

VALUES, VOTERS, ISSUES SURVEY

Commissioned by
Cultural Dynamics Strategy & Marketing Limited and Campaign Strategy Limited,
and conducted by BMRB on behalf of

THE JMG FOUNDATION.

Fieldwork conducted from 25th – 27th February 2005

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Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 14

Q4 Which political party do you identify with most strongly?

Base: All respondents aged 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Labour	290 29%	145 30%	145 28%	42 29%	57 34%	57 30%	48 30%	37 25%	47 25%	53 21%	75 26%	59 33%	65 39%	32 35%	44 34%	42 21%	23 26%	21 41%	14 36%	28 38%	24 26%	32 37%	24 22%	14 27%	23 27%
Liberal Democrats	135 13%	46 10%	89 17%	16 11%	21 13%	21 11%	25 16%	25 17%	25 13%	50 19%	41 14%	15 9%	11 6%	15 16%	16 13%	25 13%	17 19%	9 17%	3 8%	7 10%	10 11%	8 9%	17 16%	11 22%	11 13%
Conservative	201 20%	106 22%	94 18%	13 9%	22 13%	32 17%	27 17%	35 24%	67 36%	69 27%	65 23%	22 12%	27 16%	14 15%	21 16%	53 26%	20 23%	8 15%	8 21%	14 19%	21 23%	9 11%	26 24%	11 22%	10 11%
Other	117 12%	61 13%	56 11%	19 13%	20 12%	27 14%	20 12%	16 11%	13 7%	26 10%	29 10%	26 14%	23 14%	10 11%	9 7%	20 10%	12 14%	6 11%	6 14%	2 3%	5 6%	13 15%	10 9%	9 17%	25 29%
Don't Know	54 5%	21 4%	33 6%	15 11%	9 6%	6 3%	8 5%	8 6%	6 3%	6 2%	15 5%	10 6%	17 10%	3 3%	11 8%	7 4%	3 3%	2 4%	1 3%	2 3%	9 10%	6 7%	6 6%	3 7%	2 3%
None	213 21%	106 22%	108 21%	38 26%	36 22%	50 26%	33 20%	25 17%	29 15%	52 20%	63 22%	45 26%	23 14%	19 20%	27 21%	53 26%	14 16%	7 13%	7 18%	20 27%	22 25%	18 21%	26 24%	3 6%	15 17%

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Q4 Which political party do you identify with most strongly?

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots	
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Labour	290 29%	96 27%	135 30%	59 28%	12 26%	6 13%	23 25%	55 33%	10 17%	59 32%	13 18%	54 41%	12 30%	23 37%	15 25%	9 17%
Liberal Democrats	135 13%	70 20%	46 10%	18 9%	7 16%	16 32%	16 17%	32 19%	8 13%	19 10%	8 12%	11 9%	2 5%	3 4%	9 15%	5 10%
Conservative	201 20%	48 14%	98 22%	55 25%	4 8%	10 20%	19 22%	16 10%	11 19%	39 21%	27 37%	21 16%	8 20%	16 25%	15 24%	17 32%
Other	117 12%	50 14%	37 8%	30 14%	10 21%	9 19%	3 4%	27 16%	8 14%	11 6%	5 7%	13 10%	5 12%	8 12%	5 9%	12 23%
Don't Know	54 5%	9 3%	35 8%	10 5%	-	1 2%	4 4%	4 2%	5 9%	20 11%	1 1%	9 7%	2 4%	5 8%	* 1%	3 6%
None	213 21%	76 22%	94 21%	42 20%	14 29%	7 14%	24 27%	31 19%	16 27%	36 20%	19 25%	24 18%	12 30%	9 15%	16 26%	6 12%

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Table 14

Q4 Which political party do you identify with most strongly?

Base: All respondents aged 16+

	TOTAL	Terminal Educational Age									Size of household					Main Shopper		Internet Access		
		14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Labour	290 29%	17 33%	50 35%	87 31%	18 26%	30 29%	7 20%	4 26%	32 24%	19 23%	23 30%	63 30%	75 23%	62 32%	60 36%	28 29%	242 30%	48 24%	147 25%	143 33%
Liberal Democrats	135 13%	7 12%	12 8%	35 13%	4 6%	13 12%	7 19%	1 4%	28 22%	17 21%	9 12%	31 15%	48 14%	19 10%	22 13%	15 16%	108 13%	27 13%	88 15%	47 11%
Conservative	201 20%	17 32%	29 20%	45 16%	15 21%	28 26%	8 21%	3 20%	26 20%	18 22%	11 15%	44 21%	70 21%	39 20%	30 18%	16 17%	163 20%	38 19%	111 19%	89 21%
Other	117 12%	2 4%	18 12%	31 11%	11 16%	12 11%	3 7%	2 12%	13 10%	9 12%	13 18%	19 9%	42 13%	26 14%	17 10%	11 11%	85 10%	32 16%	77 13%	40 9%
Don't Know	54 5%	3 6%	8 6%	18 6%	4 6%	2 2%	1 3%	2 11%	5 4%	2 3%	5 6%	13 6%	14 4%	12 6%	9 6%	6 6%	42 5%	11 6%	28 5%	26 6%
None	213 21%	7 14%	27 19%	63 22%	18 25%	21 20%	11 31%	4 26%	27 21%	15 18%	14 19%	38 18%	85 26%	36 18%	29 17%	20 21%	170 21%	43 22%	128 22%	85 20%

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Q4 Which political party do you identify with most strongly?

Base: All respondents aged 16+

	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Labour	290 29%	45 19%	23 27%	64 30%	34 36%	77 45%	47 22%
Liberal Democrats	135 13%	37 16%	14 16%	27 13%	9 10%	16 9%	32 15%
Conservative	201 20%	75 32%	13 15%	43 20%	13 13%	23 13%	35 16%
Other	117 12%	19 8%	11 13%	26 12%	15 16%	17 10%	28 13%
Don't Know	54 5%	12 5%	9 11%	6 3%	6 7%	6 3%	15 7%
None	213 21%	44 19%	16 19%	47 22%	17 18%	34 20%	54 26%

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Q4 Which political party do you identify with most strongly?

Base: All respondents aged 16+

	ACORN 17																		
	TOTAL	Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Struggli ng Families	Burdened Singles	High Rise Hardship	Inner City Adversity	Unclass -ified
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Labour	290 29%	16 18%	10 16%	19 23%	6 22%	7 26%	10 32%	8 54%	45 32%	8 16%	3 31%	7 63%	10 28%	17 35%	49 44%	16 52%	6 41%	7 38%	47 22%
Liberal Democrats	135 13%	14 16%	16 26%	8 9%	6 21%	5 18%	3 10%	2 13%	15 11%	9 20%	1 10%	- -	2 7%	7 14%	5 5%	2 8%	1 8%	7 38%	32 15%
Conservative	201 20%	31 36%	15 25%	28 34%	5 20%	3 10%	5 15%	- -	29 21%	14 29%	* 5%	- -	5 15%	7 15%	17 16%	3 8%	1 7%	2 11%	35 16%
Other	117 12%	7 9%	7 11%	5 6%	4 16%	3 11%	4 13%	1 6%	15 10%	8 18%	2 27%	1 9%	8 22%	7 14%	11 10%	1 4%	4 27%	1 6%	28 13%
Don't Know	54 5%	6 7%	2 4%	3 3%	3 10%	4 13%	3 9%	- -	5 4%	1 1%	- -	3 28%	- -	3 7%	4 4%	2 7%	- -	- -	15 7%
None	213 21%	13 15%	11 18%	21 25%	3 11%	7 24%	6 20%	4 27%	33 23%	7 15%	2 27%	- -	10 28%	7 15%	24 22%	6 21%	2 17%	1 7%	54 26%

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Table 34

**Q24 There are many factors that are responsible for climate change.
Out of the following list, who do you think is the most responsible for climate change?**

Base: All respondents aged 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
We are all individually responsible	535 53%	220 45%	315 60%	85 59%	100 60%	112 58%	84 52%	68 47%	80 43%	139 54%	160 56%	93 52%	91 55%	40 44%	72 56%	103 51%	49 55%	28 54%	22 57%	38 52%	54 59%	50 57%	52 47%	33 63%	36 42%
Governments and the laws they pass	216 21%	136 28%	80 15%	28 19%	29 17%	42 22%	40 25%	36 25%	40 21%	62 24%	59 20%	39 22%	38 23%	13 15%	35 27%	52 26%	19 21%	12 23%	7 18%	11 15%	17 18%	18 20%	21 19%	7 13%	18 21%
Oil companies	82 8%	40 8%	42 8%	16 11%	17 10%	15 8%	8 5%	8 5%	16 9%	13 5%	30 11%	18 10%	5 3%	10 11%	7 5%	14 7%	9 10%	5 9%	4 11%	8 11%	5 5%	4 5%	14 13%	4 8%	9 11%
People who drive big cars	60 6%	28 6%	31 6%	2 2%	7 4%	6 3%	12 7%	9 6%	22 12%	14 5%	18 6%	6 3%	8 5%	13 14%	6 5%	14 7%	6 7%	1 1%	4 9%	7 10%	5 5%	3 3%	7 7%	1 2%	6 7%
No one - it is just natural change	94 9%	50 10%	44 8%	12 8%	14 8%	8 4%	17 11%	20 14%	21 11%	24 9%	14 5%	19 11%	21 13%	12 13%	8 6%	15 7%	6 6%	6 11%	2 5%	8 11%	10 11%	11 12%	11 10%	6 12%	12 14%
Don't Know	15 2%	7 1%	8 2%	1 1%	-	7 4%	-	3 2%	4 2%	1 *	3 1%	2 1%	4 2%	3 3%	-	3 1%	1 1%	1 2%	-	*	-	2 2%	3 3%	-	5 6%
None of these	8 1%	5 1%	4 1%	-	-	2 1%	1 1%	1 1%	5 2%	3 1%	3 1%	1 *	-	1 1%	1 1%	1 1%	-	-	1 1%	1 1%	-	2 2%	1 2%	-	-

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Table 34

Q24 There are many factors that are responsible for climate change. Out of the following list, who do you think is the most responsible for climate change?

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
We are all individually responsible	535 53%	191 55%	241 54%	103 48%	25 53%	23 47%	51 57%	92 56%	31 53%	100 54%	38 52%	72 55%	22 56%	33 52%	35 58%	13 26%
Governments and the laws they pass	216 21%	84 24%	96 22%	36 17%	9 19%	8 16%	20 22%	48 29%	11 19%	47 26%	16 22%	22 16%	5 13%	10 16%	8 14%	12 23%
Oil companies	82 8%	28 8%	38 9%	16 7%	1 3%	7 15%	9 10%	11 6%	8 13%	16 9%	5 7%	10 7%	3 8%	2 3%	3 5%	8 15%
People who drive big cars	60 6%	19 5%	20 4%	21 10%	4 9%	3 6%	6 6%	6 4%	2 3%	5 3%	4 5%	9 7%	3 8%	3 5%	7 12%	7 14%
No one - it is just natural change	94 9%	18 5%	44 10%	32 15%	3 7%	7 15%	3 3%	5 3%	4 8%	15 8%	9 12%	16 12%	5 13%	12 18%	5 8%	11 20%
Don't Know	15 2%	6 2%	2 *	7 3%	3 7%	- -	1 1%	2 1%	- -	1 1%	1 1%	* *	1 2%	4 6%	2 3%	1 2%
None of these	8 1%	3 1%	5 1%	- -	1 3%	- -	1 1%	1 1%	2 3%	- -	1 1%	3 2%	- -	- -	- -	- -

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Out of the following list, who do you think is the most responsible for climate change?**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access		
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No	
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
We are all individually responsible	535 53%	25 48%	78 54%	132 47%	41 58%	64 60%	22 59%	9 59%	74 56%	37 46%	46 61%	109 52%	161 48%	97 50%	110 66%	54 56%	434 54%	101 51%	322 56%	213 49%
Governments and the laws they pass	216 21%	12 22%	25 17%	53 19%	11 15%	23 22%	6 17%	3 22%	41 31%	21 26%	16 21%	29 14%	82 24%	51 26%	29 17%	22 23%	173 21%	43 22%	137 24%	78 18%
Oil companies	82 8%	2 4%	8 6%	24 9%	6 9%	5 5%	3 7%	3 20%	6 5%	12 15%	11 14%	16 7%	28 9%	12 6%	13 8%	12 12%	63 8%	19 10%	44 8%	38 9%
People who drive big cars	60 6%	8 15%	7 5%	26 9%	4 5%	5 5%	1 4%	- -	8 6%	1 1%	- -	20 10%	23 7%	6 3%	8 5%	3 3%	49 6%	10 5%	26 4%	34 8%
No one - it is just natural change	94 9%	4 8%	23 16%	34 12%	6 8%	8 7%	5 13%	- -	3 2%	8 10%	1 1%	22 11%	31 9%	26 13%	7 4%	4 4%	73 9%	21 10%	46 8%	47 11%
Don't Know	15 2%	1 2%	2 2%	7 2%	1 2%	- -	- -	- -	- -	1 1%	- -	6 3%	6 2%	2 1%	- -	- -	10 1%	5 2%	2 *	13 3%
None of these	8 1%	1 2%	1 *	3 1%	1 2%	1 1%	- -	- -	- -	- -	1 1%	6 3%	2 1%	- -	- -	1 1%	8 1%	- -	1 *	7 2%

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Table 34

**Q24 There are many factors that are responsible for climate change.
Out of the following list, who do you think is the most responsible for climate change?**

Base: All respondents aged 16+

	TOTAL	ACORN 5					Unclass-ified
		A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	
(Unweighted) Total	1010 100%	236 <i>100%</i>	89 <i>100%</i>	222 <i>100%</i>	90 <i>100%</i>	165 <i>100%</i>	208 <i>100%</i>
(Weighted) Total	1010 100%	232 <i>100%</i>	86 <i>100%</i>	213 <i>100%</i>	95 <i>100%</i>	173 <i>100%</i>	211 <i>100%</i>
We are all individually responsible	535 53%	123 <i>53%</i>	48 <i>55%</i>	125 <i>59%</i>	57 <i>60%</i>	95 <i>55%</i>	87 <i>42%</i>
Governments and the laws they pass	216 21%	48 <i>21%</i>	22 <i>26%</i>	42 <i>20%</i>	24 <i>25%</i>	24 <i>14%</i>	56 <i>26%</i>
Oil companies	82 8%	21 <i>9%</i>	7 <i>8%</i>	23 <i>11%</i>	4 <i>4%</i>	13 <i>7%</i>	15 <i>7%</i>
People who drive big cars	60 6%	10 <i>4%</i>	3 <i>4%</i>	9 <i>4%</i>	6 <i>7%</i>	15 <i>9%</i>	17 <i>8%</i>
No one - it is just natural change	94 9%	22 <i>10%</i>	4 <i>4%</i>	13 <i>6%</i>	2 <i>2%</i>	21 <i>12%</i>	32 <i>15%</i>
Don't Know	15 2%	4 <i>2%</i>	1 <i>1%</i>	2 <i>1%</i>	1 <i>1%</i>	5 <i>3%</i>	3 <i>1%</i>
None of these	8 1%	3 <i>1%</i>	1 <i>1%</i>	- <i>-</i>	1 <i>1%</i>	1 <i>1%</i>	1 <i>1%</i>

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Table 34

Q24 There are many factors that are responsible for climate change. Out of the following list, who do you think is the most responsible for climate change?

Base: All respondents aged 16+

	ACORN 17																		
	TOTAL	Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Struggli ng Families	Burdened Singles	High Rise Hardship	Inner City Adversity	Unclass -ified
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
We are all individually responsible	535 53%	45 52%	32 51%	46 55%	12 46%	17 60%	18 59%	7 45%	87 61%	30 64%	2 17%	7 71%	20 56%	30 61%	59 53%	17 57%	6 41%	13 74%	87 42%
Governments and the laws they pass	216 21%	22 25%	13 21%	14 16%	9 35%	7 24%	6 20%	3 23%	25 17%	9 19%	5 53%	3 29%	9 26%	11 23%	17 15%	2 6%	4 30%	2 9%	56 26%
Oil companies	82 8%	4 4%	8 13%	9 11%	1 2%	3 10%	3 11%	-	16 12%	6 13%	-	-	3 9%	1 2%	11 9%	2 7%	*	-	15 7%
People who drive big cars	60 6%	4 5%	2 3%	4 4%	2 8%	1 3%	-	1 8%	6 4%	1 2%	*	-	1 2%	6 12%	7 6%	6 18%	1 5%	1 7%	17 8%
No one - it is just natural change	94 9%	11 12%	4 7%	8 9%	1 5%	1 4%	1 5%	3 23%	8 5%	*	1 16%	-	1 2%	1 3%	15 14%	3 9%	1 8%	2 10%	32 15%
Don't Know	15 2%	-	3 5%	1 1%	-	-	1 4%	-	1 1%	1 1%	1 9%	-	1 2%	-	2 2%	1 4%	2 12%	-	3 1%
None of these	8 1%	1 1%	-	3 3%	1 4%	-	-	-	-	-	-	-	1 4%	-	1 1%	-	-	-	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 35

Q25 Which one of the the following do you think that climate change is most like?

Base: All respondents aged 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
A race to develop solutions	93 9%	46 10%	47 9%	15 10%	24 14%	21 11%	12 8%	10 7%	12 6%	24 9%	31 11%	18 10%	11 7%	9 10%	13 10%	14 7%	9 10%	4 8%	3 9%	6 8%	15 17%	5 6%	6 6%	13 24%	5 6%
An emergency	113 11%	52 11%	61 12%	25 17%	19 12%	23 12%	15 9%	17 12%	13 7%	29 11%	34 12%	17 10%	20 12%	11 12%	20 15%	20 10%	6 7%	3 5%	4 11%	10 14%	20 22%	7 9%	15 14%	2 4%	6 7%
A problem of international co-operation	483 48%	256 53%	227 43%	50 35%	71 43%	102 53%	83 51%	80 56%	89 47%	134 52%	158 55%	78 44%	64 38%	36 40%	60 46%	112 56%	42 47%	29 57%	20 51%	34 46%	34 37%	40 46%	52 47%	20 38%	41 47%
Another scare story	65 6%	33 7%	32 6%	8 6%	16 9%	5 3%	8 5%	13 9%	13 7%	12 5%	15 5%	15 9%	10 6%	7 8%	3 2%	12 6%	6 6%	6 11%	5 12%	4 6%	6 7%	8 10%	9 8%	1 2%	5 5%
A judgement on us	42 4%	16 3%	26 5%	11 7%	8 5%	6 3%	7 4%	4 3%	7 4%	6 2%	9 3%	7 4%	10 6%	8 9%	7 5%	3 2%	4 5%	2 3%	1 3%	6 7%	5 5%	6 7%	2 1%	2 4%	5 6%
An unavoidable situation	156 15%	64 13%	92 18%	29 20%	24 15%	27 14%	28 17%	15 10%	31 17%	38 15%	33 12%	32 18%	37 22%	12 13%	21 16%	33 16%	16 18%	5 10%	5 13%	11 14%	9 10%	13 15%	15 14%	12 23%	17 19%
Don't Know	49 5%	14 3%	35 7%	5 4%	4 3%	7 3%	5 3%	6 4%	20 11%	9 3%	8 3%	9 5%	13 8%	8 8%	7 5%	3 2%	5 6%	3 6%	- -	1 2%	2 2%	7 9%	9 8%	3 6%	8 10%
None of these	8 1%	4 1%	4 1%	- -	- -	2 1%	4 3%	- -	2 1%	3 1%	* *	2 1%	1 1%	1 1%	- -	4 2%	1 1%	- -	- -	2 3%	- -	- -	1 1%	- -	- -

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 35

Q25 Which one of the the following do you think that climate change is most like?

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots	
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
A race to develop solutions	93 9%	35 10%	41 9%	18 8%	2 3%	2 4%	10 11%	21 13%	4 7%	16 8%	10 14%	11 8%	2 6%	4 6%	5 8%	7 13%
An emergency	113 11%	45 13%	45 10%	24 11%	5 12%	6 12%	10 11%	23 14%	5 8%	22 12%	6 8%	12 9%	7 18%	6 10%	6 10%	5 9%
A problem of international co-operation	483 48%	188 54%	206 46%	89 41%	29 62%	22 46%	48 54%	88 54%	38 65%	80 44%	30 41%	58 44%	19 48%	25 39%	25 41%	21 40%
Another scare story	65 6%	13 4%	30 7%	22 10%	2 5%	3 5%	3 4%	5 3%	5 8%	7 4%	8 11%	11 9%	2 5%	11 17%	5 8%	4 8%
A judgement on us	42 4%	8 2%	28 6%	6 3%	1 1%	2 4%	1 1%	4 2%	- -	17 9%	9 13%	2 2%	1 4%	2 3%	2 3%	1 2%
An unavoidable situation	156 15%	45 13%	73 16%	39 18%	6 13%	11 23%	10 11%	17 10%	4 7%	29 16%	7 10%	33 25%	6 15%	9 15%	12 20%	11 21%
Don't Know	49 5%	14 4%	21 5%	14 7%	2 4%	2 4%	6 7%	4 3%	2 4%	13 7%	2 3%	3 3%	2 5%	6 9%	5 8%	2 3%
None of these	8 1%	3 1%	2 *	3 1%	- -	1 2%	- -	2 1%	- -	1 1%	- -	1 1%	- -	1 1%	* 1%	2 4%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 35

Q25 Which one of the the following do you think that climate change is most like?

Base: All respondents aged 16+

	TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access	
		14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
A race to develop solutions	93 9%	5 10%	14 10%	14 5%	6 9%	7 7%	6 15%	1 6%	16 13%	16 20%	7 10%	15 7%	24 7%	20 10%	13 8%	21 22%	71 9%	22 11%	62 11%	31 7%
An emergency	113 11%	3 6%	11 8%	49 18%	5 7%	7 7%	3 9%	3 20%	9 7%	10 13%	9 12%	24 12%	41 12%	24 12%	18 11%	5 5%	86 11%	27 14%	68 12%	45 10%
A problem of international co-operation	483 48%	25 47%	59 41%	114 41%	40 58%	60 57%	16 44%	7 45%	85 65%	38 47%	31 42%	101 48%	165 49%	83 43%	86 51%	45 47%	385 47%	98 49%	302 52%	181 42%
Another scare story	65 6%	5 10%	16 11%	21 8%	2 3%	5 4%	1 4%	1 8%	3 3%	5 6%	6 8%	11 5%	19 6%	14 7%	13 8%	7 8%	55 7%	10 5%	31 5%	34 8%
A judgement on us	42 4%	2 3%	7 5%	14 5%	3 4%	2 2%	- -	3 21%	3 2%	2 2%	5 7%	7 3%	12 4%	9 5%	10 6%	2 3%	35 4%	7 3%	21 4%	21 5%
An unavoidable situation	156 15%	7 13%	30 20%	50 18%	8 12%	23 22%	6 17%	- -	9 7%	7 8%	12 17%	31 15%	53 16%	38 20%	24 15%	7 7%	129 16%	27 14%	80 14%	76 18%
Don't Know	49 5%	6 11%	8 5%	14 5%	3 4%	2 2%	3 7%	- -	5 4%	3 3%	3 3%	19 9%	17 5%	5 3%	1 *	6 7%	45 6%	4 2%	12 2%	37 9%
None of these	8 1%	- -	- -	3 1%	2 3%	- -	1 4%	- -	- -	1 1%	- -	- -	2 1%	* *	2 1%	2 2%	4 *	4 2%	3 *	5 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 35

Q25 Which one of the the following do you think that climate change is most like?

Base: All respondents aged 16+

	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclas- sified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
A race to develop solutions	93 9%	24 10%	13 15%	15 7%	8 8%	14 8%	20 10%
An emergency	113 11%	25 11%	5 6%	24 11%	5 5%	27 15%	27 13%
A problem of international co- operation	483 48%	126 54%	41 48%	112 53%	51 54%	65 38%	87 42%
Another scare story	65 6%	13 6%	2 3%	10 5%	6 6%	14 8%	19 9%
A judgement on us	42 4%	7 3%	4 5%	6 3%	5 5%	10 6%	10 5%
An unavoidable situation	156 15%	27 12%	12 14%	35 17%	17 18%	31 18%	33 16%
Don't Know	49 5%	8 3%	7 8%	10 5%	2 2%	11 6%	12 6%
None of these	8 1%	1 1%	1 1%	- -	2 2%	2 1%	2 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 35

Q25 Which one of the the following do you think that climate change is most like?

Base: All respondents aged 16+

	ACORN 17																		
	WEALTHY EXECUTIVES	AFFLUENT GREYS	FLOURISHING FAMILIES	PROSPEROUS PROFESSIONALS	EDUCATED URBANITES	ASPIRING SINGLES	STARTING OUT	SECURE FAMILIES	SETTLED SUBURBIA	PRUDENT PENSIONERS	ASIAN COMMUNITIES	POST INDUSTRIAL FAMILIES	BLUE COLLAR ROOTS	STRUGGLING FAMILIES	BURDENED SINGLES	HIGH RISE HARDSHIP	INNER CITY ADVERSITY	UNCLASSIFIED	
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
A race to develop solutions	93 9%	12 14%	1 1%	11 13%	5 19%	2 8%	5 17%	-	13 9%	3 6%	-	-	2 5%	6 12%	10 9%	3 11%	-	-	20 10%
An emergency	113 11%	8 9%	9 15%	8 10%	1 3%	4 12%	1 3%	1 6%	18 13%	3 6%	2 23%	2 19%	3 8%	-	18 16%	4 15%	-	4 23%	27 13%
A problem of international co-operation	483 48%	50 58%	34 56%	42 50%	10 36%	17 57%	15 50%	8 52%	73 51%	26 56%	6 60%	5 45%	20 56%	27 54%	34 31%	11 36%	9 62%	11 63%	87 42%
Another scare story	65 6%	5 6%	4 7%	3 4%	2 7%	-	* 2%	-	9 6%	-	1 9%	-	3 9%	3 6%	12 11%	2 7%	-	-	19 9%
A judgement on us	42 4%	4 5%	3 5%	-	-	1 3%	4 12%	-	4 3%	2 5%	-	-	-	5 10%	4 4%	4 13%	1 5%	1 5%	10 5%
An unavoidable situation	156 15%	6 6%	7 12%	14 17%	5 18%	5 18%	2 7%	3 21%	23 16%	9 19%	1 7%	4 35%	7 21%	6 11%	24 21%	3 10%	3 20%	2 9%	33 16%
Don't Know	49 5%	1 1%	2 4%	4 5%	4 13%	1 2%	3 9%	3 21%	3 2%	4 9%	-	-	-	2 5%	7 6%	2 8%	2 12%	-	12 6%
None of these	8 1%	1 1%	-	* *	1 4%	-	-	-	-	-	-	-	* 1%	1 3%	2 2%	-	-	-	2 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 36

Q26 Which of the following do you FIRST think of when you hear about climate change?

Base: All respondents aged 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Weather forecasts	170 17%	100 21%	70 13%	28 20%	33 20%	34 18%	32 20%	18 12%	22 12%	34 13%	49 17%	37 21%	26 16%	18 20%	26 20%	37 18%	16 18%	5 10%	5 13%	16 22%	12 13%	20 23%	11 10%	8 16%	13 15%
Far away places	61 6%	32 7%	29 6%	7 5%	14 8%	13 7%	11 7%	5 4%	9 5%	19 7%	13 4%	3 2%	17 10%	5 5%	11 8%	9 5%	4 5%	4 7%	2 5%	3 3%	6 7%	5 6%	9 8%	1 3%	6 7%
Home, family or my garden	156 15%	64 13%	92 18%	16 11%	21 13%	35 18%	13 8%	30 21%	41 22%	25 10%	45 15%	33 19%	31 19%	18 20%	10 8%	35 18%	14 16%	9 17%	6 15%	9 12%	16 18%	11 13%	22 20%	12 24%	12 14%
Nature and wildlife	130 13%	74 15%	56 11%	21 15%	19 12%	22 11%	24 15%	20 14%	23 12%	31 12%	42 15%	15 8%	33 20%	8 8%	12 9%	26 13%	9 10%	11 20%	6 16%	12 17%	8 9%	13 15%	12 11%	8 15%	12 14%
God	31 3%	8 2%	23 4%	8 5%	6 4%	5 2%	1 *	2 2%	9 5%	6 2%	7 2%	7 4%	4 2%	8 9%	14 11%	1 *	4 4%	2 4%	-	*	2 2%	2 2%	5 4%	2 4%	-
The future	423 42%	189 39%	234 45%	62 43%	70 42%	77 40%	75 47%	66 45%	68 36%	134 52%	129 45%	73 41%	51 31%	27 30%	53 41%	84 42%	39 44%	21 40%	19 49%	31 43%	43 48%	32 37%	44 40%	20 38%	37 43%
Don't Know	20 2%	9 2%	11 2%	-	3 2%	4 2%	5 3%	3 2%	7 4%	2 1%	2 1%	7 4%	2 1%	5 6%	2 2%	5 3%	1 2%	1 2%	1 3%	2 3%	2 2%	-	2 2%	-	3 4%
None of these	19 2%	10 2%	9 2%	2 1%	-	3 1%	1 1%	1 1%	9 5%	6 2%	2 1%	2 1%	2 1%	2 2%	1 1%	3 2%	2 2%	-	-	-	1 2%	3 4%	6 5%	-	2 3%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 36

Q26 Which of the following do you FIRST think of when you hear about climate change?

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots	
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Weather forecasts	170 17%	46 13%	88 20%	37 17%	5 11%	5 11%	14 16%	21 13%	11 19%	37 20%	12 16%	27 21%	8 20%	10 16%	6 10%	13 25%
Far away places	61 6%	24 7%	21 5%	15 7%	-	4 8%	7 8%	13 8%	1 2%	7 4%	4 5%	10 7%	2 6%	5 8%	6 10%	2 3%
Home, family or my garden	156 15%	45 13%	61 14%	49 23%	10 22%	6 13%	15 17%	14 8%	8 13%	18 10%	12 16%	24 18%	10 26%	18 29%	10 17%	11 21%
Nature and wildlife	130 13%	39 11%	61 14%	29 14%	3 6%	7 14%	6 7%	23 14%	14 25%	27 15%	9 12%	11 9%	5 14%	6 9%	15 26%	3 6%
God	31 3%	9 3%	16 4%	7 3%	2 5%	1 3%	1 1%	5 3%	1 3%	6 3%	3 4%	5 4%	1 3%	1 2%	1 1%	4 8%
The future	423 42%	171 49%	188 42%	64 30%	23 48%	23 48%	42 48%	83 51%	20 35%	87 47%	31 42%	49 38%	12 30%	19 30%	18 31%	14 28%
Don't Know	20 2%	6 2%	7 2%	7 3%	1 3%	1 1%	1 1%	3 2%	2 3%	2 1%	1 2%	2 2%	1 2%	2 3%	3 6%	1 1%
None of these	19 2%	8 2%	4 1%	7 3%	3 6%	1 1%	3 3%	2 1%	-	-	2 3%	2 1%	-	3 4%	-	4 8%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 36

Q26 Which of the following do you FIRST think of when you hear about climate change?

Base: All respondents aged 16+

	TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access	
		14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Weather forecasts	170 17%	7 14%	23 16%	50 18%	15 22%	18 17%	9 26%	2 16%	23 18%	9 12%	13 17%	30 14%	61 18%	36 19%	31 19%	12 13%	134 17%	36 18%	104 18%	66 15%
Far away places	61 6%	3 6%	6 4%	18 6%	3 4%	8 7%	4 10%	1 7%	8 6%	5 6%	2 2%	14 7%	25 7%	10 5%	3 2%	5 5%	44 5%	17 9%	35 6%	26 6%
Home, family or my garden	156 15%	16 30%	38 26%	41 15%	7 10%	13 12%	3 8%	2 12%	11 9%	13 17%	9 13%	40 19%	38 11%	30 15%	28 17%	19 20%	126 16%	30 15%	72 12%	84 20%
Nature and wildlife	130 13%	1 2%	18 12%	52 19%	6 9%	11 11%	2 5%	2 13%	16 12%	10 12%	9 13%	25 12%	50 15%	27 14%	17 10%	10 10%	109 13%	21 11%	67 11%	63 15%
God	31 3%	4 7%	2 2%	11 4%	1 2%	1 1%	- -	- -	3 2%	2 2%	7 10%	9 4%	7 2%	8 4%	4 3%	2 2%	26 3%	6 3%	11 2%	20 5%
The future	423 42%	19 35%	54 37%	94 34%	36 51%	54 51%	16 45%	8 51%	66 51%	37 46%	34 46%	73 35%	140 42%	80 41%	80 48%	47 48%	344 42%	79 40%	274 47%	148 34%
Don't Know	20 2%	3 6%	1 1%	6 2%	1 2%	1 1%	2 5%	- -	2 2%	1 1%	- -	10 5%	6 2%	- -	1 1%	2 2%	15 2%	5 3%	10 2%	11 2%
None of these	19 2%	- -	3 2%	7 2%	- -	- -	1 2%	- -	1 1%	3 4%	- -	7 3%	6 2%	2 1%	1 *	- -	15 2%	4 2%	7 1%	12 3%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 36

Q26 Which of the following do you FIRST think of when you hear about climate change?

Base: All respondents aged 16+

	TOTAL	ACORN 5					Unclassified
		A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Weather forecasts	170 17%	35 15%	13 15%	38 18%	10 11%	35 20%	38 18%
Far away places	61 6%	10 4%	8 10%	15 7%	-	9 5%	18 9%
Home, family or my garden	156 15%	36 16%	8 9%	27 13%	14 14%	39 22%	32 15%
Nature and wildlife	130 13%	24 10%	12 14%	27 13%	11 12%	20 11%	37 17%
God	31 3%	5 2%	6 7%	3 2%	7 7%	6 3%	5 2%
The future	423 42%	118 51%	37 43%	93 44%	50 53%	60 35%	64 31%
Don't Know	20 2%	2 1%	-	4 2%	3 3%	5 3%	7 3%
None of these	19 2%	1 1%	2 3%	4 2%	-	1 *	10 5%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 36

Q26 Which of the following do you FIRST think of when you hear about climate change?

Base: All respondents aged 16+

	ACORN 17																		
	WEALTHY EXECUTIVES	AFFLUENT GREYS	FLOURISHING FAMILIES	PROSPEROUS PROFESSIONALS	EDUCATED URBANITES	ASPIRING SINGLES	STARTING OUT	SECURE FAMILIES	SETTLED SUBURBIA	PRUDENT PENSIONERS	ASIAN COMMUNITIES	POST INDUSTRIAL FAMILIES	BLUE COLLAR ROOTS	STRUGGLING FAMILIES	BURDENED SINGLES	HIGH RISE HARDSHIP	INNER CITY ADVERTISY	UNCLASSIFIED	
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Weather forecasts	170 17%	17 20%	7 11%	11 13%	5 18%	4 13%	4 14%	2 13%	26 18%	8 18%	2 21%	-	2 6%	8 17%	26 23%	8 26%	1 8%	* 3%	38 18%
Far away places	61 6%	4 5%	-	6 7%	4 16%	1 3%	3 10%	3 17%	9 7%	3 6%	1 8%	-	-	-	4 4%	2 5%	2 15%	1 3%	18 9%
Home, family or my garden	156 15%	14 16%	8 14%	14 17%	1 3%	4 13%	3 11%	2 12%	19 13%	6 14%	-	-	6 18%	8 15%	28 25%	6 21%	-	5 27%	32 15%
Nature and wildlife	130 13%	6 7%	14 22%	5 5%	6 22%	2 8%	4 13%	1 5%	15 10%	9 19%	3 31%	-	6 18%	4 9%	14 12%	4 13%	2 12%	1 3%	37 17%
God	31 3%	2 3%	1 2%	2 2%	1 2%	4 14%	1 4%	-	3 2%	-	-	3 34%	1 3%	2 5%	3 2%	-	-	3 17%	5 2%
The future	423 42%	43 49%	32 52%	43 52%	8 30%	14 49%	15 49%	6 37%	68 47%	17 37%	3 31%	7 66%	18 51%	25 51%	35 31%	10 31%	8 58%	8 42%	64 31%
Don't Know	20 2%	1 1%	-	1 1%	-	-	-	2 15%	2 2%	-	-	-	1 4%	1 3%	2 2%	1 4%	1 7%	1 4%	7 3%
None of these	19 2%	-	-	1 2%	2 9%	-	-	-	1 *	3 7%	1 9%	-	-	-	1 1%	-	-	-	10 5%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 37

Q27 If the UK was to take a world lead in tackling climate change, who do you think would most need to act to make a real difference?

Base: All respondents aged 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Tony Blair	113 11%	53 11%	60 11%	22 16%	22 13%	20 11%	14 9%	13 9%	17 9%	19 7%	31 11%	30 17%	20 12%	10 11%	13 10%	17 8%	10 11%	5 10%	3 7%	10 14%	10 11%	10 11%	16 14%	6 12%	13 15%
George Bush	239 24%	150 31%	89 17%	18 12%	33 20%	44 23%	43 27%	40 27%	59 32%	75 29%	79 27%	37 21%	23 14%	19 20%	31 24%	59 29%	28 31%	15 29%	11 28%	18 24%	16 17%	18 21%	20 18%	6 11%	19 22%
Community groups	39 4%	17 3%	22 4%	7 5%	8 5%	6 3%	3 2%	5 3%	10 5%	5 2%	9 3%	8 5%	11 7%	5 5%	6 5%	5 2%	3 3%	3 6%	-	*	3 3%	2 2%	3 2%	8 15%	6 7%
Individuals	218 22%	97 20%	120 23%	40 28%	52 31%	41 21%	30 19%	28 19%	25 13%	55 21%	62 22%	38 21%	43 26%	18 20%	26 20%	35 17%	17 20%	6 12%	12 31%	17 23%	28 31%	22 25%	29 27%	13 26%	12 14%
Environmental organisations	126 13%	45 9%	81 16%	29 20%	7 4%	12 6%	23 14%	23 16%	31 16%	26 10%	36 12%	20 11%	23 14%	19 21%	17 13%	21 10%	10 12%	9 17%	7 18%	7 9%	14 15%	12 13%	15 14%	4 9%	11 13%
Business and industry	230 23%	100 20%	130 25%	22 15%	43 26%	62 32%	38 23%	33 23%	28 15%	66 26%	68 23%	35 20%	39 24%	15 17%	29 23%	51 25%	19 21%	13 26%	6 16%	19 26%	14 15%	19 22%	21 19%	14 27%	23 27%
Don't Know	25 2%	8 2%	17 3%	2 1%	1 1%	4 2%	3 2%	3 2%	11 6%	3 1%	2 1%	5 3%	6 4%	4 4%	5 4%	6 3%	1 2%	1 2%	-	3 4%	5 6%	1 1%	2 2%	-	1 2%
None of these	21 2%	17 4%	4 1%	3 2%	-	4 2%	7 4%	1 1%	6 3%	7 3%	3 1%	4 2%	-	1 1%	2 1%	9 4%	1 1%	-	-	-	1 2%	4 5%	4 3%	-	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 37

Q27 If the UK was to take a world lead in tackling climate change, who do you think would most need to act to make a real difference?

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots	
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Tony Blair	113 11%	35 10%	53 12%	24 11%	4 9%	3 6%	11 12%	17 11%	4 7%	22 12%	9 12%	18 13%	5 12%	15 23%	2 3%	3 6%
George Bush	239 24%	100 29%	83 19%	56 26%	11 24%	22 45%	19 21%	48 29%	8 13%	42 23%	10 14%	24 18%	11 27%	14 23%	16 26%	15 29%
Community groups	39 4%	10 3%	18 4%	11 5%	1 2%	- -	6 6%	3 2%	2 3%	10 5%	1 1%	6 4%	1 3%	4 7%	1 1%	5 10%
Individuals	218 22%	78 22%	100 22%	40 19%	13 27%	12 25%	20 23%	33 20%	14 24%	36 20%	19 26%	31 24%	7 18%	8 12%	16 26%	10 20%
Environmental organisations	126 13%	30 8%	63 14%	34 16%	2 3%	7 14%	6 7%	15 9%	8 14%	24 13%	11 15%	20 15%	6 15%	11 17%	10 17%	6 12%
Business and industry	230 23%	88 25%	109 24%	33 15%	16 34%	4 9%	24 27%	43 26%	19 34%	42 23%	18 25%	29 22%	5 13%	6 9%	14 23%	8 16%
Don't Know	25 2%	6 2%	10 2%	9 4%	1 1%	- -	2 3%	3 2%	1 2%	5 3%	- -	4 3%	2 6%	3 5%	1 2%	2 4%
None of these	21 2%	3 1%	11 2%	8 4%	- -	1 1%	1 1%	1 1%	2 3%	3 1%	5 7%	1 1%	2 6%	3 4%	1 2%	1 3%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 37

Q27 If the UK was to take a world lead in tackling climate change, who do you think would most need to act to make a real difference?

Base: All respondents aged 16+

	TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access	
		14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Tony Blair	113 11%	9 16%	13 9%	33 12%	12 17%	11 11%	5 14%	1 8%	13 10%	8 10%	6 8%	27 13%	25 7%	21 11%	28 17%	10 11%	91 11%	22 11%	62 11%	50 12%
George Bush	239 24%	15 28%	25 17%	62 22%	9 13%	20 19%	8 22%	6 43%	50 38%	31 39%	11 15%	51 24%	99 30%	39 20%	34 21%	16 16%	187 23%	51 26%	153 26%	85 20%
Community groups	39 4%	1 2%	9 6%	16 6%	2 3%	1 1%	2 7%	1 7%	2 2%	1 1%	2 2%	9 4%	12 4%	10 5%	5 3%	4 4%	33 4%	6 3%	18 3%	21 5%
Individuals	218 22%	10 19%	29 20%	70 25%	16 22%	26 24%	7 19%	2 13%	26 20%	14 17%	15 20%	40 19%	60 18%	54 28%	38 23%	27 28%	170 21%	48 24%	132 23%	86 20%
Environmental organisations	126 13%	9 17%	38 26%	21 8%	8 11%	11 10%	6 16%	1 6%	2 1%	3 4%	24 32%	24 12%	49 15%	26 14%	16 9%	10 10%	103 13%	23 12%	46 8%	80 19%
Business and industry	230 23%	6 11%	22 16%	64 23%	22 32%	33 31%	7 20%	3 23%	33 25%	20 25%	14 19%	44 21%	78 23%	39 20%	42 25%	26 27%	188 23%	41 21%	147 25%	82 19%
Don't Know	25 2%	3 5%	4 3%	8 3%	- -	1 1%	1 3%	- -	5 4%	- -	2 2%	11 5%	5 2%	4 2%	- -	4 4%	23 3%	2 1%	5 1%	20 5%
None of these	21 2%	1 2%	3 2%	4 2%	1 2%	2 1%	- -	- -	- -	3 4%	1 1%	3 1%	7 2%	1 *	4 3%	1 1%	16 2%	5 2%	16 3%	5 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 37

Q27 If the UK was to take a world lead in tackling climate change, who do you think would most need to act to make a real difference?

Base: All respondents aged 16+

	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclas- sified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Tony Blair	113 11%	22 10%	7 8%	31 15%	9 9%	22 13%	21 10%
George Bush	239 24%	61 26%	18 21%	57 27%	16 17%	36 21%	50 24%
Community groups	39 4%	5 2%	5 5%	3 2%	1 1%	9 5%	16 8%
Individuals	218 22%	51 22%	17 20%	43 20%	26 28%	38 22%	43 20%
Environmental organisations	126 13%	26 11%	8 9%	28 13%	17 17%	26 15%	23 11%
Business and industry	230 23%	60 26%	29 33%	42 20%	22 23%	37 21%	40 19%
Don't Know	25 2%	3 1%	3 3%	4 2%	3 3%	4 2%	9 4%
None of these	21 2%	4 2%	- -	4 2%	2 2%	3 2%	8 4%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 37

Q27 If the UK was to take a world lead in tackling climate change, who do you think would most need to act to make a real difference?

Base: All respondents aged 16+

	ACORN 17																		
	WEALTHY EXECUTIVES	AFFLUENT GREYS	FLOURISHING FAMILIES	PROSPEROUS PROFESSIONALS	EDUCATED URBANITES	ASPIRING SINGLES	STARTING OUT	SECURE FAMILIES	SETTLED SUBURBIA	PRUDENT PENSIONERS	ASIAN COMMUNITIES	POST INDUSTRIAL FAMILIES	BLUE COLLAR ROOTS	STRUGGLING FAMILIES	BURDENED SINGLES	HIGH RISE HARDSHIP	INNER CITY ADVERTISY	UNCLASSIFIED	
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Tony Blair	113 11%	9 10%	4 7%	9 11%	4 13%	3 9%	* 2%	3 18%	20 14%	9 19%	1 7%	1 12%	5 13%	3 6%	12 10%	8 25%	2 17%	* 3%	21 10%
George Bush	239 24%	16 18%	22 36%	23 28%	4 13%	9 30%	6 20%	6 41%	29 21%	17 37%	5 53%	- -	7 19%	9 18%	18 16%	6 20%	7 48%	6 32%	50 24%
Community groups	39 4%	- -	2 3%	3 4%	4 13%	- -	1 3%	1 4%	3 2%	- -	- -	- -	1 2%	5 5%	1 2%	1 4%	2 12%	2 8%	16 8%
Individuals	218 22%	20 23%	13 21%	18 21%	3 9%	8 27%	7 23%	3 21%	35 24%	5 10%	* 5%	3 31%	8 23%	15 30%	30 27%	6 19%	- -	2 10%	43 20%
Environmental organisations	126 13%	11 12%	7 12%	8 9%	1 5%	3 11%	3 11%	- -	18 13%	8 18%	2 20%	4 37%	5 14%	8 16%	12 11%	6 21%	3 24%	3 19%	23 11%
Business and industry	230 23%	27 32%	13 21%	19 23%	10 35%	7 24%	12 41%	2 17%	32 22%	7 15%	1 6%	- -	8 24%	14 28%	30 27%	3 10%	- -	4 19%	40 19%
Don't Know	25 2%	2 2%	- -	1 1%	3 11%	- -	- -	- -	4 3%	1 1%	- -	2 19%	1 2%	- -	3 2%	- -	1 7%	- -	9 4%
None of these	21 2%	2 2%	- -	2 2%	- -	- -	- -	- -	3 2%	- -	1 9%	- -	2 5%	- -	1 1%	1 4%	- -	1 6%	8 4%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 38

Q28 Which of these 2 statements do you most agree with?

Base: All respondents aged 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
We should cut down on our use of imported oil to make the country less vulnerable to instability in the Middle East	309 31%	152 31%	157 30%	40 28%	50 30%	59 30%	52 32%	43 30%	61 32%	85 33%	92 32%	56 32%	45 27%	25 27%	35 27%	57 28%	37 41%	22 43%	10 26%	17 24%	28 30%	25 29%	32 29%	16 30%	30 35%
We should cut down on our use of imported oil to make the country less vulnerable to global warming and climate change	580 57%	272 56%	308 59%	94 65%	100 60%	115 60%	94 58%	82 56%	89 48%	134 52%	171 59%	106 60%	105 64%	49 53%	79 62%	118 59%	43 48%	25 48%	22 56%	48 66%	54 59%	51 59%	60 55%	32 63%	46 53%
Don't Know	64 6%	26 5%	37 7%	8 6%	8 5%	7 4%	7 5%	7 5%	24 13%	13 5%	12 4%	7 4%	13 8%	12 13%	7 6%	11 5%	7 8%	3 6%	5 12%	3 4%	7 8%	6 6%	6 5%	3 5%	6 7%
None of these	58 6%	36 7%	21 4%	1 1%	8 5%	12 6%	9 5%	13 9%	13 7%	25 10%	12 4%	9 5%	2 1%	6 7%	7 5%	15 8%	2 3%	2 3%	2 6%	5 7%	2 2%	5 6%	12 11%	1 2%	4 4%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 38

Q28 Which of these 2 statements do you most agree with?

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots	
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
We should cut down on our use of imported oil to make the country less vulnerable to instability in the Middle East	309 31%	96 27%	144 32%	70 32%	13 27%	19 39%	23 26%	41 25%	21 37%	63 34%	26 35%	33 25%	10 26%	20 32%	26 44%	13 24%
We should cut down on our use of imported oil to make the country less vulnerable to global warming and climate change	580 57%	211 60%	256 57%	112 52%	29 61%	25 51%	54 60%	104 63%	32 55%	100 54%	39 54%	86 65%	25 62%	35 56%	26 43%	27 52%
Don't Know	64 6%	20 6%	26 6%	18 8%	3 5%	4 8%	6 7%	7 4%	1 1%	11 6%	6 8%	8 6%	3 9%	3 5%	7 11%	4 9%
None of these	58 6%	23 6%	20 5%	15 7%	3 6%	1 3%	6 7%	12 8%	4 7%	9 5%	2 3%	5 4%	1 3%	5 8%	1 2%	8 15%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 38

Q28 Which of these 2 statements do you most agree with?

Base: All respondents aged 16+

	TOTAL	Terminal Educational Age									Size of household					Main Shopper		Internet Access		
		14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
We should cut down on our use of imported oil to make the country less vulnerable to instability in the Middle East	309 31%	14 27%	48 33%	96 34%	23 33%	31 29%	12 32%	5 33%	38 29%	20 25%	19 26%	72 35%	85 25%	67 35%	51 30%	30 32%	256 32%	52 26%	181 31%	128 30%
We should cut down on our use of imported oil to make the country less vulnerable to global warming and climate change	580 57%	25 46%	82 57%	157 56%	35 50%	64 61%	16 43%	10 67%	81 62%	50 63%	50 68%	105 50%	202 60%	106 55%	104 63%	58 61%	462 57%	118 59%	338 58%	241 56%
Don't Know	64 6%	12 23%	7 5%	15 6%	6 8%	5 5%	3 8%	- -	7 5%	- -	4 5%	17 8%	25 8%	14 7%	2 1%	3 3%	53 7%	10 5%	25 4%	39 9%
None of these	58 6%	2 4%	8 5%	11 4%	6 9%	6 5%	6 17%	- -	5 4%	9 12%	1 2%	15 7%	22 7%	6 3%	9 6%	4 5%	40 5%	18 9%	35 6%	22 5%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 38

Q28 Which of these 2 statements do you most agree with?

Base: All respondents aged 16+

	TOTAL	ACORN 5					Unclassified
		A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
We should cut down on our use of imported oil to make the country less vulnerable to instability in the Middle East	309 31%	76 33%	30 35%	66 31%	25 26%	53 30%	59 28%
We should cut down on our use of imported oil to make the country less vulnerable to global warming and climate change	580 57%	133 57%	48 55%	127 59%	58 61%	97 56%	118 56%
Don't Know	64 6%	11 5%	4 4%	7 3%	8 8%	17 10%	18 9%
None of these	58 6%	12 5%	5 6%	14 6%	4 5%	7 4%	16 8%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 38

Q28 Which of these 2 statements do you most agree with?

Base: All respondents aged 16+

	ACORN 17																		
	TOTAL	Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Struggli ng Families	Burdened Singles	High Rise Hardship	Inner City Adversity	Unclass -ified
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
We should cut down on our use of imported oil to make the country less vulnerable to instability in the Middle East	309 31%	29 33%	24 39%	24 28%	8 30%	13 45%	9 31%	3 21%	43 30%	18 39%	2 18%	1 9%	8 22%	16 33%	31 28%	9 29%	9 61%	5 25%	59 28%
We should cut down on our use of imported oil to make the country less vulnerable to global warming and climate change	580 57%	48 56%	36 58%	49 59%	15 54%	15 50%	18 61%	11 72%	88 61%	23 50%	5 55%	7 63%	23 66%	28 56%	65 59%	17 56%	3 19%	12 69%	118 56%
Don't Know	64 6%	3 3%	2 4%	6 7%	2 6%	1 2%	1 4%	1 7%	5 3%	-	1 8%	2 19%	3 8%	3 6%	10 9%	2 8%	3 20%	1 6%	18 9%
None of these	58 6%	7 8%	-	5 6%	3 10%	1 3%	1 4%	-	7 5%	5 11%	2 19%	1 8%	1 4%	2 5%	5 5%	2 7%	-	-	16 8%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 1

**Q1_1 How important is this in your life?
To spend time and effort caring for your appearance**

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Very important (100)	357 35%	148 30%	210 40%	82 57%	51 31%	60 31%	49 30%	51 35%	60 32%	68 26%	93 32%	73 41%	71 43%	38 41%	49 38%	69 34%	27 30%	17 32%	8 20%	27 37%	42 46%	39 44%	39 35%	15 29%	28 32%
Fairly important (66.67)	456 45%	221 45%	235 45%	52 36%	81 49%	102 53%	73 45%	64 45%	77 41%	120 47%	138 48%	76 43%	67 40%	42 46%	60 46%	93 46%	41 46%	24 47%	19 49%	34 46%	33 37%	33 38%	53 48%	26 51%	40 46%
Not very important (33.33)	149 15%	85 18%	64 12%	9 7%	27 16%	29 15%	29 18%	23 16%	30 16%	52 20%	39 14%	22 12%	26 16%	8 9%	16 13%	28 14%	17 19%	11 21%	10 25%	6 9%	13 15%	12 14%	13 12%	9 18%	13 15%
Not at all important (0)	43 4%	30 6%	13 2%	1 1%	7 4%	1 *	10 6%	4 3%	19 10%	17 6%	15 5%	6 3%	2 1%	4 4%	4 3%	11 5%	4 5%	-	1 2%	7 9%	2 3%	3 3%	5 5%	-	6 7%
IMPORTANT	814 81%	368 76%	445 85%	133 93%	132 80%	162 84%	122 76%	116 80%	137 73%	188 73%	231 80%	149 84%	138 83%	80 87%	108 84%	161 80%	68 76%	41 79%	28 70%	61 82%	75 83%	72 83%	92 83%	41 79%	67 78%
NOT IMPORTANT	193 19%	116 24%	77 15%	10 7%	34 20%	30 16%	38 24%	28 19%	49 26%	68 27%	54 19%	27 15%	28 17%	12 13%	20 16%	38 19%	21 24%	11 21%	11 27%	13 18%	16 17%	15 17%	18 17%	9 18%	19 22%
Mean Score	70.68	66.76	74.32	82.92	68.86	71.78	66.88	70.98	65.23	64.38	69.50	74.33	75.02	74.84	72.83	69.91	67.16	70.30	63.51	70.06	75.38	74.64	71.23	70.27	67.42
Standard Deviation	27.13	28.57	25.21	21.79	26.51	22.50	28.45	26.51	31.59	28.35	27.22	26.16	25.22	26.02	25.94	27.74	27.55	24.32	25.18	30.09	26.85	27.15	26.88	23.11	29.24
Standard Error	0.855	1.321	1.087	2.179	2.116	1.487	2.222	2.051	2.402	1.779	1.492	2.007	2.449	2.386	2.275	1.905	2.904	3.625	3.796	3.791	2.863	2.729	2.611	3.654	3.099
Error Variance	0.732	1.744	1.181	4.749	4.477	2.210	4.936	4.208	5.768	3.165	2.225	4.026	5.999	5.691	5.176	3.629	8.434	13.143	14.409	14.373	8.194	7.447	6.816	13.355	9.606
Don't Know	4 *	2 *	2 *	-	-	-	1 1%	1 1%	1 1%	-	3 1%	1 *	-	-	-	1 1%	-	-	1 3%	-	-	-	-	1 2%	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 1

**Q1_1 How important is this in your life?
To spend time and effort caring for your appearance**

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Very important (100)	357 35%	61 18%	237 53%	60 28%	4 9%	-	20 22%	37 23%	15 26%	107 58%	23 32%	91 69%	15 39%	30 46%	14 22%	1 2%
Fairly important (66.67)	456 45%	179 51%	193 43%	84 39%	15 31%	14 28%	50 56%	101 61%	36 62%	73 40%	46 63%	38 29%	18 47%	24 37%	26 44%	16 30%
Not very important (33.33)	149 15%	93 27%	15 3%	41 19%	27 56%	24 50%	16 18%	26 16%	6 10%	4 2%	4 5%	3 2%	6 14%	4 7%	16 27%	15 29%
Not at all important (0)	43 4%	15 4%	1 *	27 13%	2 3%	11 22%	3 3%	-	1 2%	-	-	-	-	4 7%	4 7%	18 35%
IMPORTANT	814 81%	240 69%	430 96%	144 67%	19 40%	14 28%	70 78%	138 84%	51 88%	180 98%	70 95%	129 98%	34 86%	53 84%	40 66%	17 33%
NOT IMPORTANT	193 19%	108 31%	17 4%	68 32%	28 60%	35 72%	19 22%	26 16%	7 12%	4 2%	4 5%	3 2%	6 14%	9 14%	20 34%	33 64%
Mean Score	70.68	60.69	83.01	61.14	48.68	35.43	65.64	68.97	70.66	85.51	75.72	88.97	74.82	75.50	60.48	33.24
Standard Deviation	27.13	25.55	19.33	32.69	23.94	23.78	24.56	20.62	22.14	17.83	18.20	17.08	23.16	29.40	28.91	29.73
Standard Error	0.855	1.352	0.929	2.225	3.569	3.330	2.603	1.572	2.883	1.359	2.240	1.464	3.531	3.765	3.732	4.123
Error Variance	0.732	1.828	0.863	4.949	12.736	11.087	6.778	2.472	8.310	1.848	5.018	2.144	12.471	14.175	13.926	16.995
Don't Know	4 *	-	-	4 2%	-	-	-	-	-	-	-	-	-	2 3%	-	2 4%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 1

**Q1_1 How important is this in your life?
To spend time and effort caring for your appearance**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access		
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No	
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Very important (100)	357 35%	23 44%	68 47%	91 33%	20 29%	36 34%	13 36%	2 16%	26 20%	23 29%	44 59%	74 35%	99 30%	82 42%	55 33%	40 42%	294 36%	64 32%	193 33%	165 38%
Fairly important (66.67)	456 45%	19 37%	60 42%	132 47%	33 47%	48 45%	13 37%	12 79%	71 54%	32 41%	26 36%	84 40%	171 51%	78 40%	76 46%	45 46%	376 46%	80 40%	273 47%	184 43%
Not very important (33.33)	149 15%	5 9%	12 8%	46 16%	12 17%	18 17%	7 18%	1 5%	28 21%	17 22%	3 4%	35 17%	47 14%	31 16%	24 15%	12 12%	102 13%	47 24%	93 16%	56 13%
Not at all important (0)	43 4%	5 10%	3 2%	10 4%	5 7%	3 3%	3 9%	-	6 5%	6 7%	1 1%	15 7%	15 5%	1 1%	11 7%	-	37 5%	7 3%	21 4%	23 5%
IMPORTANT	814 81%	42 80%	129 89%	223 80%	53 75%	83 78%	27 73%	14 95%	97 74%	55 69%	70 94%	157 75%	270 81%	160 82%	131 79%	85 88%	670 83%	144 72%	465 80%	348 81%
NOT IMPORTANT	193 19%	10 20%	14 10%	56 20%	17 25%	22 20%	10 27%	1 5%	34 26%	23 29%	4 6%	50 24%	63 19%	33 17%	35 21%	12 12%	139 17%	54 27%	114 20%	79 18%
Mean Score	70.68	71.15	78.64	69.65	65.50	70.04	66.70	70.26	62.92	64.14	83.85	68.19	68.75	74.99	68.38	76.53	71.51	67.26	70.03	71.61
Standard Deviation	27.13	32.40	23.84	26.45	29.14	26.63	32.22	15.29	25.66	30.11	21.77	30.00	26.31	24.91	28.70	22.48	26.91	27.82	26.38	28.11
Standard Error	0.855	4.629	1.940	1.613	3.279	2.551	5.160	3.823	2.161	3.285	3.110	1.996	1.417	1.862	2.248	2.453	0.943	2.013	1.087	1.378
Error Variance	0.732	21.424	3.764	2.602	10.749	6.508	26.624	14.612	4.668	10.794	9.672	3.983	2.007	3.467	5.053	6.019	0.889	4.052	1.182	1.899
Don't Know	4 *	-	1 1%	-	-	1 1%	-	-	-	1 2%	-	2 1%	1 *	1 1%	-	-	2 *	1 1%	-	4 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 1

**Q1_1 How important is this in your life?
To spend time and effort caring for your appearance**

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Very important (100)	357 35%	60 26%	27 31%	71 33%	47 50%	79 46%	73 35%
Fairly important (66.67)	456 45%	116 50%	46 53%	98 46%	37 39%	58 33%	101 48%
Not very important (33.33)	149 15%	46 20%	10 12%	32 15%	7 8%	26 15%	28 13%
Not at all important (0)	43 4%	9 4%	3 4%	11 5%	4 4%	9 5%	7 4%
IMPORTANT	814 81%	176 76%	73 85%	169 79%	84 88%	137 79%	174 83%
NOT IMPORTANT	193 19%	56 24%	13 15%	43 20%	11 12%	35 20%	35 17%
Mean Score	70.68	66.02	70.72	69.45	77.91	73.43	71.53
Standard Deviation	27.13	26.30	25.09	27.59	26.50	29.50	25.88
Standard Error	0.855	1.712	2.659	1.856	2.793	2.304	1.803
Error Variance	0.732	2.930	7.072	3.444	7.800	5.308	3.251
Don't Know	4 *	-	-	1 1%	-	1 1%	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 1

**Q1_1 How important is this in your life?
To spend time and effort caring for your appearance**

Base: All respondents aged 16+

	ACORN 17																		
	WEALTHY EXECUTIVES	AFFLUENT GREYS	FLOURISHING FAMILIES	PROSPEROUS PROFESSIONALS	EDUCATED URBANITES	ASPIRING SINGLES	STARTING OUT	SECURE FAMILIES	SETTLED SUBURBIA	PRUDENT PENSIONERS	ASIAN COMMUNITIES	POST INDUSTRIAL FAMILIES	BLUE COLLAR ROOTS	STRUGGLING FAMILIES	BURDENED SINGLES	HIGH RISE HARDSHIP	INNER CITY ADVERSITY	UNCLASSIFIED	
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Very important (100)	357 35%	25 29%	11 18%	24 29%	4 15%	8 29%	14 48%	3 17%	48 34%	19 40%	2 17%	4 42%	19 54%	24 48%	48 43%	12 40%	7 50%	12 66%	73 35%
Fairly important (66.67)	456 45%	43 50%	32 52%	41 49%	18 66%	15 53%	13 42%	8 56%	67 47%	17 37%	6 61%	6 58%	14 39%	17 34%	40 36%	10 34%	4 31%	3 16%	101 48%
Not very important (33.33)	149 15%	17 20%	15 24%	15 17%	3 11%	5 18%	2 6%	1 6%	21 15%	7 16%	2 22%	-	1 4%	6 12%	18 16%	5 18%	1 4%	3 14%	28 13%
Not at all important (0)	43 4%	2 2%	4 6%	4 5%	2 8%	-	1 3%	3 21%	5 3%	3 7%	-	-	1 3%	3 6%	5 4%	3 8%	1 6%	1 4%	7 4%
IMPORTANT	814 81%	68 78%	43 70%	65 78%	22 81%	24 82%	27 91%	11 73%	115 81%	36 77%	7 78%	10 100%	33 93%	41 82%	88 80%	22 74%	11 81%	15 82%	174 83%
NOT IMPORTANT	193 19%	19 22%	18 30%	19 22%	5 19%	5 18%	3 9%	4 27%	26 18%	10 23%	2 22%	-	2 7%	9 18%	23 20%	8 26%	2 11%	3 18%	35 17%
Mean Score	70.68	68.47	60.77	67.37	62.51	70.37	78.51	56.59	70.82	70.29	64.98	80.55	81.65	74.69	72.87	68.62	78.61	81.24	71.53
Standard Deviation	27.13	24.95	26.71	27.11	25.35	23.00	25.14	33.90	26.07	30.47	22.08	17.29	23.65	29.79	28.58	32.42	29.88	30.21	25.88
Standard Error	0.855	2.644	3.312	2.994	4.971	4.066	4.515	8.752	2.122	4.542	6.981	6.533	3.941	4.346	2.789	6.127	8.287	7.120	1.803
Error Variance	0.732	6.993	10.972	8.961	24.714	16.535	20.388	76.597	4.503	20.631	48.734	42.685	15.535	18.884	7.780	37.545	68.677	50.701	3.251
Don't Know	4 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 8%	-	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 2

Q1_2 How important is this in your life?
To find out who you are and what you're good at

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Very important (100)	444 44%	181 37%	262 50%	101 70%	77 46%	92 48%	69 43%	47 32%	51 27%	106 41%	132 46%	83 47%	83 50%	30 33%	69 53%	85 42%	40 45%	26 50%	14 36%	34 46%	43 47%	36 41%	40 36%	28 54%	30 35%
Fairly important (66.67)	365 36%	194 40%	171 33%	39 27%	64 38%	76 40%	68 42%	55 38%	58 31%	91 35%	99 34%	70 39%	57 35%	33 36%	34 27%	77 38%	25 28%	15 30%	16 40%	34 47%	32 36%	35 41%	45 41%	13 25%	38 44%
Not very important (33.33)	122 12%	64 13%	58 11%	4 3%	19 12%	15 8%	16 10%	28 20%	38 20%	33 13%	39 14%	16 9%	13 8%	16 18%	18 14%	25 13%	15 17%	6 12%	5 14%	*	9 10%	13 15%	12 11%	5 9%	13 15%
Not at all important (0)	62 6%	39 8%	23 4%	-	5 3%	7 4%	7 5%	12 8%	30 16%	23 9%	12 4%	6 3%	10 6%	8 9%	5 4%	13 6%	7 8%	3 5%	3 8%	5 7%	5 6%	3 4%	11 10%	2 4%	4 5%
IMPORTANT	809 80%	375 77%	433 83%	140 97%	141 85%	168 88%	137 85%	102 70%	109 59%	197 77%	231 80%	153 86%	140 85%	63 69%	103 80%	162 80%	64 72%	41 79%	30 75%	68 93%	75 83%	71 82%	86 78%	41 79%	68 79%
NOT IMPORTANT	184 18%	103 21%	81 15%	4 3%	25 15%	22 11%	23 14%	41 28%	68 36%	56 22%	51 18%	22 12%	24 14%	24 27%	23 18%	38 19%	23 25%	9 17%	8 21%	5 7%	14 16%	16 18%	23 21%	7 13%	17 20%
Mean Score	73.29	69.38	76.93	89.21	76.17	77.71	74.79	65.25	57.92	70.27	74.88	77.33	76.59	65.90	77.31	72.31	70.47	76.18	69.06	77.24	75.33	73.00	68.48	79.74	69.98
Standard Deviation	29.47	30.44	28.08	17.47	26.45	25.80	27.05	31.14	35.21	31.68	28.23	25.83	28.91	31.73	29.06	29.52	32.73	29.57	30.61	26.80	28.96	27.36	31.50	28.48	28.00
Standard Error	0.937	1.418	1.221	1.747	2.118	1.712	2.119	2.431	2.741	2.004	1.557	1.993	2.821	2.972	2.579	2.028	3.489	4.510	4.667	3.376	3.123	2.750	3.089	4.620	3.002
Error Variance	0.877	2.010	1.490	3.051	4.484	2.932	4.489	5.911	7.512	4.015	2.423	3.972	7.960	8.832	6.651	4.111	12.175	20.337	21.785	11.399	9.755	7.561	9.543	21.343	9.014
Don't Know	17 2%	7 2%	10 2%	-	1 1%	2 1%	2 1%	2 2%	10 5%	3 1%	6 2%	2 1%	2 1%	4 4%	3 2%	1 1%	2 2%	2 4%	1 3%	-	2 2%	-	1 1%	4 7%	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 2

**Q1_2 How important is this in your life?
To find out who you are and what you're good at**

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Very important (100)	444 44%	158 45%	230 52%	56 26%	9 18%	17 36%	33 37%	99 60%	27 46%	121 66%	31 42%	52 39%	13 33%	15 23%	21 34%	8 15%
Fairly important (66.67)	365 36%	143 41%	150 34%	71 33%	28 60%	21 42%	42 47%	53 32%	18 31%	51 28%	33 45%	49 37%	16 41%	18 29%	24 39%	13 25%
Not very important (33.33)	122 12%	32 9%	42 9%	48 22%	7 16%	7 15%	10 12%	7 4%	6 10%	10 5%	9 12%	18 14%	8 20%	16 26%	10 16%	14 26%
Not at all important (0)	62 6%	10 3%	17 4%	35 16%	3 6%	3 6%	2 2%	3 2%	6 10%	1 1%	1 1%	9 7%	2 5%	14 21%	4 7%	14 28%
IMPORTANT	809 80%	301 86%	380 85%	127 59%	37 78%	38 78%	75 84%	152 93%	44 77%	172 94%	64 87%	100 76%	29 74%	33 52%	44 73%	20 40%
NOT IMPORTANT	184 18%	43 12%	59 13%	82 38%	10 22%	10 21%	12 14%	10 6%	11 20%	11 6%	9 13%	27 21%	10 26%	30 47%	14 23%	28 54%
Mean Score	73.29	76.82	78.32	56.91	63.29	69.68	73.84	84.52	72.33	86.45	76.03	70.60	67.46	51.28	67.78	42.65
Standard Deviation	29.47	25.42	26.97	34.59	25.65	28.81	24.55	22.15	32.95	20.98	23.57	30.41	29.08	35.97	30.50	35.49
Standard Error	0.937	1.357	1.307	2.370	3.824	4.075	2.632	1.704	4.327	1.605	2.901	2.657	4.435	4.568	4.005	5.019
Error Variance	0.877	1.841	1.707	5.616	14.626	16.605	6.929	2.904	18.720	2.574	8.417	7.060	19.673	20.868	16.040	25.194
Don't Know	17 2%	5 1%	7 2%	6 3%	-	*	2	2	2	1	-	4	-	1	2	3
					-	1%	2%	1%	3%	*	-	3%	-	1%	3%	6%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 2

**Q1_2 How important is this in your life?
To find out who you are and what you're good at**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access	
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No
(Unweighted) Total 1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total 1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Very important (100) 444 44%	15 28%	57 40%	112 40%	36 51%	42 39%	14 39%	6 41%	53 41%	38 47%	61 83%	69 33%	130 39%	99 51%	87 52%	55 57%	359 44%	84 43%	272 47%	171 40%
Fairly important (66.67) 365 36%	22 42%	53 37%	106 38%	19 27%	44 41%	13 35%	7 49%	60 46%	21 27%	8 11%	78 37%	120 36%	72 37%	59 35%	30 31%	296 37%	69 35%	214 37%	151 35%
Not very important (33.33) 122 12%	10 20%	15 10%	41 15%	6 9%	14 13%	8 22%	1 5%	12 9%	10 12%	4 5%	29 14%	54 16%	13 7%	17 10%	10 10%	93 11%	29 15%	62 11%	60 14%
Not at all important (0) 62 6%	4 8%	15 10%	18 7%	8 11%	5 5%	1 4%	1 5%	3 2%	7 9%	-	25 12%	25 8%	7 4%	3 2%	1 1%	49 6%	13 6%	23 4%	39 9%
IMPORTANT 809 80%	37 70%	110 77%	218 78%	55 78%	86 80%	27 74%	13 90%	113 86%	59 74%	69 94%	146 70%	250 75%	171 88%	145 87%	86 89%	655 81%	153 77%	486 84%	322 75%
NOT IMPORTANT 184 18%	14 27%	30 21%	59 21%	14 20%	19 18%	9 26%	2 10%	15 11%	17 22%	4 5%	54 26%	79 24%	21 11%	20 12%	10 11%	142 18%	42 21%	86 15%	98 23%
Mean Score 73.29	64.33	69.67	70.79	73.60	72.25	69.69	75.01	75.89	72.44	92.76	65.08	69.23	79.02	79.63	82.02	73.67	71.72	76.15	69.36
Standard Deviation 29.47	30.05	32.27	29.86	33.83	27.95	29.44	26.82	24.16	33.26	17.73	33.09	30.94	26.02	24.72	23.63	29.27	30.29	27.27	31.85
Standard Error 0.937	4.383	2.653	1.831	3.831	2.690	4.714	6.704	2.056	3.673	2.559	2.236	1.675	1.956	1.948	2.594	1.033	2.215	1.132	1.575
Error Variance 0.877	19.212	7.037	3.351	14.675	7.233	22.218	44.944	4.229	13.489	6.547	4.998	2.807	3.824	3.796	6.729	1.067	4.906	1.282	2.480
Don't Know 17 2%	2 3%	4 3%	2 1%	1 2%	2 2%	-	-	3 2%	3 4%	1 1%	9 4%	4 1%	2 1%	1 1%	1 1%	14 2%	3 2%	7 1%	10 2%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 2

**Q1_2 How important is this in your life?
To find out who you are and what you're good at**

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Very important (100)	444 44%	102 44%	45 53%	91 43%	47 50%	72 42%	86 41%
Fairly important (66.67)	365 36%	79 34%	25 29%	74 35%	35 37%	72 42%	80 38%
Not very important (33.33)	122 12%	32 14%	11 13%	31 15%	6 6%	15 9%	26 13%
Not at all important (0)	62 6%	13 6%	3 3%	16 7%	3 3%	11 6%	16 8%
IMPORTANT	809 80%	181 78%	70 82%	165 77%	82 87%	145 83%	166 79%
NOT IMPORTANT	184 18%	46 20%	14 17%	47 22%	9 10%	26 15%	43 20%
Mean Score	73.29	73.02	77.84	71.16	79.32	73.68	70.92
Standard Deviation	29.47	29.80	27.90	30.84	25.58	28.30	30.56
Standard Error	0.937	1.969	2.991	2.080	2.743	2.231	2.129
Error Variance	0.877	3.877	8.944	4.324	7.522	4.976	4.534
Don't Know	17 2%	5 2%	2 2%	2 1%	3 3%	3 2%	2 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 2

**Q1_2 How important is this in your life?
To find out who you are and what you're good at**

Base: All respondents aged 16+

	ACORN 17																		
	WEALTHY EXECUTIVES	AFFLUENT GREYS	FLOURISHING FAMILIES	PROSPEROUS PROFESSIONALS	EDUCATED URBANITES	ASPIRING SINGLES	STARTING OUT	SECURE FAMILIES	SETTLED SUBURBIA	PRUDENT PENSIONERS	ASIAN COMMUNITIES	POST INDUSTRIAL FAMILIES	BLUE COLLAR ROOTS	STRUGGLING FAMILIES	BURDENED SINGLES	HIGH RISE HARDSHIP	INNER CITY ADVERSITY	UNCLASSIFIED	
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Very important (100)	444 44%	38 44%	25 40%	39 47%	15 55%	15 52%	15 51%	5 31%	59 41%	22 48%	5 50%	9 91%	16 44%	22 45%	51 46%	9 30%	3 21%	9 49%	86 41%
Fairly important (66.67)	365 36%	34 39%	23 37%	22 26%	5 19%	11 37%	9 31%	5 37%	51 35%	17 36%	1 14%	1 9%	12 35%	22 44%	41 37%	16 53%	8 59%	7 39%	80 38%
Not very important (33.33)	122 12%	10 12%	9 15%	13 15%	5 19%	2 6%	5 15%	3 20%	23 16%	3 7%	2 17%	-	3 8%	3 7%	11 10%	3 9%	1 5%	1 6%	26 13%
Not at all important (0)	62 6%	2 2%	3 6%	8 10%	1 4%	1 3%	1 3%	2 12%	8 6%	4 9%	2 19%	-	1 4%	2 4%	7 7%	2 8%	1 7%	-	16 8%
IMPORTANT	809 80%	72 83%	47 77%	61 73%	20 73%	26 89%	25 82%	10 67%	110 77%	39 84%	6 64%	10 100%	28 80%	44 89%	92 83%	25 83%	11 80%	16 89%	166 79%
NOT IMPORTANT	184 18%	12 14%	13 21%	21 25%	6 23%	3 9%	5 18%	5 33%	31 22%	7 16%	3 36%	-	4 11%	5 11%	18 16%	5 17%	2 12%	1 6%	43 20%
Mean Score	73.29	76.63	71.41	70.52	76.02	80.49	76.94	61.97	71.39	74.54	65.42	96.93	77.40	76.88	74.59	68.30	67.55	82.06	70.92
Standard Deviation	29.47	25.22	29.60	33.95	31.65	24.90	27.86	34.26	29.73	30.99	42.01	10.14	26.92	25.85	29.39	28.27	26.55	20.90	30.56
Standard Error	0.937	2.735	3.730	3.772	6.330	4.472	5.003	8.846	2.428	4.620	13.285	3.832	4.686	3.771	2.895	5.342	7.363	5.070	2.129
Error Variance	0.877	7.480	13.911	14.230	40.065	20.003	25.033	78.243	5.894	21.347	176.502	14.681	21.959	14.218	8.384	28.538	54.220	25.703	4.534
Don't Know	17 2%	3 3%	1 2%	1 2%	1 4%	1 2%	-	-	2 1%	-	-	-	3 9%	-	1 1%	-	1 8%	1 6%	2 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 3

**Q1_3 How important is this in your life?
To have lots of possessions**

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Very important (100)	78 8%	51 10%	27 5%	21 15%	10 6%	10 5%	6 4%	13 9%	17 9%	18 7%	11 4%	12 7%	24 15%	8 8%	11 8%	15 7%	4 5%	4 9%	4 11%	7 10%	3 4%	8 10%	11 10%	5 9%	4 4%
Fairly important (66.67)	298 30%	146 30%	152 29%	63 44%	51 31%	49 26%	41 25%	43 30%	48 26%	71 28%	87 30%	54 30%	52 31%	23 25%	37 29%	55 27%	18 20%	21 41%	11 28%	17 23%	34 38%	26 30%	37 34%	14 27%	27 31%
Not very important (33.33)	480 48%	221 46%	259 49%	55 38%	84 51%	96 50%	88 54%	68 47%	81 44%	128 50%	149 52%	89 50%	65 39%	41 45%	61 47%	106 53%	40 45%	21 41%	21 53%	40 55%	44 48%	44 51%	43 39%	21 40%	41 47%
Not at all important (0)	153 15%	67 14%	86 16%	5 3%	22 13%	36 19%	26 16%	21 14%	39 21%	40 16%	40 14%	23 13%	24 14%	19 21%	20 16%	25 13%	27 30%	5 10%	3 8%	9 12%	10 11%	8 9%	19 17%	11 21%	15 18%
IMPORTANT	376 37%	197 40%	179 34%	84 59%	60 36%	60 31%	47 29%	56 39%	65 35%	88 34%	98 34%	66 37%	76 46%	31 34%	48 37%	70 35%	22 25%	25 49%	15 39%	24 33%	38 42%	35 40%	48 44%	19 36%	31 35%
NOT IMPORTANT	633 63%	288 59%	345 66%	59 41%	106 64%	132 69%	115 71%	89 61%	121 65%	168 66%	189 66%	112 63%	89 54%	61 66%	81 63%	131 65%	67 75%	26 51%	24 61%	49 67%	53 58%	52 60%	62 56%	32 62%	56 65%
Mean Score	43.26	45.75	40.95	56.81	42.97	39.28	38.91	44.40	40.98	41.85	41.30	43.62	48.77	40.27	43.44	43.21	33.17	49.35	47.47	43.56	44.91	46.94	45.35	41.36	40.67
Standard Deviation	27.21	28.30	25.98	25.28	25.50	26.51	24.65	27.76	29.57	26.76	24.47	25.89	30.48	29.09	27.80	26.13	27.95	26.45	26.89	27.25	24.01	26.29	29.48	30.18	26.33
Standard Error	0.857	1.307	1.118	2.528	2.035	1.752	1.919	2.135	2.248	1.679	1.337	1.980	2.960	2.667	2.439	1.786	2.947	3.943	4.009	3.433	2.560	2.642	2.863	4.772	2.791
Error Variance	0.734	1.707	1.250	6.390	4.143	3.069	3.683	4.559	5.055	2.820	1.788	3.920	8.763	7.112	5.946	3.189	8.682	15.548	16.071	11.784	6.553	6.983	8.198	22.770	7.790
Don't Know	1 *	1 *	-	-	-	-	-	-	1 1%	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 3

**Q1_3 How important is this in your life?
To have lots of possessions**

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Very important (100)	78 8%	5 1%	60 13%	13 6%	3 6%	-	2 2%	-	2 3%	20 11%	8 23%	30 23%	1 4%	5 9%	5 8%	1 2%
Fairly important (66.67)	298 30%	51 15%	201 45%	46 22%	5 10%	-	16 18%	30 18%	11 19%	89 49%	34 46%	67 51%	10 25%	24 37%	10 17%	3 6%
Not very important (33.33)	480 48%	213 61%	156 35%	111 52%	30 63%	24 49%	47 52%	113 69%	33 57%	69 38%	26 36%	28 21%	24 62%	31 48%	34 56%	22 43%
Not at all important (0)	153 15%	80 23%	28 6%	45 21%	10 21%	25 51%	24 27%	21 13%	12 21%	5 3%	6 8%	6 4%	4 10%	4 6%	12 19%	25 49%
IMPORTANT	376 37%	56 16%	261 58%	59 28%	8 16%	-	18 21%	30 18%	13 22%	109 59%	41 57%	97 74%	11 28%	29 46%	15 25%	4 8%
NOT IMPORTANT	633 63%	293 84%	185 41%	156 72%	40 84%	49 100%	71 79%	134 82%	45 78%	75 41%	32 43%	33 25%	28 72%	35 54%	45 75%	48 92%
Mean Score	43.26	31.55	55.20	37.54	33.71	16.27	32.08	35.16	34.88	55.80	53.18	64.46	40.84	49.33	37.93	19.99
Standard Deviation	27.21	21.86	26.33	26.83	25.01	16.83	24.81	18.51	24.32	23.52	26.00	26.22	22.41	24.86	27.41	22.75
Standard Error	0.857	1.157	1.267	1.809	3.729	2.357	2.630	1.411	3.166	1.793	3.200	2.257	3.418	3.133	3.539	3.096
Error Variance	0.734	1.338	1.605	3.272	13.905	5.557	6.918	1.992	10.025	3.216	10.240	5.093	11.684	9.813	12.526	9.587
Don't Know	1 *	-	1 *	-	-	-	-	-	-	-	-	1 1%	-	-	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 3

**Q1_3 How important is this in your life?
To have lots of possessions**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access		
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No	
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Very important (100)	78 8%	9 18%	12 8%	24 9%	4 6%	11 10%	1 3%	1 6%	6 5%	3 3%	3 4%	19 9%	24 7%	19 10%	10 6%	3 3%	62 8%	16 8%	39 7%	39 9%
Fairly important (66.67)	298 30%	11 21%	34 23%	80 29%	28 40%	26 24%	14 39%	3 20%	35 27%	23 29%	37 50%	45 21%	97 29%	54 28%	53 32%	44 45%	242 30%	56 28%	176 30%	123 28%
Not very important (33.33)	480 48%	20 37%	71 49%	125 45%	34 49%	55 52%	15 42%	9 59%	68 52%	41 52%	32 43%	99 47%	154 46%	92 48%	89 54%	43 44%	383 47%	97 49%	287 50%	193 45%
Not at all important (0)	153 15%	12 22%	27 19%	50 18%	4 6%	15 14%	6 16%	2 15%	21 16%	13 16%	2 2%	45 22%	57 17%	28 15%	14 8%	7 8%	123 15%	30 15%	77 13%	75 18%
IMPORTANT	376 37%	20 39%	46 32%	104 37%	32 45%	36 34%	15 42%	4 26%	42 32%	26 32%	41 55%	63 30%	122 37%	73 38%	63 38%	46 48%	304 37%	72 36%	214 37%	161 37%
NOT IMPORTANT	633 63%	31 59%	98 68%	174 63%	38 55%	70 66%	21 58%	11 74%	89 68%	54 68%	34 45%	144 69%	212 63%	120 62%	103 62%	50 52%	506 62%	127 64%	365 63%	268 62%
Mean Score	43.26	45.01	40.41	42.72	48.37	43.53	43.26	39.00	40.21	39.79	52.20	39.21	42.19	44.39	45.30	47.83	43.31	43.02	43.45	43.00
Standard Deviation	27.21	34.34	28.30	28.55	23.29	27.78	25.87	25.82	25.62	24.60	20.59	29.16	27.62	28.22	23.97	22.67	27.22	27.25	26.12	28.67
Standard Error	0.857	4.956	2.288	1.741	2.621	2.649	4.143	6.456	2.158	2.668	2.941	1.936	1.485	2.103	1.877	2.473	0.952	1.967	1.076	1.400
Error Variance	0.734	24.563	5.233	3.031	6.867	7.015	17.163	41.675	4.657	7.117	8.650	3.747	2.205	4.424	3.525	6.116	0.907	3.868	1.158	1.961
Don't Know	1 *	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 *	-	-	1 *

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 3

**Q1_3 How important is this in your life?
To have lots of possessions**

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Very important (100)	78 8%	12 5%	7 8%	13 6%	6 6%	20 12%	19 9%
Fairly important (66.67)	298 30%	68 29%	30 35%	55 26%	24 25%	46 27%	74 35%
Not very important (33.33)	480 48%	119 51%	38 45%	111 52%	50 53%	82 47%	81 38%
Not at all important (0)	153 15%	32 14%	10 12%	34 16%	15 16%	24 14%	36 17%
IMPORTANT	376 37%	80 35%	37 43%	68 32%	30 31%	66 38%	94 44%
NOT IMPORTANT	633 63%	151 65%	49 57%	145 68%	65 69%	106 61%	117 56%
Mean Score	43.26	42.00	46.48	40.69	40.65	45.33	45.39
Standard Deviation	27.21	25.30	26.99	26.25	26.35	28.90	29.08
Standard Error	0.857	1.647	2.861	1.762	2.777	2.257	2.016
Error Variance	0.734	2.711	8.185	3.103	7.714	5.093	4.065
Don't Know	1 *	-	-	-	-	1 1%	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 3

**Q1_3 How important is this in your life?
To have lots of possessions**

Base: All respondents aged 16+

	ACORN 17																		
	TOTAL	Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Struggli ng Families	Burdened Singles	High Rise Hardship	Inner City Adversit y	Unclass -ified
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Very important (100)	78 8%	7 8%	2 3%	4 4%	4 13%	1 5%	2 7%	1 8%	10 7%	2 3%	-	-	2 5%	4 9%	15 13%	2 7%	-	3 17%	19 9%
Fairly important (66.67)	298 30%	31 36%	15 24%	22 27%	7 25%	9 30%	15 49%	3 23%	35 24%	15 32%	2 25%	6 54%	6 17%	12 24%	30 27%	7 24%	6 43%	3 18%	74 35%
Not very important (33.33)	480 48%	43 50%	34 55%	42 51%	13 46%	15 52%	11 36%	7 44%	80 56%	20 43%	4 45%	5 46%	21 59%	24 50%	51 46%	17 56%	6 39%	8 46%	81 38%
Not at all important (0)	153 15%	6 6%	11 18%	15 18%	4 16%	4 13%	2 8%	4 25%	18 12%	10 22%	3 29%	-	6 18%	9 17%	14 13%	4 13%	2 17%	4 19%	36 17%
IMPORTANT	376 37%	38 44%	16 26%	26 31%	10 38%	10 35%	17 56%	5 31%	45 32%	16 35%	2 25%	6 54%	8 22%	16 33%	45 40%	9 31%	6 43%	6 35%	94 44%
NOT IMPORTANT	633 63%	48 56%	45 74%	58 69%	17 62%	19 65%	13 44%	10 69%	98 68%	30 65%	7 75%	5 46%	27 78%	33 67%	65 59%	21 69%	8 57%	12 65%	117 56%
Mean Score	43.26	48.51	36.93	39.04	45.05	42.65	51.51	38.28	42.09	38.91	31.88	51.36	36.53	41.33	47.00	41.51	41.91	44.31	45.39
Standard Deviation	27.21	24.47	24.10	25.86	30.48	25.29	25.32	30.58	25.63	27.09	26.06	17.48	25.35	28.23	29.50	25.97	25.42	33.54	29.08
Standard Error	0.857	2.594	2.989	2.856	5.977	4.470	4.548	7.896	2.079	4.038	8.240	6.606	4.225	4.118	2.893	4.908	6.795	7.905	2.016
Error Variance	0.734	6.727	8.934	8.157	35.722	19.981	20.681	62.352	4.321	16.306	67.895	43.643	17.849	16.962	8.368	24.093	46.172	62.492	4.065
Don't Know	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 4

**Q1_4 How important is this in your life?
To have a large group of friends and neighbours that you can turn to**

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Very important (100)	457 45%	181 37%	276 53%	90 63%	71 43%	76 40%	50 31%	59 41%	101 54%	110 43%	123 43%	79 45%	79 48%	49 54%	62 48%	77 38%	50 56%	22 43%	19 48%	21 29%	45 49%	43 49%	54 49%	28 55%	36 41%
Fairly important (66.67)	348 34%	170 35%	178 34%	42 29%	66 39%	74 38%	62 38%	51 35%	51 27%	90 35%	111 38%	60 34%	51 31%	25 27%	42 33%	79 39%	17 19%	17 33%	14 36%	37 51%	38 42%	27 31%	35 32%	11 22%	31 36%
Not very important (33.33)	144 14%	94 19%	50 10%	7 5%	21 13%	32 16%	42 26%	24 16%	19 10%	38 15%	43 15%	29 16%	22 13%	12 13%	18 14%	35 17%	17 20%	8 16%	2 5%	8 11%	7 8%	13 15%	13 12%	10 19%	13 15%
Not at all important (0)	55 5%	36 7%	19 4%	4 3%	8 5%	11 5%	8 5%	11 7%	12 6%	19 7%	11 4%	8 5%	9 5%	5 6%	6 5%	10 5%	5 6%	-	4 11%	7 9%	1 1%	4 5%	8 7%	2 5%	7 8%
IMPORTANT	806 80%	351 72%	454 87%	132 92%	137 82%	150 78%	112 69%	110 76%	152 81%	199 78%	234 81%	139 79%	131 79%	74 81%	104 81%	155 77%	66 75%	39 76%	33 84%	59 80%	83 91%	70 81%	89 81%	40 77%	67 77%
NOT IMPORTANT	199 20%	130 27%	69 13%	11 8%	30 18%	42 22%	50 31%	34 24%	31 17%	57 22%	54 19%	37 21%	31 18%	17 19%	24 19%	45 22%	23 25%	8 16%	6 16%	15 20%	8 9%	17 19%	21 19%	12 23%	20 23%
Mean Score	73.39	67.69	78.63	84.02	73.42	70.75	65.10	70.01	77.24	71.15	73.34	73.06	74.94	76.57	74.78	70.37	74.93	76.59	73.59	66.58	79.66	75.00	74.14	75.67	70.09
Standard Deviation	29.41	31.17	26.67	24.23	28.16	29.23	29.20	31.02	30.25	30.78	27.84	29.15	29.65	30.07	29.23	28.87	32.29	25.14	32.67	29.34	22.98	29.33	30.85	30.94	31.22
Standard Error	0.926	1.439	1.149	2.423	2.247	1.932	2.273	2.393	2.300	1.931	1.519	2.236	2.894	2.756	2.564	1.978	3.403	3.790	4.870	3.697	2.449	2.947	2.997	4.831	3.309
Error Variance	0.858	2.071	1.320	5.872	5.050	3.731	5.166	5.727	5.288	3.730	2.307	4.999	8.373	7.597	6.573	3.914	11.583	14.362	23.712	13.668	6.000	8.687	8.981	23.342	10.949
Don't Know	5 *	4 1%	1 *	-	-	-	-	1 *	4 2%	-	-	1 *	4 3%	-	-	1 *	-	4 8%	-	-	-	-	-	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 4

**Q1_4 How important is this in your life?
To have a large group of friends and neighbours that you can turn to**

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Very important (100)	457 45%	160 46%	199 45%	98 46%	16 35%	19 38%	38 43%	87 53%	21 37%	90 49%	27 37%	61 46%	16 42%	31 49%	25 42%	25 48%
Fairly important (66.67)	348 34%	130 37%	155 35%	64 30%	19 40%	18 37%	32 36%	61 37%	21 37%	62 34%	32 44%	40 30%	12 31%	15 24%	23 39%	13 25%
Not very important (33.33)	144 14%	45 13%	60 14%	39 18%	10 22%	11 22%	13 14%	11 7%	10 17%	23 13%	7 10%	20 15%	9 24%	13 21%	10 17%	6 12%
Not at all important (0)	55 5%	15 4%	26 6%	14 7%	1 3%	1 3%	6 7%	5 3%	5 8%	8 4%	3 4%	10 8%	2 4%	4 6%	1 2%	7 14%
IMPORTANT	806 80%	289 83%	355 79%	162 75%	35 75%	36 75%	70 79%	147 90%	43 74%	152 83%	59 81%	101 77%	28 72%	47 73%	49 81%	38 74%
NOT IMPORTANT	199 20%	60 17%	87 19%	53 25%	12 25%	12 25%	19 21%	17 10%	14 25%	32 17%	10 14%	31 23%	11 28%	17 27%	12 19%	14 26%
Mean Score	73.39	74.84	73.22	71.37	68.75	70.23	71.43	79.81	67.92	75.78	73.44	71.83	70.03	71.90	73.46	69.32
Standard Deviation	29.41	27.84	29.61	31.43	27.96	28.30	30.73	25.30	31.40	28.41	26.61	31.79	30.19	32.42	26.93	36.37
Standard Error	0.926	1.474	1.426	2.119	4.169	3.962	3.258	1.929	4.123	2.166	3.300	2.726	4.604	4.084	3.477	4.949
Error Variance	0.858	2.171	2.034	4.491	17.378	15.700	10.613	3.722	17.002	4.693	10.893	7.433	21.200	16.682	12.089	24.492
Don't Know	5 *	-	5 1%	-	-	-	-	-	1 1%	-	4 6%	-	-	-	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 4

**Q1_4 How important is this in your life?
To have a large group of friends and neighbours that you can turn to**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access	
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No
(Unweighted) Total 1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total 1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Very important (100) 457 45%	27 51%	67 47%	120 43%	29 41%	48 45%	15 42%	9 62%	55 42%	27 34%	47 63%	94 45%	145 43%	92 47%	69 42%	49 51%	377 46%	80 40%	259 45%	197 46%
Fairly important (66.67) 348 34%	17 31%	45 31%	87 31%	30 44%	46 43%	10 29%	4 25%	53 40%	26 33%	24 32%	69 33%	117 35%	64 33%	67 40%	29 31%	275 34%	73 37%	203 35%	145 34%
Not very important (33.33) 144 14%	6 12%	23 16%	50 18%	6 8%	8 8%	9 24%	1 5%	18 13%	21 27%	2 3%	28 14%	51 15%	28 15%	24 14%	13 14%	110 14%	35 17%	87 15%	57 13%
Not at all important (0) 55 5%	3 6%	9 6%	18 6%	4 6%	4 4%	2 6%	1 7%	5 4%	6 7%	1 1%	17 8%	16 5%	9 5%	6 4%	5 5%	44 5%	11 6%	29 5%	27 6%
IMPORTANT 806 80%	44 82%	112 78%	207 74%	59 85%	94 88%	26 71%	13 88%	108 83%	53 66%	71 95%	163 78%	262 79%	156 81%	136 82%	79 82%	653 80%	153 77%	462 80%	343 80%
NOT IMPORTANT 199 20%	9 18%	32 22%	67 24%	10 14%	12 12%	11 29%	2 12%	22 17%	27 34%	3 5%	45 22%	67 20%	38 19%	30 18%	18 18%	154 19%	46 23%	116 20%	84 19%
Mean Score 73.39	75.90	72.80	70.99	73.72	76.52	69.00	80.83	73.86	64.27	85.61	71.70	72.99	74.38	73.32	75.93	74.07	70.63	73.28	73.50
Standard Deviation 29.41	29.69	30.67	30.94	28.09	26.00	31.60	30.74	27.20	31.43	21.16	31.52	29.01	29.10	27.35	29.26	29.35	29.60	29.06	29.93
Standard Error 0.926	4.241	2.480	1.890	3.181	2.479	5.059	7.685	2.291	3.409	3.023	2.087	1.564	2.169	2.142	3.193	1.027	2.136	1.198	1.462
Error Variance 0.858	17.985	6.150	3.572	10.117	6.148	25.598	59.053	5.249	11.621	9.138	4.357	2.446	4.703	4.590	10.194	1.055	4.562	1.436	2.138
Don't Know 5	-	-	4 2%	1 1%	-	-	-	-	-	-	-	5 1%	-	-	-	5 1%	-	1 *	4 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 4

**Q1_4 How important is this in your life?
To have a large group of friends and neighbours that you can turn to**

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Very important (100)	457 45%	98 42%	45 52%	86 40%	45 48%	74 43%	109 52%
Fairly important (66.67)	348 34%	95 41%	28 33%	79 37%	28 29%	59 34%	59 28%
Not very important (33.33)	144 14%	27 12%	10 12%	33 15%	16 17%	34 20%	24 12%
Not at all important (0)	55 5%	10 5%	3 3%	16 7%	5 5%	7 4%	14 7%
IMPORTANT	806 80%	194 84%	73 85%	165 77%	73 77%	133 76%	168 80%
NOT IMPORTANT	199 20%	38 16%	13 15%	48 23%	21 22%	41 24%	39 18%
Mean Score	73.39	73.85	77.97	70.06	73.53	71.69	75.75
Standard Deviation	29.41	27.50	27.24	30.68	30.37	29.06	30.72
Standard Error	0.926	1.790	2.887	2.059	3.219	2.262	2.135
Error Variance	0.858	3.204	8.334	4.239	10.365	5.119	4.559
Don't Know	5 *	-	-	-	1 1%	-	4 2%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 4

**Q1_4 How important is this in your life?
To have a large group of friends and neighbours that you can turn to**

Base: All respondents aged 16+

	ACORN 17																		
	Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Struggli ng Families	Burdened Singles	High Rise Hardship	Inner City Adversit y	Unclass -ified	
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Very important (100)	457 45%	36 42%	24 39%	38 46%	13 47%	16 55%	16 54%	6 37%	61 43%	17 36%	3 33%	5 49%	16 47%	24 48%	50 45%	9 29%	7 49%	8 46%	109 52%
Fairly important (66.67)	348 34%	37 43%	24 40%	34 40%	7 27%	11 39%	9 32%	3 18%	50 35%	21 44%	5 57%	2 19%	8 24%	18 35%	35 32%	15 48%	3 25%	5 30%	59 28%
Not very important (33.33)	144 14%	12 13%	7 11%	9 11%	5 19%	2 6%	3 11%	4 24%	22 15%	6 14%	1 9%	2 23%	9 26%	4 9%	21 19%	5 18%	4 27%	4 24%	24 12%
Not at all important (0)	55 5%	1 1%	6 10%	3 4%	2 7%	- -	1 4%	3 21%	10 7%	3 6%	- -	1 8%	1 2%	4 7%	5 4%	2 6%	- -	- -	14 7%
IMPORTANT	806 80%	74 85%	48 78%	72 86%	20 74%	27 94%	26 86%	8 55%	111 78%	37 80%	8 91%	7 69%	25 71%	41 84%	85 77%	23 77%	10 73%	14 76%	168 80%
NOT IMPORTANT	199 20%	13 15%	13 22%	12 14%	7 26%	2 6%	4 14%	7 45%	32 22%	9 20%	1 9%	3 31%	10 27%	8 16%	26 23%	7 23%	4 27%	4 24%	39 18%
Mean Score	73.39	75.38	68.89	75.93	71.56	83.18	78.73	57.37	71.09	70.04	74.66	69.90	72.59	74.95	72.47	66.36	73.88	74.19	75.75
Standard Deviation	29.41	24.66	32.04	26.53	32.45	20.40	27.58	40.27	30.65	28.72	21.52	35.72	29.81	30.17	29.67	28.36	29.09	27.66	30.72
Standard Error	0.926	2.614	3.974	2.930	6.363	3.607	4.954	10.398	2.486	4.281	6.805	13.501	5.038	4.401	2.896	5.360	7.774	6.518	2.135
Error Variance	0.858	6.835	15.791	8.584	40.490	13.009	24.543	108.115	6.182	18.327	46.304	182.280	25.382	19.367	8.386	28.726	60.440	42.490	4.559
Don't Know	5 *	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	4 2%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 6

Q2_1 How similar are you to these kinds of people?
People who worry about what others may think of them

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Very similar (100)	90 9%	39 8%	51 10%	23 16%	15 9%	17 9%	10 6%	13 9%	13 7%	12 5%	19 7%	15 8%	29 17%	12 13%	17 13%	12 6%	7 8%	2 4%	1 4%	7 9%	7 7%	13 15%	11 10%	5 9%	8 9%
Fairly similar (66.67)	227 22%	92 19%	135 26%	53 37%	51 31%	40 21%	22 14%	30 21%	29 15%	60 24%	65 23%	42 24%	40 24%	15 16%	20 16%	37 18%	7 7%	17 34%	7 17%	27 37%	24 26%	21 24%	26 24%	20 39%	21 24%
Not very similar (33.33)	294 29%	136 28%	158 30%	34 24%	46 27%	57 30%	59 37%	42 29%	54 29%	76 30%	97 34%	51 29%	39 23%	21 23%	52 41%	56 28%	35 39%	11 22%	13 33%	16 22%	24 26%	20 23%	31 28%	12 23%	24 28%
Not at all similar (0)	395 39%	216 45%	179 34%	32 22%	55 33%	78 41%	69 43%	59 41%	91 49%	106 41%	105 36%	69 39%	58 35%	44 48%	39 30%	95 47%	41 46%	21 40%	18 46%	23 31%	37 40%	33 38%	42 38%	15 29%	33 38%
SIMILAR	317 31%	131 27%	186 35%	75 53%	66 40%	57 29%	33 20%	43 30%	42 23%	73 28%	84 29%	56 32%	69 41%	27 30%	38 29%	49 24%	14 15%	19 38%	8 21%	34 46%	31 34%	34 39%	37 34%	25 48%	28 33%
NOT SIMILAR	690 68%	353 73%	337 64%	66 46%	100 60%	136 71%	129 80%	102 70%	145 77%	182 71%	202 70%	121 68%	97 59%	64 70%	91 71%	151 75%	76 85%	32 62%	31 79%	39 54%	60 66%	53 61%	73 66%	27 52%	56 65%
Mean Score	33.73	30.19	37.01	48.83	38.46	32.44	27.88	32.55	27.00	30.59	33.14	33.66	41.21	31.66	37.46	27.71	25.78	33.75	26.23	41.49	33.54	38.91	35.23	42.86	34.72
Standard Deviation	32.95	32.56	33.00	33.74	32.87	32.79	29.83	32.92	31.50	30.66	30.93	32.75	37.15	36.21	33.16	31.23	29.89	31.90	29.09	33.52	32.77	36.76	33.61	33.21	33.32
Standard Error	1.038	1.504	1.421	3.391	2.624	2.167	2.322	2.532	2.388	1.927	1.690	2.505	3.608	3.320	2.908	2.140	3.151	4.756	4.337	4.223	3.493	3.695	3.264	5.187	3.552
Error Variance	1.077	2.261	2.020	11.499	6.884	4.696	5.394	6.411	5.702	3.714	2.856	6.273	13.02	11.02	8.458	4.579	9.930	22.620	18.805	17.833	12.201	13.650	10.654	26.902	12.614
Don't Know	3 *	2 *	1 *	2 1%	-	-	-	-	-	1 1%	2 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	2 2%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 6

**Q2_1 How similar are you to these kinds of people?
People who worry about what others may think of them**

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Very similar (100)	90 9%	6 2%	68 15%	16 8%	1 1%	1 2%	3 3%	2 1%	1 1%	24 13%	3 4%	40 30%	4 11%	8 13%	2 3%	2 3%
Fairly similar (66.67)	227 22%	53 15%	132 30%	42 20%	3 7%	5 11%	10 11%	34 21%	14 25%	59 32%	22 30%	37 28%	6 15%	20 31%	12 21%	4 7%
Not very similar (33.33)	294 29%	115 33%	127 28%	52 24%	13 27%	9 18%	31 35%	63 38%	20 34%	57 31%	21 28%	29 22%	8 19%	13 21%	17 28%	15 28%
Not at all similar (0)	395 39%	173 50%	118 26%	104 49%	31 65%	34 69%	44 49%	65 40%	23 40%	41 22%	27 38%	26 20%	21 55%	22 34%	29 49%	32 61%
SIMILAR	317 31%	59 17%	200 45%	58 27%	4 8%	7 13%	12 14%	36 22%	15 26%	83 45%	25 34%	77 58%	10 26%	28 44%	14 23%	5 11%
NOT SIMILAR	690 68%	289 83%	244 55%	157 73%	43 92%	42 87%	75 85%	128 78%	43 74%	99 54%	48 66%	55 42%	29 74%	35 56%	46 77%	46 89%
Mean Score	33.73	22.97	44.56	28.73	14.90	15.51	22.39	27.82	29.14	45.47	33.59	56.15	27.72	41.01	25.92	17.61
Standard Deviation	32.95	26.39	34.32	32.82	22.82	26.12	26.62	26.41	27.66	32.61	30.78	36.90	35.74	35.72	29.25	26.02
Standard Error	1.038	1.399	1.651	2.213	3.402	3.657	2.838	2.014	3.601	2.494	3.789	3.164	5.450	4.500	3.776	3.541
Error Variance	1.077	1.956	2.727	4.897	11.577	13.376	8.053	4.056	12.965	6.219	14.356	10.010	29.698	20.251	14.256	12.541
Don't Know	3 *	1 *	2 *	-	-	-	1 1%	-	-	2 1%	-	-	-	-	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 6

Q2_1 How similar are you to these kinds of people?
People who worry about what others may think of them

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access		
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No	
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Very similar (100)	90 9%	8 15%	12 8%	27 10%	6 8%	10 9%	4 10%	- -	9 7%	4 4%	10 14%	19 9%	26 8%	10 5%	19 11%	15 16%	70 9%	20 10%	50 9%	41 9%
Fairly similar (66.67)	227 22%	14 27%	22 15%	54 19%	20 28%	30 28%	8 22%	3 20%	26 20%	22 27%	26 36%	31 15%	70 21%	53 27%	45 27%	27 28%	180 22%	47 24%	136 24%	91 21%
Not very similar (33.33)	294 29%	14 27%	33 23%	78 28%	19 28%	22 21%	12 34%	8 52%	48 37%	25 32%	22 29%	74 35%	88 26%	56 29%	50 30%	22 23%	242 30%	53 27%	175 30%	119 28%
Not at all similar (0)	395 39%	17 32%	77 53%	120 43%	25 36%	44 41%	11 30%	4 28%	46 35%	29 37%	15 21%	84 40%	148 44%	75 39%	52 31%	32 33%	317 39%	78 40%	216 37%	179 42%
SIMILAR	317 31%	22 42%	34 24%	81 29%	26 37%	40 38%	12 32%	3 20%	35 27%	25 31%	37 50%	50 24%	96 29%	63 32%	64 39%	42 44%	250 31%	67 34%	186 32%	131 30%
NOT SIMILAR	690 68%	31 58%	110 76%	198 71%	44 63%	66 62%	23 63%	12 80%	94 72%	55 69%	37 50%	157 75%	236 71%	131 68%	102 61%	54 56%	559 69%	131 66%	391 68%	298 69%
Mean Score	33.73	41.43	26.21	31.84	36.54	35.19	37.71	30.84	32.86	32.97	47.63	31.06	30.73	32.93	39.56	42.03	33.46	34.83	34.46	32.80
Standard Deviation	32.95	35.46	33.07	33.46	33.01	34.59	32.82	23.87	30.51	30.29	32.60	31.99	32.76	31.13	33.56	36.32	32.70	34.00	32.57	33.46
Standard Error	1.038	5.066	2.673	2.040	3.714	3.298	5.324	5.968	2.578	3.285	4.657	2.123	1.763	2.320	2.629	3.962	1.145	2.454	1.343	1.635
Error Variance	1.077	25.668	7.146	4.163	13.791	10.877	28.341	35.613	6.647	10.793	21.687	4.508	3.110	5.383	6.909	15.700	1.310	6.022	1.804	2.672
Don't Know	3 *	- -	- -	- -	- -	- -	2 5%	- -	1 1%	- -	- -	1 1%	2 1%	- -	- -	- -	3 *	- -	2 *	1 *

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 6

**Q2_1 How similar are you to these kinds of people?
People who worry about what others may think of them**

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Very similar (100)	90 9%	10 4%	4 5%	19 9%	12 13%	25 15%	20 10%
Fairly similar (66.67)	227 22%	55 24%	24 28%	44 21%	24 25%	37 21%	44 21%
Not very similar (33.33)	294 29%	76 33%	30 35%	63 30%	28 29%	42 24%	55 26%
Not at all similar (0)	395 39%	92 40%	29 33%	87 41%	31 33%	69 40%	88 42%
SIMILAR	317 31%	64 28%	28 32%	63 29%	36 38%	62 36%	64 30%
NOT SIMILAR	690 68%	168 72%	58 68%	150 71%	59 62%	111 64%	143 68%
Mean Score	33.73	30.77	34.54	32.44	39.48	36.94	32.72
Standard Deviation	32.95	29.75	29.78	32.80	34.55	36.35	33.84
Standard Error	1.038	1.937	3.157	2.201	3.642	2.830	2.358
Error Variance	1.077	3.751	9.967	4.846	13.262	8.007	5.560
Don't Know	3 *	-	-	-	-	-	3 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 6

**Q2_1 How similar are you to these kinds of people?
People who worry about what others may think of them**

Base: All respondents aged 16+

	ACORN 17																		
	TOTAL	Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Struggli ng Families	Burdened Singles	High Rise Hardship	Inner City Adversit y	Unclass -ified
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Very similar (100)	90 9%	3 4%	2 3%	5 6%	- -	1 5%	3 9%	- -	16 11%	3 6%	- -	1 14%	2 5%	9 18%	15 13%	4 14%	2 17%	4 20%	20 10%
Fairly similar (66.67)	227 22%	23 27%	11 18%	20 24%	10 39%	6 21%	7 25%	5 33%	29 20%	10 21%	1 8%	6 59%	3 7%	15 30%	23 21%	7 21%	4 26%	4 20%	44 21%
Not very similar (33.33)	294 29%	27 32%	27 44%	21 25%	6 22%	13 45%	11 36%	8 56%	41 29%	10 21%	4 46%	- -	18 50%	10 21%	29 27%	3 11%	6 46%	3 17%	55 26%
Not at all similar (0)	395 39%	32 37%	22 35%	38 45%	11 39%	9 29%	9 31%	2 11%	57 40%	24 52%	4 46%	3 27%	13 37%	15 30%	43 39%	16 53%	2 11%	8 44%	88 42%
SIMILAR	317 31%	27 31%	13 21%	25 30%	10 39%	7 25%	10 33%	5 33%	44 31%	13 28%	1 8%	8 73%	4 12%	24 49%	38 34%	11 36%	6 43%	7 40%	64 30%
NOT SIMILAR	690 68%	60 69%	49 79%	59 70%	17 61%	22 75%	20 67%	10 67%	98 69%	34 72%	8 92%	3 27%	31 88%	25 51%	73 66%	20 64%	8 57%	11 60%	143 68%
Mean Score	33.73	32.36	29.34	30.19	33.02	33.43	36.98	40.75	34.01	27.32	20.54	53.39	26.70	45.65	36.26	32.44	49.86	38.61	32.72
Standard Deviation	32.95	29.92	26.41	32.08	29.99	28.02	32.04	21.67	34.12	32.81	22.24	36.12	26.37	37.06	35.60	38.92	31.16	40.64	33.84
Standard Error	1.038	3.172	3.276	3.542	5.881	4.953	5.755	5.596	2.767	4.891	7.032	13.653	4.395	5.406	3.474	7.355	8.329	9.579	2.358
Error Variance	1.077	10.061	10.731	12.547	34.591	24.532	33.124	31.315	7.659	23.919	49.454	186.393	19.314	29.229	12.072	54.102	69.375	91.763	5.560
Don't Know	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 7

Q2_2 How similar are you to these kinds of people?
People who enjoy keeping up with current trends in home decorating

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Very similar (100)	106 10%	49 10%	57 11%	31 22%	13 8%	21 11%	6 4%	11 8%	18 10%	23 9%	34 12%	14 8%	20 12%	10 11%	13 10%	21 10%	3 3%	11 21%	3 9%	6 8%	8 8%	12 14%	17 16%	7 13%	6 7%
Fairly similar (66.67)	264 26%	107 22%	156 30%	42 29%	60 36%	52 27%	32 20%	36 25%	39 21%	66 26%	71 25%	56 31%	53 32%	16 18%	37 29%	46 23%	18 20%	9 18%	4 11%	22 29%	35 39%	26 30%	37 34%	10 20%	18 21%
Not very similar (33.33)	294 29%	133 27%	162 31%	39 27%	41 25%	62 32%	59 36%	42 29%	50 27%	81 32%	95 33%	48 27%	40 24%	21 23%	39 30%	58 29%	32 36%	9 18%	13 32%	18 25%	25 28%	23 27%	27 25%	18 35%	31 36%
Not at all similar (0)	343 34%	195 40%	148 28%	32 22%	52 31%	56 29%	64 40%	55 38%	78 42%	86 34%	88 30%	60 34%	53 32%	42 46%	39 31%	75 38%	36 41%	22 43%	19 48%	28 38%	21 23%	26 30%	28 26%	17 33%	30 35%
SIMILAR	369 37%	156 32%	213 41%	73 51%	73 44%	73 38%	39 24%	48 33%	57 31%	89 35%	104 36%	69 39%	72 44%	26 28%	50 39%	67 33%	20 23%	20 39%	8 20%	27 37%	43 47%	38 43%	55 49%	17 33%	24 28%
NOT SIMILAR	637 63%	328 67%	309 59%	71 49%	94 56%	118 62%	123 76%	96 67%	128 68%	167 65%	183 63%	108 61%	93 56%	63 69%	78 61%	133 66%	69 77%	31 61%	32 80%	46 63%	46 51%	49 57%	56 51%	35 67%	61 71%
Mean Score	37.71	34.05	41.11	50.08	40.10	39.96	29.38	34.36	32.90	36.66	39.17	37.65	41.09	31.02	39.59	35.30	28.42	38.91	26.81	35.72	44.30	42.33	46.44	37.52	33.53
Standard Deviation	33.44	33.85	32.72	35.57	32.56	32.94	28.80	32.53	33.84	32.48	33.20	32.43	34.36	35.07	32.95	33.68	28.25	39.90	32.13	33.29	31.23	34.60	34.57	33.94	30.87
Standard Error	1.054	1.565	1.411	3.557	2.598	2.181	2.242	2.510	2.581	2.038	1.814	2.480	3.338	3.256	2.890	2.308	2.978	5.947	4.790	4.195	3.368	3.478	3.358	5.301	3.291
Error Variance	1.112	2.448	1.990	12.651	6.752	4.758	5.025	6.300	6.660	4.154	3.291	6.149	11.14	10.60	8.350	5.326	8.870	35.372	22.947	17.594	11.344	12.095	11.275	28.101	10.832
Don't Know	3 *	2 *	2 *	- -	- -	1 *	- -	1 *	2 1%	- -	1 *	- -	- -	2 3%	- -	1 *	- -	- -	- -	- -	2 2%	- -	- -	- -	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 7

Q2_2 How similar are you to these kinds of people?
People who enjoy keeping up with current trends in home decorating

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexibile Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Very similar (100)	106 10%	5 2%	92 21%	8 4%	- -	- -	3 3%	3 2%	* 1%	48 26%	2 3%	41 31%	- -	5 8%	1 2%	3 5%
Fairly similar (66.67)	264 26%	56 16%	173 39%	34 16%	5 10%	1 3%	15 17%	35 22%	14 25%	73 40%	28 39%	58 44%	8 21%	20 31%	3 6%	3 5%
Not very similar (33.33)	294 29%	125 36%	117 26%	53 25%	13 27%	7 14%	27 30%	78 48%	22 38%	53 29%	20 28%	21 16%	15 39%	16 25%	17 28%	4 9%
Not at all similar (0)	343 34%	161 46%	63 14%	118 55%	29 62%	39 81%	45 50%	48 29%	21 36%	9 5%	22 30%	11 8%	15 38%	22 35%	39 64%	42 82%
SIMILAR	369 37%	62 18%	265 59%	42 20%	5 10%	1 3%	18 20%	38 23%	15 25%	121 66%	31 42%	99 75%	8 21%	24 38%	4 7%	5 10%
NOT SIMILAR	637 63%	286 82%	180 40%	171 80%	42 90%	46 95%	71 80%	126 77%	43 75%	62 34%	42 58%	32 25%	30 77%	39 60%	56 93%	47 90%
Mean Score	37.71	24.30	55.33	22.78	16.03	6.65	24.24	31.84	29.83	62.53	38.35	65.94	27.62	36.95	14.95	11.02
Standard Deviation	33.44	26.17	32.02	29.34	22.76	15.63	28.39	25.24	26.59	28.63	30.05	30.13	25.63	32.96	23.00	26.30
Standard Error	1.054	1.387	1.541	1.987	3.393	2.211	3.009	1.925	3.461	2.183	3.699	2.593	3.954	4.186	2.970	3.579
Error Variance	1.112	1.923	2.374	3.948	11.512	4.887	9.056	3.705	11.981	4.766	13.680	6.725	15.637	17.525	8.819	12.810
Don't Know	3 *	1 *	1 *	2 1%	- -	1 2%	- -	- -	- -	- -	- -	1 1%	1 2%	1 1%	- -	- -

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 7

Q2_2 How similar are you to these kinds of people?
People who enjoy keeping up with current trends in home decorating

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access		
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No	
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Very similar (100)	106 10%	4 8%	20 14%	25 9%	7 9%	11 11%	8 21%	- -	6 5%	6 7%	14 19%	17 8%	31 9%	25 13%	20 12%	9 9%	90 11%	16 8%	63 11%	43 10%
Fairly similar (66.67)	264 26%	19 35%	36 25%	78 28%	18 26%	23 22%	8 22%	5 36%	38 29%	17 21%	19 26%	44 21%	82 25%	39 20%	58 35%	39 40%	207 25%	57 29%	146 25%	118 27%
Not very similar (33.33)	294 29%	14 27%	34 23%	69 25%	24 35%	29 28%	13 35%	7 48%	49 37%	26 33%	21 28%	55 27%	94 28%	60 31%	49 30%	32 33%	245 30%	49 25%	176 30%	118 27%
Not at all similar (0)	343 34%	15 28%	53 37%	106 38%	21 30%	41 39%	8 22%	2 15%	38 29%	31 39%	20 27%	90 43%	126 38%	68 35%	39 23%	17 17%	267 33%	76 38%	194 33%	148 34%
SIMILAR	369 37%	23 43%	56 39%	103 37%	24 35%	35 33%	16 43%	5 36%	44 34%	23 28%	33 44%	61 29%	113 34%	64 33%	79 47%	48 50%	297 37%	73 37%	209 36%	161 37%
NOT SIMILAR	637 63%	29 55%	87 60%	175 63%	45 65%	71 67%	21 57%	9 64%	86 66%	57 72%	41 56%	145 70%	220 66%	128 66%	88 53%	49 50%	511 63%	126 63%	370 64%	267 62%
Mean Score	37.71	41.29	38.73	35.93	38.04	34.75	47.21	40.26	36.70	32.23	45.10	31.34	35.21	37.10	45.47	47.19	38.28	35.41	37.82	37.61
Standard Deviation	33.44	32.30	36.05	33.57	32.03	34.15	35.49	23.79	29.22	31.54	35.99	32.89	33.28	34.60	32.45	29.44	33.49	33.20	33.42	33.50
Standard Error	1.054	4.663	2.924	2.051	3.604	3.271	5.683	5.947	2.461	3.421	5.141	2.193	1.789	2.586	2.541	3.212	1.174	2.396	1.377	1.642
Error Variance	1.112	21.740	8.550	4.206	12.987	10.702	32.300	35.362	6.057	11.701	26.432	4.809	3.201	6.689	6.458	10.319	1.378	5.739	1.896	2.697
Don't Know	3 *	1 2%	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	3 1%	- -	1 *	- -	- -	3 *	- -	- -	3 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 7

Q2_2 How similar are you to these kinds of people?
People who enjoy keeping up with current trends in home decorating

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 <i>100%</i>	89 <i>100%</i>	222 <i>100%</i>	90 <i>100%</i>	165 <i>100%</i>	208 <i>100%</i>
(Weighted) Total	1010 100%	232 <i>100%</i>	86 <i>100%</i>	213 <i>100%</i>	95 <i>100%</i>	173 <i>100%</i>	211 <i>100%</i>
Very similar (100)	106 10%	23 <i>10%</i>	5 <i>6%</i>	20 <i>9%</i>	11 <i>12%</i>	21 <i>12%</i>	26 <i>12%</i>
Fairly similar (66.67)	264 26%	56 <i>24%</i>	23 <i>27%</i>	55 <i>26%</i>	37 <i>39%</i>	50 <i>29%</i>	43 <i>20%</i>
Not very similar (33.33)	294 29%	74 <i>32%</i>	30 <i>34%</i>	61 <i>29%</i>	22 <i>23%</i>	43 <i>25%</i>	65 <i>31%</i>
Not at all similar (0)	343 34%	79 <i>34%</i>	29 <i>33%</i>	77 <i>36%</i>	24 <i>25%</i>	59 <i>34%</i>	76 <i>36%</i>
SIMILAR	369 37%	79 <i>34%</i>	28 <i>32%</i>	75 <i>35%</i>	48 <i>51%</i>	70 <i>41%</i>	69 <i>33%</i>
NOT SIMILAR	637 63%	153 <i>66%</i>	58 <i>68%</i>	138 <i>65%</i>	46 <i>48%</i>	101 <i>58%</i>	140 <i>67%</i>
Mean Score	37.71	36.68	34.85	36.02	46.10	39.62	36.41
Standard Deviation	33.44	32.88	30.38	33.19	33.22	34.68	34.30
Standard Error	1.054	2.141	3.220	2.227	3.521	2.716	2.384
Error Variance	1.112	4.582	10.369	4.961	12.399	7.378	5.682
Don't Know	3 *	-	-	-	1 <i>1%</i>	2 <i>1%</i>	1 *

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 7

**Q2_2 How similar are you to these kinds of people?
People who enjoy keeping up with current trends in home decorating**

Base: All respondents aged 16+

	ACORN 17																		
	Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Struggli ng Families	Burdened Singles	High Rise Hardship	Inner City Adversit y	Unclass -ified	
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Very similar (100)	106 10%	11 13%	6 10%	6 7%	2 6%	1 4%	2 6%	- -	12 8%	7 15%	1 13%	4 35%	2 6%	6 12%	13 11%	2 5%	1 7%	5 30%	26 12%
Fairly similar (66.67)	264 26%	22 25%	13 22%	21 25%	5 17%	8 27%	11 36%	* 3%	38 26%	11 25%	6 61%	5 47%	7 21%	25 50%	30 27%	12 40%	4 30%	4 21%	43 20%
Not very similar (33.33)	294 29%	33 38%	19 31%	22 26%	9 32%	9 31%	12 41%	9 64%	41 29%	10 22%	- -	- -	14 39%	8 17%	28 25%	9 29%	2 16%	4 22%	65 31%
Not at all similar (0)	343 34%	21 24%	23 38%	35 42%	12 46%	11 39%	5 17%	5 33%	52 37%	18 38%	2 26%	2 19%	11 32%	10 21%	40 36%	7 23%	7 48%	5 28%	76 36%
SIMILAR	369 37%	33 38%	19 31%	27 32%	6 23%	9 31%	13 42%	* 3%	49 35%	18 39%	7 74%	8 81%	9 27%	31 62%	42 38%	14 45%	5 36%	9 51%	69 33%
NOT SIMILAR	637 63%	54 62%	42 69%	57 68%	21 77%	20 69%	17 58%	14 97%	93 65%	28 61%	2 26%	2 19%	25 71%	19 38%	68 61%	16 52%	9 64%	9 49%	140 67%
Mean Score	37.71	42.33	34.58	32.41	27.79	32.01	44.03	23.38	35.37	38.61	53.65	65.60	33.37	50.87	37.96	42.56	31.68	51.07	36.41
Standard Deviation	33.44	32.44	33.32	32.57	31.19	30.61	28.02	18.12	32.68	36.87	35.70	36.80	29.65	32.18	34.73	30.01	35.15	40.59	34.30
Standard Error	1.054	3.438	4.133	3.597	6.117	5.412	5.033	4.678	2.651	5.497	11.289	13.908	5.012	4.694	3.405	5.775	9.395	9.567	2.384
Error Variance	1.112	11.822	17.083	12.940	37.419	29.287	25.335	21.886	7.027	30.213	127.449	193.422	25.118	22.034	11.596	33.351	88.270	91.529	5.682
Don't Know	3 *	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	1 1%	1 3%	-	-	1 *

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 9

**Q3_1 How much do you agree with this statement?
I can't bear untidiness in the home**

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Strongly agree (100)	405 40%	184 38%	221 42%	72 50%	62 37%	59 31%	55 34%	58 40%	92 49%	89 35%	110 38%	75 42%	71 43%	44 48%	58 45%	73 36%	27 30%	18 35%	13 33%	29 39%	34 38%	38 44%	56 51%	28 54%	32 37%
Slightly agree (75)	273 27%	134 28%	139 26%	29 20%	54 32%	64 33%	46 29%	41 28%	36 19%	63 25%	78 27%	55 31%	46 28%	24 26%	34 27%	61 30%	24 27%	5 10%	9 23%	19 25%	25 27%	28 32%	30 27%	13 24%	26 30%
Neither agree nor disagree (50)	117 12%	59 12%	58 11%	9 6%	17 10%	30 16%	22 14%	15 10%	24 13%	36 14%	34 12%	20 11%	18 11%	8 8%	9 7%	25 12%	12 14%	12 23%	7 18%	11 15%	13 14%	5 6%	9 8%	5 11%	8 10%
Slightly disagree (25)	158 16%	81 17%	76 15%	26 18%	23 14%	32 16%	29 18%	20 14%	24 13%	50 20%	51 18%	22 13%	19 12%	12 13%	20 15%	34 17%	19 22%	12 24%	7 18%	10 13%	11 12%	10 11%	12 11%	6 12%	16 18%
Strongly disagree (0)	54 5%	25 5%	28 5%	5 4%	11 6%	7 4%	10 6%	10 7%	10 5%	18 7%	13 5%	5 3%	11 6%	3 4%	7 5%	8 4%	7 8%	4 8%	3 8%	5 7%	7 7%	6 7%	3 3%	- -	3 3%
AGREE	679 67%	318 65%	360 69%	102 71%	116 70%	123 64%	101 62%	99 68%	128 69%	152 59%	188 65%	130 73%	118 71%	67 74%	92 72%	134 67%	51 57%	23 45%	22 56%	48 64%	59 65%	66 76%	86 78%	40 78%	58 67%
DISAGREE	211 21%	107 22%	105 20%	31 22%	33 20%	39 20%	39 24%	30 21%	34 18%	68 27%	64 22%	27 15%	30 18%	16 17%	27 21%	42 21%	26 29%	17 32%	10 26%	15 20%	18 20%	16 18%	15 14%	6 12%	19 22%
Mean Score	70.35	69.12	71.49	74.18	70.21	67.78	66.51	70.31	73.66	65.23	69.34	74.29	72.42	75.38	72.95	69.47	62.33	59.86	63.50	68.90	69.09	73.63	78.00	79.99	69.91
Standard Deviation	31.53	31.55	31.50	32.21	31.32	29.36	31.96	32.26	31.93	33.08	31.46	28.58	31.38	30.16	31.87	30.39	33.33	34.96	33.62	32.53	32.21	31.31	28.49	26.03	30.80
Standard Error	0.994	1.457	1.358	3.237	2.500	1.940	2.488	2.489	2.428	2.076	1.722	2.186	3.048	2.776	2.806	2.078	3.514	5.212	5.012	4.099	3.454	3.147	2.767	4.065	3.283
Error Variance	0.987	2.122	1.845	10.476	6.248	3.763	6.191	6.194	5.894	4.308	2.964	4.778	9.288	7.707	7.873	4.317	12.345	27.166	25.118	16.799	11.927	9.903	7.658	16.520	10.781
Don't Know	3 *	2 *	2 *	2 1%	-	-	-	1 *	1 1%	-	3 1%	-	-	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	-	2 2%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 9

**Q3_1 How much do you agree with this statement?
I can't bear untidiness in the home**

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Strongly agree (100)	405 40%	51 15%	258 58%	97 45%	7 14%	3 7%	18 21%	23 14%	25 42%	104 57%	32 43%	98 74%	20 51%	42 65%	20 34%	14 28%
Slightly agree (75)	273 27%	93 27%	126 28%	54 25%	16 35%	4 8%	30 33%	43 26%	21 36%	53 29%	26 35%	27 21%	9 22%	14 23%	18 30%	13 25%
Neither agree nor disagree (50)	117 12%	63 18%	25 6%	29 13%	9 19%	11 23%	18 20%	25 15%	6 10%	7 4%	9 12%	3 2%	6 15%	6 10%	7 11%	10 20%
Slightly disagree (25)	158 16%	107 31%	28 6%	23 11%	12 26%	17 34%	19 22%	58 36%	6 10%	13 7%	6 8%	3 2%	4 10%	1 2%	10 16%	8 16%
Strongly disagree (0)	54 5%	35 10%	7 2%	11 5%	3 6%	14 28%	4 4%	15 9%	1 2%	5 3%	1 2%	-	1 2%	-	5 9%	5 10%
AGREE	679 67%	144 41%	384 86%	151 70%	23 49%	7 15%	48 54%	66 40%	45 78%	157 85%	57 78%	125 95%	29 73%	56 88%	38 64%	27 53%
DISAGREE	211 21%	142 41%	35 8%	34 16%	15 32%	30 63%	23 26%	73 45%	7 12%	18 10%	7 9%	3 2%	5 12%	1 2%	15 25%	13 26%
Mean Score	70.35	51.33	83.78	73.52	56.24	32.73	61.11	50.11	76.54	82.75	77.62	91.83	77.51	87.75	66.10	61.32
Standard Deviation	31.53	31.24	23.87	30.62	29.42	29.38	29.08	31.07	26.60	25.50	25.31	16.15	28.18	19.21	33.34	33.53
Standard Error	0.994	1.653	1.150	2.069	4.385	4.114	3.082	2.369	3.463	1.950	3.115	1.390	4.297	2.420	4.304	4.606
Error Variance	0.987	2.734	1.322	4.280	19.229	16.925	9.499	5.611	11.992	3.802	9.704	1.931	18.465	5.858	18.526	21.212
Don't Know	3 *	-	2 1%	1 *	-	-	-	-	-	2 1%	-	1 1%	-	-	-	1 2%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 9

**Q3_1 How much do you agree with this statement?
I can't bear untidiness in the home**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access		
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No	
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Strongly agree (100)	405 40%	31 58%	81 56%	100 36%	29 41%	42 40%	17 45%	7 46%	33 25%	27 34%	28 37%	92 44%	129 39%	79 41%	61 37%	39 41%	339 42%	67 34%	191 33%	214 50%
Slightly agree (75)	273 27%	10 18%	27 19%	88 31%	18 25%	27 25%	13 34%	4 27%	41 32%	19 24%	19 26%	46 22%	86 26%	51 26%	56 34%	28 29%	213 26%	61 30%	172 30%	102 24%
Neither agree nor disagree (50)	117 12%	3 6%	15 10%	35 13%	6 9%	13 12%	2 6%	1 7%	20 15%	14 17%	8 10%	20 10%	52 16%	15 8%	18 11%	11 12%	97 12%	20 10%	73 13%	44 10%
Slightly disagree (25)	158 16%	9 16%	10 7%	41 15%	11 16%	21 20%	3 9%	3 20%	26 20%	12 15%	19 25%	38 18%	41 12%	33 17%	28 17%	16 17%	119 15%	38 19%	108 19%	49 11%
Strongly disagree (0)	54 5%	1 2%	10 7%	14 5%	6 9%	4 4%	* 1%	- -	9 7%	7 9%	1 1%	12 6%	23 7%	15 8%	2 1%	1 2%	41 5%	12 6%	34 6%	20 5%
AGREE	679 67%	40 76%	108 75%	188 67%	46 66%	69 65%	29 79%	11 73%	74 57%	47 59%	47 63%	138 66%	216 65%	130 67%	117 71%	67 70%	551 68%	127 64%	362 63%	316 73%
DISAGREE	211 21%	10 18%	20 14%	56 20%	17 25%	25 23%	4 10%	3 20%	35 27%	19 24%	20 27%	50 24%	64 19%	48 25%	31 18%	18 19%	160 20%	51 26%	142 25%	69 16%
Mean Score	70.35	78.45	77.69	69.54	68.53	69.40	79.86	75.01	62.07	65.15	68.11	70.29	69.47	68.83	71.85	72.63	71.29	66.52	66.35	75.70
Standard Deviation	31.53	30.32	31.62	30.63	34.45	31.56	24.91	29.76	31.61	33.31	31.10	33.05	31.80	33.77	28.15	29.09	31.29	32.28	31.79	30.41
Standard Error	0.994	4.331	2.565	1.868	3.876	3.009	4.041	7.441	2.671	3.613	4.442	2.198	1.712	2.517	2.205	3.174	1.096	2.330	1.311	1.487
Error Variance	0.987	18.759	6.579	3.488	15.022	9.057	16.330	55.368	7.135	13.053	19.734	4.832	2.932	6.335	4.863	10.072	1.202	5.428	1.718	2.212
Don't Know	3 *	-	1 *	-	-	-	2 5%	-	1 1%	-	-	2 1%	2 1%	-	-	-	3 *	-	2 *	2 *

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 9

**Q3_1 How much do you agree with this statement?
I can't bear untidiness in the home**

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Strongly agree (100)	405 40%	84 36%	37 43%	86 40%	42 45%	71 41%	86 41%
Slightly agree (75)	273 27%	66 28%	19 22%	68 32%	22 23%	45 26%	53 25%
Neither agree nor disagree (50)	117 12%	29 13%	7 8%	25 12%	7 7%	20 11%	29 14%
Slightly disagree (25)	158 16%	42 18%	16 18%	25 12%	18 19%	29 17%	28 13%
Strongly disagree (0)	54 5%	11 5%	6 7%	9 4%	4 4%	9 5%	14 6%
AGREE	679 67%	149 64%	56 66%	153 72%	65 68%	116 67%	139 66%
DISAGREE	211 21%	53 23%	22 25%	34 16%	23 24%	38 22%	41 20%
Mean Score	70.35	68.18	69.42	72.97	71.24	70.08	70.28
Standard Deviation	31.53	31.45	34.02	29.41	32.67	31.92	32.00
Standard Error	0.994	2.047	3.626	1.974	3.463	2.485	2.224
Error Variance	0.987	4.192	13.148	3.895	11.994	6.174	4.947
Don't Know	3 *	-	1 1%	-	1 1%	-	2 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 9

**Q3_1 How much do you agree with this statement?
I can't bear untidiness in the home**

Base: All respondents aged 16+

	ACORN 17																		
	TOTAL	Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Strugglin g Families	Burdened Singles	High Rise Hardship	Inner City Adversity	Unclass -ified
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Strongly agree (100)	405 40%	28 32%	17 28%	39 46%	7 27%	12 43%	17 58%	4 29%	58 41%	21 46%	2 27%	6 56%	14 40%	23 46%	46 41%	12 40%	4 30%	8 46%	86 41%
Slightly agree (75)	273 27%	32 37%	19 32%	14 17%	7 25%	6 19%	7 23%	7 45%	44 31%	13 28%	4 46%	4 35%	6 17%	13 25%	29 26%	4 12%	9 64%	4 21%	53 25%
Neither agree nor disagree (50)	117 12%	7 9%	9 15%	13 15%	1 5%	6 19%	- -	1 5%	17 12%	6 12%	2 26%	- -	3 8%	4 8%	15 13%	5 17%	- -	- -	29 14%
Slightly disagree (25)	158 16%	17 19%	11 18%	14 16%	6 21%	5 16%	6 19%	3 18%	17 12%	5 11%	- -	- -	8 24%	10 20%	17 15%	7 24%	- -	5 25%	28 13%
Strongly disagree (0)	54 5%	2 3%	5 7%	4 5%	5 18%	1 3%	- -	1 4%	7 5%	2 4%	- -	1 9%	3 9%	- -	5 4%	2 7%	1 6%	1 8%	14 6%
AGREE	679 67%	60 70%	36 59%	53 63%	14 52%	18 62%	24 81%	11 74%	102 71%	34 73%	7 74%	9 91%	20 57%	35 71%	75 67%	16 52%	13 94%	12 67%	139 66%
DISAGREE	211 21%	19 22%	16 26%	18 22%	11 39%	5 19%	6 19%	3 22%	24 17%	7 14%	- -	1 9%	12 33%	10 20%	22 19%	9 31%	1 6%	6 33%	41 20%
Mean Score	70.35	69.28	63.33	70.60	55.58	70.96	80.05	69.23	72.46	75.31	75.19	82.02	63.73	74.21	71.24	63.62	77.60	67.98	70.28
Standard Deviation	31.53	29.42	32.02	33.01	38.83	30.87	28.91	29.97	30.11	29.28	19.38	30.06	36.96	29.38	30.92	35.42	24.12	37.32	32.00
Standard Error	0.994	3.119	3.972	3.645	7.766	5.458	5.193	7.738	2.442	4.365	6.129	11.363	6.248	4.285	3.018	6.693	6.447	8.797	2.224
Error Variance	0.987	9.726	15.778	13.287	60.308	29.788	26.968	59.876	5.964	19.049	37.567	129.127	39.034	18.365	9.107	44.795	41.561	77.383	4.947
Don't Know	3 *	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	2 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 10

Q3_2 How much do you agree with this statement?
There are too many foreigners in my country

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot-land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Strongly agree (100)	238 24%	120 25%	118 23%	36 25%	28 17%	36 19%	36 22%	44 30%	58 31%	46 18%	52 18%	54 30%	49 30%	25 27%	28 22%	43 22%	18 20%	15 29%	10 25%	20 27%	20 22%	27 31%	32 29%	14 27%	11 13%
Slightly agree (75)	147 15%	76 16%	71 14%	14 9%	17 10%	30 16%	30 18%	23 16%	29 16%	31 12%	45 16%	29 17%	21 13%	18 19%	16 12%	32 16%	12 13%	10 19%	4 11%	9 12%	17 18%	16 18%	16 14%	5 10%	12 14%
Neither agree nor disagree (50)	193 19%	94 19%	100 19%	25 18%	38 23%	45 23%	27 17%	23 16%	33 18%	43 17%	76 26%	32 18%	25 15%	15 16%	21 16%	44 22%	14 16%	9 18%	10 25%	13 18%	25 27%	10 11%	23 21%	6 12%	18 20%
Slightly disagree (25)	174 17%	82 17%	91 17%	29 20%	32 19%	30 16%	23 14%	22 15%	37 20%	49 19%	52 18%	26 15%	27 16%	15 17%	22 17%	34 17%	17 19%	8 15%	10 24%	11 15%	15 16%	10 12%	12 11%	8 16%	27 32%
Strongly disagree (0)	238 24%	103 21%	135 26%	37 26%	48 29%	51 26%	44 28%	30 21%	22 12%	83 33%	60 21%	31 17%	41 25%	17 18%	41 32%	42 21%	28 31%	8 16%	6 14%	19 25%	14 16%	20 24%	25 22%	18 35%	17 20%
AGREE	385 38%	196 40%	189 36%	50 34%	44 27%	67 35%	65 40%	67 46%	87 47%	77 30%	97 34%	83 47%	71 43%	42 46%	44 34%	76 38%	30 33%	24 47%	14 36%	29 39%	36 40%	43 49%	47 43%	19 36%	23 26%
DISAGREE	411 41%	185 38%	226 43%	66 46%	80 48%	80 42%	68 42%	52 36%	59 32%	132 51%	111 39%	57 32%	68 41%	32 35%	63 49%	76 38%	45 50%	16 31%	15 38%	30 40%	29 32%	31 35%	36 33%	26 51%	44 51%
Mean Score	49.34	51.43	47.42	46.85	41.47	46.29	48.25	54.91	59.00	40.75	48.05	57.30	51.82	55.08	43.83	50.06	42.94	57.49	52.22	50.41	53.58	55.64	54.17	44.38	41.81
Standard Deviation	37.48	37.19	37.68	38.52	35.91	36.33	38.26	38.52	35.59	37.44	34.56	37.25	39.61	37.21	38.88	36.25	38.26	36.67	35.00	39.26	34.09	40.11	38.31	41.22	32.64
Standard Error	1.191	1.734	1.637	3.891	2.885	2.406	2.996	3.008	2.754	2.373	1.894	2.900	3.866	3.470	3.423	2.513	4.055	5.592	5.218	4.985	3.655	4.094	3.775	6.438	3.500
Error Variance	1.419	3.006	2.679	15.140	8.322	5.788	8.979	9.047	7.585	5.630	3.587	8.407	14.94	12.04	11.718	6.318	16.444	31.272	27.225	24.854	13.360	16.762	14.252	41.449	12.248
Don't Know	20 2%	11 2%	9 2%	3 2%	4 2%	* *	2 1%	3 2%	8 4%	5 2%	4 1%	6 3%	2 1%	2 3%	1 1%	5 3%	1 1%	2 3%	- -	2 2%	1 1%	3 4%	3 3%	- -	2 2%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 10

Q3_2 How much do you agree with this statement?
There are too many foreigners in my country

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Strongly agree (100)	238 24%	17 5%	114 26%	107 50%	7 14%	1 1%	6 7%	3 2%	13 23%	15 8%	29 40%	57 43%	18 47%	44 69%	13 22%	32 62%
Slightly agree (75)	147 15%	31 9%	72 16%	44 21%	8 18%	3 7%	14 16%	4 3%	10 18%	17 9%	13 18%	31 24%	10 26%	11 17%	19 31%	5 9%
Neither agree nor disagree (50)	193 19%	63 18%	97 22%	33 15%	14 29%	10 21%	26 29%	13 8%	13 22%	44 24%	21 28%	20 15%	7 17%	5 7%	13 22%	9 17%
Slightly disagree (25)	174 17%	75 21%	80 18%	19 9%	7 16%	10 21%	23 25%	35 21%	11 19%	51 28%	6 8%	13 10%	2 5%	4 6%	9 14%	4 8%
Strongly disagree (0)	238 24%	158 45%	73 16%	7 3%	9 20%	23 48%	16 18%	109 66%	10 17%	55 30%	3 4%	5 4%	2 5%	-	4 6%	2 3%
AGREE	385 38%	47 14%	186 42%	152 71%	15 32%	4 8%	21 23%	7 4%	23 40%	32 17%	42 58%	89 67%	29 73%	55 86%	32 53%	37 71%
DISAGREE	411 41%	233 67%	153 34%	26 12%	17 36%	34 69%	39 44%	143 87%	21 36%	106 58%	8 11%	18 14%	4 10%	4 6%	12 20%	6 12%
Mean Score	49.34	26.20	54.29	76.72	47.73	22.69	41.80	13.02	52.67	34.25	71.17	74.25	76.40	87.51	62.51	79.45
Standard Deviation	37.48	29.99	35.68	28.91	33.42	26.42	29.75	21.98	35.42	30.80	29.04	29.55	28.50	21.96	29.88	29.90
Standard Error	1.191	1.601	1.733	1.972	5.039	3.736	3.208	1.681	4.692	2.363	3.602	2.572	4.346	2.789	3.992	4.068
Error Variance	1.419	2.562	3.002	3.887	25.387	13.959	10.290	2.824	22.013	5.582	12.974	6.614	18.885	7.779	15.940	16.552
Don't Know	20 2%	6 2%	10 2%	4 2%	1 3%	1 2%	4 4%	* *	1 2%	2 1%	2 2%	5 4%	- -	1 1%	3 5%	- -

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 10

**Q3_2 How much do you agree with this statement?
There are too many foreigners in my country**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access		
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No	
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Strongly agree (100)	238 24%	20 38%	64 44%	62 22%	18 26%	21 20%	7 20%	2 11%	16 12%	8 10%	11 15%	52 25%	74 22%	56 29%	35 21%	15 15%	180 22%	58 29%	108 19%	130 30%
Slightly agree (75)	147 15%	9 17%	18 13%	58 21%	12 17%	7 7%	6 17%	2 13%	15 12%	7 9%	8 11%	34 16%	54 16%	22 11%	20 12%	16 16%	120 15%	27 14%	71 12%	76 18%
Neither agree nor disagree (50)	193 19%	7 12%	19 13%	60 22%	11 16%	22 21%	10 28%	5 37%	27 21%	18 23%	12 16%	33 16%	68 20%	34 18%	37 22%	20 21%	153 19%	40 20%	122 21%	71 17%
Slightly disagree (25)	174 17%	9 18%	24 17%	49 18%	13 18%	22 21%	9 24%	2 12%	16 13%	14 17%	14 19%	43 21%	50 15%	36 19%	27 16%	17 18%	143 18%	31 15%	96 17%	78 18%
Strongly disagree (0)	238 24%	4 8%	17 12%	44 16%	14 20%	32 30%	4 12%	4 27%	53 41%	30 38%	28 38%	37 18%	83 25%	44 23%	43 26%	28 30%	197 24%	41 21%	175 30%	62 14%
AGREE	385 38%	29 55%	82 57%	119 43%	30 43%	29 27%	13 36%	3 23%	31 24%	15 19%	19 25%	87 41%	128 38%	78 40%	55 33%	30 31%	300 37%	85 43%	179 31%	206 48%
DISAGREE	411 41%	14 26%	41 29%	93 33%	27 38%	55 51%	13 36%	6 39%	70 53%	44 56%	42 57%	80 38%	133 40%	80 41%	70 42%	46 48%	340 42%	72 36%	271 47%	140 33%
Mean Score	49.34	65.68	65.49	54.00	52.76	41.31	52.08	41.94	35.22	33.48	36.25	52.74	48.83	51.18	46.55	42.28	48.21	53.92	43.05	58.02
Standard Deviation	37.48	35.36	37.09	34.69	37.90	37.28	32.72	33.31	36.01	33.82	36.77	36.93	37.33	38.66	37.19	35.83	37.33	37.82	37.08	36.30
Standard Error	1.191	5.272	3.038	2.131	4.319	3.571	5.239	8.329	3.054	3.713	5.308	2.507	2.022	2.898	2.931	3.910	1.320	2.744	1.537	1.799
Error Variance	1.419	27.791	9.230	4.542	18.657	12.753	27.448	69.365	9.327	13.783	28.170	6.284	4.087	8.398	8.592	15.286	1.742	7.528	2.363	3.237
Don't Know	20 2%	4 7%	2 1%	6 2%	2 3%	1 1%	-	-	2 2%	2 2%	1 2%	10 5%	5 1%	2 1%	4 2%	-	19 2%	1 1%	7 1%	13 3%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 10

**Q3_2 How much do you agree with this statement?
There are too many foreigners in my country**

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Strongly agree (100)	238 24%	48 21%	18 21%	42 20%	27 28%	45 26%	59 28%
Slightly agree (75)	147 15%	25 11%	15 18%	36 17%	11 11%	29 17%	31 15%
Neither agree nor disagree (50)	193 19%	49 21%	11 13%	51 24%	17 18%	36 21%	29 14%
Slightly disagree (25)	174 17%	38 16%	18 21%	35 16%	14 15%	25 14%	44 21%
Strongly disagree (0)	238 24%	68 29%	21 24%	46 22%	26 28%	36 20%	41 19%
AGREE	385 38%	73 31%	34 39%	77 36%	37 39%	74 43%	90 43%
DISAGREE	411 41%	106 46%	39 45%	81 38%	40 43%	61 35%	85 40%
Mean Score	49.34	44.16	47.61	49.02	49.23	53.34	52.89
Standard Deviation	37.48	37.62	37.83	35.55	39.85	36.99	38.09
Standard Error	1.191	2.470	4.055	2.408	4.224	2.897	2.687
Error Variance	1.419	6.102	16.447	5.798	17.841	8.393	7.219
Don't Know	20 2%	4 2%	3 3%	3 1%	1 1%	2 1%	7 4%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 10

**Q3_2 How much do you agree with this statement?
There are too many foreigners in my country**

Base: All respondents aged 16+

	TOTAL	ACORN 17																	
		Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Strugglin g Families	Burdened Singles	High Rise Hardship	Inner City Adversity	Unclass -ified
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Strongly agree (100)	238 24%	16 19%	12 19%	20 24%	7 28%	3 10%	8 26%	1 7%	27 19%	13 28%	1 9%	2 22%	7 19%	18 36%	24 22%	7 25%	8 54%	5 30%	59 28%
Slightly agree (75)	147 15%	12 14%	5 8%	8 10%	5 19%	4 13%	6 21%	1 5%	25 17%	9 19%	1 15%	2 24%	3 9%	5 10%	22 20%	7 23%	-	-	31 15%
Neither agree nor disagree (50)	193 19%	25 29%	9 15%	16 19%	1 3%	6 20%	4 14%	7 47%	31 22%	10 22%	3 31%	3 28%	7 20%	7 14%	30 27%	2 6%	2 12%	3 18%	29 14%
Slightly disagree (25)	174 17%	11 13%	10 17%	16 19%	5 17%	8 29%	5 17%	2 15%	27 19%	4 9%	1 10%	-	6 18%	8 16%	14 13%	7 22%	2 12%	2 13%	44 21%
Strongly disagree (0)	238 24%	20 23%	24 38%	24 29%	8 29%	7 22%	7 22%	4 25%	29 20%	10 22%	3 34%	3 27%	11 32%	12 25%	18 16%	7 24%	3 22%	7 39%	41 19%
AGREE	385 38%	28 32%	17 27%	28 33%	13 47%	7 24%	14 47%	2 12%	52 36%	22 47%	2 24%	5 45%	10 28%	23 46%	47 42%	15 48%	8 54%	5 30%	90 43%
DISAGREE	411 41%	31 36%	34 55%	40 48%	12 45%	15 51%	12 39%	6 40%	57 40%	15 31%	4 45%	3 27%	18 50%	20 41%	33 29%	14 46%	5 34%	9 52%	85 40%
Mean Score	49.34	47.91	37.83	44.92	50.03	39.56	52.97	38.46	48.74	55.31	38.47	53.26	41.14	54.03	54.67	50.63	63.12	42.28	52.89
Standard Deviation	37.48	35.58	38.86	38.59	42.14	32.66	38.36	29.25	35.32	37.76	35.28	38.72	37.98	41.20	34.26	39.45	44.02	42.92	38.09
Standard Error	1.191	3.836	4.857	4.261	8.428	5.867	6.890	7.553	2.903	5.630	11.158	14.633	6.419	6.010	3.375	7.456	11.765	10.116	2.687
Error Variance	1.419	14.716	23.592	18.160	71.023	34.416	47.467	57.047	8.430	31.693	124.492	214.130	41.209	36.122	11.394	55.593	138.418	102.330	7.219
Don't Know	20 2%	3 3%	2 3%	-	1 5%	1 5%	-	-	3 2%	-	-	-	1 2%	-	2 2%	-	-	-	7 4%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 11

**Q3_3 How much do you agree with this statement?
Criminals should be punished with maximum prison sentences to make them learn their lesson**

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Strongly agree (100)	594 59%	282 58%	312 60%	78 54%	89 53%	110 57%	87 54%	91 63%	133 71%	120 47%	154 53%	115 65%	127 77%	64 70%	63 49%	113 56%	45 50%	32 63%	24 62%	47 64%	52 57%	57 65%	72 65%	37 71%	52 60%
Slightly agree (75)	184 18%	87 18%	97 18%	33 23%	34 20%	37 19%	29 18%	25 17%	25 13%	54 21%	61 21%	31 17%	21 13%	11 12%	24 18%	37 18%	15 17%	14 27%	8 21%	15 21%	21 23%	16 19%	17 16%	3 6%	13 15%
Neither agree nor disagree (50)	77 8%	34 7%	43 8%	8 5%	12 7%	18 9%	17 10%	11 8%	10 6%	29 12%	26 9%	8 5%	4 2%	5 5%	11 8%	18 9%	10 12%	4 8%	1 1%	1 1%	11 12%	4 5%	8 7%	3 5%	7 8%
Slightly disagree (25)	74 7%	39 8%	35 7%	10 7%	15 9%	12 6%	18 11%	10 7%	8 5%	23 9%	27 9%	12 7%	4 2%	7 8%	12 10%	15 7%	7 8%	1 2%	3 6%	8 11%	5 5%	4 4%	8 8%	2 4%	10 12%
Strongly disagree (0)	63 6%	38 8%	26 5%	14 9%	14 8%	11 6%	10 6%	7 5%	7 4%	25 10%	15 5%	9 5%	7 4%	4 4%	18 14%	12 6%	8 9%	- -	4 9%	3 4%	2 3%	6 6%	2 2%	6 11%	3 3%
AGREE	779 77%	369 76%	409 78%	111 77%	122 73%	147 76%	117 72%	117 81%	157 84%	174 68%	215 75%	146 82%	148 89%	75 82%	87 67%	150 75%	60 68%	46 90%	33 83%	62 84%	73 80%	73 84%	89 81%	40 77%	65 75%
DISAGREE	137 14%	77 16%	61 12%	24 17%	29 17%	24 12%	27 17%	16 11%	16 8%	48 19%	42 15%	21 12%	11 6%	10 11%	30 23%	27 13%	15 17%	1 2%	6 16%	11 14%	7 8%	9 10%	10 9%	8 15%	13 15%
Mean Score	79.52	77.98	80.97	76.61	75.94	79.45	75.93	82.20	86.43	71.87	77.49	82.95	89.66	84.64	69.91	78.71	73.70	87.55	79.80	82.63	81.77	83.38	84.80	81.84	79.68
Standard Deviation	30.78	32.40	29.15	33.15	33.09	30.13	32.00	28.65	26.38	34.06	30.56	29.02	24.10	28.34	37.02	30.93	34.09	18.67	32.94	28.82	26.03	29.03	25.88	34.61	30.06
Standard Error	0.976	1.502	1.266	3.331	2.667	2.009	2.499	2.210	2.018	2.158	1.677	2.232	2.363	2.609	3.260	2.139	3.634	2.782	4.910	3.630	2.775	2.932	2.550	5.542	3.204
Error Variance	0.952	2.257	1.604	11.097	7.111	4.034	6.246	4.886	4.071	4.658	2.813	4.983	5.584	6.805	10.625	4.576	13.209	7.742	24.110	13.180	7.702	8.599	6.504	30.712	10.266
Don't Know	17 2%	6 1%	11 2%	1 1%	4 2%	4 2%	1 1%	1 *	4 2%	5 2%	5 2%	2 1%	3 2%	1 1%	1 1%	6 3%	3 4%	- -	- -	- -	- -	1 1%	3 3%	2 4%	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 11

Q3_3 How much do you agree with this statement?
Criminals should be punished with maximum prison sentences to make them learn their lesson

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Strongly agree (100)	594 59%	107 31%	312 70%	176 82%	25 53%	9 19%	48 54%	25 15%	37 63%	104 57%	50 68%	121 92%	30 76%	64 100%	42 70%	40 78%
Slightly agree (75)	184 18%	74 21%	81 18%	29 13%	12 25%	8 17%	21 24%	33 20%	15 27%	46 25%	15 20%	5 4%	7 18%	-	16 26%	6 11%
Neither agree nor disagree (50)	77 8%	44 12%	27 6%	6 3%	3 7%	12 24%	5 5%	24 14%	4 7%	14 8%	6 9%	3 2%	-	-	3 4%	4 7%
Slightly disagree (25)	74 7%	57 16%	15 3%	2 1%	2 4%	12 25%	7 8%	36 22%	1 1%	14 8%	-	-	1 4%	-	-	1 2%
Strongly disagree (0)	63 6%	55 16%	6 1%	2 1%	3 7%	7 15%	5 6%	39 24%	-	4 2%	-	2 2%	1 2%	-	-	1 3%
AGREE	779 77%	181 52%	393 88%	204 95%	37 78%	17 36%	69 77%	58 35%	52 90%	150 82%	65 89%	126 96%	37 94%	64 100%	58 96%	46 89%
DISAGREE	137 14%	112 32%	21 5%	4 2%	5 11%	19 40%	12 14%	75 46%	1 1%	18 10%	-	2 2%	2 6%	-	-	2 4%
Mean Score	79.52	59.04	88.34	93.48	79.39	50.09	79.10	44.94	88.75	81.74	90.32	96.26	90.79	100.00	91.41	89.90
Standard Deviation	30.78	36.98	21.64	16.43	30.14	33.71	30.13	35.75	17.25	26.25	16.28	15.08	20.80	0.00	14.04	22.48
Standard Error	0.976	1.985	1.046	1.108	4.596	4.720	3.231	2.774	2.265	2.007	2.035	1.298	3.173	0.000	1.812	3.059
Error Variance	0.952	3.941	1.094	1.227	21.122	22.279	10.437	7.697	5.129	4.028	4.142	1.684	10.066	0.000	3.284	9.357
Don't Know	17 2%	13 4%	5 1%	-	2 4%	-	3 4%	7 4%	1 2%	1 1%	2 3%	1 *	-	-	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 11

**Q3_3 How much do you agree with this statement?
Criminals should be punished with maximum prison sentences to make them learn their lesson**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access	
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No
(Unweighted) Total 1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total 1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Strongly agree (100) 594 59%	40 76%	116 80%	178 64%	38 55%	66 62%	20 56%	6 40%	44 34%	32 40%	41 55%	129 62%	189 57%	128 66%	95 57%	48 50%	481 59%	113 57%	296 51%	298 69%
Slightly agree (75) 184 18%	6 12%	14 10%	51 18%	10 14%	24 22%	9 24%	5 32%	30 23%	17 21%	13 18%	40 19%	58 17%	26 13%	37 22%	20 21%	151 19%	34 17%	114 20%	71 16%
Neither agree nor disagree (50) 77 8%	2 4%	7 5%	23 8%	10 15%	8 7%	3 9%	2 13%	15 11%	3 4%	1 1%	17 8%	26 8%	10 5%	10 6%	11 12%	59 7%	17 9%	57 10%	19 4%
Slightly disagree (25) 74 7%	1 2%	5 3%	9 3%	8 12%	4 4%	1 3%	1 10%	23 18%	14 18%	7 9%	10 5%	31 9%	14 7%	13 8%	6 6%	59 7%	15 8%	52 9%	22 5%
Strongly disagree (0) 63 6%	2 4%	3 2%	10 3%	3 4%	3 3%	2 5%	1 5%	15 11%	12 16%	12 17%	9 4%	23 7%	15 8%	9 5%	7 8%	46 6%	18 9%	50 9%	13 3%
AGREE 779 77%	46 87%	130 90%	229 82%	48 69%	90 85%	29 80%	11 72%	74 57%	49 61%	54 73%	169 81%	247 74%	154 80%	132 79%	68 71%	632 78%	147 74%	410 71%	369 86%
DISAGREE 137 14%	3 6%	8 5%	18 7%	11 16%	7 7%	3 8%	2 15%	38 29%	27 34%	19 26%	19 9%	54 16%	28 15%	22 13%	14 14%	105 13%	33 16%	102 18%	35 8%
Mean Score 79.52	89.07	90.82	85.03	76.22	84.61	81.38	73.22	62.85	63.02	71.30	82.82	77.34	81.13	80.00	75.62	80.24	76.63	74.33	86.60
Standard Deviation 30.78	24.76	21.86	25.42	31.05	25.14	27.71	30.22	35.61	38.66	39.20	27.58	32.37	31.99	29.68	31.93	30.10	33.33	33.34	25.22
Standard Error 0.976	3.574	1.767	1.568	3.515	2.408	4.496	7.555	3.031	4.218	5.601	1.839	1.755	2.391	2.339	3.548	1.061	2.418	1.383	1.241
Error Variance 0.952	12.775	3.123	2.458	12.357	5.797	20.212	57.074	9.187	17.791	31.367	3.381	3.081	5.717	5.472	12.587	1.126	5.846	1.914	1.540
Don't Know 17 2%	1 2%	-	8 3%	1 1%	1 1%	1 3%	-	3 3%	1 1%	-	4 2%	6 2%	1 *	3 2%	4 4%	16 2%	2 1%	10 2%	7 2%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 11

**Q3_3 How much do you agree with this statement?
Criminals should be punished with maximum prison sentences to make them learn their lesson**

Base: All respondents aged 16+

TOTAL	ACORN 5						
	A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	Unclass- ified	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Strongly agree (100)	594 59%	117 51%	44 51%	124 58%	59 62%	118 68%	132 63%
Slightly agree (75)	184 18%	54 23%	13 15%	35 17%	18 19%	32 19%	32 15%
Neither agree nor disagree (50)	77 8%	19 8%	10 11%	22 10%	6 6%	5 3%	16 8%
Slightly disagree (25)	74 7%	20 9%	13 15%	17 8%	6 6%	8 5%	10 5%
Strongly disagree (0)	63 6%	17 7%	5 6%	13 6%	5 5%	9 5%	13 6%
AGREE	779 77%	171 74%	57 66%	159 75%	77 81%	150 87%	164 78%
DISAGREE	137 14%	37 16%	18 21%	31 14%	10 11%	17 10%	24 11%
Mean Score	79.52	75.74	72.76	78.33	82.30	85.23	81.71
Standard Deviation	30.78	32.02	33.80	31.30	28.78	27.48	30.24
Standard Error	0.976	2.098	3.603	2.110	3.068	2.146	2.128
Error Variance	0.952	4.401	12.982	4.454	9.411	4.604	4.527
Don't Know	17 2%	4 2%	1 1%	2 1%	2 2%	1 1%	7 3%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 11

**Q3_3 How much do you agree with this statement?
Criminals should be punished with maximum prison sentences to make them learn their lesson**

Base: All respondents aged 16+

	ACORN 17																		
	WEALTHY EXECUTIVES	AFFLUENT GREYS	FLOURISHING FAMILIES	PROSPEROUS PROFESSIONALS	EDUCATED URBANITES	ASPIRING SINGLES	STARTING OUT	SECURE FAMILIES	SETTLED SUBURBIA	PRUDENT PENSIONERS	ASIAN COMMUNITIES	POST INDUSTRIAL FAMILIES	BLUE COLLAR ROOTS	STRUGGLING FAMILIES	BURDENED SINGLES	HIGH RISE HARDSHIP	INNER CITY ADVERSITY	UNCLASSIFIED	
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Strongly agree (100)	594 59%	43 49%	27 43%	48 57%	14 50%	13 46%	17 57%	5 34%	86 60%	30 65%	2 26%	7 63%	24 68%	28 57%	81 73%	20 65%	10 74%	7 40%	132 63%
Slightly agree (75)	184 18%	23 27%	18 29%	13 16%	3 9%	6 20%	5 16%	3 20%	25 18%	6 13%	2 18%	3 27%	4 13%	11 22%	14 13%	10 33%	1 8%	7 37%	32 15%
Neither agree nor disagree (50)	77 8%	6 7%	5 8%	7 9%	3 10%	5 17%	2 7%	3 20%	14 10%	4 8%	1 9%	-	1 2%	5 10%	4 4%	-	1 8%	-	16 8%
Slightly disagree (25)	74 7%	10 11%	4 7%	6 7%	6 22%	2 8%	4 15%	4 26%	8 6%	3 6%	2 26%	-	4 12%	2 3%	4 3%	1 3%	1 9%	2 11%	10 5%
Strongly disagree (0)	63 6%	4 4%	5 7%	9 11%	1 5%	2 8%	2 6%	-	8 6%	3 7%	2 20%	1 10%	1 2%	3 6%	7 6%	-	-	2 12%	13 6%
AGREE	779 77%	66 76%	44 72%	61 73%	16 59%	19 66%	22 73%	8 54%	111 78%	36 78%	4 45%	9 90%	28 80%	39 79%	95 86%	30 97%	12 82%	14 77%	164 78%
DISAGREE	137 14%	13 15%	9 15%	15 18%	7 27%	5 17%	6 21%	4 26%	17 12%	6 12%	4 46%	1 10%	5 14%	4 9%	11 9%	1 3%	1 9%	4 23%	24 11%
Mean Score	79.52	76.78	74.56	75.50	70.48	71.84	75.63	65.70	80.41	81.48	51.08	83.55	83.89	80.91	86.19	89.71	86.88	70.66	81.71
Standard Deviation	30.78	29.91	31.39	34.77	35.56	33.06	33.91	30.97	29.93	31.14	40.25	30.99	29.02	28.69	28.30	16.35	25.61	35.23	30.24
Standard Error	0.976	3.188	3.955	3.840	7.113	5.844	6.091	7.996	2.436	4.695	12.730	11.715	4.906	4.230	2.775	3.091	6.844	8.304	2.128
Error Variance	0.952	10.164	15.645	14.747	50.589	34.153	37.097	63.936	5.934	22.043	162.045	137.235	24.067	17.890	7.703	9.552	46.838	68.958	4.527
Don't Know	17 2%	1 1%	3 5%	-	1 4%	-	-	-	1 1%	1 2%	-	-	1 3%	1 2%	1 1%	-	-	-	7 3%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 12

**Q3_4 How much do you agree with this statement?
I have little to expect from the future**

Base: All respondents aged 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
(Unweighted) Total	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	171 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
(Weighted) Total	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	177 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Strongly agree (100)	102 10%	57 12%	45 9%	10 7%	16 10%	17 9%	13 8%	15 10%	31 16%	22 8%	22 8%	16 9%	23 14%	14 15%	12 9%	20 10%	7 8%	5 11%	1 3%	7 9%	13 14%	10 12%	19 17%	4 8%	4 5%
Slightly agree (75)	136 13%	79 16%	57 11%	19 13%	18 11%	17 9%	21 13%	19 13%	40 21%	22 8%	33 11%	25 14%	24 15%	25 27%	15 11%	28 14%	14 16%	10 19%	6 15%	13 18%	12 13%	11 13%	12 11%	4 8%	11 12%
Neither agree nor disagree (50)	125 12%	55 11%	70 13%	11 8%	26 16%	21 11%	16 10%	25 17%	25 13%	24 9%	36 12%	28 16%	17 10%	14 15%	13 10%	19 9%	5 6%	7 14%	9 24%	10 13%	11 12%	9 11%	20 18%	7 14%	14 16%
Slightly disagree (25)	146 14%	67 14%	79 15%	18 12%	19 11%	28 15%	27 17%	25 17%	29 15%	38 15%	42 15%	30 17%	23 14%	11 12%	17 13%	34 17%	11 12%	6 12%	10 15%	10 14%	9 10%	16 18%	11 10%	14 27%	12 14%
Strongly disagree (0)	487 48%	223 46%	264 50%	86 60%	86 52%	109 57%	84 52%	59 41%	55 30%	148 58%	153 53%	73 41%	77 47%	24 26%	72 56%	98 49%	51 57%	22 43%	15 38%	33 45%	46 51%	38 44%	43 39%	23 44%	46 53%
AGREE	238 24%	136 28%	102 19%	29 20%	34 21%	34 18%	34 21%	34 23%	70 38%	43 17%	55 19%	41 23%	47 28%	39 42%	27 21%	48 24%	22 24%	15 30%	7 18%	20 28%	24 27%	21 25%	31 28%	8 16%	15 17%
DISAGREE	633 63%	289 60%	344 66%	104 72%	105 63%	137 71%	111 69%	84 58%	84 45%	187 73%	196 68%	104 59%	100 61%	35 39%	89 69%	132 66%	62 70%	28 55%	21 53%	43 59%	55 60%	54 62%	54 49%	37 71%	58 67%
Mean Score	30.44	33.44	27.65	23.82	28.76	24.47	26.93	33.32	44.70	23.45	26.18	32.77	33.49	48.10	26.40	29.68	26.42	35.47	31.02	33.35	32.20	32.16	38.59	27.09	25.24
Standard Deviation	35.70	37.07	34.17	33.90	35.33	33.80	34.20	34.90	37.67	33.50	33.66	34.68	37.99	36.72	35.18	35.60	35.75	37.00	30.76	36.03	38.32	36.38	38.68	31.59	31.81
Standard Error	1.131	1.719	1.483	3.390	2.829	2.233	2.671	2.709	2.924	2.110	1.842	2.684	3.707	3.439	3.085	2.445	3.768	5.578	4.746	4.539	4.108	3.694	3.829	4.934	3.391
Error Variance	1.280	2.956	2.199	11.493	8.001	4.988	7.132	7.337	8.549	4.453	3.393	7.201	13.75	11.83	9.520	5.977	14.201	31.117	22.523	20.605	16.874	13.644	14.665	24.344	11.502
Don't Know	14 1%	5 1%	8 2%	-	1 *	-	1 1%	3 2%	8 4%	2 1%	2 1%	4 2%	2 1%	3 4%	-	2 1%	-	1 2%	2 5%	-	1 1%	2 3%	5 5%	-	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 12

**Q3_4 How much do you agree with this statement?
I have little to expect from the future**

Base: All respondents aged 16+

	MASLOWIAN GROUP			VALUES MODE												
	TOTAL	Inner Directed	Outer Directed	Sustenance Driven	Transitional	Concerned Ethical	Flexible Individualist	Transcender	Tomorrow People	Now People	Happy Followers	Golden Dreamers	Certainty First	Brave New World	Smooth Sailing	Roots
(Unweighted) Total	1010 100%	357 100%	433 100%	220 100%	45 100%	51 100%	89 100%	172 100%	59 100%	172 100%	66 100%	136 100%	43 100%	63 100%	60 100%	54 100%
(Weighted) Total	1010 100%	349 100%	446 100%	215 100%	47 100%	49 100%	89 100%	164 100%	58 100%	184 100%	73 100%	132 100%	39 100%	64 100%	60 100%	52 100%
Strongly agree (100)	102 10%	7 2%	21 5%	74 34%	2 5%	2 3%	3 3%	- -	1 3%	- -	5 6%	15 11%	8 19%	30 47%	8 14%	28 55%
Slightly agree (75)	136 13%	26 7%	48 11%	63 29%	10 20%	11 22%	3 3%	3 2%	6 10%	3 2%	17 23%	22 17%	10 26%	20 32%	20 33%	12 23%
Neither agree nor disagree (50)	125 12%	38 11%	42 9%	45 21%	7 15%	14 30%	11 12%	6 3%	4 8%	5 3%	18 25%	15 11%	9 23%	10 15%	18 30%	8 15%
Slightly disagree (25)	146 14%	44 13%	80 18%	21 10%	12 26%	6 13%	17 19%	9 5%	9 16%	31 17%	14 19%	27 20%	5 13%	4 6%	10 16%	3 5%
Strongly disagree (0)	487 48%	230 66%	251 56%	6 3%	14 30%	15 32%	53 60%	147 90%	37 64%	144 79%	18 25%	52 39%	4 10%	- -	2 3%	- -
AGREE	238 24%	33 9%	69 15%	137 64%	12 25%	12 25%	6 6%	3 2%	7 12%	3 2%	22 29%	37 28%	18 46%	50 79%	28 47%	40 78%
DISAGREE	633 63%	274 79%	332 74%	27 13%	26 56%	22 45%	70 79%	156 95%	46 80%	175 95%	32 44%	78 59%	9 23%	4 6%	12 20%	3 5%
Mean Score	30.44	16.39	22.18	71.29	35.59	38.08	17.02	4.30	17.47	6.82	41.57	35.13	58.77	79.80	59.86	82.45
Standard Deviation	35.70	26.77	30.78	27.53	32.14	31.25	26.04	14.04	28.05	14.94	31.71	36.15	31.91	22.84	25.98	22.99
Standard Error	1.131	1.423	1.486	1.886	4.901	4.376	2.776	1.071	3.652	1.142	3.933	3.123	5.045	2.877	3.441	3.159
Error Variance	1.280	2.024	2.209	3.558	24.023	19.148	7.707	1.147	13.335	1.305	15.467	9.755	25.453	8.278	11.841	9.977
Don't Know	14 1%	4 1%	3 1%	6 3%	2 4%	- -	2 2%	- -	- -	1 *	1 1%	2 2%	3 8%	- -	3 4%	1 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 12

**Q3_4 How much do you agree with this statement?
I have little to expect from the future**

Base: All respondents aged 16+

TOTAL	Terminal Educational Age										Size of household					Main Shopper		Internet Access		
	14 or under	15	16	17	18	19	20	21 - 23	24 or more	Still studying	1	2	3	4	5+	Yes	No	Yes	No	
(Unweighted) Total	1010 100%	49 100%	153 100%	269 100%	79 100%	110 100%	39 100%	16 100%	141 100%	85 100%	49 100%	228 100%	346 100%	180 100%	163 100%	84 100%	818 100%	192 100%	589 100%	420 100%
(Weighted) Total	1010 100%	53 100%	144 100%	279 100%	70 100%	106 100%	37 100%	15 100%	131 100%	80 100%	74 100%	209 100%	333 100%	193 100%	166 100%	96 100%	811 100%	199 100%	579 100%	430 100%
Strongly agree (100)	102 10%	12 22%	21 15%	33 12%	9 12%	6 6%	1 2%	- -	5 3%	4 5%	8 10%	26 12%	36 11%	17 9%	17 10%	6 6%	78 10%	24 12%	39 7%	62 14%
Slightly agree (75)	136 13%	14 26%	19 13%	45 16%	2 3%	14 13%	7 19%	2 16%	6 4%	7 9%	14 18%	35 17%	40 12%	25 13%	16 9%	14 15%	104 13%	32 16%	58 10%	78 18%
Neither agree nor disagree (50)	125 12%	3 5%	23 16%	36 13%	11 16%	16 15%	6 16%	3 17%	8 6%	10 13%	3 5%	27 13%	48 14%	24 12%	15 9%	9 9%	98 12%	28 14%	65 11%	60 14%
Slightly disagree (25)	146 14%	9 18%	20 14%	49 17%	13 18%	16 15%	2 7%	2 16%	20 15%	9 12%	5 7%	31 15%	46 14%	26 14%	29 17%	12 13%	128 16%	18 9%	74 13%	72 17%
Strongly disagree (0)	487 48%	11 20%	58 40%	111 40%	33 48%	55 51%	20 54%	7 51%	92 71%	48 61%	44 59%	83 40%	159 48%	99 51%	89 53%	54 56%	390 48%	97 49%	340 59%	147 34%
AGREE	238 24%	26 48%	41 28%	78 28%	11 16%	20 19%	8 21%	2 16%	10 8%	12 15%	21 29%	61 29%	76 23%	43 22%	33 20%	20 21%	182 22%	56 28%	98 17%	140 33%
DISAGREE	633 63%	20 38%	77 54%	160 57%	46 66%	71 67%	22 61%	10 67%	112 86%	58 72%	49 67%	114 55%	206 62%	126 65%	118 71%	66 69%	518 64%	115 58%	414 72%	219 51%
Mean Score	30.44	53.45	37.20	35.43	28.28	26.74	26.68	24.45	13.62	21.80	28.22	36.27	30.75	28.56	26.43	25.49	29.70	33.41	23.28	40.23
Standard Deviation	35.70	38.32	37.63	36.39	34.89	32.83	32.94	29.67	25.67	31.66	38.06	37.06	35.76	35.06	35.01	34.08	35.21	37.56	32.79	37.17
Standard Error	1.131	5.777	3.073	2.235	3.951	3.130	5.343	7.418	2.162	3.434	5.437	2.493	1.933	2.621	2.750	3.741	1.242	2.711	1.353	1.840
Error Variance	1.280	33.370	9.441	4.996	15.610	9.799	28.549	55.020	4.672	11.794	29.563	6.214	3.738	6.867	7.565	13.995	1.542	7.349	1.831	3.386
Don't Know	14 1%	4 8%	3 2%	4 2%	1 2%	- -	1 2%	- -	- -	- -	- -	7 3%	4 1%	1 1%	1 *	1 1%	14 2%	- -	2 *	12 3%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 12

**Q3_4 How much do you agree with this statement?
I have little to expect from the future**

Base: All respondents aged 16+

	TOTAL	ACORN 5					Unclass-ified
		A Wealthy Achievers	B Urban Prosperity	C Comfortably Off	D Moderate Means	E Hard Pressed	
(Unweighted) Total	1010 100%	236 100%	89 100%	222 100%	90 100%	165 100%	208 100%
(Weighted) Total	1010 100%	232 100%	86 100%	213 100%	95 100%	173 100%	211 100%
Strongly agree (100)	102 10%	13 6%	4 5%	28 13%	11 12%	20 12%	25 12%
Slightly agree (75)	136 13%	24 10%	7 8%	20 9%	18 19%	32 18%	35 16%
Neither agree nor disagree (50)	125 12%	28 12%	8 9%	33 15%	10 10%	24 14%	23 11%
Slightly disagree (25)	146 14%	33 14%	13 15%	33 15%	12 13%	25 14%	30 14%
Strongly disagree (0)	487 48%	130 56%	53 62%	97 45%	44 46%	67 39%	96 46%
AGREE	238 24%	37 16%	11 13%	48 22%	29 31%	53 30%	60 28%
DISAGREE	633 63%	163 70%	67 78%	130 61%	56 59%	92 53%	126 60%
Mean Score	30.44	23.44	19.63	32.08	34.44	37.27	33.61
Standard Deviation	35.70	32.01	30.24	36.36	37.74	36.84	37.19
Standard Error	1.131	2.097	3.205	2.452	3.978	2.922	2.598
Error Variance	1.280	4.398	10.274	6.011	15.828	8.536	6.749
Don't Know	14 1%	3 1%	- -	3 1%	- -	6 3%	2 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 12

**Q3_4 How much do you agree with this statement?
I have little to expect from the future**

Base: All respondents aged 16+

	TOTAL	ACORN 17																	
		Wealthy Executives	Affluent Greys	Flourishing Families	Prosperous Professionals	Educated Urbanites	Aspirin g Singles	Startin g Out	Secure Familie s	Settled Suburbi a	Prudent Pensione rs	Asian Communit ies	Post Industri al Families	Blue Collar Roots	Strugglin g Families	Burdened Singles	High Rise Hardship	Inner City Adversity	Unclass -ified
(Unweighted) Total	1010 100%	89 100%	65 100%	82 100%	26 100%	32 100%	31 100%	15 100%	152 100%	45 100%	10 100%	7 100%	36 100%	47 100%	105 100%	28 100%	14 100%	18 100%	208 100%
(Weighted) Total	1010 100%	86 100%	62 100%	84 100%	27 100%	29 100%	30 100%	15 100%	143 100%	46 100%	9 100%	10 100%	35 100%	49 100%	111 100%	30 100%	14 100%	18 100%	211 100%
Strongly agree (100)	102 10%	8 9%	2 4%	3 4%	3 11%	- -	1 4%	- -	17 12%	9 20%	2 19%	- -	3 9%	8 17%	14 12%	1 5%	2 15%	3 18%	25 12%
Slightly agree (75)	136 13%	15 17%	5 7%	5 5%	2 7%	2 8%	3 10%	4 25%	12 9%	4 8%	- -	2 24%	2 6%	13 26%	22 20%	7 23%	1 9%	2 12%	35 16%
Neither agree nor disagree (50)	125 12%	8 9%	8 14%	11 14%	3 9%	2 5%	4 13%	3 17%	23 16%	7 15%	1 6%	1 12%	3 9%	5 11%	15 14%	4 13%	3 18%	2 10%	23 11%
Slightly disagree (25)	146 14%	12 14%	10 17%	10 12%	1 4%	6 21%	6 20%	2 14%	19 14%	8 17%	4 39%	1 8%	4 11%	7 15%	16 14%	7 23%	- -	2 10%	30 14%
Strongly disagree (0)	487 48%	42 48%	36 59%	53 63%	19 68%	19 65%	16 54%	6 43%	70 49%	17 36%	3 36%	6 56%	23 64%	16 31%	40 36%	9 31%	8 58%	9 50%	96 46%
AGREE	238 24%	23 26%	7 11%	8 10%	5 18%	2 8%	4 14%	4 25%	29 20%	13 29%	2 19%	2 24%	5 15%	21 43%	35 32%	8 27%	3 24%	5 30%	60 28%
DISAGREE	633 63%	54 62%	47 75%	63 75%	20 72%	25 87%	22 74%	9 57%	90 63%	24 52%	7 75%	7 64%	27 76%	23 46%	56 51%	16 54%	8 58%	11 60%	126 60%
Mean Score	30.44	30.72	20.18	18.43	22.22	14.16	22.61	31.10	29.77	39.85	31.60	26.08	21.09	45.69	38.89	35.98	30.84	34.70	33.61
Standard Deviation	35.70	36.03	28.79	28.77	36.52	23.41	30.13	32.24	35.72	39.44	37.69	33.59	33.65	38.38	36.97	33.06	40.32	41.18	37.19
Standard Error	1.131	3.863	3.571	3.196	7.161	4.138	5.412	8.324	2.907	5.945	11.920	12.697	5.608	5.599	3.679	6.484	10.777	9.707	2.598
Error Variance	1.280	14.922	12.749	10.216	51.285	17.127	29.293	69.281	8.451	35.346	142.077	161.204	31.450	31.346	13.536	42.039	116.148	94.219	6.749
Don't Know	14 1%	2 2%	- -	1 2%	- -	- -	- -	- -	1 1%	2 4%	- -	- -	- -	- -	4 3%	2 6%	- -	- -	2 1%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 43

ANALYSIS OF SAMPLE (Weighted)

Base:All adults 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland	
TOTAL	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	209 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%	
SEX																										
Male	486 48%	486 100%	-	73 51%	81 49%	95 49%	80 50%	71 49%	83 44%	133 52%	130 45%	113 54%	77 47%	33 36%	63 49%	109 54%	33 37%	26 50%	17 44%	41 56%	37 41%	45 52%	47 42%	21 40%	47 54%	
Female	524 52%	-	524 100%	71 49%	85 51%	97 51%	81 50%	73 51%	104 56%	123 48%	158 55%	96 46%	88 53%	58 64%	66 51%	92 46%	56 63%	26 50%	22 56%	32 44%	54 59%	42 48%	64 58%	31 60%	40 46%	
AGE																										
16-24	144 14%	73 15%	71 14%	144 100%	-	-	-	-	-	31 12%	38 13%	46 22%	25 15%	4 5%	29 23%	32 16%	5 6%	5 9%	3 9%	11 14%	14 15%	12 14%	13 12%	8 15%	12 14%	
25-34	166 16%	81 17%	85 16%	-	166 100%	-	-	-	-	35 14%	56 19%	40 19%	25 15%	10 11%	33 25%	23 12%	16 17%	3 6%	7 17%	20 27%	15 17%	12 14%	18 17%	8 16%	12 13%	
35-44	192 19%	95 20%	97 19%	-	-	192 100%	-	-	-	49 19%	63 22%	39 19%	36 22%	4 4%	25 19%	42 21%	21 24%	6 12%	4 10%	12 16%	17 19%	18 21%	17 16%	11 22%	18 20%	
45-54	162 16%	80 17%	81 16%	-	-	-	162 100%	-	-	47 18%	49 17%	32 15%	27 16%	8 9%	18 14%	43 22%	19 21%	7 13%	7 19%	9 12%	14 16%	14 16%	10 9%	9 17%	13 14%	
55-64	145 14%	71 15%	73 14%	-	-	-	-	145 100%	-	40 16%	38 13%	23 11%	28 17%	17 18%	12 9%	29 14%	7 7%	17 32%	7 18%	9 12%	15 17%	12 14%	16 14%	4 8%	19 21%	
65+	187 18%	83 17%	104 20%	-	-	-	-	-	187 100%	53 21%	39 14%	26 13%	23 14%	46 50%	11 9%	29 15%	19 22%	14 28%	11 28%	14 19%	15 16%	17 20%	31 28%	11 22%	13 15%	
SOCIAL GRADE																										
AB	256 25%	133 27%	123 24%	31 21%	35 21%	49 26%	47 29%	40 27%	53 28%	256 100%	-	-	-	-	33 26%	55 27%	24 27%	13 24%	12 30%	13 18%	21 23%	21 24%	29 26%	14 28%	22 25%	
C1	288 29%	130 27%	158 30%	38 27%	56 34%	63 33%	49 30%	38 26%	39 21%	-	288 100%	-	-	-	41 32%	64 32%	25 28%	15 30%	9 24%	30 40%	26 29%	16 19%	33 30%	12 23%	17 19%	
C2	209 21%	113 23%	96 18%	46 32%	40 24%	39 21%	32 20%	23 16%	26 14%	-	-	209 100%	-	-	28 22%	43 21%	18 20%	5 10%	8 20%	22 29%	19 20%	26 29%	21 19%	8 15%	12 14%	
D	166 16%	77 16%	88 17%	25 17%	25 15%	36 19%	27 17%	28 19%	23 12%	-	-	-	166 100%	-	18 14%	26 13%	13 14%	13 25%	8 21%	5 7%	19 21%	16 18%	15 13%	15 29%	18 21%	
E	91 9%	33 7%	58 11%	4 3%	10 6%	4 2%	8 5%	17 11%	46 24%	-	-	-	-	91 100%	8 6%	13 7%	9 10%	5 11%	2 6%	4 6%	7 8%	8 9%	13 12%	3 6%	18 20%	
STANDARD REGION																										
London	129 13%	63 13%	66 13%	29 21%	33 20%	25 13%	18 11%	12 8%	11 6%	33 13%	41 14%	28 14%	18 11%	8 9%	129 100%	-	-	-	-	-	-	-	-	-	-	-
South East	201 20%	109 22%	92 18%	32 22%	23 14%	42 22%	43 27%	29 20%	29 16%	55 21%	64 22%	43 21%	26 16%	13 14%	-	201 100%	-	-	-	-	-	-	-	-	-	-
South West	89 9%	33 7%	56 11%	5 3%	16 9%	21 11%	19 12%	7 5%	19 10%	24 9%	25 9%	18 9%	13 8%	10 10%	-	-	89 100%	-	-	-	-	-	-	-	-	-
Wales	52 5%	26 5%	26 5%	5 3%	3 2%	6 3%	7 4%	17 11%	14 8%	13 5%	15 5%	5 2%	13 8%	5 6%	-	-	-	52 100%	-	-	-	-	-	-	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 43

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+

	TOTAL	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME						
		London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	1010 100%	196 100%	104 100%	75 100%	33 100%	82 100%	157 100%	121 100%	103 100%	45 100%	65 100%	20 100%	10 100%	486 100%	335 100%	189 100%	269 100%	217 100%	244 100%	280 100%
SEX																				
Male	486 48%	91 46%	59 57%	37 49%	16 47%	30 36%	78 50%	54 45%	54 52%	18 40%	34 52%	12 59%	5 52%	486 100%	-	-	269 100%	217 100%	-	-
Female	524 52%	106 54%	45 43%	38 51%	18 53%	52 64%	79 50%	66 55%	49 48%	27 60%	31 48%	8 41%	5 48%	-	335 100%	189 100%	-	-	244 100%	280 100%
AGE																				
16-24	144 14%	40 20%	16 15%	5 7%	3 9%	6 7%	27 17%	13 11%	13 13%	3 6%	8 13%	4 19%	6 61%	73 15%	36 11%	35 18%	30 11%	43 20%	38 16%	33 12%
25-34	166 16%	42 21%	11 11%	11 15%	6 17%	12 15%	29 18%	18 15%	17 16%	9 19%	8 12%	4 21%	-	81 17%	32 10%	52 28%	65 24%	17 8%	52 21%	33 12%
35-44	192 19%	41 21%	22 21%	12 17%	2 7%	18 22%	28 18%	22 18%	20 19%	9 20%	13 20%	5 23%	*	95 20%	23 7%	74 39%	75 28%	20 9%	73 30%	24 9%
45-54	162 16%	32 16%	20 20%	18 24%	9 29%	13 16%	22 14%	10 8%	15 14%	8 19%	10 16%	1 7%	2 24%	80 17%	60 18%	22 11%	63 24%	17 8%	51 21%	30 11%
55-64	145 14%	23 12%	11 10%	12 16%	5 16%	15 19%	22 14%	18 15%	15 15%	4 9%	16 25%	2 10%	1 12%	71 15%	72 21%	1 1%	34 13%	37 17%	23 9%	50 18%
65+	187 18%	15 7%	23 22%	17 22%	8 23%	17 21%	28 18%	36 29%	20 20%	12 26%	9 13%	4 20%	-	83 17%	102 30%	2 1%	1 *	82 38%	2 1%	102 36%
SOCIAL GRADE																				
AB	256 25%	57 29%	18 18%	24 32%	8 23%	26 31%	35 22%	30 25%	21 21%	13 29%	18 28%	3 17%	4 37%	133 27%	83 25%	40 21%	80 30%	53 24%	67 28%	56 20%
C1	288 29%	60 31%	38 37%	25 34%	7 20%	24 29%	50 32%	33 27%	22 21%	12 27%	13 20%	3 16%	*	130 27%	89 27%	69 37%	76 28%	55 25%	85 35%	73 26%
C2	209 21%	37 19%	27 26%	12 16%	8 23%	12 15%	41 26%	24 20%	30 30%	6 14%	7 11%	4 22%	*	113 23%	53 16%	43 23%	66 24%	47 22%	49 20%	47 17%
D	166 16%	31 16%	11 10%	10 13%	6 17%	13 16%	21 13%	21 17%	21 20%	10 22%	12 18%	6 31%	5 55%	77 16%	61 18%	27 14%	47 18%	30 14%	42 17%	46 16%
E	91 9%	11 6%	10 10%	4 5%	5 16%	8 9%	11 7%	13 11%	9 9%	4 8%	15 23%	3 13%	-	33 7%	48 14%	10 5%	*	33 15%	*	58 21%
STANDARD REGION																				
London	129 13%	129 66%	-	-	-	-	-	-	-	-	-	-	-	63 13%	36 11%	30 16%	37 14%	26 12%	32 13%	35 12%
South East	201 20%	67 34%	96 93%	27 35%	-	-	11 7%	-	-	-	-	-	-	109 22%	62 18%	30 16%	65 24%	44 20%	50 20%	42 15%
South West	89 9%	-	7 7%	-	33 100%	38 46%	11 7%	-	-	-	-	-	-	33 7%	39 12%	17 9%	16 6%	17 8%	29 12%	26 9%
Wales	52 5%	-	-	-	-	44 54%	-	7 6%	-	-	-	-	-	26 5%	19 6%	7 4%	13 5%	13 6%	9 4%	17 6%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 43

ANALYSIS OF SAMPLE (Weighted)

Base:All adults 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot -land	
TOTAL	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	209 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
East Anglia	39 4%	17 4%	22 4%	3 2%	7 4%	4 2%	7 5%	7 5%	11 6%	12 5%	9 3%	8 4%	8 5%	2 2%	-	-	-	-	39 100%	-	-	-	-	-	-
East Mids	74 7%	41 9%	32 6%	11 7%	20 12%	12 6%	9 5%	9 6%	14 7%	13 5%	30 10%	22 10%	5 3%	4 5%	-	-	-	-	74 100%	-	-	-	-	-	-
West Mids	91 9%	37 8%	54 10%	14 10%	15 9%	17 9%	14 9%	15 11%	15 8%	21 8%	26 9%	19 9%	19 11%	7 8%	-	-	-	-	-	91 100%	-	-	-	-	-
Yorks/Humber	87 9%	45 9%	42 8%	12 8%	12 7%	18 9%	14 9%	12 8%	17 9%	21 8%	16 6%	26 12%	16 9%	8 9%	-	-	-	-	-	-	87 100%	-	-	-	-
North West	110 11%	47 10%	64 12%	13 9%	18 11%	17 9%	10 6%	16 11%	31 17%	29 11%	33 11%	21 10%	15 9%	13 14%	-	-	-	-	-	-	-	110 100%	-	-	-
North	52 5%	21 4%	31 6%	8 5%	8 5%	11 6%	9 5%	4 3%	11 6%	14 6%	12 4%	8 4%	15 9%	3 4%	-	-	-	-	-	-	-	-	52 100%	-	-
Scot -land	87 9%	47 10%	40 8%	12 8%	12 7%	18 9%	13 8%	19 13%	13 7%	22 9%	17 6%	12 6%	18 11%	18 19%	-	-	-	-	-	-	-	-	-	-	87 100%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 43

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+

TOTAL	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME						
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
1010 100%	196 100%	104 100%	75 100%	33 100%	82 100%	157 100%	121 100%	103 100%	45 100%	65 100%	20 100%	10 100%	486 100%	335 100%	189 100%	269 100%	217 100%	244 100%	280 100%
East Anglia	-	-	39 53%	-	-	-	-	-	-	-	-	-	17 4%	13 4%	10 5%	7 3%	10 5%	7 3%	15 5%
East Mids	-	-	9 12%	-	-	45 29%	-	20 19%	-	-	-	-	41 9%	17 5%	15 8%	26 10%	15 7%	12 5%	21 7%
West Mids	-	-	-	-	-	91 58%	-	-	-	-	-	-	37 8%	29 9%	25 13%	13 5%	24 11%	31 13%	23 8%
Yorks/Humber	-	-	-	-	-	-	-	83 81%	4 9%	-	-	-	45 9%	23 7%	19 10%	30 11%	16 7%	22 9%	20 7%
North West	-	-	-	-	-	-	110 91%	-	-	-	-	-	47 10%	50 15%	14 7%	25 9%	22 10%	28 11%	36 13%
North	-	-	-	-	-	-	3 2%	-	41 91%	-	-	8 82%	21 4%	19 6%	12 6%	13 5%	8 4%	12 5%	18 7%
Scot -land	-	-	-	-	-	-	-	-	-	65 100%	20 100%	2 18%	47 10%	29 9%	11 6%	25 9%	22 10%	13 5%	27 10%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 43

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION											
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land	
TOTAL	1010 100%	486 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	209 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%	
ITV (ISBA)																										
London	196 19%	91 19%	106 20%	40 28%	42 25%	41 22%	32 20%	23 16%	15 8%	57 22%	60 21%	37 18%	31 19%	11 12%	129 100%	67 34%	-	-	-	-	-	-	-	-	-	-
Southern	104 10%	59 12%	45 9%	16 11%	11 7%	22 11%	20 13%	11 7%	23 12%	18 7%	38 13%	27 13%	11 6%	10 11%	-	96 48%	7 8%	-	-	-	-	-	-	-	-	-
Anglia	75 7%	37 8%	38 7%	5 4%	11 7%	12 6%	18 11%	12 8%	17 9%	24 9%	25 9%	12 6%	10 6%	4 4%	-	27 13%	-	-	39 100%	9 12%	-	-	-	-	-	
South West	33 3%	16 3%	18 3%	3 2%	6 3%	2 1%	9 6%	5 4%	8 4%	8 3%	7 2%	8 4%	6 3%	5 6%	-	-	33 37%	-	-	-	-	-	-	-	-	
Wales and West	82 8%	30 6%	52 10%	6 4%	12 8%	18 9%	13 8%	15 11%	17 9%	26 10%	24 8%	12 6%	13 8%	8 8%	-	-	38 43%	44 85%	-	-	-	-	-	-	-	
Midlands	157 16%	78 16%	79 15%	27 19%	29 17%	28 15%	22 14%	22 15%	28 12%	35 13%	50 17%	41 20%	21 12%	11 12%	-	11 5%	11 12%	-	-	45 61%	91 100%	-	-	-	-	
Lancashire	121 12%	54 11%	66 13%	13 9%	18 11%	22 11%	10 6%	18 12%	36 19%	30 12%	33 11%	24 11%	21 13%	13 14%	-	-	-	7 15%	-	-	-	-	110 100%	3 5%	-	
Yorkshire	103 10%	54 11%	49 9%	13 9%	17 10%	20 10%	15 9%	15 11%	20 11%	21 8%	22 7%	30 15%	21 12%	9 10%	-	-	-	-	-	20 27%	-	83 95%	-	-	-	
North East	45 4%	18 4%	27 5%	3 2%	9 5%	9 5%	8 5%	4 3%	12 6%	13 5%	12 4%	6 3%	10 6%	4 4%	-	-	-	-	-	-	-	4 5%	-	41 79%	-	
Central Scotland	65 6%	34 7%	31 6%	8 6%	8 5%	13 7%	10 6%	16 11%	9 5%	18 7%	13 5%	7 3%	12 7%	15 17%	-	-	-	-	-	-	-	-	-	-	65 75%	
NE Scotland	20 2%	12 2%	8 2%	4 3%	4 2%	5 2%	1 1%	2 1%	4 2%	3 1%	3 1%	4 2%	6 4%	3 3%	-	-	-	-	-	-	-	-	-	-	20 23%	
Border	10 1%	5 1%	5 1%	6 4%	-	* *	2 1%	1 1%	-	4 1%	* *	* *	5 3%	-	-	-	-	-	-	-	-	-	-	8 15%	2 2%	
LIKELIHOOD OF BEING AT HOME																										
Men	486 48%	486 100%	-	73 51%	81 49%	95 49%	80 50%	71 49%	83 44%	133 52%	130 45%	113 54%	77 47%	33 36%	63 49%	109 54%	33 37%	26 50%	17 44%	41 56%	37 41%	45 52%	47 42%	21 40%	47 54%	
Women without children	335 33%	-	335 64%	36 25%	32 19%	23 12%	60 37%	72 50%	102 54%	83 33%	89 31%	53 25%	61 37%	48 53%	36 28%	62 31%	39 43%	19 36%	13 32%	17 24%	29 32%	23 27%	50 45%	19 37%	29 33%	
Women with children	189 19%	-	189 36%	35 24%	52 32%	74 39%	22 13%	1 1%	2 1%	40 16%	69 24%	43 21%	27 16%	10 11%	30 23%	30 15%	17 19%	7 14%	10 24%	15 20%	25 27%	19 21%	14 12%	12 23%	11 13%	
Men working Full Time	269 27%	269 55%	-	30 21%	65 39%	75 39%	63 39%	34 24%	1 1%	80 31%	76 26%	66 32%	47 28%	* *	37 28%	65 32%	16 18%	13 26%	7 17%	26 35%	13 14%	30 34%	25 23%	13 25%	25 29%	
Men not working Full Time	217 22%	217 45%	-	43 30%	17 10%	20 11%	17 10%	37 26%	82 44%	53 21%	55 19%	47 22%	30 18%	33 36%	26 20%	44 22%	17 19%	13 24%	10 26%	15 21%	24 27%	16 18%	22 20%	8 15%	22 25%	

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 43

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+

	TOTAL	ITV (ISBA)											LIKELIHOOD OF BEING AT HOME							
		London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	1010 100%	196 100%	104 100%	75 100%	33 100%	82 100%	157 100%	121 100%	103 100%	45 100%	65 100%	20 100%	10 100%	486 100%	335 100%	189 100%	269 100%	217 100%	244 100%	280 100%
ITV (ISBA)																				
London	196 19%	196 100%	-	-	-	-	-	-	-	-	-	-	-	91 19%	58 17%	48 25%	56 21%	35 16%	52 21%	54 19%
Southern	104 10%	-	104 100%	-	-	-	-	-	-	-	-	-	-	59 12%	33 10%	11 6%	30 11%	29 13%	26 11%	19 7%
Anglia	75 7%	-	-	75 100%	-	-	-	-	-	-	-	-	-	37 8%	22 7%	16 8%	21 8%	16 7%	16 6%	22 8%
South West	33 3%	-	-	-	33 100%	-	-	-	-	-	-	-	-	16 3%	14 4%	4 2%	4 1%	12 5%	7 3%	11 4%
Wales and West	82 8%	-	-	-	-	82 100%	-	-	-	-	-	-	-	30 6%	36 11%	16 9%	20 7%	10 5%	23 10%	29 10%
Midlands	157 16%	-	-	-	-	-	157 100%	-	-	-	-	-	-	78 16%	43 13%	36 19%	35 13%	43 20%	41 17%	38 14%
Lancashire	121 12%	-	-	-	-	-	-	121 100%	-	-	-	-	-	54 11%	53 16%	14 7%	28 11%	26 12%	30 12%	36 13%
Yorkshire	103 10%	-	-	-	-	-	-	-	103 100%	-	-	-	-	54 11%	30 9%	20 10%	35 13%	19 9%	24 10%	25 9%
North East	45 4%	-	-	-	-	-	-	-	-	45 100%	-	-	-	18 4%	16 5%	11 6%	14 5%	4 2%	12 5%	15 5%
Central Scotland	65 6%	-	-	-	-	-	-	-	-	-	65 100%	-	-	34 7%	23 7%	8 4%	19 7%	15 7%	7 3%	24 9%
NE Scotland	20 2%	-	-	-	-	-	-	-	-	-	-	20 100%	-	12 2%	5 1%	3 2%	5 2%	7 3%	5 2%	3 1%
Border	10 1%	-	-	-	-	-	-	-	-	-	-	-	10 100%	5 1%	2 1%	3 1%	2 1%	3 2%	1 *	4 1%
LIKELIHOOD OF BEING AT HOME																				
Men	486 48%	91 46%	59 57%	37 49%	16 47%	30 36%	78 50%	54 45%	54 52%	18 40%	34 52%	12 59%	5 52%	486 100%	-	-	269 100%	217 100%	-	-
Women without children	335 33%	58 29%	33 32%	22 29%	14 41%	36 44%	43 28%	53 44%	30 29%	16 35%	23 35%	5 25%	2 22%	-	335 100%	-	-	-	129 53%	205 73%
Women with children	189 19%	48 24%	11 11%	16 21%	4 12%	16 20%	36 23%	14 11%	20 19%	11 25%	8 12%	3 16%	3 26%	-	-	189 100%	-	-	115 47%	75 27%
Men working Full Time	269 27%	56 29%	30 29%	21 28%	4 12%	20 24%	35 22%	28 23%	35 34%	14 30%	19 29%	5 24%	2 17%	269 55%	-	-	269 100%	-	-	-
Men not working Full Time	217 22%	35 18%	29 28%	16 21%	12 35%	10 12%	43 27%	26 21%	19 18%	4 10%	15 23%	7 35%	3 36%	217 45%	-	-	-	217 100%	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 43

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
TOTAL	1010 100%	524 100%	144 100%	166 100%	192 100%	162 100%	145 100%	187 100%	256 100%	288 100%	209 100%	166 100%	91 100%	129 100%	201 100%	89 100%	52 100%	39 100%	74 100%	91 100%	87 100%	110 100%	52 100%	87 100%
Women working	244 24%	244 47%	38 26%	52 31%	73 38%	51 32%	23 16%	2 1%	67 26%	85 29%	49 24%	42 26%	*	32 25%	50 25%	29 33%	9 17%	7 18%	12 16%	31 34%	22 25%	28 25%	12 24%	13 15%
Women not working	280 28%	280 53%	33 23%	33 20%	24 13%	30 19%	50 35%	102 55%	56 22%	73 25%	47 22%	46 28%	58 63%	35 27%	42 21%	26 30%	17 33%	15 38%	21 28%	23 25%	20 23%	36 33%	18 36%	27 31%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 43

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+

TOTAL	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME						
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
1010 100%	196 100%	104 100%	75 100%	33 100%	82 100%	157 100%	121 100%	103 100%	45 100%	65 100%	20 100%	10 100%	486 100%	335 100%	189 100%	269 100%	217 100%	244 100%	280 100%
Women working	52 26%	26 25%	16 21%	7 21%	23 28%	41 26%	30 25%	24 24%	12 26%	7 11%	5 25%	1 7%	-	129 39%	115 61%	-	-	244 100%	-
Women not working	54 27%	19 18%	22 30%	11 32%	29 35%	38 24%	36 30%	25 24%	15 34%	24 37%	3 16%	4 41%	-	205 61%	75 39%	-	-	-	280 100%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 44

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
TOTAL	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	195 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
SEX																									
Male	470 47%	470 100%	-	48 48%	81 52%	103 45%	73 44%	87 51%	75 43%	136 54%	152 45%	97 50%	40 38%	45 38%	63 48%	113 53%	32 36%	21 47%	19 42%	34 54%	33 38%	49 49%	42 40%	15 37%	49 55%
Female	540 53%	-	540 100%	52 52%	76 48%	126 55%	92 56%	82 49%	99 57%	118 46%	184 55%	98 50%	66 62%	74 62%	67 52%	101 47%	58 64%	24 53%	26 58%	29 46%	55 63%	50 51%	64 60%	26 63%	40 45%
AGE																									
16-24	100 10%	48 10%	52 10%	100 100%	-	-	-	-	-	21 8%	33 10%	30 15%	12 11%	4 3%	20 15%	23 11%	5 6%	3 7%	2 4%	8 13%	9 10%	9 9%	9 8%	3 7%	9 10%
25-34	157 16%	81 17%	76 14%	-	157 100%	-	-	-	-	35 14%	62 18%	37 19%	14 13%	9 8%	32 25%	20 9%	11 12%	3 7%	8 18%	16 25%	16 18%	14 14%	19 18%	7 17%	11 12%
35-44	229 23%	103 22%	126 23%	-	-	229 100%	-	-	-	62 24%	88 26%	47 24%	27 25%	5 4%	32 25%	55 26%	22 24%	8 18%	6 13%	10 16%	20 23%	26 26%	21 20%	10 24%	19 21%
45-54	165 16%	73 16%	92 17%	-	-	-	165 100%	-	-	48 19%	59 18%	30 15%	18 17%	10 8%	19 15%	45 21%	22 24%	6 13%	8 18%	7 11%	14 16%	15 15%	10 9%	6 15%	13 15%
55-64	169 17%	87 19%	82 15%	-	-	-	-	169 100%	-	44 17%	52 15%	27 14%	21 20%	25 21%	14 11%	40 19%	9 10%	15 33%	10 22%	10 16%	15 17%	14 14%	17 16%	5 12%	20 22%
65+	174 17%	75 16%	99 18%	-	-	-	-	-	174 100%	42 17%	36 11%	21 11%	13 12%	62 52%	12 9%	28 13%	19 21%	10 22%	11 24%	11 17%	14 16%	18 18%	26 25%	10 24%	15 17%
SOCIAL GRADE																									
AB	254 25%	136 29%	118 22%	21 21%	35 22%	62 27%	48 29%	44 26%	42 24%	254 100%	-	-	-	-	34 26%	61 29%	22 24%	12 27%	13 29%	10 16%	20 23%	24 24%	25 24%	13 32%	20 22%
C1	336 33%	152 32%	184 34%	33 33%	62 39%	88 38%	59 36%	52 31%	36 21%	-	336 100%	-	-	-	47 36%	78 36%	29 32%	15 33%	12 27%	28 44%	31 35%	24 24%	37 35%	12 29%	23 26%
C2	195 19%	97 21%	98 18%	30 30%	37 24%	47 21%	30 18%	27 16%	21 12%	-	-	195 100%	-	-	27 21%	41 19%	18 20%	5 11%	9 20%	17 27%	15 17%	27 27%	19 18%	5 12%	12 13%
D	106 10%	40 9%	66 12%	12 12%	14 9%	27 12%	18 11%	21 12%	13 7%	-	-	-	106 100%	-	11 8%	16 7%	8 9%	6 13%	7 16%	4 6%	13 15%	12 12%	10 9%	7 17%	12 13%
E	119 12%	45 10%	74 14%	4 4%	9 6%	5 2%	10 6%	25 15%	62 36%	-	-	-	-	119 100%	11 8%	18 8%	13 14%	7 16%	4 9%	4 6%	9 10%	12 12%	15 14%	4 10%	22 25%
STANDARD REGION																									
London	130 13%	63 13%	67 12%	20 20%	32 20%	32 14%	19 12%	14 8%	12 7%	34 13%	47 14%	27 14%	11 10%	11 9%	130 100%	-	-	-	-	-	-	-	-	-	-
South East	214 21%	113 24%	101 19%	23 23%	20 13%	55 24%	45 27%	40 24%	28 16%	61 24%	78 23%	41 21%	16 15%	18 15%	-	214 100%	-	-	-	-	-	-	-	-	-
South West	90 9%	32 7%	58 11%	5 5%	11 7%	22 10%	22 13%	9 5%	19 11%	22 9%	29 9%	18 9%	8 8%	13 11%	-	-	90 100%	-	-	-	-	-	-	-	-
Wales	45 4%	21 4%	24 4%	3 3%	3 2%	8 3%	6 4%	15 9%	10 6%	12 5%	15 4%	5 3%	6 6%	7 6%	-	-	-	45 100%	-	-	-	-	-	-	-

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 44

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+

	TOTAL	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME						
		London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	1010 100%	202 100%	92 100%	84 100%	41 100%	72 100%	157 100%	110 100%	116 100%	43 100%	62 100%	21 100%	10 100%	470 100%	372 100%	168 100%	303 100%	167 100%	307 100%	233 100%
SEX																				
Male	470 47%	95 47%	47 51%	41 49%	17 41%	27 38%	74 47%	45 41%	58 50%	15 35%	34 55%	12 57%	5 50%	470 100%	-	-	303 100%	167 100%	-	-
Female	540 53%	107 53%	45 49%	43 51%	24 59%	45 63%	83 53%	65 59%	58 50%	28 65%	28 45%	9 43%	5 50%	-	372 100%	168 100%	-	-	307 100%	233 100%
AGE																				
16-24	100 10%	27 13%	10 11%	4 5%	3 7%	4 6%	20 13%	9 8%	10 9%	2 5%	5 8%	4 19%	2 20%	48 10%	33 9%	19 11%	26 9%	22 13%	35 11%	17 7%
25-34	157 16%	39 19%	8 9%	13 15%	4 10%	9 13%	26 17%	19 17%	20 17%	8 19%	7 11%	4 19%	-	81 17%	37 10%	39 23%	70 23%	11 7%	56 18%	20 9%
35-44	229 23%	54 27%	22 24%	16 19%	3 7%	19 26%	36 23%	23 21%	27 23%	10 23%	15 24%	3 14%	1 10%	103 22%	38 10%	88 52%	90 30%	13 8%	105 34%	21 9%
45-54	165 16%	33 16%	18 20%	18 21%	13 32%	11 15%	24 15%	10 9%	17 15%	7 16%	8 13%	2 10%	4 40%	73 16%	74 20%	18 11%	63 21%	10 6%	68 22%	24 10%
55-64	169 17%	30 15%	14 15%	16 19%	7 17%	15 21%	25 16%	18 16%	18 16%	5 12%	15 24%	3 14%	3 30%	87 19%	81 22%	1 1%	51 17%	36 22%	35 11%	47 20%
65+	174 17%	15 7%	19 21%	17 20%	11 27%	14 19%	25 16%	27 25%	20 17%	11 26%	10 16%	5 24%	-	75 16%	98 26%	1 1%	2 1%	73 44%	2 1%	97 42%
SOCIAL GRADE																				
AB	254 25%	61 30%	17 18%	26 31%	9 22%	22 31%	34 22%	26 24%	23 20%	14 33%	14 23%	4 19%	4 40%	136 29%	85 23%	33 20%	94 31%	42 25%	80 26%	38 16%
C1	336 33%	71 35%	37 40%	30 36%	10 24%	23 32%	59 38%	37 34%	33 28%	13 30%	16 26%	5 24%	2 20%	152 32%	118 32%	66 39%	108 36%	44 26%	126 41%	58 25%
C2	195 19%	36 18%	21 23%	14 17%	9 22%	11 15%	34 22%	20 18%	32 28%	6 14%	7 11%	4 19%	1 10%	97 21%	57 15%	41 24%	70 23%	27 16%	60 20%	38 16%
D	106 10%	19 9%	5 5%	8 10%	4 10%	7 10%	16 10%	12 11%	16 14%	5 12%	7 11%	4 19%	3 30%	40 9%	47 13%	19 11%	30 10%	10 6%	40 13%	26 11%
E	119 12%	15 7%	12 13%	6 7%	9 22%	9 13%	14 9%	15 14%	12 10%	5 12%	18 29%	4 19%	-	45 10%	65 17%	9 5%	1 *	44 26%	1 *	73 31%
STANDARD REGION																				
London	130 13%	130 64%	-	-	-	-	-	-	-	-	-	-	-	63 13%	43 12%	24 14%	43 14%	20 12%	39 13%	28 12%
South East	214 21%	72 36%	87 95%	34 40%	-	-	21 13%	-	-	-	-	-	-	113 24%	74 20%	27 16%	79 26%	34 20%	68 22%	33 14%
South West	90 9%	-	5 5%	-	41 100%	30 42%	14 9%	-	-	-	-	-	-	32 7%	42 11%	16 10%	17 6%	15 9%	34 11%	24 10%
Wales	45 4%	-	-	-	-	42 58%	-	3 3%	-	-	-	-	-	21 4%	19 5%	5 3%	14 5%	7 4%	10 3%	14 6%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 44

ANALYSIS OF SAMPLE (Unweighted)

Base:All adults 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot -land
TOTAL	1010 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	195 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
East Anglia	45 4%	26 5%	2 2%	8 5%	6 3%	8 5%	10 6%	11 6%	13 5%	12 4%	9 5%	7 7%	4 3%	-	-	-	-	45 100%	-	-	-	-	-	-
East Mids	63 6%	29 5%	8 8%	16 10%	10 4%	7 4%	10 6%	11 6%	10 4%	28 8%	17 9%	4 4%	4 3%	-	-	-	-	-	63 100%	-	-	-	-	-
West Mids	88 9%	55 10%	9 9%	16 10%	20 9%	14 8%	15 9%	14 8%	20 8%	31 9%	15 8%	13 12%	9 8%	-	-	-	-	-	-	88 100%	-	-	-	-
Yorks/Humber	99 10%	50 9%	9 9%	14 9%	26 11%	15 9%	14 8%	18 10%	24 9%	24 7%	27 14%	12 11%	12 10%	-	-	-	-	-	-	-	99 100%	-	-	-
North West	106 10%	64 12%	9 9%	19 12%	21 9%	10 6%	17 10%	26 15%	25 10%	37 11%	19 10%	10 9%	15 13%	-	-	-	-	-	-	-	-	106 100%	-	-
North	41 4%	26 5%	3 3%	7 4%	10 4%	6 4%	5 3%	10 6%	13 5%	12 4%	5 3%	7 7%	4 3%	-	-	-	-	-	-	-	-	-	41 100%	-
Scot -land	89 9%	40 7%	9 9%	11 7%	19 8%	13 8%	20 12%	15 9%	20 8%	23 7%	12 6%	12 11%	22 18%	-	-	-	-	-	-	-	-	-	-	89 100%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 44

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+

TOTAL	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME						
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
1010 100%	202 100%	92 100%	84 100%	41 100%	72 100%	157 100%	110 100%	116 100%	43 100%	62 100%	21 100%	10 100%	470 100%	372 100%	168 100%	303 100%	167 100%	307 100%	233 100%
East Anglia	-	-	45 54%	-	-	-	-	-	-	-	-	-	19 4%	16 4%	10 6%	10 3%	9 5%	11 4%	15 6%
East Mids	-	-	5 6%	-	-	34 22%	-	24 21%	-	-	-	-	34 7%	19 5%	10 6%	24 8%	10 6%	15 5%	14 6%
West Mids	-	-	-	-	-	88 56%	-	-	-	-	-	-	33 7%	33 9%	22 13%	17 6%	16 10%	36 12%	19 8%
Yorks/Humber	-	-	-	-	-	-	-	92 79%	7 16%	-	-	-	49 10%	28 8%	22 13%	34 11%	15 9%	30 10%	20 9%
North West	-	-	-	-	-	-	106 96%	-	-	-	-	-	42 9%	51 14%	13 8%	26 9%	16 10%	34 11%	30 13%
North	-	-	-	-	-	-	1 1%	-	36 84%	-	-	4 40%	15 3%	15 4%	11 7%	11 4%	4 2%	12 4%	14 6%
Scot -land	-	-	-	-	-	-	-	-	-	62 100%	21 100%	6 60%	49 10%	32 9%	8 5%	28 9%	21 13%	18 6%	22 9%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 44

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+

	TOTAL	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
TOTAL	1010 100%	470 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	195 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
ITV (ISBA)																									
London	202 20%	95 20%	107 20%	27 27%	39 25%	54 24%	33 20%	30 18%	15 9%	61 24%	71 21%	36 18%	19 18%	15 13%	130 100%	72 34%	-	-	-	-	-	-	-	-	-
Southern	92 9%	47 10%	45 8%	10 10%	8 5%	22 10%	18 11%	14 8%	19 11%	17 7%	37 11%	21 11%	5 5%	12 10%	-	87 41%	5 6%	-	-	-	-	-	-	-	-
Anglia	84 8%	41 9%	43 8%	4 4%	13 8%	16 7%	18 11%	16 9%	17 10%	26 10%	30 9%	14 7%	8 8%	6 5%	-	34 16%	-	-	45 100%	5 8%	-	-	-	-	
South West	41 4%	17 4%	24 4%	3 3%	4 3%	3 1%	13 8%	7 4%	11 6%	9 4%	10 3%	9 5%	4 4%	9 8%	-	-	41 46%	-	-	-	-	-	-	-	
Wales and West	72 7%	27 6%	45 8%	4 4%	9 6%	19 8%	11 7%	15 9%	14 8%	22 9%	23 7%	11 6%	7 7%	9 8%	-	-	30 33%	42 93%	-	-	-	-	-	-	
Midlands	157 16%	74 16%	83 15%	20 20%	26 17%	36 16%	24 15%	25 15%	25 14%	34 13%	59 18%	34 17%	16 15%	14 12%	-	21 10%	14 16%	-	-	34 54%	88 100%	-	-	-	
Lancashire	110 11%	45 10%	65 12%	9 9%	19 12%	23 10%	10 6%	18 11%	27 16%	26 10%	37 11%	20 10%	12 11%	15 13%	-	-	-	3 7%	-	-	-	-	106 100%	1 2%	
Yorkshire	116 11%	58 12%	58 11%	10 10%	20 13%	27 12%	17 10%	18 11%	20 11%	23 9%	33 10%	32 16%	16 15%	12 10%	-	-	-	-	-	24 38%	-	92 93%	-	-	
North East	43 4%	15 3%	28 5%	2 2%	8 5%	10 4%	7 4%	5 3%	11 6%	14 6%	13 4%	6 3%	5 5%	5 4%	-	-	-	-	-	-	-	7 7%	-	36 88%	
Central Scotland	62 6%	34 7%	28 5%	5 5%	7 4%	15 7%	8 5%	15 9%	10 6%	14 6%	16 5%	7 4%	7 7%	18 15%	-	-	-	-	-	-	-	-	-	-	62 70%
NE Scotland	21 2%	12 3%	9 2%	4 4%	4 3%	3 1%	2 1%	3 2%	5 3%	4 2%	5 1%	4 2%	4 4%	4 3%	-	-	-	-	-	-	-	-	-	-	21 24%
Border	10 1%	5 1%	5 1%	2 2%	-	1 *	4 2%	3 2%	-	4 2%	2 1%	1 1%	3 3%	-	-	-	-	-	-	-	-	-	-	4 10%	6 7%
LIKELIHOOD OF BEING AT HOME																									
Men	470 47%	470 100%	-	48 48%	81 52%	103 45%	73 44%	87 51%	75 43%	136 54%	152 45%	97 50%	40 38%	45 38%	63 48%	113 53%	32 36%	21 47%	19 42%	34 54%	33 38%	49 49%	42 40%	15 37%	49 55%
Women without children	372 37%	-	372 69%	33 33%	37 24%	38 17%	74 45%	81 48%	98 56%	85 33%	118 35%	57 29%	47 44%	65 55%	43 33%	74 35%	42 47%	19 42%	16 36%	19 30%	33 38%	28 28%	51 48%	15 37%	32 36%
Women with children	168 17%	-	168 31%	19 19%	39 25%	88 38%	18 11%	1 1%	1 2%	33 13%	66 20%	41 21%	19 18%	9 8%	24 18%	27 13%	16 18%	5 11%	10 22%	10 16%	22 25%	22 22%	13 12%	11 27%	8 9%
Men working Full Time	303 30%	303 64%	-	26 26%	70 45%	90 39%	63 38%	51 30%	2 1%	94 37%	108 32%	70 36%	30 28%	1 1%	43 33%	79 37%	17 19%	14 31%	10 22%	24 38%	17 19%	34 34%	26 25%	11 27%	28 31%
Men not working Full Time	167 17%	167 36%	-	22 22%	11 7%	13 6%	10 6%	36 21%	73 42%	42 17%	44 13%	27 14%	10 9%	44 37%	20 15%	34 16%	15 17%	7 16%	9 20%	10 16%	16 18%	15 15%	16 15%	4 10%	21 24%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 44

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+

	TOTAL	ITV (ISBA)											LIKELIHOOD OF BEING AT HOME								
		London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	1010 100%	202 100%	92 100%	84 100%	41 100%	72 100%	157 100%	110 100%	116 100%	43 100%	62 100%	21 100%	10 100%	470 100%	372 100%	168 100%	303 100%	167 100%	307 100%	233 100%	
ITV (ISBA)																					
London	202 20%	202 100%	-	-	-	-	-	-	-	-	-	-	-	95 20%	70 19%	37 22%	67 22%	28 17%	67 22%	40 17%	
Southern	92 9%	-	92 100%	-	-	-	-	-	-	-	-	-	-	47 10%	35 9%	10 6%	30 10%	17 10%	29 9%	16 7%	
Anglia	84 8%	-	-	84 100%	-	-	-	-	-	-	-	-	-	41 9%	27 7%	16 10%	27 9%	14 8%	22 7%	21 9%	
South West	41 4%	-	-	-	41 100%	-	-	-	-	-	-	-	-	17 4%	19 5%	5 3%	6 2%	11 7%	11 4%	13 6%	
Wales and West	72 7%	-	-	-	-	72 100%	-	-	-	-	-	-	-	27 6%	33 9%	12 7%	20 7%	7 4%	23 7%	22 9%	
Midlands	157 16%	-	-	-	-	-	157 100%	-	-	-	-	-	-	74 16%	52 14%	31 18%	44 15%	30 18%	53 17%	30 13%	
Lancashire	110 11%	-	-	-	-	-	-	110 100%	-	-	-	-	-	45 10%	52 14%	13 8%	28 9%	17 10%	35 11%	30 13%	
Yorkshire	116 11%	-	-	-	-	-	-	-	116 100%	-	-	-	-	58 12%	36 10%	22 13%	40 13%	18 11%	35 11%	23 10%	
North East	43 4%	-	-	-	-	-	-	-	-	43 100%	-	-	-	15 3%	15 4%	13 8%	12 4%	3 2%	14 5%	14 6%	
Central Scotland	62 6%	-	-	-	-	-	-	-	-	-	62 100%	-	-	34 7%	23 6%	5 3%	19 6%	15 9%	9 3%	19 8%	
NE Scotland	21 2%	-	-	-	-	-	-	-	-	-	-	21 100%	-	12 3%	6 2%	3 2%	6 2%	6 4%	6 2%	3 1%	
Border	10 1%	-	-	-	-	-	-	-	-	-	-	-	10 100%	5 1%	4 1%	1 1%	4 1%	1 1%	3 1%	2 1%	
LIKELIHOOD OF BEING AT HOME																					
Men	470 47%	95 47%	47 51%	41 49%	17 41%	27 38%	74 47%	45 41%	58 50%	15 35%	34 55%	12 57%	5 50%	470 100%	-	-	303 100%	167 100%	-	-	
Women without children	372 37%	70 35%	35 38%	27 32%	19 46%	33 46%	52 33%	52 47%	36 31%	15 35%	23 37%	6 29%	4 40%	-	372 100%	-	-	-	-	183 60%	189 81%
Women with children	168 17%	37 18%	10 11%	16 19%	5 12%	12 17%	31 20%	13 12%	22 19%	13 30%	5 8%	3 14%	1 10%	-	-	168 100%	-	-	124 40%	44 19%	
Men working Full Time	303 30%	67 33%	30 33%	27 32%	6 15%	20 28%	44 28%	28 25%	40 34%	12 28%	19 31%	6 29%	4 40%	303 64%	-	-	303 100%	-	-	-	
Men not working Full Time	167 17%	28 14%	17 18%	14 17%	11 27%	7 10%	30 19%	17 15%	18 16%	3 7%	15 24%	6 29%	1 10%	167 36%	-	-	-	167 100%	-	-	

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 44

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+

	SEX		AGE						SOCIAL GRADE					STANDARD REGION										
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/ Humber	North West	North	Scot -land
TOTAL	1010 100%	540 100%	100 100%	157 100%	229 100%	165 100%	169 100%	174 100%	254 100%	336 100%	195 100%	106 100%	119 100%	130 100%	214 100%	90 100%	45 100%	45 100%	63 100%	88 100%	99 100%	106 100%	41 100%	89 100%
Women working	307 30%	307 57%	35 35%	56 36%	105 46%	68 41%	35 21%	2 1%	80 31%	126 38%	60 31%	40 38%	1 1%	39 30%	68 32%	34 38%	10 22%	11 24%	15 24%	36 41%	30 30%	34 32%	12 29%	18 20%
Women not working	233 23%	233 43%	17 17%	20 13%	21 9%	24 15%	47 28%	97 56%	38 15%	58 17%	38 19%	26 25%	73 61%	28 22%	33 15%	24 27%	14 31%	15 33%	14 22%	19 22%	20 20%	30 28%	14 34%	22 25%

Access Telephone Omnibus Survey - Value Voters Issues Survey

Table 44

ANALYSIS OF SAMPLE (Unweighted)

Base:All adults 16+

TOTAL	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME						
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
1010 100%	202 100%	92 100%	84 100%	41 100%	72 100%	157 100%	110 100%	116 100%	43 100%	62 100%	21 100%	10 100%	470 100%	372 100%	168 100%	303 100%	167 100%	307 100%	233 100%
Women working	67 33%	29 32%	22 26%	11 27%	23 32%	53 34%	35 32%	35 30%	14 33%	9 15%	6 29%	3 30%	-	183 49%	124 74%	-	-	307 100%	-
Women not working	40 20%	16 17%	21 25%	13 32%	22 31%	30 19%	30 27%	23 20%	14 33%	19 31%	3 14%	2 20%	-	189 51%	44 26%	-	-	-	233 100%