A	15 3%	63 16% A	92 14% A	19 5%	90 15% A	9 8%	86 10% A	154 14% A	4 7%	24 6%	99 17% A	1 3%	15 5%
A-LEVELS OR EQUIVALENT	324 16% D	283 19% A	268 19% A	41 7%	78 20% A	140 21% A	62 17%	146 24% A	14 13%	143 16% A	238 22% A	13 19%	48 12%	133 23% A	4 18%	37 11%

GfK NOP

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**INTERNET SUMMARY TABLE**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USAGE			CONFIDENCE IN USING THE INTERNET									
	ANY (B)	BROAD BAND (C)	NONE (D)	HEAVY (E)	MEDIUM (F)	LIGHT (G)	CONFIDENT IN CREATING INFORMATION ONLINE (H)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (I)	NOT INTERESTED IN CREATING INFORMATION ONLINE (J)	CONFIDENT IN FINDING INFORMATION ONLINE (K)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (L)	NOT INTERESTED IN FINDING INFORMATION ONLINE (M)	CONFIDENTLY (N)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (O)	NOT INTERESTED GENERALLY (P)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	385 19%	663 32%	362 17%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
GCSEs/O-LEVELS OR EQUIVALENT	<b>598</b> 29% D	457 31%	437 31%	141 24%	113 29%	198 30%	125 34% A	177 29%	48 43% A	280 31%	322 29%	26 40%	144 36% A	159 27%	10 41%	106 33%
OTHER QUALIFICATIONS	<b>248</b> 12%	174 12%	166 12%	73 13%	32 8%	78 12%	53 15%	68 11%	15 13%	107 12%	123 11%	9 14%	49 12%	60 10%	4 16%	42 13%
NO QUALIFICATIONS	<b>472</b> 23% BCDF GHIJKN	187 13%	166 12%	285 49% A	23 6%	54 8%	62 17%	34 6%	14 12%	156 17%	75 7%	9 13%	109 27%	27 5%	4 16%	102 32% A
STILL STUDYING	<b>12</b> 1%	9 1%	9 1%	3 1%	1 *	8 1%	2 *	8 1%	2 2%	2 *	10 1%	-	2 1%	5 1%	-	-
<b>WORKING STATUS</b>																
FULL-TIME	<b>787</b> 38% DP	679 45% A	651 46% A	109 19%	197 51% A	321 48% A	148 41%	321 53% A	45 41%	357 40%	543 49% A	25 38%	138 34%	312 54% A	9 36%	100 31%
PART-TIME	<b>339</b> 16% D	288 19% A	276 20% A	51 9%	61 16%	131 20%	83 23% A	103 17%	28 25% A	171 19%	229 21% A	13 20%	55 14%	96 16%	5 22%	45 14%
SELF-EMPLOYED FULL-TIME	<b>96</b> 5% D	89 6%	82 6%	7 1%	27 7%	36 5%	17 5%	22 4%	6 6%	62 7% A	69 6%	3 5%	16 4%	32 5%	2 7%	18 5%
SELF-EMPLOYED PART-TIME	<b>16</b> 1%	15 1%	15 1%	1 *	4 1%	5 1%	6 2%	5 1%	3 3%	7 1%	11 1%	1 1%	1 *	5 1%	2 8%	3 1%
STILL AT SCHOOL	<b>9</b> *	7 *	7 1%	1 *	2 1%	5 1%	-	5 1%	1 1%	3 *	3 *	-	5 1% A	5 1%	-	3 1%
FULL-TIME HIGHER EDUCATION	<b>76</b> 4% DJP	66 4%	66 5%	10 2%	31 8% A	36 5%	6 2%	58 10% A	4 3%	14 2%	55 5%	4 7%	16 4%	50 9% A	-	3 1%



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**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P**  
**\* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**INTERNET SUMMARY TABLE**

BASE : ALL ADULTS AGED 16+

	INTERNET ACCESS AT HOME			INTERNET USAGE			CONFIDENCE IN USING THE INTERNET									
	ANY (B)	BROAD BAND (C)	NONE (D)	HEAVY (E)	MEDIUM (F)	LIGHT (G)	CONFIDENT IN CREATING INFORMATION ONLINE (H)	INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE (I)	NOT INTERESTED IN CREATING INFORMATION ONLINE (J)	CONFIDENT IN FINDING INFORMATION ONLINE (K)	INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE (L)	NOT INTERESTED IN FINDING INFORMATION ONLINE (M)	CONFIDENTLY (N)	INTERESTED BUT LACKING CONFIDENCE GENERALLY (O)	NOT INTERESTED GENERALLY (P)	
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%	385 19%	663 32%	362 17%	608 29%	110* 5%	897 43%	1104 53%	66* 3%	404 19%	581 28%	25** 1%	322 16%
RETIRED	<b>469</b> 23% BCEF GHIKN	179 12%	158 11%	290 50% A	18 5%	56 9%	59 16%	15 3%	8 7%	179 20%	82 7%	12 18%	104 26%	18 3%	3 11%	98 30% A
NOT ABLE TO WORK	<b>61</b> 3%	33 2%	32 2%	28 5% A	8 2%	16 2%	7 2%	11 2%	4 4%	21 2%	21 2%	1 2%	14 3%	8 1%	-	10 3%
UNEMPLOYED	<b>97</b> 5% F	62 4%	58 4%	35 6%	24 6%	18 3%	14 4%	33 5%	6 5%	34 4%	44 4%	3 4%	20 5%	25 4%	2 7%	13 4%
NOT WORKING OTHER REASON	<b>126</b> 6% EK	78 5%	69 5%	48 8%	13 3%	38 6%	21 6%	34 6%	6 5%	51 6%	47 4%	3 5%	35 9%	30 5%	2 9%	30 9% A

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K - A/L - A/M - A/N - A/O - A/P**  
 \* SMALL BASE; \*\* VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



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**PARTICIPATION**  
**FIELDWORK DATES : 13TH - 25TH NOVEMBER 2008**

**INTERNET SUMMARY TABLE 2**

BASE : ALL ADULTS AGED 16+

	TOTAL (A)	INTERNET ACCESS AT HOME		
		ANY (B)	BROAD BAND (C)	NONE (D)
<b>UNWEIGHTED TOTAL</b>	<b>2069</b> 100%	1468 71%	1380 67%	601 29%
<b>WEIGHTED TOTAL</b>	<b>2076</b> 100%	1496 72%	1414 68%	581 28%
<b>CONFIDENCE IN USING THE INTERNET</b>				
CONFIDENT IN CREATING INFORMATION ONLINE	<b>608</b> 29% D	555 37% A	537 38% A	53 9%
INTERESTED IN BUT NOT CONFIDENT IN CREATING INFORMATION ONLINE	<b>110</b> 5%	91 6%	85 6%	19 3%
NOT INTERESTED IN CREATING INFORMATION ONLINE	<b>897</b> 43% D	794 53% A	742 52% A	103 18%
CONFIDENT IN FINDING INFORMATION ONLINE	<b>1104</b> 53% D	1044 70% A	1006 71% A	60 10%
INTERESTED IN BUT NOT CONFIDENT IN FINDING INFORMATION ONLINE	<b>66</b> 3%	55 4%	51 4%	10 2%
NOT INTERESTED IN FINDING INFORMATION ONLINE	<b>404</b> 19%	309 21%	277 20%	95 16%
CONFIDENCE GENERALLY	<b>581</b> 28% D	545 36% A	530 37% A	36 6%
INTERESTED BUT LACKING CONFIDENCE GENERALLY	<b>25</b> 1%	18 1%	18 1%	7 1%
NOT INTERESTED GENERALLY	<b>322</b> 16%	244 16%	215 15%	78 13%

**NOP/421395 - PREPARED FOR OPINION LEADER**  
**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - A/C - A/D**  
**\* SMALL BASE**



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