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RENEWABLE ENERGY AWARENESS AND ATTITUDES RESEARCH

Management Summary

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GfK. Growth from Knowledge

Renewable Energy Awareness and Attitudes Research

Management Summary

Provided by: GfK NOP Social Research

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1 Background

The DTI commissioned, via COI, GfK NOP Social Research to conduct a quantitative research project to explore awareness and attitudes to renewable energy amongst the general public in Great Britain, and determine influences on their opinions of this subject. The findings will form part of a programme of communications from which the DTI aims to educate key target audiences about renewable energy.

This study will also act as an initial benchmark of opinion, with a view to tracking changes over time, allowing DTI to plan their communications strategy appropriately.

2 Research objectives

The main objective of this research was to provide a measure of awareness and attitudes to renewable energy amongst a representative sample of the British public. More specifically, the research needed to examine the following:

- Awareness levels of renewable energy sources

- Attitudes to renewable energy

- What influenced these opinions

- Gauge perceptions of recent media coverage on renewable energy

3 Methodology and sample overview

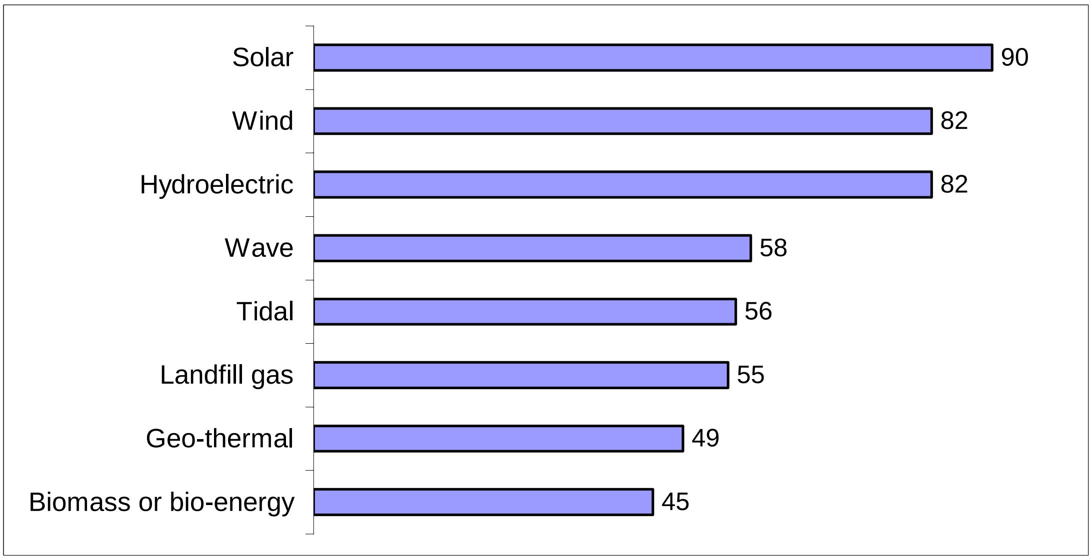
The research was administered by telephone using CATI (Computer Aided Telephone Interviewing) via two different surveys. A telephone omnibus (GfK NOP Telebus) was carried out amongst 1,932 respondents over two consecutive weekends between 17th and 26th March 2006, providing a nationally representative sample of adults aged 16+ in Great Britain. In addition, an ad hoc boost survey of 100 respondents in the Highland & Islands of Scotland was conducted. The ad hoc survey provided a robust sample for analysis of opinions in the Highlands & Islands region. The results from these two surveys were combined and weighted so that the Highlands & Islands boost data are in the correct proportion to Great Britain as a whole (this region accounting for about 0.74% of the total British population aged 16+).

4 Main findings

4.1 Awareness of sources of renewable energy

Respondents were prompted with a list of renewable energy sources and asked which they had heard of. Figure 1 shows that the most well known sources were solar (90%), wind and hydroelectric (82% each). The least recalled energy source was Biomass or Bio-energy (45%). Just three per cent had not heard of any of these sources.

Figure 1: Awareness of sources of renewable energy (%, base = 2032)



- Apart from solar energy, significantly less women than men were aware of any of these types of renewable energy, with the largest disparity being for tidal energy (69% of men were aware versus 43% of women)

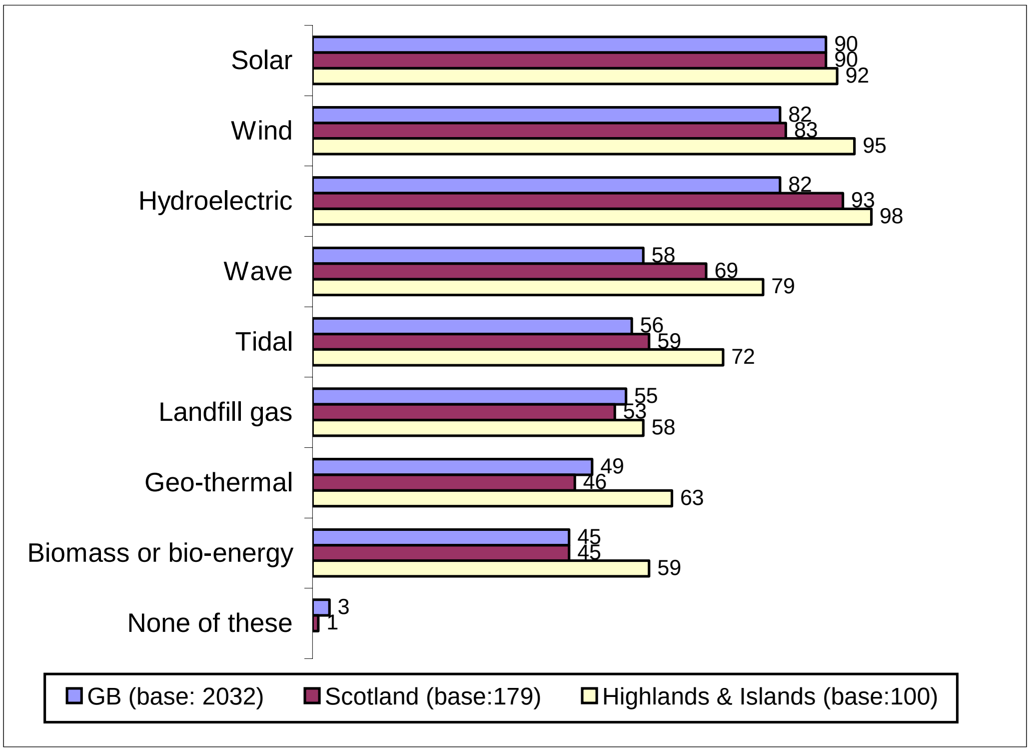
- 6% of the 65+ age group had not heard of any of the types of renewable energy, significantly more than most other age groups

- 45-54 year olds appeared to be the most aware group, with generally the highest proportion having heard of each type of renewable energy

- Social class AB were significantly more likely to have heard of all types of renewable energy, compared to C1, C2 and DE social classes

Looking at awareness on a regional basis, apart from solar and landfill gas energies, the Highlands and Islands region had higher awareness of all other renewable energy sources compared to the other regions, and had significantly higher awareness compared to Great Britain as whole. Respondents in this region were most aware of hydroelectric and wind energies (98% and 95% respectively). Figure 2 compares awareness levels for Great Britain, Scotland and the Highlands & Islands.

Figure 2: Awareness of renewable energy sources – by region (%)



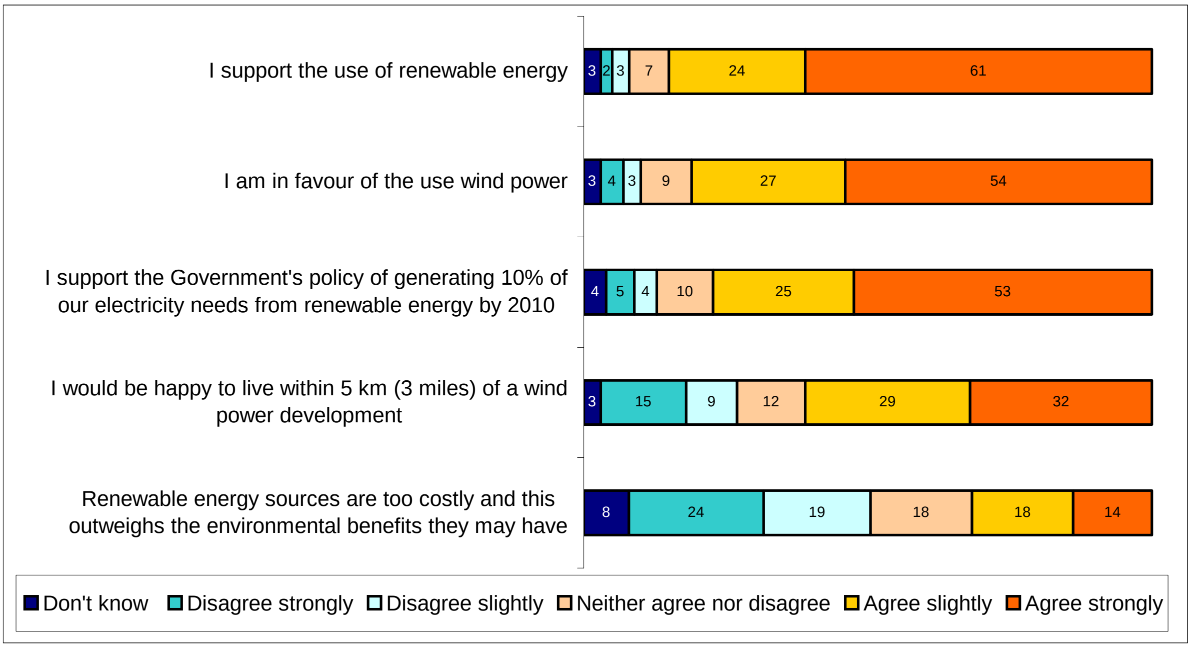
- Highlands & Islands and the West Country were the only two regions where all respondents were aware of at least one type of renewable energy

- Those who were least in favour of renewable energy (generally) as an alternative to fossil fuels such as coal and gas (i.e. gave a score of 1-3), also tended to be less aware of specific types of renewable energy sources, compared to those who were most in favour (i.e. gave a score of 9 or 10). The most marked difference was for wave energy (74% of those who gave a rating of 9 or 10 for favouring renewable energy as an alternative to fossil fuels were aware of wave energy, compared to only 49% of those who gave a 1 – 3 rating). It is possible that with lower awareness of renewable energy these respondents may be more inclined to be negative towards it due to their lack of knowledge on the subject

4.2 Attitudes towards renewable energy

Respondents were read out a series of statements about renewable energy and asked to rate their level of agreement with each one. This is shown in figure 3.

Figure 3: Level of agreement to attitude statements about renewable energy (%, base = 2032)



4.2.1 "I support the use of renewable energy"

- 85% of respondents agreed with this statement, with 61% agreeing strongly
- Significantly more men than women agreed with this (87% of men versus 82% of women)
- 8% of the 65+ age group disagreed with this statement, the highest proportion of any age group, and a significant proportion also answered don't know (8%). Again, as a group with low awareness of renewable energy sources, they may not feel as confident in supporting the use of renewable energy
- On a regional basis, Highlands & Islands (95%), West Country (94%) and Tyne Tees (93%) had the highest levels of agreement, and the Central region the lowest (79%)
- 9 out of 10 respondents who stated that living near a renewable energy development had influenced their views on renewable energy agreed with this statement, significantly more than the 84% who did not mention this as an influence. This might indicate that there is perhaps some uncertainty amongst those who have not yet had any direct experience of living near a renewable energy development

4.2.2 "I am in favour of the use of wind power"

- The regions that were in most agreement with this statement were as previously, West Country (67% agree strongly) and Highlands & Islands (64% agree strongly), compared with 54% overall

- Encouragingly, 9 in 10 of those who stated that living near a renewable energy development had influenced their views on renewable energy agreed with this statement, a significantly higher proportion than those who did not cite this as an influence on their views towards renewable energy (80%)

- ABs and C1s were most likely to strongly agree with this statement (59% and 60% respectively), compared with DEs (47%)

4.2.3 "I support the Government's policy of generating 10% of our electricity needs from renewable energy by 2010"

- The 16 –24 age group were least supportive of this Government policy on renewable energy with only 68% in agreement, compared to 78% overall. But they were also the most ambivalent age group, with 16% answering that they neither agreed nor disagreed

- 92% of West Country respondents agreed with this statement, significantly higher than any other region

- 84% of those who stated that living near a traditional power station, and 87% of those who stated that living near to a renewable energy development had influenced their views on renewable energy, agreed with this statement, significantly more than those who did not cite this influence (77% for each)

4.2.4 "I would be happy to live within 5 km of a wind power development"

- Just over three-fifths (62%) agreed[1] (32% strongly agreed) and 24% disagreed with this statement

- The highest agreement level came from the Highlands & Islands region, where nearly three-quarters agreed (73% compared to 62% overall), with the majority strongly agreeing (44% compared to 32% overall). NB: 47% of Highlands & Islands residents stated that their views on renewable energy had already been influenced by living near a renewable energy development (compared with 15% overall)

- Those who cited living near a traditional power station as an influence on their views towards renewable energy were more likely to agree to this, compared to those who did not cite this (71% versus 61%)

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[1] NB – 32% agreed strongly and 29% agreed slightly = 61%; but in total 62%. This discrepancy is due to rounding up/down of figures

- However, those who cited living near a renewable energy development as an influence on their views were also more likely to agree to this statement, compared to those who did not mention this (75% versus 60%)

4.2.5 "Renewable energy sources are too costly and this outweighs the environmental benefits they may have"

- Overall 31% agreed[2], 43% of respondents disagreed, and 18% neither agreed nor disagreed with this statement

- Despite citing being a member of an environmental group as an influence on ones views towards renewable energy, 39% of these people agreed with this statement, significantly more than those who did not mention membership as an influence (31%). Unsurprisingly, of those who did <u>not</u> cite membership of an environmental group as an influence, they were much more likely to have answered "neither agree nor disagree" (18% versus 10% of those who cited membership being an influence). This suggests that non-members possibly did not feel as strongly about environmental issues such as renewable energy developments

- It should also be noted that a higher proportion of those who mentioned being a member of an environmental group as an influence on their views, also strongly disagreed with this statement, compared to those who did not cite membership (32% versus 24%). Therefore those people who have been influenced by such membership tend to have a polarised opinion on the cost/environmental benefits. These opposing views may indicate that they either believe money would be better spent on other environmental matters or that renewable energy is indeed worth investing in

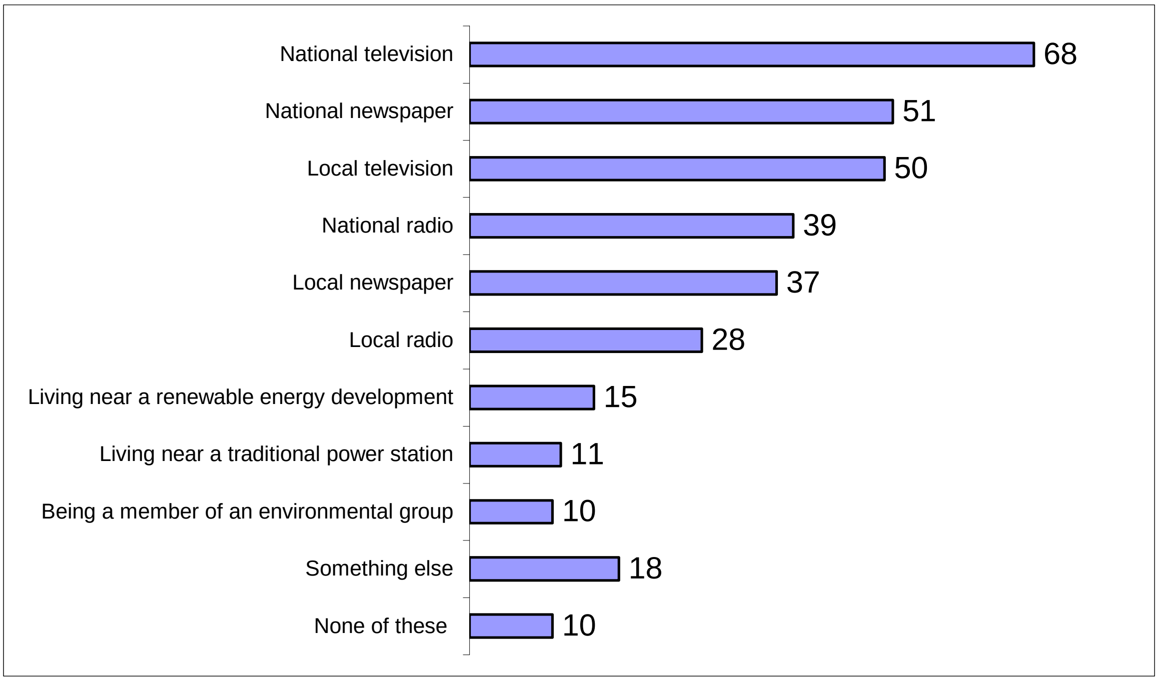
- Significantly more of those who cited living near a renewable energy development as an influence on their views towards renewable energy agreed with this statement, compared to those who did not cite this (40% and 30% respectively). The same finding was also true for those who cited living near a traditional power station as an influence

[2] Again this discrepancy (when compared with Figure 3) is due to rounding up/down of figures

4.3 Influences on views towards renewable energy

Respondents were asked what they considered to be the main influences on their views towards renewable energy. The largest proportion (68%) stated national television, as figure 4 shows.

Figure 4: Influences of views on renewable energy (%, base = 2032)



- The regions that were most likely to say "living near a renewable energy development" influenced them, were those areas where one might expect renewable energy developments to be located, such as the Highlands & Islands (47%) and West Country (29%) areas. Significantly more residents in the Highlands & Islands (47%) were influenced by local newspapers, compared to 37% nationally

- Those who cited that living near any energy development (renewable or traditional power station) had influenced their views on renewable energy, were also influenced significantly more by all types of media. For example 49% of those who had been influenced by living near a renewable energy development, and 45% of those who had been influenced by living near a traditional power station, felt they had been influenced by local radio, compared to only 28% overall. It appears that people who did not live in areas directly affected by renewable energy (and therefore less likely to have been influenced) were not as strongly influenced by the media, perhaps because they did not feel the need to be as engaged with something that does not have a direct impact on them

- Those who gave a 9 or 10 favourability rating for renewable energy were more likely to be influenced by national television, compared to those awarding it a low rating (69% of those rating it 9 or 10, compared to 63% who rated it 1 –3) and likewise for national newspapers (53% versus 42%)

Interestingly there were some respondents who have taken an interest in the subject. The 'something else' mentioned that has influenced their opinions include:

- Reading scientific press
- Scientific journals/further education
- Science programmes on TV
- Energy magazines
- Internet searches

Some respondents seem to have been influenced via the jobs they work in:

- *"I have worked for organisations that deal with renewable energy development"*
- *"I have worked in that industry"*
- *"Professional interest as a surveyor"*

Education, through school, university and college has also played a role in influencing a number of respondents:

- *"I studied it in my university years"*
- *"Education … during school years there were field trips and information about that kind of thing"*

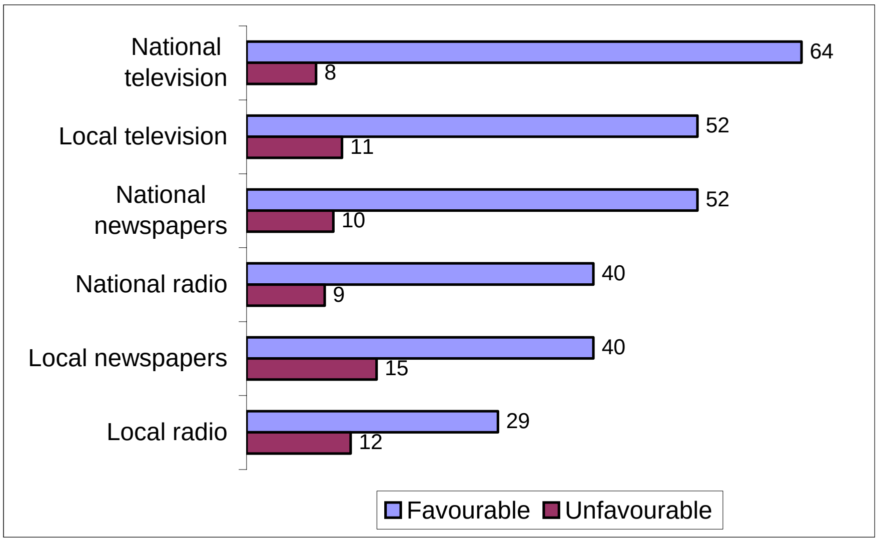
4.4 Media coverage of renewable energy

Respondents were read out a list of six different types of media and asked how favourable they thought the coverage of renewable energy had been by each, over the last six months.

- Figure 5 shows whether respondents felt that various types of media coverage of renewable energy were favourable or unfavourable. Generally TV, radio and newspapers were considered to be favourable in their coverage of renewable energy, although coverage was generally more positive on a national rather than a local basis

- Comparing figures 4 and 5 it can be seen that favourability is closely correlated with the degree of influence that a type of media seems to have on respondents. For example, national television was claimed to be the biggest influence on views as well as being the most favourable. This might suggest that any influence exerted by media coverage about renewable energy tends to be largely favourable. However, given the ubiquity of television, it is probably not surprising that this was claimed to be the biggest media influence

Figure 5: Whether respondents felt coverage of renewable energy was favourable or not, over the last 6 months (%, base = 2032)



Other general points to be drawn from this question include:

- **National television** coverage was felt to be the most favourable, (64%), and the smallest proportion who found it unfavourable (8%)

- **Local newspapers** were seen to be the most unfavourable type of media in their coverage of renewable energy with 15% thinking it was unfavourable. This was most pronounced in the Highlands & Islands region where 27% felt it was unfavourable, and over double the national proportion who felt it was very unfavourable (12% in Highlands & Islands versus 5% nationally)

- **Local radio** had the smallest proportion who thought that its coverage was favourable (29%) and 12% found it to be unfavourable. However, local radio was the medium with the highest proportion of those who said they had not heard any coverage on renewable energy (18%)

- **National newspapers** were the third most favourable in their coverage of renewable energy. Significantly more men than women thought this media was favourable (56% of men versus 50% of women). 60% of those in Scotland as a whole felt it to be favourable compared to only 39% in Highlands & Islands. It should be noted however, that 23% of residents in Highlands & Islands felt national newspaper coverage was neither favourable nor unfavourable, compared to only 16% in Scotland

- It is also interesting to note that respondents' opinion of local media coverage varied from region to region. Figures 6 – 8 illustrate this for local radio, local television and local newspapers. Residents from the West Country TV region tended to view local media's coverage of renewable energy most favourably, particularly in terms of local radio and television coverage. However, the Highlands & Islands and Meridian regions were generally least favourable. One of the biggest contrasts was for the Tyne Tees region, whereby it gave the least favourable rating toward local radio coverage, but the second most favourable rating for local television coverage

Figure 6: Whether respondents felt local radio coverage of renewable energy was favourable or not, over the last 6 months; by TV region (%, base = 2032)

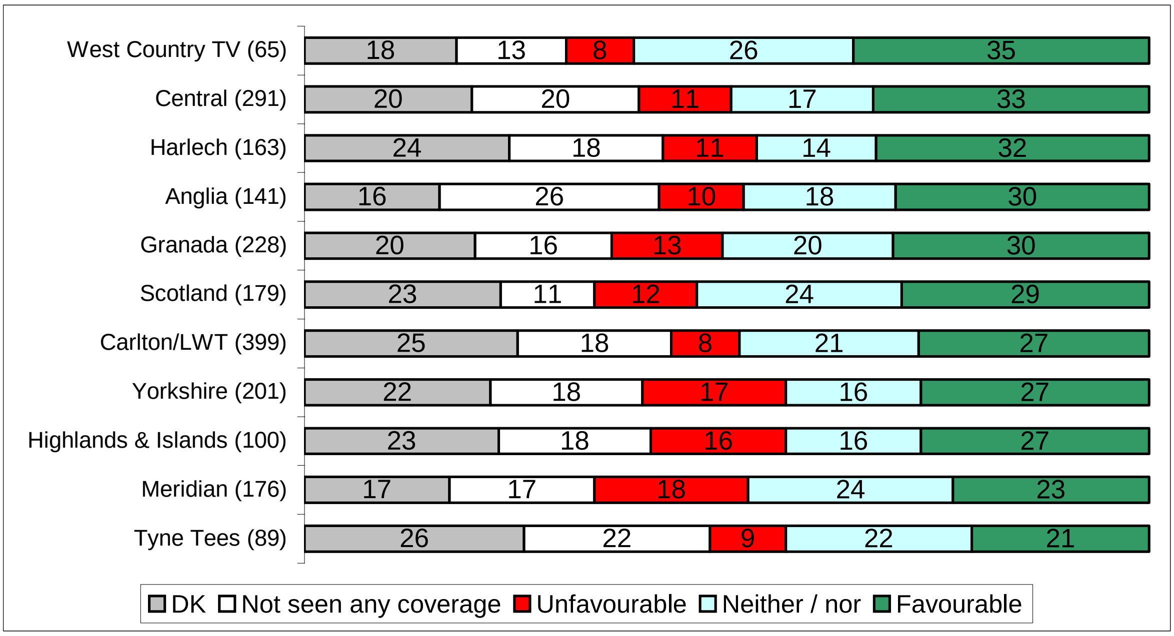


Figure 7: Whether respondents felt <u>local television</u> coverage of renewable energy was favourable or not, over the last 6 months; by TV region (%, base = 2032)

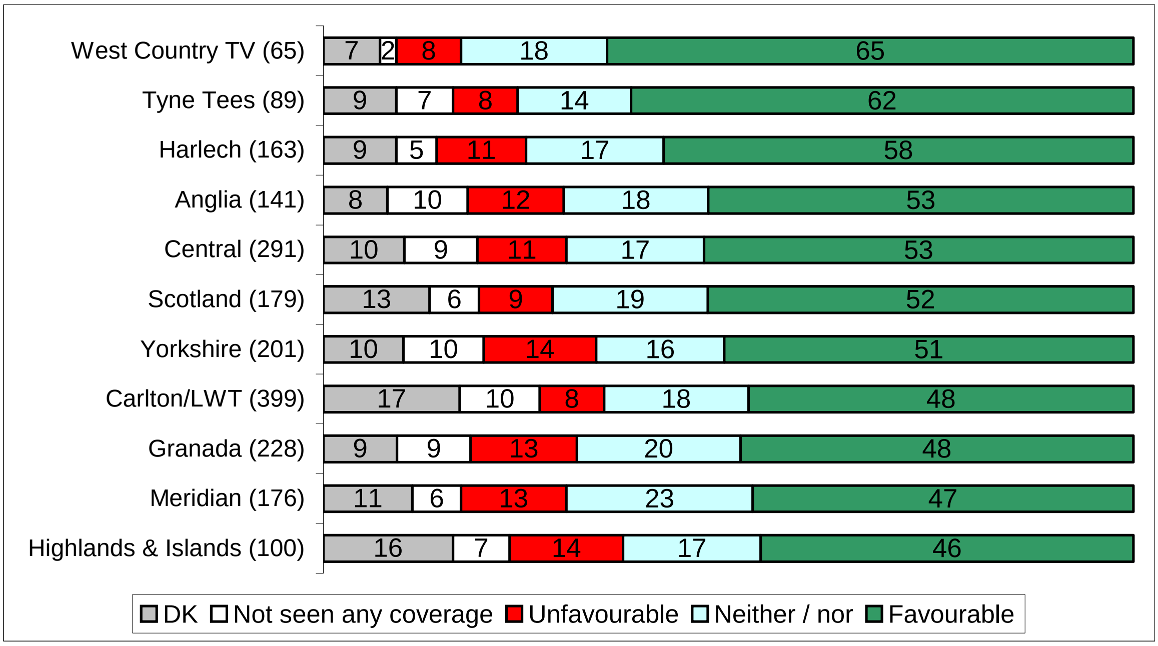
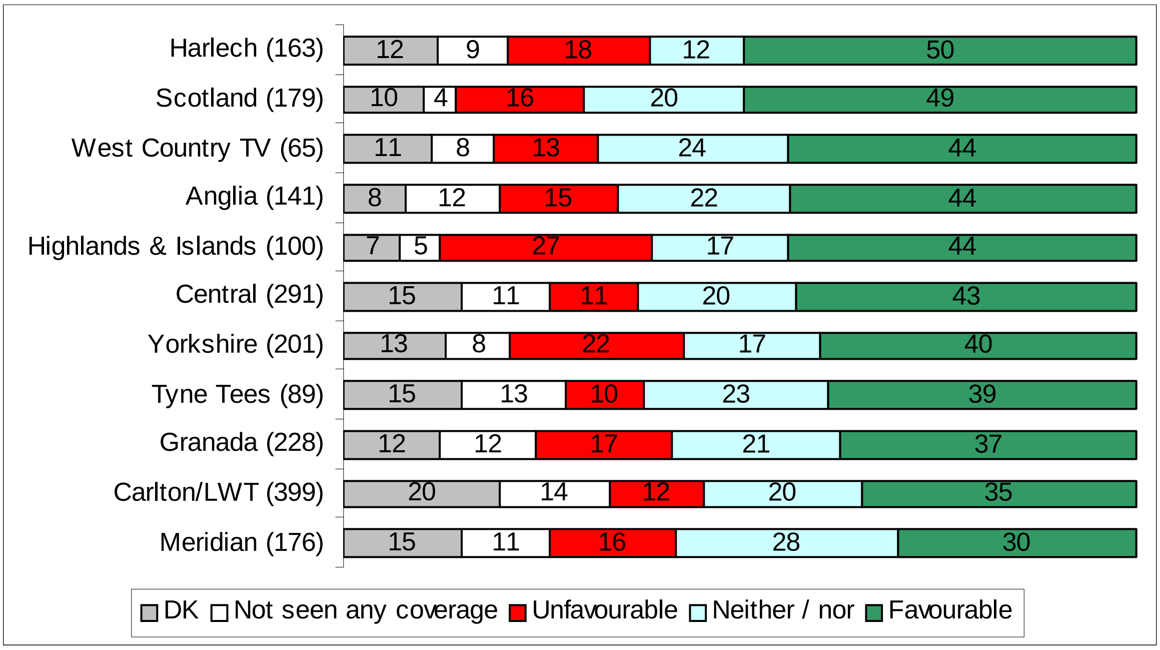


Figure 8: Whether respondents felt <u>local newspaper</u> coverage of renewable energy was favourable or not, over the last 6 months; by TV region (%, base = 2032)



The perception of favourable media coverage varied between those who cited living near a renewable energy development as an influence on their views towards renewable energy, and those who did not cite this. Figure 9 shows that for every type of media a significantly higher proportion of those who stated that they had been influenced by being in close proximity to such a development, said they believed this media was more favourable towards renewable energy in the last six months, than those who did not cite this as an influence. As there was no significant difference in unfavourable opinion between these two groups, and taking into account that those influenced by living near a renewable energy development felt significantly more influenced by all media types, this could suggest that those for whom living near renewable energy developments influenced their views, were more receptive to media coverage and willing to see it in a positive light as they had direct experience of it.

Figure 9: Effect of 'living near a renewable energy development being an influence on views of renewable energy', on opinion of media coverage (% rating favourable)

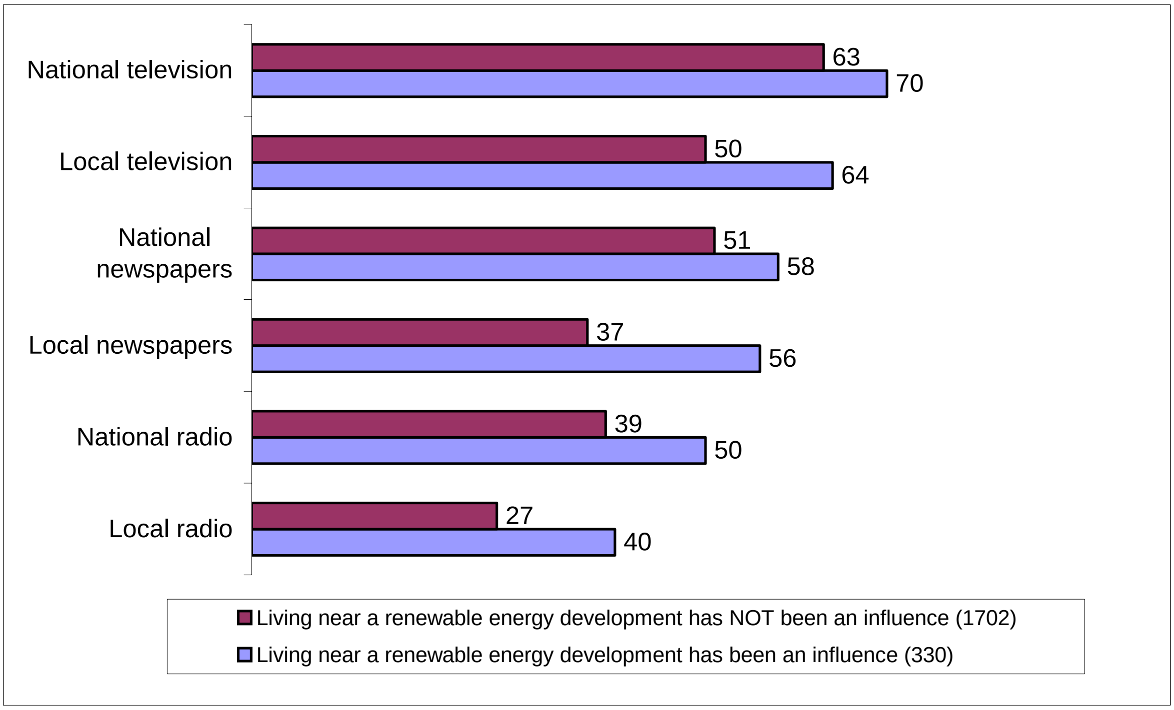


Figure 10: Newspaper readership (Top ten) (%, base = 2032)

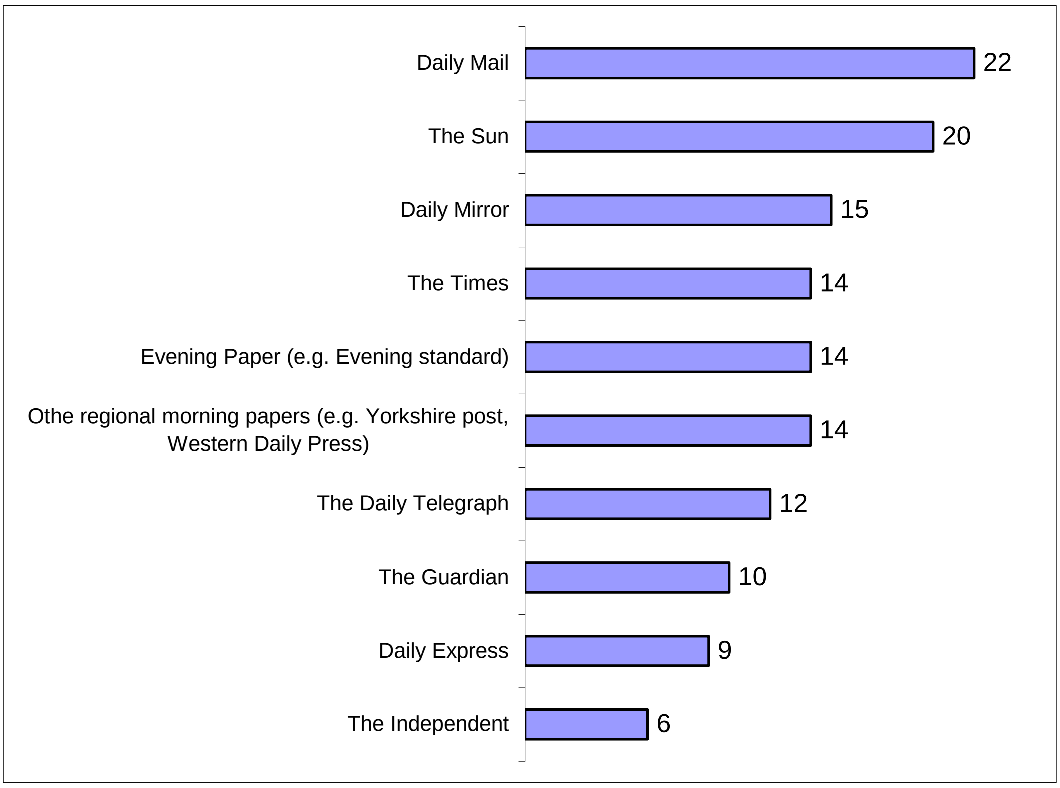


Figure 10 shows the newspapers that the respondents read on a regular basis, i.e. at least twice a week:

- The Daily Mail had the highest proportion of readers (22%). This, however, was significantly more than in the Highlands & Islands, and indeed Scotland as a whole, where only 10% read this newspaper

- The most read paper in Scotland was the Daily Record (37%) and in the Highlands & Islands the most read was "other regional morning paper" (41%)

- Tabloid newspapers had significantly more readers who awarded a low favourability rating towards renewable energy, compared to those who gave it the top two ratings. For example, 29% of Sun readers rated renewable energy with a 1-3 score compared with only 17% giving it 9 or 10. Likewise 24% of Mirror readers gave a 1-3 rating compared with only 14% giving it 9 or 10

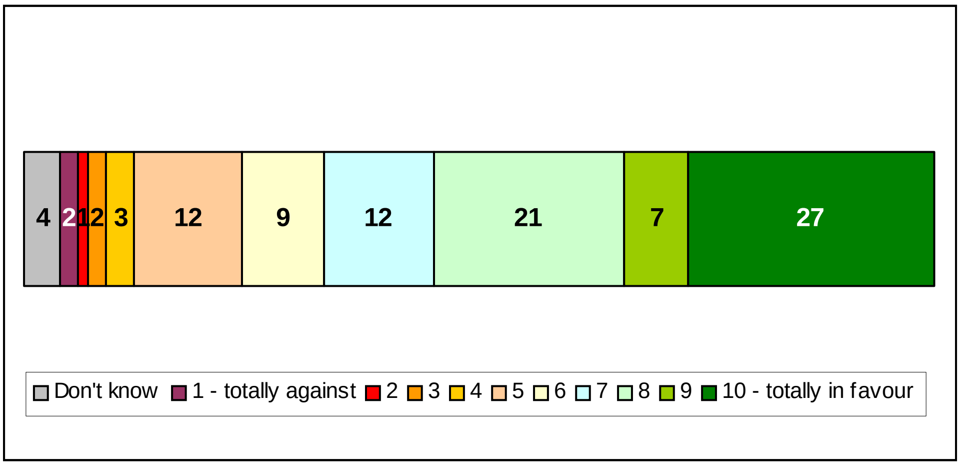
- Regional morning papers were read by significantly more respondents who rated renewable energy a 9 or 10 (17%) compared to those who gave it a 1-3 rating (6%). This would suggest that those people reading local newspapers are more positive towards renewable energy. However, amongst those people who are influenced by local newspaper coverage (generally) on renewable energy, there was no difference in the level of influence between those who gave renewable energy a 9-10 rating or a 1-3 rating (37% and 33% respectively). It could therefore be suggested that local newspapers are not particularly influential on public perceptions to renewable energy

4.5 Overall opinion of renewable energy

Respondents were asked to give a rating of 1 to 10 where 10 is ‘totally in favour’ and 1 is ‘totally against’ using renewable energy as an alternative to fossil fuels.

- Encouragingly, 27% of respondents gave a top rating of 10, the highest proportion of all the ratings. Overall the mean of the ratings was 7.49[3]. Figure 11 shows the proportion giving each rating

Figure 11: Overall opinion of renewable energy (%, base = 2032)



- Men seemed to be more positive than women about using renewable energy as an alternative. A significantly higher proportion of men gave a rating of 10 (30% of men compared to 23% of women) and their mean score was significantly higher than women too (7.61 versus 7.38)

- The youngest and oldest age groups were least in favour of renewable energy as an alternative to fossil fuels. The mean of their opinion was significantly less than overall. The 16 – 24 age group’s mean was 7.09 and 65+ age group’s mean was 7.18, compared to the overall mean score of 7.49

- Those in the AB social classes were more positive about using renewable energy than other social classes yielding a significantly higher mean score of 7.80 compared to the overall mean of 7.49

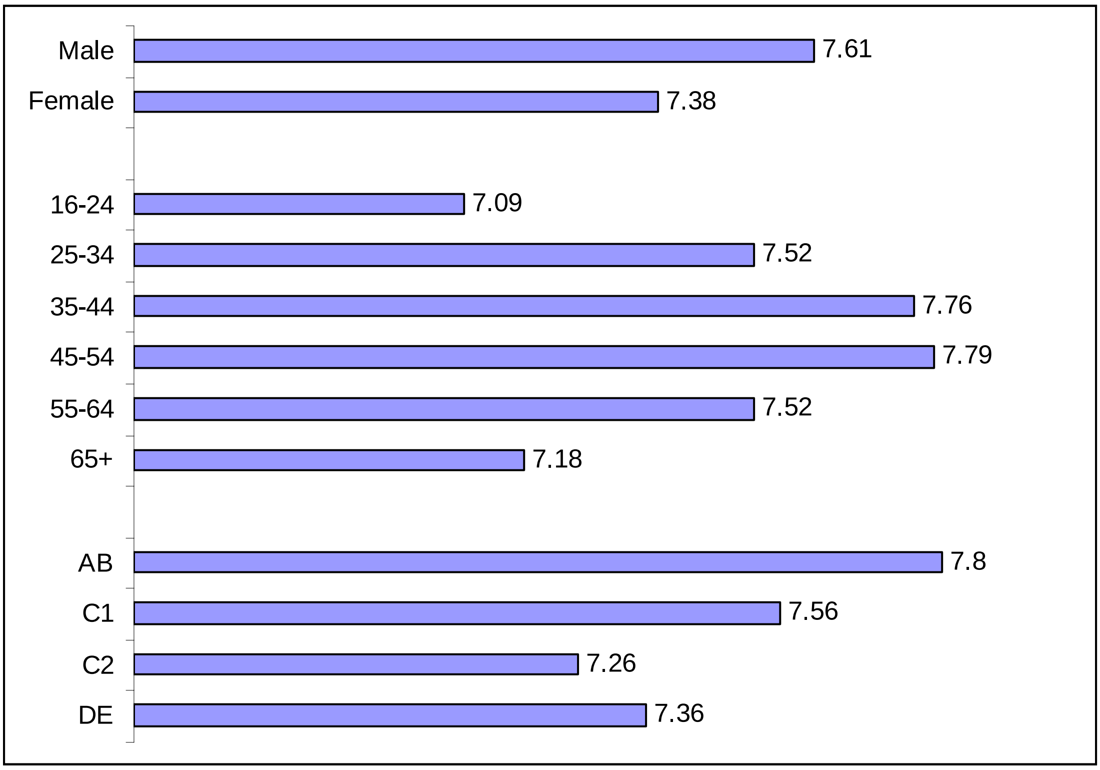
- 52% of those based in the West Country and 43% of those in the Highlands & Islands region gave a 9 or 10 rating – a much higher proportion compared to overall (34%)

- A significantly higher proportion of those who cited living near a renewable energy development as an influence gave a 9 or 10 rating (40%) compared with 33% of those who did not cite this

[3] The mean score is based on a rating given between 1 and 10, with ‘don’t know’ responses excluded

Figure 12 illustrates some of the key demographic differences in mean scores given.

Figure 12: Mean score of favourability rating for using renewable energy as an alternative to fossil fuel



5 Conclusions

Nearly all respondents have heard of some form of renewable energy, although awareness does vary considerably depending on the type of source. Solar, wind and hydroelectric energies are the most well known, whereas less than half of people have heard of biomass or bio-energy.

The middle-aged and AB social groups are the most aware of different types of renewable energy, but certain groups of respondents – women, those aged 65+ and DE social classes in particular - have lower awareness. There seems to be a correlation between this and how much they favour renewable energy, indicating they do not feel informed enough on the subject to be able to give it their positive support.

The Highlands & Islands region has a greater awareness of renewable energy than Scotland - and indeed Great Britain - as a whole. As renewable energy is an issue that directly affects the Highlands & Islands area, it would appear that its residents are more acutely aware of the different renewable energy technologies, and the impacts they have on the local environment.

Overall, people are in favour of renewable energy, including the use of wind power, and they support Government policy on this subject. However, this tends to be more amongst men, middle-aged and higher social classes. The younger age groups are most ambivalent to Government policy, suggesting that both Government and the media have a role to play in terms of engaging youth more about the impacts and benefits to them of renewable energy.

It may be worth noting that, although over half of all respondents strongly agree that they are in support of renewable energy and favour the use of wind power, only a third (32% strongly agree) would actually be happy to live within 5km of a wind power development , indicating that renewable energy is often deemed a good thing only as long as it does not have a direct impact on ones standard of living.

Support of renewable energy differs between those who do or do not cite living near a renewable energy development as an influence on their views towards the subject. Support is greater from those who cited living near one as an influence, yet it is also greater from those who state living in proximity to a traditional power station as an influence. Those who cite living near a renewable energy development as an influence also perceive the media to not only be more influential (which may stem from their personal interest in renewable energy media coverage), but also more favourable than those who do not cite living near a renewable energy development as an influence. Awareness and attitudes to renewable energy are therefore closely correlated, and awareness often comes as a consequence of direct or personal experience of living near a renewable energy development. For example, Highlands & Islands residents are most positive, probably because around half cite direct experience of living near to a renewable energy development as having an influence on their views towards renewable energy.

It can be seen that national media, on the whole, is considered to be more favourable than local media, particularly amongst those people who already view renewable energy most positively, i.e. are positively engaged in the subject. There is also a wide variation in the level of favourability of local media across different GB regions, with local television and radio from the West Country being deemed most positive in terms of its coverage of renewable energy.

Although awareness of renewable energy is generally high across Great Britain, there is a wide difference in attitudes, perhaps due to a lack of direct experience of living near a renewable energy development. Those without this experience are uncertain of the impacts of such developments and have to rely on different media to inform them. Whilst national media is generally positive towards the issues, there is probably a bigger role for local media to play, in terms of reassuring and educating the local population of the benefits surrounding renewable energy.

6 Appendix

6.1 Regions

Please note when the "Scotland" region is discussed in these findings the results have been taken from Telebus data ONLY. This is due to the fact that the proportion of Highland & Islands residents is unknown in the Telebus data therefore the boost data could not be merged with it.

Figure 13: Number of interviews achieved by region

	Weighted	**Unweighted**
TOTAL	**1947**	**2032**
Scotland	180	179
Tyne Tees	86	89
Granada	232	228
Yorkshire	192	201
Central	290	291
Harlech	161	163
Anglia	143	141
Carlton / LWT	404	399
Meridian	184	176
West Country TV	60	65
Highlands & Islands (boost)	15	100

6.2 Demographics

Given that the data has been weighted to provide a nationally representative sample of GB adults, the following demographics are therefore in line with those for Great Britain as a whole.

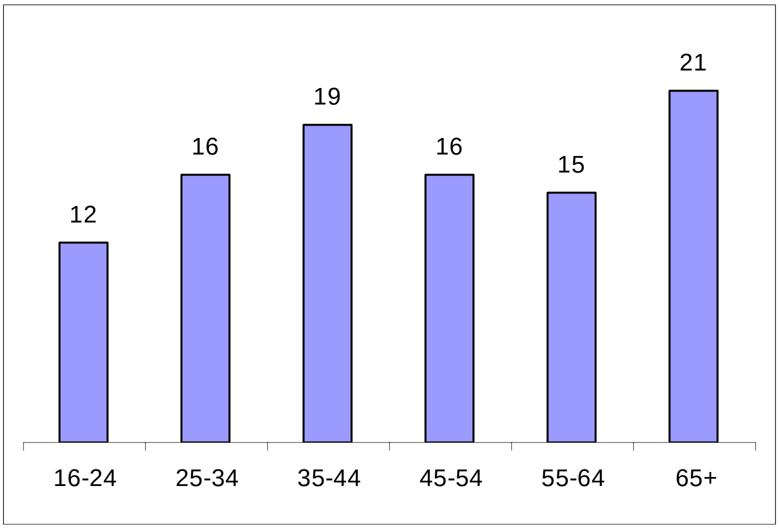
6.2.1 Age

Figure 14 shows the age distribution for all respondents.

- The average age of respondents was 47

- The region with the youngest mean age was Carlton / LWT at 44, and the mean age in the Highlands & Islands region was 46

Figure 14: Age (%, base = 2032)



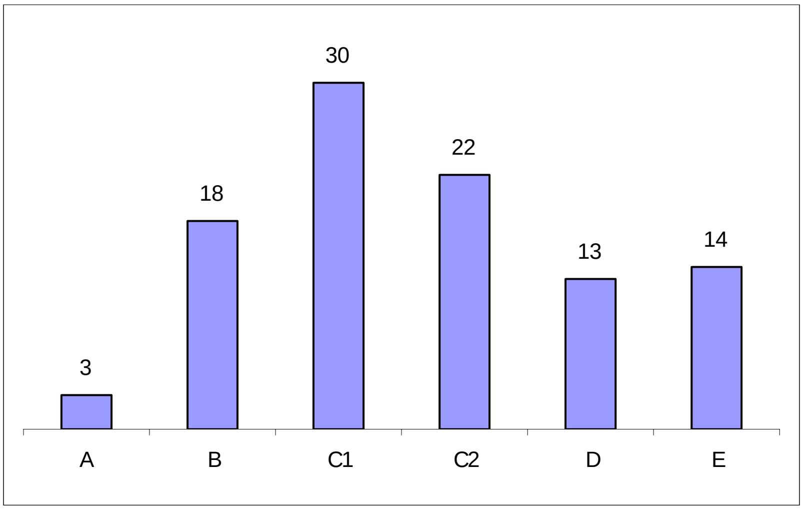
6.2.2 Gender

- 48% of respondents were male and 52% female

6.2.3 Social Class

Figure 15 shows the distribution of respondents by social class.

Figure 15: Social Class (%, base = 2032)



- The biggest proportion of respondents were C1s (30%) followed by C2s (22%)

- Regionally, there was a significantly higher proportion of:

  - C1s living in the Carlton / LWT compared to overall (37% versus 30%)

  - Class Ds living in Tyne Tees (28% compared to 13% overall)

  - Class Es living in Yorkshire (18% compared to 14% overall)

6.3 Questionnaire

INTRODUCTION:

Good morning / afternoon / evening, my name is ….., and I'm calling from GfK NOP, an independent market research company based in London.

We are conducting some research on people's opinions of renewable energy resources. Would you have about 5 minutes to spare now, to answer a few questions?

<u>ADD RE-ASSURANCES AS NECESSARY:</u>

- The questionnaire will only take about 5 minutes, depending on your answers
- All your answers will remain confidential, and nothing you say will be attributed back to you.
- This is not a sales call, and no sales call will ever result from taking part in this survey
- I can tell you at the <u>end</u> of the survey who the research is on behalf of

Yes – continue
No – arrange callback
No – refused

Screener:
S1. Firstly can I check you are aged 16 or over?

Yes **- CONTINUE**

No **- ASK TO BE TRANSFERRED TO SOMEONE AGED 16+, OR THANK & CLOSE IF NO ONE AVAILABLE**

Q1. Which of the following sources of renewable energy have you heard of?

READ OUT. ROTATE ORDER. CODE ALL THAT APPLY

Biomass or bio-energy
Geo-thermal
Hydroelectric
Solar
Tidal
Wave
Wind
Landfill gas
NONE (SINGLE CODE – DO NOT READ OUT)

Q2. I am now going to read out a list of statements about renewable energy, and I would like you to tell me how much you agree or disagree with each one.

ROTATE LIST OF STATEMENTS

I support the use of renewable energy

I am in favour of the use of wind power

I support the Government's policy of generating 10% of our electricity needs from renewable energy by 2010

Renewable energy sources are too costly and this outweighs the environmental benefits they may have

I would be happy to live within 5 kilometres (3 miles) of a wind power development

Do you ….

READ OUT. SINGLE CODE

Agree strongly
Agree slightly
Neither agree nor disagree
Disagree slightly
Disagree strongly
DON'T KNOW (DO NOT READ OUT)

Q3. Which of the following have influenced your views on renewable energy?

READ OUT. ROTATE ORDER. CODE ALL THAT APPLY

National newspaper
Local newspaper
Local radio
National radio
Local television
National television
Living near to a renewable energy development
Being a member of an environmental group
Living near a traditional power-station, i.e. one that uses fossil fuels
Something else (specify)
NONE OF THESE (DO NOT READ OUT – SINGLE CODE)

Q4. I am now going to read out a list of different types of media, and I would like you to tell me how favourable you think their coverage of renewable energy has been over the last 6 months.

READ OUT. ROTATE ORDER

Local radio
National radio
Local television
National television
Local newspapers
National newspapers

READ OUT. SINGLE CODE.

Would you say their coverage of renewable energy has been….

Very favourable
Slightly favourable
Neither favourable nor unfavourable
Slightly unfavourable
Very unfavourable
NOT APPLICABLE – not seen any coverage of renewable energy (DO NOT READ OUT)
DON'T KNOW (DO NOT READ OUT)

Q5. Based on everything you know about renewable energy, on a scale of 1 to 10, where 10 is 'totally in favour', and 1 is 'totally against', how much are you in favour of renewable energy, as an alternative to fossil fuels such as coal and gas?

Scale of 1 to 10
DON'T KNOW

Q6. Which of the following newspapers do you read regularly, that is at least twice a week?

READ OUT. ROTATE ORDER. CODE ALL THAT APPLY

Daily Mirror
Daily Star
The Sun
Daily Record
Daily Mail
Daily Express
The Scotsman
The Times
Financial Times
The Guardian
The Daily Telegraph
The Independent
The Glasgow Herald
The Daily Sport
Other regional morning papers (e.g. Yorkshire Post, Western Daily Press)
Evening paper (e.g. Evening Standard)
Don't know
NONE (SINGLE CODE – DO NOT READ OUT)

Classification

Finally I just have a few questions for classification purposes:

C1. Could you tell me your age at your last birthday?

TYPE IN EXACT AGE
REFUSED (DO NOT READ OUT)

C2. Is the home you are living in…

READ OUT. SINGLE CODE

Owned outright
Being bought on a mortgage (including 'rent-to-buy')
Rented
REFUSED (DO NOT READ OUT)

C3. What is the occupation of the chief income earner in your household?

OPEN END. PROBE FULLY FOR JOB TITLE, JOB DESCRIPTION, INDUSTRY, QUALIFICATIONS, SIZE OF COMPANY.

IF MANAGER / SUPERVISOR / SELF-EMPLOYED – NUMBER OF PEOPLE RESPONSIBLE FOR

C4. Are you currently…

READ OUT. SINGLE CODE

Working 30 hours or more a week (full-time)
Working 8-29 hours a week (part-time)
Retired/Not working with *private pension/means*
Unemployed less than 6 months and seeking work
Unemployed more than 6 months - not able to work
Retired with *state benefit/pension only*
Not working with *state benefit/pension only for other reason*
Student
Not working – Housewife/Househusband
REFUSED (DO NOT READ OUT)

THANK & CLOSE

Thank you very much for your time, that is the end of the survey.

I can confirm that this survey has been conducted on behalf of the DTI, Department of Trade and Industry.

If you have any queries about the research, I can give you the name and telephone number of the executive at GfK NOP managing the survey. Would you like this information?

(If YES) – The project executive at GfK NOP is Alan Bredee. His telephone number is 020 7890 9689.

If you want to check GfK NOP's credentials, you can contact the Market Research Society, on free-phone 0500 396 999, who will confirm that GfK NOP is a bona fide market research organisation.

C5. Record Gender

Male
Female

C6. Code Social class

A
B
C1
C2
D
E