

Public Connection Survey Crosstabs

Q1 In a normal day, on average, how many hours do you spend doing each of the following?

Watching TV (percentage of respondents):

Variable value and option	Gender		Age(**)			SES(**)		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	3	4	4	4	3	3	4	4
2 Less than 15 minutes	2	2	2	1	2	2	2	2
3 15-30 mins	3	3	2	5	1	4	2	3
4 30 mins - 1 hour	13	15	18	18	7	17	10	14
5 1-3 hours	57	47	56	55	45	54	49	52
6 3-6 hours	20	25	16	16	35	18	29	23
7 6-12 hours	2	4	2	1	7	2	5	3
8 More than 12 hours	1	0	0	1	1	0	1	0

Base: N=1012. (*)=significant at p<0.05; (**) =significant at p<0.01

Listening to the radio:

Variable value and option	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	19	24	21	20	24	18	26	22
2 Less than 15 minutes	4	5	6	3	4	6	3	5
3 15-30 mins	9	8	12	10	5	12	6	9
4 30 mins - 1 hour	21	17	21	22	15	21	17	19
5 1-3 hours	26	27	28	26	27	31	22	27
6 3-6 hours	11	11	7	9	15	7	15	11
7 6-12 hours	8	6	5	7	8	6	8	7
8 More than 12 hours	1	2	1	2	2	1	3	2

Base: N=1011. (*)=significant at p<0.05; (**) =significant at p<0.01

Reading a newspaper:

Variable value and option	Gender(**)		Age(**)			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	19	30	29	28	18	23	26	25
2 Less than 15 minutes	12	11	14	14	7	11	12	11
3 15-30 mins	26	22	29	26	18	29	18	24
4 30 mins - 1 hour	29	27	23	25	35	26	30	28
5 1-3 hours	14	9	4	7	22	11	12	11
6 3-6 hours	1	1	0	1	1	0	1	1
7 6-12 hours	0	0	0	0	0	0	0	0
8 More than 12 hours	0	0	0	1	0	0	0	0

Base: N=1006. (*)=significant at p<0.05; (**) =significant at p<0.01

Reading a book for leisure:

	Gender(**)		Age(**)			SES(**)		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	41	24	37	32	29	25	40	32
2 Less than 15 minutes	6	6	8	6	5	6	6	6
3 15-30 mins	16	13	17	18	9	18	10	15
4 30 mins - 1 hour	19	28	21	25	24	29	17	23
5 1-3 hours	17	23	16	16	27	19	21	20
6 3-6 hours	1	5	2	2	6	2	4	3
7 6-12 hours	0	1	0	1	1	0	1	1
8 More than 12 hours	0	0	0	0	0	0	0	0

Base: N=1009. (*)=significant at p<0.05; (**)=significant at p<0.01

On the internet or sending emails for yourself rather than for work:

	Gender(**)		Age(**)			SES(**)		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	45	55	28	43	76	36	66	50
2 Less than 15 minutes	9	9	8	14	5	11	7	9
3 15-30 mins	14	9	14	14	7	16	7	11
4 30 mins - 1 hour	16	16	25	18	6	21	10	16
5 1-3 hours	12	8	19	9	4	12	7	10
6 3-6 hours	3	2	4	2	1	3	2	2
7 6-12 hours	1	0	1	1	1	0	1	1
8 More than 12 hours	0	0	1	0	0	1	0	0

Base: N=1005. (*)=significant at p<0.05; (**)=significant at p<0.01

Q2 Do you do any of these things at least 3 times a week on average? If so, which ones? (Percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Read a local newspaper	58	55	54	57	59	55	58	56
Read a national newspaper	68(**)	55(**)	54(**)	57(**)	71(**)	62	60	61
Listen to the radio news	77(**)	66(**)	70(**)	77(**)	67(**)	74(**)	68(**)	71
Watch the television news	89	89	87	88	92	89	89	89
Go onto the internet for news	28(**)	18(**)	40(**)	25(**)	7(**)	31(**)	14(**)	23

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q3 In a normal day, on average, how many hours would you say you have for yourself (percentage of respondents)?

		Gender(**)		Age(**)			SES(**)		All
		Male	Female	18-34	35-54	55+	ABC1	C2DE	
1	No time	3	7	6	6	2	5	4	5
2	Less than 15 minutes	1	1	2	0	0	1	1	1
3	15-30 mins	2	3	3	2	2	3	2	2
4	30 mins - 1 hour	6	11	7	14	4	9	8	9
5	1-3 hours	27	33	34	37	21	34	27	30
6	3-6 hours	36	29	34	33	31	33	32	33
7	6-12 hours	16	7	11	6	17	10	12	11
8	More than 12 hours	11	9	3	3	23	7	14	10

Base: N=1009. (*)=significant at p<0.05; (**)=significant at p<0.01

Q4 You generally have enough time to do what you want in the day
In general you are satisfied with your life at the moment
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
You generally have enough time to do what you want in the day	3.54(**)	3.36(**)	3.17(**)	3.18(**)	3.99(**)	3.31(**)	3.63(**)	3.45(**)
In general you are satisfied with your life at the moment	4.01	4.02	3.95(**)	3.90(**)	4.20(**)	4.06	3.96	4.02

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q5 How safe do you feel living in the neighbourhood you live in now?
(4 point scale from 1=not at all safe to 4=very safe)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
How safe do you feel living in the neighbourhood you live in now?	3.33	3.31	3.26	3.35	3.34	3.36(**)	3.25(**)	3.32

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q6 To what extent do you agree or disagree with the following statements?
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
You play an active role in one or more voluntary, local or political organisations	2.19	2.23	2.9	2.19	2.34	2.24	2.17	2.21
Most of your friends live nearby	3.39	3.45	3.50(**)	3.24(**)	3.56(**)	3.30(**)	3.57(**)	3.42
You don't like to discuss politics with other people	2.83	2.98	2.86	2.93	2.91	2.78	3.07	2.91
Being involved in your neighbourhood is important to you	3.49	3.62	3.35(**)	3.59(**)	3.70(**)	3.54	3.59	3.56
You don't get involved in political protests	3.50	3.36	3.28	3.44	3.53	3.47	3.38	3.42
You generally vote in national elections	4.08	4.16	3.62(**)	4.13(**)	4.52(**)	4.20(**)	4.02(**)	4.12
You are involved in voluntary work	2.47	2.61	2.41(**)	2.50(**)	2.71(**)	2.61	2.46	2.55
You are generally interested in what's going on in politics	3.69(**)	3.45(**)	3.41(**)	3.37(**)	3.89(**)	3.71(**)	3.36(**)	3.56

Base: N=1017. (*)=significant at $p<0.05$; (**)=significant at $p<0.01$

Q7 Which of the following are your top 3 favourite types of entertainment? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
News	19	16	9(**)	19(**)	24(**)	19	15	18
Sport	40(**)	16(**)	30	26	27	29	25	27
Soaps	7(**)	27(**)	15	19	18	13(**)	23(**)	17
Celebrities	2(*)	4(*)	5(*)	1(*)	3(*)	3	3	3
Documentary	33	37	26(**)	35(**)	43(**)	34	36	35
History	21(**)	12(**)	7(**)	16(**)	23(**)	14	19	16
Religion	3(**)	6(**)	3(*)	4(*)	6(*)	4	5	4
Drama	16(**)	37(**)	28(*)	25(*)	28(*)	28	26	27
Action-Adventure	20(**)	11(**)	22(**)	17(**)	8(**)	15	16	15
Comedy	41(**)	28(**)	48(**)	33(**)	24(**)	37	31	34
Music	26(*)	33(*)	37(**)	26(**)	27(*)	30(*)	28(*)	29
Reality TV	7(**)	12(**)	16(**)	8(**)	6(**)	10	9	10
Science Fiction	21(**)	10(**)	16(*)	19(*)	9(*)	15	14	15
Arts	6(**)	11(**)	8	9	8	11(**)	6(**)	8
Romance	2(**)	8(**)	4	6	5	5	5	5
Crime	9(**)	16(**)	14	15	11	14	12	13
Science	11(**)	3(**)	4	8	7	7	6	6
Other	6	6	3	5	9	5	8	6

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q8/9 Which of the following things, if any, do you generally follow or keep up to date with?

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Trade union politics	23(**)	13(**)	17	19	16	19	15	17
What's number one in the charts	16	19	38(**)	15(**)	4(**)	19	17	18
Sports news	67(**)	34(**)	48	50	51	51	47	50
International politics	50(**)	31(**)	36	39	44	50(**)	28(**)	40
The latest celebrity gossip	14(**)	31(**)	38(**)	21(**)	13(**)	25	21	23
What's happening in Iraq	67(**)	60(**)	64(*)	58(*)	69(*)	65	61	63
Ups and downs of the UK economy	62(**)	48(**)	43(**)	57(**)	63(**)	61(**)	47(**)	55
Religious questions or debates	24	28	26	24	28	29(*)	22(*)	26
Information on health and nutrition	56(**)	76(**)	65	68	65	69(**)	62(**)	66
The latest fashion in clothes	13(**)	36(**)	38(**)	23(**)	16(**)	26	24	25
Local council politics/elections	42	43	32(**)	39(**)	56(**)	42	43	43
Events in Westminster	49(**)	29(**)	26(**)	37(**)	51(**)	44(**)	31(**)	39
Crime and policing	67	68	61(**)	65(**)	75(**)	68	66	67
Big Brother (or other major reality TV shows)	16(**)	25(**)	38(**)	19(**)	8(**)	22	19	21
Funding for local services	46	49	41(**)	48(**)	52(**)	50	45	48
Protecting the environment	69	71	58(**)	69(**)	80(**)	71	69	70
Poverty in developing countries	56	60	57(**)	52(**)	66(**)	59	57	58
Debates about Europe	55(**)	38(**)	43	45	49	52(**)	38(**)	46

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q10 Taking these things that matter to you, by this I the things you have just mentioned - how often do you tend to talk to others about these kinds of things?
(4 point scale from 1=never to 4=all the time)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
How often do you tend to talk to others about these kinds of things?	2.53	2.61	2.69(**)	2.54(**)	2.57(**)	2.66(**)	2.47(**)	2.57

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q11 Do the people you tend to talk to about these issues tend to be (percentage of respondents):

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
People at work	57(**)	45(**)	56(**)	69(**)	24(**)	56(**)	43(**)	50
Friends	83	87	88	83	85	86	84	85
Family	68(**)	76(**)	72	73	73	72	73	73
Other people	2	1	1	1	3	1	2	1

Base: N=960. (*)=significant at p<0.05; (**)=significant at p<0.01

Q12 To what extent do you agree or disagree with the following statements?
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
People at work would expect you to know what's going on in the world (N=949)	3.44	3.31	3.22(*)	3.42(*)	3.47(*)	3.43	3.29	3.38
You follow the news to understand what's going on in the world (N=1012)	4.19	4.16	4.05(**)	4.15(**)	4.32(**)	4.21(*)	4.13(*)	4.17
You follow the news to know what other people are talking about (N=1015)	3.76	3.79	3.51(**)	3.78(**)	3.99(**)	3.72	3.84	3.77
Your friends would expect you to know what's going on in the world (N=1012)	3.66(**)	3.46(**)	3.24(**)	3.58(**)	3.80(**)	3.59	3.52	3.56
It's your duty to keep up with what's going on in the world (N=1015)	3.66	3.64	3.53(**)	3.57(**)	3.85(**)	3.74(*)	3.55(*)	3.65
There's no point in watching the news, because it deals with things you can do nothing about (N=1011)	2.22	2.24	2.10(**)	2.16(**)	2.42(**)	1.98(**)	2.54(**)	2.23
It's a regular part of your day to catch up with the news (N=1014)	3.98	3.95	3.73(**)	3.90(**)	4.23(**)	4.01(**)	3.91(**)	3.97
Politics has little connection with your life (N=1013)	2.83	2.97	2.75	2.89	3.04	2.78(*)	3.05(*)	2.90
You have a pretty good understanding of the main issues facing our country (N=1014)	4.07(**)	3.76(**)	3.59	3.91	4.15	3.93(**)	3.87(**)	3.91
It doesn't really matter which party is in power, in the end things go on pretty much the same (N=1007)	3.18	3.19	3.10	3.22	3.21	3.06(**)	3.34(**)	3.19
Sometimes politics seems so complicated that you can't really understand what's going on (N=1016)	3.08(**)	3.55(**)	3.49	3.28	3.23	3.10(**)	3.61(**)	3.32
You often feel that there's too much media, so you need to switch off (N=1012)	3.60	3.70	3.57(*)	3.57(*)	3.81(*)	3.58	3.74	3.65

(*)=significant at $p < 0.05$; (**)=significant at $p < 0.01$

Q13 To what extent do you agree or disagree with the following statements about the media? By media, we television, newspapers, radio, internet, etc (5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
The things the media cover have little to do with your life (N=1007)	2.80	2.85	2.48	2.77	2.93	2.71(**)	2.96(**)	2.83
Different sources of news tend to give different accounts of what's going on (N=1005)	3.93	3.80	3.84	3.86	3.88	3.96(**)	3.74(**)	3.86
You trust the television to report the news fairly (N=1009)	3.50	3.62	3.43	3.54	3.69	3.47(*)	3.67(*)	3.56
You trust the press to report the news fairly (N=1010)	2.84	2.85	2.86	2.82	2.86	2.75(*)	2.97(*)	2.85
You trust the internet to report the news fairly (N=821)	3.15	3.08	3.14	3.12	3.07	3.09	3.16	3.12
You trust the media to cover the things that matter to you (N=1011)	3.51	3.49	3.38	3.57	3.51	3.45	3.55	3.50
You generally compare the news on different channels, newspapers or websites (N=1006)	3.48(**)	3.24(**)	3.24	3.34	3.47	3.34	3.37	3.35

(*)=significant at $p < 0.05$; (**)=significant at $p < 0.01$

Q14 Now thinking about politics, to what extent do you agree or disagree with the following statements?
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
You feel that you can influence decisions in your area (N=1013)	2.84	2.78	2.76	2.87	2.78	2.87	2.84	2.81
You know where to go to find out information that you need (N=1011)	3.92	3.81	3.67(**)	3.90(**)	3.98(**)	3.91(**)	3.79(**)	3.86
People like us have no say in what the government does (N=1013)	3.19	3.32	3.0(*)	3.27(*)	3.41(*)	3.10(**)	3.45(**)	3.26
You trust politicians to tell the truth (N=1011)	2.22	2.22	2.16	2.24	2.24	2.18	2.26	2.22
You trust politicians to deal with the things that matter (N=1009)	2.92	2.91	2.89	2.90	2.95	2.87	2.97	2.92
You can affect things by getting involved in issues you care about (N=1006)	3.62	3.53	3.68	3.59	3.47	3.64	3.49	3.58
You trust the government to do what is right (N=1010)	2.87	2.93	2.94	2.91	2.84	2.80(*)	3.02(*)	2.90
Sometimes you feel strongly about an issue, but don't know what to do about it (N=1012)	3.65	3.72	3.67	3.65	3.75	3.60	3.80	3.69

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q15 Which public issue has been particularly important to you over the past 3 months - this needn't be an issue covered in the media, but can be any issue you think of general importance? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Iraq conflict/ situation	16(**)	11(**)	12	12	15	15	11	13
Crime/ law and order/ policing/ anti-social behaviour	13	11	12	11	13	13	11	12
Hospitals/ NHS/ health	6	8	8	7	7	7	7	7
Election	5	5	6	6	4	6	4	5
Europe/ the Euro	7	3	4	6	5	7(**)	2(**)	5
Poverty	2(**)	7(**)	4	4	5	5	4	4
Education/ schools (inc tuition fees)	3(**)	6(**)	7(*)	5(*)	2(*)	4	4	4
Immigration/ asylum	5	3	4	5	4	4	4	4
Pensions/ benefits/ welfare state	2	4	1(**)	2(**)	6(**)	3	3	3
Taxes/ taxation	3	2	1	2	3	1(**)	3(**)	2
Environment issues	3	1	2	1	2	2	1	2
Housing issues	1	2	2	1	2	2	1	1
Economy/ cost of living/ mortgages/ interest rates/ (un)employment	2	1	2	1	0	1	1	1
Local issues	1	1	1	1	2	1	1	1
ID cards	1	0	0	1	1	0	1	1
Fuel prices	1	0	0	1	0	0	1	0
Michael Jackson	0	0	0	1	0	0	0	0
Other	13	11	11	15	11	11	13	12
No issue named	24(**)	32(**)	30	28	27	24(**)	34(**)	28

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q16 Would you describe this issue as (percentage of respondents):

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Local	12	11	11	12	12	10	13	12
National, or	46	48	46	45	50	48	46	47
International	41	36	39	41	35	39	36	38
Don't know	2	5	5	2	3	3	4	3

Base: N=789. (*)=significant at p<0.05; (**)=significant at p<0.01

Q17 For that issue, where have you got your information about it from? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
TV news	67	64	68	63	66	67	62	65
Other TV	18	13	11	17	18	15	16	16
Radio	25	22	17(*)	27(*)	26(*)	27	20	24
National newspaper	55(**)	45(**)	48	49	52	54(*)	44(*)	50
Local newspaper	27	28	25	26	31	27	27	27
Magazine	8	7	6	8	7	9	5	7
Internet	26(**)	17(**)	35(**)	24(**)	7(**)	27(**)	14(**)	21
Personal experiences	24	21	23	20	25	22	22	22
Other people	24	24	24	24	25	26	22	24
University	0	2	2	1	0	1	1	1
Friends/family/leagues	3	5	4	5	3	3	5	4
Local government	4	3	3	4	3	3	3	3
Media	2	4	3	3	3	3	3	3
Church	1	1	0	1	1	1	0	1
Other	2	3	1	2	3	2	2	2
Don't know	2	4	3	3	3	2	5	3

Base: N=789. (*)=significant at $p<0.05$; (**)=significant at $p<0.01$

Q18 And which of these sources was MOST useful in providing you with relevant information?

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
TV news	34	30	32	33	32	29	37	32
Other TV	1	3	1	2	3	1	3	2
Radio	5	4	1	6	6	5	4	5
National newspaper	17	16	13	16	19	19	13	16
Local newspaper	5	6	5	5	6	5	7	6
Magazine	2	2	2	2	2	2	2	2
Internet	10(*)	7(*)	17(**)	10(**)	1(**)	10	6	9
Personal experiences	11	10	12	9	12	12	10	11
Other people	5	8	7	6	7	8	5	7
Unions	0	1	0	0	1	0	1	1
Police	1	0	1	1	0	0	1	1
Friends/family/colleagues	1(*)	3(*)	3	3	1	2	2	2
Local government	2	2	2	1	2	2	1	2
The church	0	1	0	0	1	0	1	1
Other	1	2	1	2	2	1	2	2
Don't know	4	6	5	5	6	4	7	5

Base: N=789. (*)=significant at $p<0.05$; (**)=significant at $p<0.01$

Q19 To what extent would you agree or disagree that you were satisfied with the media coverage of this issue?
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
To what extent would you agree or disagree that you were satisfied with the media coverage of this issue?	3.49	3.39	3.37	3.48	3.45	3.40	3.51	3.44

Base: N=789. (*)=significant at $p<0.05$; (**)=significant at $p<0.01$

Q20 Still thinking about the issue you have just mentioned, have you done any of these things in relation to it? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Signed a petition	31	31	30	34	28	32	29	31
Contacted an MP,councillor, etc	21	22	15(*)	21(*)	28(*)	21	23	21
Gone to a localmeeting	21	18	18	21	19	21	18	19
Joined a local groupor organisation	10	9	8	10	11	10	10	10
A personal protest(e.g. boycotted product, worn a slogan,left a meeting)	12	11	12	12	10	13	8	11
Contributed to an online discussion	10	7	19(**)	5(**)	4(**)	9	8	9
Got in touch with a newspaper/TV/radio station (e.g. letter to the editor, phoned a talk show, sent an email or text)	11(**)	5(**)	9	7	9	9	7	8
Contributed to/created a public message (e.g. website, newsletter, video, etc)	10	7	11	8	7	9	7	8
Joined a national interest or campaign group	8	6	10	7	5	7	6	7
Joined a political party	5	5	6	3	7	5	5	5
Gone on a public protest	7	6	8	7	5	8	5	7
Took part in a strike	6(**)	2(**)	4	4	3	3	4	4
Joined an international group (e.g. Amnesty, Greenpeace)	3	3	6	2	3	3	3	3
Contributed to them financially	1	2	1	1	1	1	1	1
Discussed with family/friends/leagues	1	1	0	1	2	1	1	1
Researched the topic	0	1	1	1	0	1	0	1
Other	0	1	0	1	0	1	1	1
None	44	46	42	46	47	45	46	45

Base: N=789. (*)=significant at p<0.05; (**)=significant at p<0.01

Q21 If not, why have you not taken any of these actions regarding the issue? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
No time	28(**)	19(**)	35(**)	26(**)	12(**)	26(*)	20(*)	23
Don't know anyone who has	4	9	8	6	7	7	6	7
It won't make a difference	25	21	23(**)	21(**)	26(**)	22(**)	24(**)	23
Not interested	7	8	4	8	9	7	8	7
Not that kind of person	11	7	2(**)	14(**)	8(**)	10	8	9
Other reason	30	35	33	26	40	33	31	33
Don't know	5	10	10	5	9	5	12	8

Base: N=351. (*)=significant at p<0.05; (**)=significant at p<0.01

Q22 Still on that issue, have you talked about it to other people? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Not talked about it	10	8	6	11	9	8	10	9
People at work	57(**)	46(**)	64(**)	64(**)	25(**)	58(**)	41(**)	51(**)
Friends	78	77	83	76	76	80	74	78
Family	72	75	78	73	71	75	71	73
Other people	4	5	2	4	7	3	6	4
Don't know	1	2	1	1	2	1	3	2

Base: N=789. (*)=significant at p<0.05; (**)=significant at p<0.01