

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 1

Q.1 Which, if any, of the following describes your experience of long-term care?

Long-term care is the requirement for 24 hour medical, nursing and domiciliary management and support to individuals delivered within settings (private or statutory) that are registered and regulated within current legislative frameworks - e.g. residential homes, nursing homes, homes that provide combined residential and nursing care, and including those units/settings that provide condition specific management e.g. specialist dementia care units.

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
NET: Any	882	458	424	86	143	151	136	148	218	269	266	171	176	75	33	103	65	78	77	56	94	101	113	86	156	335
	44%	47%	41%	36%	45%	39%	40%	49%	52%	50%	46%	40%	38%	43%	36%	44%	37%	42%	49%	53%	50%	40%	44%	47%	48%	42%
I have had close relatives in long-term care (either in the past or currently)	730	368	362	67	117	130	108	124	184	237	224	133	136	65	27	85	55	69	64	46	76	79	99	65	136	270
	36%	37%	35%	28%	36%	34%	32%	41%	44%	44%	38%	31%	29%	37%	29%	36%	31%	37%	41%	43%	40%	31%	38%	36%	42%	34%
I have had close friends in long-term care (either in the past or currently)	196	106	89	22	29	30	28	36	51	51	55	43	46	13	8	29	13	11	19	12	18	31	25	18	30	74
	10%	11%	9%	9%	9%	8%	8%	12%	12%	9%	9%	10%	10%	7%	8%	12%	7%	6%	12%	12%	10%	12%	10%	10%	9%	9%
I am in long-term care myself	7	5	2	1	1	2	4	*	-	*	2	-	5	1	-	-	-	-	1	2	-	2	-	1	1	1
	*	1%	*	*	*	*	1%	*	-	*	*	-	1%	1%	-	-	-	-	*	2%	-	1%	-	1%	*	*
I have been in long-term care myself, but I am no longer	16	11	5	3	6	2	4	-	1	2	5	5	4	1	-	1	-	2	-	1	1	3	2	5	3	8
	1%	1%	*	1%	2%	*	1%	-	*	*	1%	1%	1%	1%	-	*	-	1%	-	1%	1%	1%	1%	2%	1%	1%
None of the above	1126	526	600	155	178	231	205	153	203	273	317	251	286	99	58	133	112	107	79	50	95	152	144	97	166	468
	56%	53%	59%	64%	55%	61%	60%	51%	48%	50%	54%	60%	62%	57%	64%	56%	63%	58%	51%	47%	50%	60%	56%	53%	52%	58%

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Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Any	882	39	30	32	39	9	21	77	30	50	67	43	27	20	15	169	35	30	47	48	55
	44%	45%	51%	35%	40%	30%	38%	42%	48%	51%	41%	56%	44%	50%	48%	41%	47%	50%	49%	56%	37%
I have had close relatives in long-term care (either in the past or currently)	730	32	27	27	32	9	18	66	24	40	57	32	25	17	13	133	30	24	35	40	48
	36%	37%	46%	30%	33%	30%	34%	36%	39%	41%	35%	42%	42%	43%	41%	32%	40%	40%	36%	47%	32%
I have had close friends in long-term care (either in the past or currently)	196	7	5	6	10	-	2	18	9	15	11	12	2	4	2	48	5	7	11	11	9
	10%	8%	9%	7%	11%	-	4%	10%	15%	15%	7%	15%	4%	10%	8%	12%	7%	13%	11%	13%	6%
I am in long-term care myself	7	1	*	-	-	-	-	-	-	-	-	-	-	-	-	2	-	1	1	2	1
	*	1%	*	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	1%	2%	*
I have been in long-term care myself, but I am no longer	16	1	-	-	-	-	-	1	-	-	2	-	-	-	-	6	3	1	1	1	-
	1%	1%	-	-	-	-	-	*	-	-	1%	-	-	-	-	1%	3%	1%	1%	2%	-
None of the above	1126	48	29	58	58	21	34	105	32	48	96	34	34	19	16	244	40	29	49	37	93
	56%	55%	49%	65%	60%	70%	62%	58%	52%	49%	59%	44%	56%	50%	52%	59%	53%	50%	51%	44%	63%

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Absolutes/col percents

Table 2

Q.2 To what extent do you agree or disagree with the following statements about the long-term care system?

Summary**Base: All respondents**

	Statements	
	It is out of date and requires an overhaul to ensure it is fit for purpose	It is suitable and fit for purpose now as well as for the future ageing population
Unweighted base	2008	2008
Weighted base	2008	2008
NET: Agree	1447 72%	254 13%
Strongly agree (+2)	588 29%	53 3%
Somewhat agree (+1)	860 43%	201 10%
Neither agree nor disagree (0)	439 22%	532 26%
Somewhat disagree (-1)	100 5%	807 40%
Strongly disagree (-2)	22 1%	415 21%
NET: Disagree	122 6%	1222 61%
Mean	0.94	-0.66
Standard deviation	0.90	1.00
Standard error	0.02	0.02

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Absolutes/col percents

Table 3

**Q.2 To what extent do you agree or disagree with the following statements about the long-term care system?
It is out of date and requires an overhaul to ensure it is fit for purpose**

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784	
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803	
NET: Agree	1447	702	746	123	203	264	259	251	348	415	415	279	338	118	62	177	125	133	109	84	125	172	201	141	238	542	
	72%	71%	73%	51%	63%	69%	76%	83%	83%	77%	71%	66%	73%	68%	68%	75%	71%	71%	70%	79%	67%	68%	78%	77%	74%	68%	
Strongly agree	(+2)	588	267	321	32	64	115	106	118	151	169	157	102	160	49	27	82	43	63	46	32	40	69	76	61	92	201
		29%	27%	31%	13%	20%	30%	31%	39%	36%	31%	27%	24%	35%	28%	29%	35%	24%	34%	29%	30%	21%	27%	29%	33%	29%	25%
Somewhat agree	(+1)	860	435	425	91	139	149	152	132	197	246	258	177	178	69	35	95	82	70	63	52	85	103	126	80	145	341
		43%	44%	41%	38%	43%	39%	45%	44%	47%	45%	44%	42%	39%	40%	38%	40%	46%	38%	40%	49%	45%	41%	49%	44%	45%	42%
Neither agree nor disagree	(0)	439	214	224	101	93	93	64	34	53	97	135	114	93	37	26	44	42	44	36	13	51	60	50	36	59	209
		22%	22%	22%	42%	29%	24%	19%	11%	13%	18%	23%	27%	20%	21%	28%	19%	24%	24%	23%	12%	27%	24%	20%	20%	18%	26%
Somewhat disagree	(-1)	100	53	46	15	20	21	14	10	19	24	29	19	28	16	4	12	8	8	9	9	11	12	5	6	19	41
		5%	5%	5%	6%	6%	5%	4%	3%	4%	4%	5%	4%	6%	9%	4%	5%	5%	4%	6%	8%	6%	5%	2%	3%	6%	5%
Strongly disagree	(-2)	22	15	8	2	4	4	5	6	1	6	3	10	3	2	-	4	2	1	3	1	*	9	1	-	6	12
		1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	2%	1%	1%	-	2%	1%	1%	2%	1%	*	4%	*	-	2%	1%
NET: Disagree		122	68	54	17	25	25	18	16	20	30	32	28	31	19	4	15	10	9	11	9	12	6	6	6	25	52
		6%	7%	5%	7%	8%	7%	5%	5%	5%	6%	6%	7%	7%	11%	4%	7%	6%	5%	7%	9%	6%	8%	2%	3%	8%	7%
Mean		0.94	0.90	0.98	0.56	0.74	0.92	1.00	1.15	1.13	1.01	0.92	0.81	1.00	0.84	0.93	1.01	0.88	0.99	0.90	1.00	0.82	0.83	1.05	1.07	0.93	0.85
Standard deviation		0.90	0.91	0.88	0.83	0.90	0.93	0.89	0.89	0.82	0.88	0.86	0.93	0.92	0.98	0.86	0.94	0.87	0.90	0.95	0.90	0.85	1.00	0.77	0.81	0.93	0.91
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.07	0.11	0.06	0.07	0.04	0.06	0.05	0.03	0.03

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**Q.2 To what extent do you agree or disagree with the following statements about the long-term care system?
It is out of date and requires an overhaul to ensure it is fit for purpose**

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Agree	1447 72%	62 71%	44 74%	61 68%	65 67%	24 80%	38 69%	132 72%	52 83%	69 70%	112 69%	48 63%	37 60%	34 88%	23 73%	293 71%	62 83%	48 81%	74 77%	72 84%	99 67%
Strongly agree	(+2) 588 29%	23 27%	20 33%	24 27%	21 22%	6 21%	14 26%	57 31%	28 45%	28 29%	56 35%	17 22%	14 22%	14 37%	6 20%	111 27%	22 29%	18 31%	34 35%	27 32%	48 32%
Somewhat agree	(+1) 860 43%	39 44%	24 41%	37 41%	44 45%	18 59%	24 43%	76 41%	24 38%	41 41%	56 34%	31 41%	23 38%	20 50%	17 54%	182 44%	40 54%	30 50%	40 41%	45 53%	51 35%
Neither agree nor disagree	(0) 439 22%	17 20%	8 14%	23 25%	27 28%	4 14%	12 23%	39 21%	7 11%	21 21%	43 27%	21 28%	20 33%	4 11%	8 25%	95 23%	7 10%	11 18%	21 22%	10 11%	40 27%
Somewhat disagree	(-1) 100 5%	6 7%	7 11%	6 7%	3 3%	2 6%	5 8%	9 5%	3 4%	7 7%	6 4%	7 9%	2 4%	1 2%	1 2%	16 4%	6 7%	1 1%	1 1%	3 4%	9 6%
Strongly disagree	(-2) 22 1%	2 2%	1 1%	- -	2 2%	- -	- -	2 1%	1 2%	1 1%	1 1%	- -	2 3%	- -	- -	10 2%	- -	- -	- -	1 1%	- -
NET: Disagree	122 6%	8 9%	7 12%	6 7%	5 5%	2 6%	5 8%	11 6%	4 7%	8 8%	7 4%	7 9%	4 7%	1 2%	1 2%	26 6%	6 7%	1 1%	1 1%	4 4%	9 6%
Mean	0.94	0.87	0.95	0.88	0.82	0.95	0.86	0.96	1.19	0.90	0.98	0.76	0.72	1.23	0.91	0.89	1.04	1.11	1.11	1.11	0.92
Standard deviation	0.90	0.96	1.00	0.89	0.87	0.77	0.90	0.92	0.95	0.95	0.91	0.90	0.97	0.71	0.73	0.92	0.83	0.72	0.79	0.80	0.92
Standard error	0.02	0.10	0.12	0.09	0.09	0.14	0.13	0.07	0.11	0.09	0.07	0.11	0.12	0.10	0.12	0.05	0.09	0.09	0.08	0.10	0.07

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Table 4

**Q.2 To what extent do you agree or disagree with the following statements about the long-term care system?
It is suitable and fit for purpose now as well as for the future ageing population**

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
NET: Agree	254 13%	131 13%	122 12%	53 22%	64 20%	40 10%	38 11%	18 6%	42 10%	59 11%	76 13%	53 12%	66 14%	24 14%	13 15%	23 10%	21 12%	21 11%	18 12%	14 13%	34 18%	50 20%	21 8%	15 8%	52 16%	106 13%
Strongly agree	(+2) 53 3%	28 3%	25 2%	8 3%	17 5%	13 4%	4 1%	3 1%	8 2%	13 2%	12 2%	14 3%	14 3%	5 3%	3 3%	5 2%	5 3%	2 1%	6 4%	- -	5 3%	14 6%	5 2%	2 1%	18 6%	25 3%
Somewhat agree	(+1) 201 10%	103 10%	97 10%	46 19%	46 14%	26 7%	33 10%	15 5%	34 8%	46 9%	64 11%	38 9%	52 11%	19 11%	10 11%	19 8%	15 9%	19 10%	13 8%	14 13%	28 15%	35 14%	15 6%	13 7%	34 11%	81 10%
Neither agree nor disagree	(0) 532 26%	261 26%	271 26%	124 52%	106 33%	113 30%	81 24%	45 15%	62 15%	118 22%	154 26%	135 32%	125 27%	47 27%	26 28%	64 27%	47 27%	50 27%	39 25%	30 29%	47 25%	66 26%	72 28%	43 24%	77 24%	242 30%
Somewhat disagree	(-1) 807 40%	401 41%	406 40%	53 22%	117 36%	156 41%	140 41%	143 47%	198 47%	229 42%	245 42%	161 38%	172 37%	67 39%	37 41%	97 41%	85 48%	73 39%	66 43%	40 37%	78 41%	79 31%	109 42%	77 42%	127 40%	318 40%
Strongly disagree	(-2) 415 21%	192 19%	224 22%	10 4%	35 11%	73 19%	83 24%	95 32%	120 28%	136 25%	108 19%	73 17%	99 21%	36 20%	15 16%	52 22%	25 14%	42 23%	32 21%	22 21%	29 16%	58 23%	56 22%	48 26%	66 20%	136 17%
NET: Disagree	1222 61%	592 60%	630 62%	63 26%	152 47%	229 60%	223 65%	238 79%	317 75%	365 67%	353 61%	234 55%	271 59%	103 59%	52 57%	149 63%	109 62%	115 62%	99 63%	62 58%	107 57%	137 54%	164 64%	125 68%	193 60%	454 57%
Mean	-0.66	-0.63	-0.69	-0.05	-0.33	-0.65	-0.77	-1.04	-0.92	-0.79	-0.64	-0.57	-0.63	-0.63	-0.56	-0.73	-0.61	-0.72	-0.69	-0.66	-0.52	-0.52	-0.75	-0.85	-0.59	-0.57
Standard deviation	1.00	1.00	0.99	0.84	1.02	0.98	0.96	0.87	0.96	0.99	0.97	0.99	1.03	1.02	1.01	0.96	0.93	0.97	1.01	0.96	1.02	1.16	0.93	0.93	1.10	0.99
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.08	0.11	0.06	0.07	0.07	0.08	0.11	0.07	0.08	0.05	0.07	0.06	0.04

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Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Agree	254 13%	13 15%	8 13%	15 17%	8 9%	5 16%	9 16%	20 11%	5 9%	12 12%	14 9%	14 18%	6 10%	4 9%	4 12%	67 16%	6 8%	7 12%	7 8%	12 14%	19 13%
Strongly agree	(+2) 53 3%	2 2%	1 2%	6 7%	4 4%	1 4%	- -	5 3%	- -	2 2%	1 1%	2 2%	4 6%	- -	- -	17 4%	2 2%	1 1%	1 1%	- -	5 3%
Somewhat agree	(+1) 201 10%	11 13%	7 11%	9 10%	4 4%	4 12%	9 16%	14 8%	5 9%	10 10%	13 8%	12 16%	2 4%	4 9%	4 12%	50 12%	4 6%	6 11%	6 7%	12 14%	14 10%
Neither agree nor disagree	(0) 532 26%	19 22%	13 22%	23 26%	31 32%	4 12%	18 33%	55 30%	11 18%	24 24%	48 30%	21 27%	18 29%	6 16%	8 26%	115 28%	19 25%	10 18%	21 22%	23 26%	45 31%
Somewhat disagree	(-1) 807 40%	39 45%	24 41%	38 42%	46 47%	17 57%	20 37%	75 41%	31 50%	44 44%	58 36%	29 37%	25 41%	19 49%	14 45%	144 35%	34 46%	25 43%	44 46%	30 35%	51 34%
Strongly disagree	(-2) 415 21%	16 18%	14 24%	14 15%	12 12%	5 15%	8 14%	34 18%	14 23%	19 19%	43 26%	13 17%	12 20%	10 26%	5 17%	88 21%	16 21%	16 28%	24 25%	21 25%	33 22%
NET: Disagree	1222 61%	55 63%	38 66%	51 57%	57 59%	22 72%	28 51%	108 59%	45 73%	62 63%	100 62%	42 55%	37 61%	29 75%	19 62%	232 56%	50 67%	42 71%	68 71%	51 60%	84 57%
Mean	-0.66	-0.65	-0.75	-0.49	-0.59	-0.67	-0.49	-0.64	-0.87	-0.68	-0.79	-0.51	-0.66	-0.92	-0.66	-0.57	-0.78	-0.86	-0.87	-0.71	-0.63
Standard deviation	1.00	0.98	1.01	1.09	0.91	1.01	0.93	0.97	0.87	0.97	0.94	1.04	1.04	0.89	0.91	1.08	0.93	0.98	0.91	0.99	1.03
Standard error	0.02	0.10	0.13	0.12	0.09	0.18	0.13	0.07	0.10	0.09	0.07	0.12	0.13	0.13	0.15	0.06	0.10	0.12	0.09	0.13	0.08

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Table 5

Q.3 To what extent do you agree or disagree with the following statements about long-term care?

Summary

Base: All respondents/ respondents not in long-term care

		Statements									
		Negative stories in the media make me fear needing long-term care	Long-term care provision is going to get worse with our ageing population	Long-term care will be much better by the time I need that kind of support	I would be happy to live in a care home if I become dependent in older age	Being in a care home will mean that I will not be lonely in older age	Being in long-term care will mean losing dignity, choice and control over my life	I do not want to die in a care home	I would want an alternative to a care home if I become dependent in older age	Long-term care providers get a raw deal - they provide a service that we need	Long-term care providers are more interested in profit than in good quality service
Unweighted base		2000	2008	2000	2000	2008	2000	2008	2000	2008	2008
Weighted base		2001	2008	2001	2001	2008	2001	2008	2001	2008	2008
NET: Agree		1637 82%	1598 80%	207 10%	430 22%	747 37%	1322 66%	1471 73%	1517 76%	812 40%	1269 63%
Strongly agree	(+2)	684 34%	697 35%	41 2%	70 4%	93 5%	439 22%	924 46%	674 34%	219 11%	475 24%
Somewhat agree	(+1)	952 48%	901 45%	166 8%	360 18%	654 33%	883 44%	547 27%	843 42%	594 30%	793 40%
Neither agree nor disagree	(0)	278 14%	344 17%	829 41%	558 28%	739 37%	405 20%	449 22%	420 21%	871 43%	604 30%
Somewhat disagree	(-1)	71 4%	55 3%	678 34%	572 29%	319 16%	235 12%	68 3%	54 3%	244 12%	110 5%
Strongly disagree	(-2)	15 1%	10 1%	287 14%	440 22%	203 10%	38 2%	21 1%	10 *	81 4%	25 1%
NET: Disagree		86 4%	65 3%	965 48%	1013 51%	522 26%	273 14%	89 4%	64 3%	325 16%	135 7%
Mean		1.11	1.11	-0.50	-0.48	0.06	0.73	1.14	1.06	0.31	0.79
Standard deviation		0.82	0.81	0.91	1.12	1.04	0.99	0.94	0.83	0.96	0.91
Standard error		0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 6
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Negative stories in the media make me fear needing long-term care
Base: All respondents not in long-term care

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2000	943	1057	217	299	383	363	329	409	734	530	294	442	182	89	262	171	183	168	70	192	188	299	196	316	783	
Weighted base	2001	979	1022	240	321	380	338	301	421	542	580	422	457	173	91	236	177	186	155	105	188	250	258	182	320	802	
NET: Agree	1637	774	862	170	239	304	287	260	376	447	481	328	380	147	73	189	146	148	120	87	156	197	220	154	255	637	
	82%	79%	84%	71%	74%	80%	85%	86%	89%	83%	83%	78%	83%	85%	80%	80%	83%	79%	77%	83%	83%	79%	85%	85%	79%	79%	
Strongly agree	(+2)	684	260	424	71	82	143	123	106	159	163	201	144	176	63	24	90	48	49	59	42	58	98	85	69	105	259
		34%	27%	41%	30%	26%	38%	36%	35%	38%	30%	35%	34%	38%	36%	26%	38%	27%	26%	38%	40%	31%	39%	33%	38%	33%	32%
Somewhat agree	(+1)	952	514	438	99	156	161	164	154	217	284	280	185	204	84	49	99	99	99	61	45	98	99	135	85	149	378
		48%	53%	43%	41%	49%	42%	49%	51%	52%	52%	48%	44%	45%	48%	54%	42%	56%	53%	39%	43%	52%	40%	52%	47%	47%	47%
Neither agree nor disagree	(0)	278	149	129	59	64	57	39	27	33	60	87	75	56	20	10	33	24	30	17	25	39	30	21	42	125	
		14%	15%	13%	25%	20%	15%	11%	9%	8%	11%	15%	18%	12%	11%	11%	14%	14%	16%	19%	16%	13%	16%	12%	12%	13%	16%
Somewhat disagree	(-1)	71	48	23	6	15	18	10	10	11	29	11	18	14	7	5	13	5	6	5	-	7	12	7	6	17	37
		4%	5%	2%	3%	5%	5%	3%	3%	3%	5%	2%	4%	3%	4%	5%	6%	3%	3%	3%	-	3%	5%	3%	3%	5%	5%
Strongly disagree	(-2)	15	8	8	4	3	1	2	4	2	5	1	1	8	-	3	1	1	2	1	1	2	1	1	7	2	
		1%	1%	1%	2%	1%	*	1%	1%	*	1%	*	*	2%	-	4%	*	1%	1%	1%	1%	1%	1%	*	*	2%	*
NET: Disagree		86	56	31	11	18	19	12	14	13	34	12	19	22	7	8	14	7	8	6	7	14	8	7	24	39	
		4%	6%	3%	4%	6%	5%	4%	5%	3%	6%	2%	4%	5%	4%	9%	6%	4%	4%	1%	4%	6%	3%	4%	8%	5%	
Mean	1.11	0.99	1.22	0.94	0.94	1.12	1.17	1.16	1.24	1.05	1.15	1.07	1.15	1.18	0.93	1.12	1.05	1.00	1.10	1.22	1.09	1.11	1.15	1.18	1.03	1.07	
Standard deviation	0.82	0.83	0.81	0.90	0.85	0.85	0.79	0.81	0.73	0.84	0.75	0.84	0.87	0.77	0.96	0.87	0.77	0.81	0.88	0.78	0.78	0.90	0.76	0.80	0.93	0.83	
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.06	0.10	0.05	0.06	0.06	0.07	0.09	0.06	0.07	0.04	0.06	0.05	0.03	

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 6

Q.3 To what extent do you agree or disagree with the following statements about long-term care?

Negative stories in the media make me fear needing long-term care

Base: All respondents not in long-term care

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2000	93	64	87	93	31	51	196	69	106	161	72	65	50	36	371	81	62	102	57	153
Weighted base	2001	86	58	90	97	30	55	183	62	98	163	77	61	39	31	411	74	58	96	84	148
NET: Agree	1637 82%	75 87%	51 87%	72 80%	81 84%	24 79%	46 84%	148 81%	50 80%	76 77%	125 77%	65 85%	46 76%	33 84%	29 92%	329 80%	66 88%	47 81%	82 86%	70 83%	123 83%
Strongly agree	(+2) 684 34%	35 40%	25 43%	22 25%	27 28%	6 19%	17 32%	73 40%	23 37%	39 40%	46 28%	27 35%	14 23%	19 50%	6 20%	149 36%	23 30%	21 35%	35 37%	31 36%	47 31%
Somewhat agree	(+1) 952 48%	40 47%	26 44%	50 56%	54 56%	18 61%	28 52%	75 41%	27 43%	36 37%	79 49%	38 50%	32 53%	13 34%	23 72%	180 44%	43 58%	27 46%	47 50%	39 46%	76 52%
Neither agree nor disagree	(0) 278 14%	8 10%	6 11%	7 8%	13 14%	5 16%	5 9%	24 13%	10 16%	19 19%	29 18%	9 11%	12 20%	4 10%	2 5%	64 16%	6 9%	8 14%	10 10%	14 17%	21 14%
Somewhat disagree	(-1) 71 4%	3 3%	1 2%	7 8%	1 1%	1 3%	3 6%	10 5%	2 4%	3 3%	6 4%	3 4%	1 2%	2 5%	1 3%	16 4%	2 3%	3 5%	3 3%	- -	3 2%
Strongly disagree	(-2) 15 1%	- -	- -	3 4%	1 1%	1 2%	1 2%	1 *	- -	1 1%	2 1%	- -	1 1%	1 1%	- -	3 1%	* 1%	- -	* *	1 1%	1 *
NET: Disagree	86 4%	3 3%	1 2%	11 12%	2 2%	2 5%	4 7%	10 6%	2 4%	4 4%	8 5%	3 4%	2 3%	2 6%	1 3%	18 4%	2 3%	3 5%	3 3%	1 1%	3 2%
Mean	1.11	1.24	1.27	0.89	1.10	0.91	1.06	1.15	1.14	1.12	0.99	1.16	0.95	1.26	1.09	1.11	1.14	1.11	1.19	1.18	1.12
Standard deviation	0.82	0.76	0.75	1.00	0.73	0.81	0.89	0.87	0.82	0.88	0.85	0.78	0.80	0.94	0.61	0.85	0.74	0.84	0.77	0.75	0.75
Standard error	0.02	0.08	0.09	0.11	0.08	0.14	0.13	0.06	0.10	0.09	0.07	0.09	0.10	0.13	0.10	0.04	0.08	0.11	0.08	0.10	0.06

Find Me Good Care Survey

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Absolutes/col percents

Table 7

Q.3 To what extent do you agree or disagree with the following statements about long-term care?**Long-term care provision is going to get worse with our ageing population****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784	
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803	
NET: Agree	1598	777	821	138	222	304	281	267	387	448	469	326	355	142	69	188	143	136	125	93	146	187	212	158	255	620	
	80%	79%	80%	57%	69%	80%	82%	89%	92%	83%	81%	77%	77%	81%	76%	80%	81%	73%	80%	88%	77%	74%	82%	86%	79%	77%	
Strongly agree	(+2)	697	303	394	36	83	157	136	120	166	184	202	151	160	53	28	89	59	74	53	31	63	85	92	70	124	265
		35%	31%	39%	15%	26%	41%	40%	40%	39%	34%	35%	36%	35%	31%	31%	38%	33%	40%	34%	29%	33%	34%	36%	38%	39%	33%
Somewhat agree	(+1)	901	474	427	101	139	147	146	147	221	264	268	175	195	89	41	99	84	62	72	62	83	102	120	88	132	355
		45%	48%	42%	42%	43%	39%	43%	49%	53%	49%	46%	41%	42%	51%	45%	42%	47%	33%	46%	58%	44%	40%	47%	48%	41%	44%
Neither agree nor disagree	(0)	344	171	173	85	80	69	54	27	29	76	102	80	86	28	18	42	31	37	27	8	33	57	44	20	52	154
		17%	17%	17%	35%	25%	18%	16%	9%	7%	14%	18%	19%	19%	16%	20%	18%	17%	20%	17%	8%	18%	22%	17%	11%	16%	19%
Somewhat disagree	(-1)	55	33	22	18	16	8	5	4	4	15	10	13	16	5	2	6	3	13	4	4	7	6	*	5	10	25
		3%	3%	2%	7%	5%	2%	1%	1%	3%	2%	3%	4%	3%	2%	3%	2%	7%	3%	4%	4%	2%	*	3%	3%	3%	
Strongly disagree	(-2)	10	3	8	1	4	1	3	1	3	-	4	4	-	2	-	1	-	1	1	2	3	1	1	4	4	
		1%	*	1%	*	1%	*	1%	*	*	-	1%	1%	-	2%	-	*	-	*	1%	1%	1%	*	1%	1%	1%	
NET: Disagree		65	36	30	19	19	9	6	7	6	18	10	16	21	5	4	6	4	13	5	9	9	1	6	14	29	
		3%	4%	3%	8%	6%	2%	2%	2%	1%	3%	2%	4%	4%	3%	4%	3%	7%	3%	5%	5%	4%	*	3%	4%	4%	
Mean	1.11	1.06	1.15	0.64	0.87	1.18	1.20	1.26	1.29	1.13	1.13	1.08	1.06	1.09	1.01	1.15	1.12	1.06	1.10	1.12	1.05	1.03	1.17	1.21	1.12	1.06	
Standard deviation	0.81	0.80	0.83	0.84	0.89	0.81	0.78	0.75	0.67	0.79	0.76	0.86	0.87	0.75	0.88	0.80	0.77	0.94	0.80	0.76	0.87	0.87	0.73	0.77	0.88	0.83	
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.06	0.09	0.05	0.06	0.07	0.06	0.09	0.06	0.06	0.04	0.05	0.05	0.03	

Find Me Good Care Survey

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Absolutes/col percents

Table 7

Q.3 To what extent do you agree or disagree with the following statements about long-term care?

Long-term care provision is going to get worse with our ageing population

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Agree	1598 80%	72 83%	49 84%	68 76%	74 77%	26 86%	43 79%	147 80%	49 79%	79 80%	119 73%	58 76%	48 78%	35 89%	26 83%	314 76%	64 87%	50 84%	81 85%	73 86%	121 82%
Strongly agree	(+2) 697 35%	27 31%	21 35%	28 31%	36 38%	10 32%	12 21%	69 38%	24 39%	37 38%	61 38%	29 38%	17 27%	20 53%	8 26%	134 32%	26 35%	25 42%	36 37%	24 28%	54 36%
Somewhat agree	(+1) 901 45%	45 52%	29 49%	40 45%	38 39%	16 54%	32 58%	78 43%	25 40%	42 43%	58 36%	29 38%	31 51%	14 36%	18 57%	180 44%	39 52%	25 42%	46 47%	49 57%	68 46%
Neither agree nor disagree	(0) 344 17%	13 15%	9 16%	15 17%	19 19%	4 14%	11 20%	31 17%	11 17%	16 16%	31 19%	13 17%	13 21%	4 11%	5 17%	88 21%	9 12%	8 13%	12 12%	7 9%	25 17%
Somewhat disagree	(-1) 55 3%	2 2%	-	4 5%	3 3%	-	* 1%	5 3%	2 4%	3 3%	12 8%	3 4%	1 1%	-	-	8 2%	-	2 3%	3 3%	4 5%	2 2%
Strongly disagree	(-2) 10 1%	-	-	2 2%	1 1%	-	-	-	-	1 1%	-	2 3%	-	-	-	4 1%	1 1%	-	-	1 1%	-
NET: Disagree	65 3%	2 2%	-	6 7%	4 4%	-	* 1%	5 3%	2 4%	4 4%	12 8%	5 7%	1 1%	-	-	11 3%	1 1%	2 3%	3 3%	5 6%	2 2%
Mean	1.11	1.11	1.19	0.98	1.10	1.18	1.00	1.15	1.14	1.14	1.03	1.05	1.04	1.42	1.10	1.05	1.19	1.23	1.19	1.08	1.16
Standard deviation	0.81	0.74	0.69	0.93	0.87	0.66	0.67	0.79	0.84	0.84	0.94	0.98	0.72	0.69	0.66	0.83	0.75	0.79	0.77	0.80	0.76
Standard error	0.02	0.08	0.09	0.10	0.09	0.12	0.09	0.06	0.10	0.08	0.07	0.12	0.09	0.10	0.11	0.04	0.08	0.10	0.08	0.10	0.06

Find Me Good Care Survey

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Absolutes/col percents

Table 8
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Long-term care will be much better by the time I need that kind of support
Base: All respondents not in long-term care

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2000	943	1057	217	299	383	363	329	409	734	530	294	442	182	89	262	171	183	168	70	192	188	299	196	316	783	
Weighted base	2001	979	1022	240	321	380	338	301	421	542	580	422	457	173	91	236	177	186	155	105	188	250	258	182	320	802	
NET: Agree	207	127	80	53	59	46	22	10	17	62	65	40	41	12	11	25	14	27	13	11	15	41	21	17	50	92	
	10%	13%	8%	22%	18%	12%	7%	3%	4%	11%	11%	9%	9%	7%	12%	11%	8%	15%	8%	10%	8%	17%	8%	10%	16%	11%	
Strongly agree	(+2)	41	19	23	10	10	12	5	1	3	7	13	12	9	*	-	7	4	5	3	1	5	9	3	2	9	19
		2%	2%	2%	4%	3%	3%	2%	*	1%	1%	2%	3%	2%	*	-	3%	2%	3%	2%	1%	3%	4%	1%	1%	3%	2%
Somewhat agree	(+1)	166	108	58	43	49	34	17	9	14	54	51	28	32	11	11	18	10	22	9	9	11	32	18	15	41	73
		8%	11%	6%	18%	15%	9%	5%	3%	10%	9%	7%	7%	7%	7%	12%	8%	6%	12%	6%	9%	6%	13%	7%	8%	13%	9%
Neither agree nor disagree	(0)	829	403	426	120	147	168	149	107	137	199	230	192	207	81	37	97	82	80	72	37	82	93	98	70	115	350
		41%	41%	42%	50%	46%	44%	44%	36%	32%	37%	40%	46%	45%	47%	41%	41%	46%	43%	46%	36%	43%	37%	38%	38%	36%	44%
Somewhat disagree	(-1)	678	333	345	52	96	117	103	120	189	201	207	125	144	65	27	70	60	56	50	50	71	71	88	69	105	261
		34%	34%	34%	22%	30%	31%	31%	40%	45%	37%	36%	30%	32%	37%	30%	30%	34%	30%	32%	48%	37%	28%	34%	38%	33%	33%
Strongly disagree	(-2)	287	116	171	16	18	48	63	63	78	80	78	65	64	16	16	44	21	22	21	6	21	45	51	26	49	99
		14%	12%	17%	6%	6%	13%	19%	21%	19%	15%	13%	15%	14%	9%	17%	18%	12%	12%	13%	6%	11%	18%	20%	14%	15%	12%
NET: Disagree		965	449	516	68	115	166	166	183	267	281	286	190	209	80	43	114	81	79	71	57	91	116	139	95	155	359
		48%	46%	50%	28%	36%	44%	49%	61%	63%	52%	49%	45%	46%	46%	48%	48%	46%	42%	45%	54%	48%	46%	54%	52%	48%	45%
Mean		-0.50	-0.43	-0.57	-0.08	-0.20	-0.41	-0.60	-0.78	-0.77	-0.54	-0.49	-0.48	-0.49	-0.48	-0.54	-0.53	-0.47	-0.37	-0.49	-0.48	-0.49	-0.44	-0.64	-0.56	-0.45	-0.43
Standard deviation		0.91	0.91	0.91	0.90	0.88	0.93	0.90	0.82	0.81	0.91	0.91	0.93	0.89	0.76	0.92	0.98	0.86	0.94	0.88	0.79	0.86	1.04	0.91	0.88	0.99	0.90
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.10	0.06	0.07	0.07	0.07	0.09	0.06	0.08	0.05	0.06	0.06	0.03

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Absolutes/col percents

Table 8

Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Long-term care will be much better by the time I need that kind of support

Base: All respondents not in long-term care

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2000	93	64	87	93	31	51	196	69	106	161	72	65	50	36	371	81	62	102	57	153
Weighted base	2001	86	58	90	97	30	55	183	62	98	163	77	61	39	31	411	74	58	96	84	148
NET: Agree	207 10%	7 8%	2 3%	9 10%	9 9%	3 9%	3 6%	19 11%	9 14%	10 11%	21 13%	5 7%	3 5%	2 5%	3 10%	56 14%	10 14%	7 11%	5 5%	10 12%	14 9%
Strongly agree	(+2) 41 2%	* 1%	- -	- -	2 2%	* 2%	2 3%	10 5%	- -	3 3%	3 2%	1 2%	* 1%	- -	2 8%	10 2%	1 1%	2 3%	- -	1 2%	3 2%
Somewhat agree	(+1) 166 8%	7 8%	2 3%	9 10%	6 6%	2 8%	1 3%	10 5%	9 14%	8 8%	18 11%	4 5%	3 4%	2 5%	1 3%	47 11%	9 13%	5 9%	5 5%	8 10%	11 7%
Neither agree nor disagree	(0) 829 41%	41 48%	27 47%	35 39%	39 40%	16 52%	32 59%	80 44%	22 36%	42 43%	65 40%	34 44%	30 49%	14 35%	12 37%	163 40%	26 35%	21 35%	41 43%	31 37%	58 39%
Somewhat disagree	(-1) 678 34%	31 36%	21 36%	30 34%	36 38%	7 23%	17 30%	53 29%	22 35%	30 31%	55 34%	28 37%	24 40%	11 29%	13 41%	124 30%	26 34%	22 38%	36 38%	38 45%	54 36%
Strongly disagree	(-2) 287 14%	6 7%	8 14%	15 17%	13 13%	5 15%	2 4%	31 17%	9 14%	16 16%	22 13%	9 12%	4 7%	12 31%	4 12%	68 16%	13 17%	9 15%	13 13%	6 7%	22 15%
NET: Disagree	965 48%	37 44%	29 50%	45 51%	49 51%	12 39%	19 35%	84 46%	31 50%	46 47%	77 47%	37 49%	28 46%	23 60%	17 53%	192 47%	38 52%	31 53%	49 51%	44 52%	76 51%
Mean	-0.50	-0.42	-0.62	-0.58	-0.53	-0.43	-0.30	-0.47	-0.50	-0.49	-0.46	-0.53	-0.48	-0.85	-0.47	-0.47	-0.54	-0.55	-0.59	-0.46	-0.54
Standard deviation	0.91	0.77	0.76	0.89	0.90	0.91	0.75	1.01	0.92	0.95	0.93	0.84	0.72	0.93	1.01	0.97	0.96	0.95	0.79	0.84	0.91
Standard error	0.02	0.08	0.10	0.10	0.09	0.16	0.10	0.07	0.11	0.09	0.07	0.10	0.09	0.13	0.17	0.05	0.11	0.12	0.08	0.11	0.07

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 9

**Q.3 To what extent do you agree or disagree with the following statements about long-term care?
I would be happy to live in a care home if I become dependent in older age**

Base: All respondents not in long-term care

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2000	943	1057	217	299	383	363	329	409	734	530	294	442	182	89	262	171	183	168	70	192	188	299	196	316	783
Weighted base	2001	979	1022	240	321	380	338	301	421	542	580	422	457	173	91	236	177	186	155	105	188	250	258	182	320	802
NET: Agree	430 22%	250 26%	180 18%	59 24%	87 27%	70 18%	67 20%	52 17%	96 23%	121 22%	118 20%	102 24%	89 20%	40 23%	23 25%	45 19%	37 21%	53 28%	36 23%	23 22%	48 25%	56 22%	41 16%	29 16%	79 25%	173 22%
Strongly agree	(+2) 70 4%	46 5%	24 2%	9 4%	16 5%	18 5%	9 3%	5 2%	13 3%	18 3%	17 3%	19 4%	16 4%	2 1%	3 4%	10 4%	6 4%	8 4%	7 4%	7 6%	5 3%	12 5%	6 2%	4 2%	15 5%	30 4%
Somewhat agree	(+1) 360 18%	204 21%	156 15%	49 21%	70 22%	52 14%	59 17%	46 15%	83 20%	103 19%	101 17%	83 20%	73 16%	38 22%	20 22%	35 15%	31 17%	45 24%	29 19%	16 16%	42 22%	44 18%	35 13%	25 14%	63 20%	143 18%
Neither agree nor disagree	(0) 558 28%	269 28%	289 28%	73 30%	96 30%	123 32%	96 28%	79 26%	91 22%	133 24%	164 28%	144 34%	117 26%	38 22%	21 24%	78 33%	61 34%	52 28%	40 26%	26 25%	58 31%	67 27%	72 28%	45 25%	82 25%	244 30%
Somewhat disagree	(-1) 572 29%	279 29%	293 29%	75 31%	68 21%	110 29%	88 26%	97 32%	133 32%	181 33%	174 30%	97 23%	120 26%	61 35%	34 37%	57 24%	46 26%	42 23%	38 25%	34 32%	47 25%	76 31%	82 32%	54 29%	87 27%	226 28%
Strongly disagree	(-2) 440 22%	180 18%	260 25%	34 14%	70 22%	77 20%	86 26%	72 24%	101 24%	108 20%	124 21%	79 19%	131 29%	34 19%	13 14%	56 24%	33 19%	39 21%	41 26%	22 21%	36 19%	50 20%	62 24%	54 30%	74 23%	159 20%
NET: Disagree	1013 51%	459 47%	554 54%	109 45%	138 43%	187 49%	175 52%	170 56%	235 56%	288 53%	298 51%	176 42%	251 55%	95 55%	46 51%	113 48%	79 45%	81 44%	79 51%	56 54%	83 44%	127 51%	145 56%	108 59%	160 50%	385 48%
Mean	-0.48	-0.35	-0.60	-0.31	-0.33	-0.46	-0.55	-0.62	-0.54	-0.47	-0.49	-0.32	-0.60	-0.50	-0.36	-0.48	-0.39	-0.32	-0.50	-0.46	-0.35	-0.43	-0.62	-0.70	-0.44	-0.43
Standard deviation	1.12	1.14	1.09	1.07	1.19	1.10	1.12	1.06	1.14	1.11	1.10	1.12	1.16	1.07	1.08	1.13	1.09	1.18	1.19	1.17	1.11	1.14	1.07	1.11	1.18	1.11
Standard error	0.03	0.04	0.03	0.07	0.07	0.06	0.06	0.06	0.06	0.04	0.05	0.07	0.06	0.08	0.11	0.07	0.08	0.09	0.09	0.14	0.08	0.08	0.06	0.08	0.07	0.04

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 9

**Q.3 To what extent do you agree or disagree with the following statements about long-term care?
I would be happy to live in a care home if I become dependent in older age**

Base: All respondents not in long-term care

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2000	93	64	87	93	31	51	196	69	106	161	72	65	50	36	371	81	62	102	57	153
Weighted base	2001	86	58	90	97	30	55	183	62	98	163	77	61	39	31	411	74	58	96	84	148
NET: Agree	430 22%	21 24%	14 23%	20 23%	19 19%	12 39%	9 16%	39 21%	12 19%	21 22%	42 26%	20 26%	14 23%	7 17%	5 16%	89 22%	8 11%	11 19%	20 21%	20 24%	29 20%
Strongly agree	(+2) 70 4%	1 2%	1 1%	2 2%	3 3%	3 9%	1 1%	9 5%	2 3%	4 5%	6 4%	1 1%	3 5%	1 3%	- -	15 4%	2 3%	1 1%	3 3%	7 8%	5 4%
Somewhat agree	(+1) 360 18%	19 22%	13 22%	19 21%	16 16%	9 30%	8 14%	29 16%	10 17%	17 17%	36 22%	19 25%	11 18%	5 14%	5 16%	74 18%	6 8%	10 18%	16 17%	13 16%	24 16%
Neither agree nor disagree	(0) 558 28%	19 22%	13 23%	20 22%	34 36%	8 27%	20 36%	65 36%	18 28%	25 25%	46 28%	19 24%	17 28%	10 25%	14 44%	116 28%	18 24%	17 30%	19 20%	23 28%	37 25%
Somewhat disagree	(-1) 572 29%	28 33%	22 38%	37 41%	28 29%	9 30%	12 21%	44 24%	14 23%	29 30%	35 22%	21 28%	20 32%	10 26%	8 24%	124 30%	23 31%	16 27%	29 31%	24 28%	40 27%
Strongly disagree	(-2) 440 22%	18 21%	9 15%	13 15%	16 16%	1 4%	15 27%	35 19%	18 30%	23 24%	39 24%	16 22%	10 17%	13 32%	5 16%	83 20%	25 34%	14 24%	27 29%	17 21%	41 28%
NET: Disagree	1013 51%	46 54%	31 54%	50 55%	43 45%	10 34%	26 48%	79 43%	33 52%	52 53%	75 46%	38 49%	30 49%	23 58%	13 40%	207 50%	48 65%	30 51%	57 59%	41 49%	81 55%
Mean	-0.48	-0.49	-0.45	-0.45	-0.39	0.10	-0.58	-0.36	-0.60	-0.51	-0.40	-0.44	-0.37	-0.70	-0.40	-0.45	-0.85	-0.55	-0.64	-0.38	-0.60
Standard deviation	1.12	1.11	1.04	1.04	1.04	1.07	1.08	1.12	1.16	1.16	1.19	1.12	1.12	1.17	0.95	1.11	1.08	1.08	1.17	1.21	1.16
Standard error	0.03	0.12	0.13	0.11	0.11	0.19	0.15	0.08	0.14	0.11	0.09	0.13	0.14	0.17	0.16	0.06	0.12	0.14	0.12	0.16	0.09

Find Me Good Care Survey

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Absolutes/col percents

Table 10
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Being in a care home will mean that I will not be lonely in older age
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784	
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803	
NET: Agree	747	387	360	97	136	152	115	112	136	198	213	166	170	60	37	91	72	74	60	36	73	100	90	56	133	316	
	37%	39%	35%	40%	42%	40%	34%	37%	32%	37%	37%	39%	37%	34%	40%	39%	40%	40%	39%	33%	39%	40%	35%	30%	41%	39%	
Strongly agree	(+2)	93	54	40	17	18	23	18	6	11	23	22	21	7	4	11	7	8	8	8	9	17	8	6	23	42	
		5%	5%	4%	7%	6%	6%	5%	2%	3%	4%	5%	5%	4%	4%	5%	4%	4%	5%	8%	5%	7%	3%	3%	7%	5%	
Somewhat agree	(+1)	654	334	320	79	118	128	97	106	125	175	185	145	149	52	33	80	65	65	28	65	84	81	50	110	274	
		33%	34%	31%	33%	37%	34%	29%	35%	30%	32%	32%	34%	32%	30%	36%	34%	37%	35%	33%	26%	34%	33%	27%	34%	34%	
Neither agree nor disagree	(0)	739	358	380	90	114	145	139	102	148	198	222	158	160	54	37	86	67	75	40	76	94	98	58	104	301	
		37%	36%	37%	38%	36%	38%	41%	34%	35%	37%	38%	37%	35%	31%	40%	36%	38%	41%	38%	41%	37%	38%	32%	32%	38%	
Somewhat disagree	(-1)	319	163	156	35	38	61	50	48	86	101	87	63	68	41	12	34	23	18	23	21	23	39	44	41	42	126
		16%	17%	15%	15%	12%	16%	15%	16%	20%	19%	15%	15%	15%	23%	13%	15%	13%	10%	15%	19%	12%	15%	17%	23%	13%	
Strongly disagree	(-2)	203	76	128	18	33	24	37	39	52	45	60	35	64	20	6	25	16	19	19	10	15	20	28	42	60	
		10%	8%	12%	8%	10%	6%	11%	13%	12%	8%	10%	8%	14%	12%	6%	10%	9%	10%	12%	9%	8%	8%	10%	15%	13%	
NET: Disagree		522	238	284	54	71	85	88	87	138	146	147	97	132	61	18	59	39	37	43	30	38	59	70	69	84	186
		26%	24%	28%	22%	22%	22%	26%	29%	33%	27%	25%	23%	29%	35%	19%	25%	22%	20%	29%	20%	23%	27%	38%	26%	23%	
Mean		0.06	0.13	-0.01	0.18	0.16	0.17	0.02	-0.03	-0.10	0.06	0.06	0.13	-0.01	-0.08	0.19	0.08	0.13	0.14	0.04	0.03	0.15	0.15	0.01	-0.20	0.09	0.14
Standard deviation		1.04	1.01	1.06	1.02	1.05	0.98	1.04	1.05	1.04	1.00	1.03	1.00	1.10	1.08	0.94	1.04	0.99	1.01	1.09	1.06	0.98	1.02	1.01	1.10	1.13	0.99
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.08	0.07	0.08	0.13	0.07	0.07	0.06	0.08	0.06	0.04

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Absolutes/col percents

Table 10
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Being in a care home will mean that I will not be lonely in older age
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Agree	747 37%	31 36%	20 34%	36 40%	36 37%	16 53%	23 43%	77 42%	22 35%	39 40%	60 37%	29 38%	25 41%	14 36%	12 40%	155 37%	29 39%	21 36%	28 29%	27 31%	47 32%
Strongly agree (+2)	93 5%	7 8%	1 1%	2 3%	4 5%	1 5%	2 3%	10 5%	3 5%	6 6%	7 4%	4 5%	2 3%	3 7%	- -	20 5%	4 6%	1 2%	4 4%	8 9%	5 4%
Somewhat agree (+1)	654 33%	24 28%	19 33%	33 37%	31 32%	15 48%	22 39%	68 37%	19 31%	34 34%	53 32%	25 33%	23 38%	11 29%	12 40%	135 33%	24 33%	20 34%	24 25%	19 22%	42 28%
Neither agree nor disagree (0)	739 37%	31 36%	13 22%	33 37%	34 35%	11 37%	22 40%	63 35%	28 46%	34 35%	67 41%	29 38%	25 41%	9 24%	12 37%	171 41%	20 27%	16 27%	34 36%	32 37%	53 36%
Somewhat disagree (-1)	319 16%	14 16%	18 31%	15 17%	19 19%	2 6%	4 8%	25 14%	6 9%	13 13%	16 10%	10 13%	8 13%	10 26%	6 18%	59 14%	14 18%	15 26%	20 21%	18 21%	26 17%
Strongly disagree (-2)	203 10%	10 12%	7 12%	6 6%	9 9%	1 4%	5 9%	17 9%	6 10%	12 12%	19 12%	9 12%	3 4%	6 15%	2 5%	29 7%	12 16%	7 12%	14 15%	9 10%	22 15%
NET: Disagree	522 26%	24 28%	26 44%	21 23%	27 28%	3 10%	9 17%	42 23%	12 19%	25 25%	36 22%	19 24%	11 17%	16 41%	7 23%	88 21%	25 34%	22 37%	34 35%	27 32%	48 32%
Mean	0.06	0.04	-0.21	0.13	0.04	0.44	0.19	0.15	0.11	0.08	0.07	0.07	0.23	-0.14	0.11	0.14	-0.05	-0.12	-0.17	-0.01	-0.11
Standard deviation	1.04	1.11	1.08	0.95	1.03	0.85	0.97	1.03	1.00	1.09	1.04	1.06	0.88	1.20	0.89	0.96	1.18	1.06	1.10	1.11	1.09
Standard error	0.02	0.11	0.13	0.10	0.11	0.15	0.14	0.07	0.12	0.11	0.08	0.12	0.11	0.17	0.15	0.05	0.13	0.13	0.11	0.15	0.09

Find Me Good Care Survey

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Absolutes/col percents

Table 11
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Being in long-term care will mean losing dignity, choice and control over my life
Base: All respondents not in long-term care

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2000	943	1057	217	299	383	363	329	409	734	530	294	442	182	89	262	171	183	168	70	192	188	299	196	316	783	
Weighted base	2001	979	1022	240	321	380	338	301	421	542	580	422	457	173	91	236	177	186	155	105	188	250	258	182	320	802	
NET: Agree	1322	646	677	134	189	236	225	226	312	377	383	266	296	123	59	152	117	110	101	79	122	158	173	130	215	510	
	66%	66%	66%	56%	59%	62%	67%	75%	74%	70%	66%	63%	65%	71%	65%	64%	66%	59%	65%	75%	65%	63%	67%	71%	67%	64%	
Strongly agree	(+2)	439	187	252	37	60	84	79	74	105	116	130	83	111	38	15	57	35	34	27	36	59	55	50	67	170	
		22%	19%	25%	15%	19%	22%	23%	25%	21%	22%	20%	24%	22%	16%	24%	20%	18%	22%	26%	19%	23%	21%	28%	21%	21%	
Somewhat agree	(+1)	883	459	424	97	129	153	146	152	207	262	253	183	185	84	44	95	82	76	51	85	100	119	79	148	340	
		44%	47%	42%	40%	40%	40%	43%	50%	49%	48%	44%	43%	41%	49%	49%	40%	46%	41%	43%	49%	45%	40%	46%	44%	46%	
Neither agree nor disagree	(0)	405	196	210	59	76	85	76	43	67	91	123	95	97	27	20	57	31	44	13	39	56	59	33	54	176	
		20%	20%	21%	24%	24%	22%	23%	14%	16%	17%	21%	22%	21%	16%	22%	24%	17%	24%	12%	21%	22%	23%	18%	17%	22%	
Somewhat disagree	(-1)	235	117	118	41	48	56	28	25	38	66	61	57	51	20	8	25	26	28	12	24	29	23	18	41	101	
		12%	12%	12%	17%	15%	15%	8%	8%	9%	12%	11%	14%	11%	12%	9%	10%	14%	15%	15%	11%	13%	12%	9%	10%	13%	
Strongly disagree	(-2)	38	20	18	7	8	3	8	7	4	8	13	4	13	4	4	2	4	4	2	4	7	2	1	10	15	
		2%	2%	2%	3%	3%	1%	3%	2%	1%	1%	2%	1%	3%	2%	4%	1%	2%	2%	2%	2%	3%	1%	1%	3%	2%	
NET: Disagree		273	137	136	48	56	59	37	32	42	74	74	61	64	24	12	27	30	31	13	28	36	25	19	51	116	
		14%	14%	13%	20%	17%	16%	11%	10%	14%	13%	15%	14%	14%	14%	13%	11%	17%	17%	13%	15%	14%	10%	11%	16%	14%	
Mean		0.73	0.69	0.76	0.48	0.58	0.68	0.77	0.87	0.88	0.76	0.73	0.67	0.72	0.77	0.63	0.76	0.67	0.59	0.66	0.87	0.67	0.69	0.78	0.87	0.69	0.68
Standard deviation		0.99	0.98	1.01	1.04	1.03	1.00	0.98	0.96	0.92	0.97	1.00	0.97	1.04	0.99	1.00	0.97	1.02	1.02	0.98	0.99	1.04	0.91	0.95	1.04	1.00	
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.07	0.11	0.06	0.08	0.08	0.08	0.12	0.07	0.08	0.05	0.07	0.06	0.04

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 11
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Being in long-term care will mean losing dignity, choice and control over my life
Base: All respondents not in long-term care

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2000	93	64	87	93	31	51	196	69	106	161	72	65	50	36	371	81	62	102	57	153
Weighted base	2001	86	58	90	97	30	55	183	62	98	163	77	61	39	31	411	74	58	96	84	148
NET: Agree	1322 66%	63 73%	43 73%	60 67%	65 67%	18 59%	39 71%	117 64%	40 65%	65 66%	88 54%	46 60%	37 62%	30 78%	19 60%	263 64%	58 78%	38 65%	70 73%	60 71%	103 69%
Strongly agree	(+2) 439 22%	17 20%	17 30%	13 14%	20 20%	3 11%	11 21%	39 21%	15 24%	24 25%	33 20%	17 23%	8 13%	14 36%	4 12%	84 20%	22 30%	17 30%	19 20%	22 26%	41 28%
Somewhat agree	(+1) 883 44%	46 54%	25 43%	47 53%	45 47%	14 48%	27 50%	79 43%	25 41%	41 42%	56 34%	29 38%	30 49%	16 41%	15 48%	179 43%	36 48%	21 35%	51 54%	38 45%	62 42%
Neither agree nor disagree	(0) 405 20%	13 15%	7 12%	18 20%	17 18%	5 16%	8 15%	45 25%	14 23%	16 16%	43 26%	17 23%	14 23%	6 15%	7 24%	96 23%	12 16%	13 21%	14 14%	11 13%	28 19%
Somewhat disagree	(-1) 235 12%	8 10%	7 11%	8 9%	11 12%	7 22%	7 13%	17 10%	8 12%	17 17%	27 16%	13 16%	9 15%	2 6%	5 16%	44 11%	5 6%	7 11%	12 12%	12 14%	11 8%
Strongly disagree	(-2) 38 2%	2 2%	2 3%	4 5%	3 3%	1 4%	1 2%	2 1%	- -	- -	5 3%	1 1%	- -	* 1%	- -	8 2%	- -	1 2%	- -	2 2%	6 4%
NET: Disagree	273 14%	10 11%	9 15%	12 13%	14 15%	8 26%	8 14%	20 11%	8 12%	17 17%	31 19%	13 17%	9 15%	3 7%	5 16%	52 13%	5 6%	8 14%	12 12%	13 16%	17 11%
Mean	0.73	0.80	0.84	0.64	0.70	0.40	0.76	0.73	0.76	0.74	0.52	0.65	0.59	1.05	0.56	0.69	1.01	0.79	0.80	0.79	0.82
Standard deviation	0.99	0.93	1.08	0.99	1.02	1.08	0.98	0.95	0.96	1.02	1.08	1.03	0.90	0.94	0.92	0.98	0.85	1.07	0.90	1.04	1.05
Standard error	0.02	0.10	0.14	0.11	0.11	0.19	0.14	0.07	0.12	0.10	0.08	0.12	0.11	0.13	0.15	0.05	0.09	0.14	0.09	0.14	0.08

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 12
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
I do not want to die in a care home
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784	
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803	
NET: Agree	1471	718	753	181	222	274	243	221	330	388	432	296	355	131	73	189	124	127	110	87	122	180	187	139	225	572	
	73%	73%	74%	75%	69%	72%	71%	73%	78%	72%	74%	70%	77%	75%	81%	80%	70%	69%	71%	81%	65%	71%	73%	76%	70%	71%	
Strongly agree	(+2)	924	441	483	115	131	177	153	136	211	239	259	178	247	79	41	125	80	80	70	41	71	123	123	91	130	359
		46%	45%	47%	48%	41%	46%	45%	45%	50%	44%	44%	42%	54%	45%	45%	53%	45%	43%	45%	38%	38%	48%	48%	50%	40%	45%
Somewhat agree	(+1)	547	277	270	65	91	97	89	85	119	149	173	117	107	52	33	64	44	47	41	46	50	58	64	48	95	213
		27%	28%	26%	27%	28%	25%	26%	28%	28%	28%	30%	28%	23%	30%	36%	27%	25%	25%	26%	43%	27%	23%	25%	26%	30%	27%
Neither agree nor disagree	(0)	449	222	226	46	79	89	89	67	78	127	127	103	93	39	15	40	44	52	34	16	58	58	35	72	195	
		22%	23%	22%	19%	24%	23%	26%	22%	19%	23%	22%	24%	20%	23%	17%	17%	25%	28%	22%	15%	31%	23%	22%	19%	22%	24%
Somewhat disagree	(-1)	68	35	33	11	16	15	5	9	13	24	18	20	7	3	-	5	7	6	11	3	7	13	9	6	19	28
		3%	4%	3%	4%	5%	4%	1%	3%	3%	4%	3%	5%	1%	2%	-	2%	4%	3%	7%	2%	4%	5%	3%	3%	6%	4%
Strongly disagree	(-2)	21	10	11	3	4	3	5	5	1	3	6	3	8	1	2	2	2	1	1	2	2	1	4	3	6	7
		1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	2%	1%	2%	1%	1%	*	1%	2%	1%	1%	2%	2%	2%	2%	1%
NET: Disagree		89	44	45	14	21	18	9	13	13	27	24	23	15	4	2	7	9	6	12	4	9	15	13	9	25	35
		4%	4%	4%	6%	6%	5%	3%	4%	3%	5%	4%	6%	3%	2%	2%	3%	5%	3%	7%	4%	5%	6%	5%	5%	8%	4%
Mean	1.14	1.12	1.15	1.16	1.02	1.13	1.12	1.12	1.25	1.10	1.14	1.06	1.25	1.18	1.22	1.29	1.09	1.08	1.07	1.14	0.97	1.14	1.14	1.19	1.01	1.11	
Standard deviation	0.94	0.94	0.95	0.97	0.99	0.96	0.94	0.96	0.87	0.95	0.93	0.96	0.94	0.88	0.88	0.88	0.98	0.93	0.99	0.87	0.96	0.98	0.98	0.97	1.02	0.95	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.06	0.09	0.05	0.07	0.07	0.08	0.10	0.07	0.07	0.06	0.07	0.06	0.03	

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Absolutes/col percents

Table 12

**Q.3 To what extent do you agree or disagree with the following statements about long-term care?
I do not want to die in a care home**

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Agree	1471 73%	65 75%	46 79%	76 84%	67 70%	18 59%	42 77%	143 78%	52 84%	71 72%	107 66%	51 67%	38 63%	30 77%	23 73%	291 70%	59 80%	44 75%	72 75%	68 79%	107 72%
Strongly agree	(+2) 924 46%	43 50%	30 51%	41 46%	45 46%	11 37%	26 47%	85 47%	38 61%	44 45%	72 44%	36 47%	20 32%	24 62%	17 53%	183 44%	36 48%	31 53%	48 50%	35 41%	59 40%
Somewhat agree	(+1) 547 27%	22 26%	16 28%	35 39%	23 24%	7 23%	16 30%	58 32%	14 23%	27 27%	35 21%	15 20%	18 30%	6 15%	6 20%	108 26%	23 31%	13 21%	24 25%	33 38%	48 33%
Neither agree nor disagree	(0) 449 22%	20 23%	10 17%	12 13%	23 24%	11 35%	12 21%	35 19%	7 12%	21 21%	48 29%	23 30%	21 34%	8 20%	6 19%	101 24%	11 14%	7 12%	23 24%	14 16%	37 25%
Somewhat disagree	(-1) 68 3%	2 2%	1 2%	- -	5 5%	2 6%	- -	3 2%	1 2%	7 7%	7 4%	2 2%	1 2%	1 3%	2 8%	19 5%	3 4%	7 11%	- -	3 3%	2 1%
Strongly disagree	(-2) 21 1%	- -	1 2%	2 2%	1 1%	- -	1 2%	1 1%	1 2%	* *	1 1%	- -	1 1%	- -	- -	3 1%	1 1%	1 2%	2 2%	2 2%	2 1%
NET: Disagree	89 4%	2 2%	2 4%	2 2%	6 6%	2 6%	1 2%	5 3%	2 4%	7 7%	8 5%	2 2%	2 3%	1 3%	2 8%	22 5%	4 6%	8 13%	2 2%	4 5%	4 3%
Mean	1.14	1.23	1.24	1.26	1.09	0.90	1.21	1.21	1.40	1.09	1.04	1.12	0.90	1.35	1.17	1.08	1.21	1.13	1.21	1.14	1.08
Standard deviation	0.94	0.87	0.94	0.85	1.01	0.98	0.91	0.87	0.91	0.98	0.99	0.93	0.93	0.92	1.02	0.97	0.95	1.13	0.94	0.92	0.90
Standard error	0.02	0.09	0.12	0.09	0.10	0.18	0.13	0.06	0.11	0.10	0.08	0.11	0.12	0.13	0.17	0.05	0.11	0.14	0.09	0.12	0.07

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Absolutes/col percents

Table 13

**Q.3 To what extent do you agree or disagree with the following statements about long-term care?
I would want an alternative to a care home if I become dependent in older age**

Base: All respondents not in long-term care

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2000	943	1057	217	299	383	363	329	409	734	530	294	442	182	89	262	171	183	168	70	192	188	299	196	316	783	
Weighted base	2001	979	1022	240	321	380	338	301	421	542	580	422	457	173	91	236	177	186	155	105	188	250	258	182	320	802	
NET: Agree	1517	751	766	165	224	285	258	246	339	422	454	294	347	131	68	187	125	134	114	88	136	192	198	144	246	601	
	76%	77%	75%	69%	70%	75%	76%	82%	80%	78%	78%	70%	76%	75%	75%	79%	71%	72%	73%	84%	72%	77%	77%	79%	77%	75%	
Strongly agree	(+2)	674	307	367	57	103	130	115	108	161	189	191	128	167	54	25	93	48	57	49	40	55	93	89	71	100	268
		34%	31%	36%	24%	32%	34%	34%	36%	38%	35%	33%	30%	37%	31%	28%	39%	27%	31%	32%	38%	29%	37%	35%	39%	31%	33%
Somewhat agree	(+1)	843	444	398	109	121	155	142	139	178	233	264	166	180	77	43	94	77	76	64	48	81	100	109	73	146	333
		42%	45%	39%	45%	38%	41%	42%	46%	42%	43%	45%	39%	39%	44%	47%	40%	43%	41%	42%	46%	43%	40%	42%	40%	45%	42%
Neither agree nor disagree	(0)	420	196	224	66	84	88	68	44	70	108	106	110	95	38	20	42	47	44	37	12	49	48	53	29	60	178
		21%	20%	22%	27%	26%	23%	20%	15%	17%	20%	18%	26%	21%	22%	22%	18%	26%	24%	24%	12%	26%	19%	21%	16%	19%	22%
Somewhat disagree	(-1)	54	25	29	7	12	6	10	7	11	9	17	17	11	4	2	6	4	8	4	2	3	7	5	9	13	20
		3%	3%	3%	3%	4%	2%	3%	2%	3%	2%	3%	4%	2%	2%	2%	3%	2%	4%	2%	2%	2%	3%	2%	5%	4%	3%
Strongly disagree	(-2)	10	7	3	2	1	*	3	3	1	3	3	1	3	1	-	1	-	1	2	-	3	1	-	2	2	
		*	1%	*	1%	*	1%	1%	*	*	1%	*	1%	1%	-	*	1%	-	1%	2%	-	1%	1%	-	1%	*	
NET: Disagree		64	32	32	9	13	7	13	10	12	12	18	14	5	2	7	5	8	5	4	3	10	6	9	15	22	
		3%	3%	3%	4%	4%	2%	4%	3%	2%	3%	4%	3%	3%	2%	3%	3%	4%	3%	4%	2%	4%	2%	5%	5%	3%	
Mean	1.06	1.04	1.07	0.88	0.98	1.07	1.06	1.13	1.16	1.10	1.07	0.95	1.09	1.03	1.01	1.15	0.94	0.99	1.01	1.17	1.00	1.09	1.09	1.13	1.02	1.05	
Standard deviation	0.83	0.82	0.84	0.83	0.87	0.80	0.85	0.82	0.81	0.81	0.82	0.86	0.85	0.82	0.78	0.84	0.83	0.85	0.84	0.85	0.79	0.88	0.82	0.86	0.85	0.82	
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.08	0.05	0.06	0.06	0.07	0.10	0.06	0.06	0.05	0.06	0.05	0.03	

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Absolutes/col percents

Table 13

**Q.3 To what extent do you agree or disagree with the following statements about long-term care?
I would want an alternative to a care home if I become dependent in older age**

Base: All respondents not in long-term care

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2000	93	64	87	93	31	51	196	69	106	161	72	65	50	36	371	81	62	102	57	153
Weighted base	2001	86	58	90	97	30	55	183	62	98	163	77	61	39	31	411	74	58	96	84	148
NET: Agree	1517 76%	64 74%	45 78%	71 80%	72 74%	20 66%	39 72%	138 75%	52 84%	72 74%	114 70%	56 73%	41 67%	31 79%	24 76%	310 75%	65 87%	46 78%	75 78%	69 82%	114 77%
Strongly agree	(+2) 674 34%	27 32%	21 35%	26 30%	26 27%	6 20%	15 27%	62 34%	30 49%	35 36%	50 31%	28 36%	13 22%	19 49%	9 30%	136 33%	28 37%	24 40%	33 34%	32 38%	53 36%
Somewhat agree	(+1) 843 42%	37 43%	25 42%	45 50%	46 47%	14 45%	24 44%	76 41%	22 35%	37 38%	64 39%	28 36%	28 45%	12 30%	14 46%	174 42%	37 50%	22 38%	42 44%	37 44%	61 41%
Neither agree nor disagree	(0) 420 21%	18 21%	12 20%	16 18%	21 22%	10 34%	15 28%	39 22%	8 13%	22 23%	40 25%	19 25%	19 32%	7 18%	8 24%	87 21%	9 12%	9 15%	16 17%	11 13%	31 21%
Somewhat disagree	(-1) 54 3%	4 4%	- -	2 2%	3 3%	- -	- -	4 2%	2 3%	3 3%	8 5%	2 2%	1 1%	1 3%	- -	10 2%	1 1%	4 7%	5 5%	2 3%	3 2%
Strongly disagree	(-2) 10 *	- -	1 2%	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	4 1%	- -	- -	- -	2 2%	- -
NET: Disagree	64 3%	4 4%	1 2%	2 2%	4 4%	- -	- -	5 3%	2 3%	4 4%	8 5%	2 2%	1 1%	1 3%	- -	14 3%	1 1%	4 7%	5 5%	4 5%	3 2%
Mean	1.06	1.02	1.10	1.07	0.96	0.86	0.99	1.06	1.30	1.05	0.96	1.07	0.88	1.25	1.06	1.04	1.23	1.12	1.08	1.13	1.11
Standard deviation	0.83	0.84	0.84	0.76	0.85	0.74	0.75	0.84	0.81	0.89	0.87	0.84	0.76	0.86	0.75	0.85	0.69	0.91	0.84	0.90	0.80
Standard error	0.02	0.09	0.11	0.08	0.09	0.13	0.11	0.06	0.10	0.09	0.07	0.10	0.09	0.12	0.12	0.04	0.08	0.12	0.08	0.12	0.06

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Absolutes/col percents

Table 14
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Long-term care providers get a raw deal - they provide a service that we need
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
NET: Agree	812 40%	414 42%	399 39%	91 38%	145 45%	155 41%	119 35%	122 41%	180 43%	234 43%	223 38%	163 39%	191 41%	68 39%	37 41%	92 39%	67 38%	73 39%	63 40%	52 49%	78 41%	102 40%	100 39%	81 44%	145 45%	332 41%
Strongly agree	(+2) 219 11%	112 11%	107 10%	15 6%	43 13%	39 10%	30 9%	34 11%	59 14%	48 9%	67 11%	41 10%	63 14%	13 8%	13 14%	29 12%	19 11%	17 9%	21 13%	21 20%	19 10%	24 10%	26 10%	17 9%	46 14%	83 10%
Somewhat agree	(+1) 594 30%	302 31%	292 29%	76 31%	102 32%	117 31%	90 26%	89 30%	121 29%	187 34%	157 27%	122 29%	128 28%	55 31%	25 27%	63 27%	49 28%	56 30%	42 27%	31 29%	59 32%	77 31%	73 28%	64 35%	99 31%	249 31%
Neither agree nor disagree	(0) 871 43%	397 40%	473 46%	127 53%	133 41%	170 45%	156 46%	123 41%	161 38%	218 40%	261 45%	192 46%	199 43%	75 43%	40 44%	105 44%	84 47%	82 44%	65 41%	38 36%	83 44%	108 43%	120 46%	71 39%	120 37%	347 43%
Somewhat disagree	(-1) 244 12%	127 13%	116 11%	19 8%	38 12%	43 11%	41 12%	40 13%	63 15%	75 14%	73 13%	45 11%	50 11%	27 15%	10 11%	27 11%	21 12%	21 11%	24 15%	15 14%	21 11%	26 10%	24 9%	28 15%	47 15%	85 11%
Strongly disagree	(-2) 81 4%	46 5%	35 3%	4 2%	6 2%	13 3%	25 7%	16 5%	17 4%	14 3%	24 4%	21 5%	21 5%	4 3%	4 4%	12 5%	5 3%	10 5%	5 3%	1 1%	7 3%	16 6%	14 5%	3 2%	10 3%	39 5%
NET: Disagree	325 16%	173 18%	152 15%	23 10%	44 14%	56 15%	66 19%	56 19%	80 19%	89 16%	98 17%	67 16%	72 15%	31 18%	14 15%	39 17%	26 15%	31 17%	29 18%	16 15%	28 15%	43 17%	38 15%	31 17%	57 18%	124 15%
Mean	0.31	0.31	0.31	0.32	0.43	0.33	0.17	0.28	0.34	0.33	0.29	0.28	0.35	0.26	0.35	0.30	0.31	0.26	0.32	0.53	0.33	0.27	0.29	0.34	0.38	0.31
Standard deviation	0.96	0.99	0.93	0.78	0.93	0.92	1.00	1.00	1.03	0.91	0.97	0.96	1.00	0.90	0.99	1.00	0.91	0.96	1.00	0.99	0.93	0.99	0.96	0.91	1.00	0.96
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.06	0.05	0.03	0.04	0.06	0.05	0.07	0.11	0.06	0.07	0.07	0.08	0.12	0.07	0.07	0.06	0.06	0.06	0.03

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Absolutes/col percents

Table 14

Q.3 To what extent do you agree or disagree with the following statements about long-term care?

Long-term care providers get a raw deal - they provide a service that we need

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Agree	812 40%	33 38%	24 42%	39 43%	33 34%	13 45%	21 39%	63 35%	35 56%	43 44%	66 41%	31 40%	19 30%	15 38%	11 36%	161 39%	33 44%	26 44%	43 45%	39 46%	64 43%
Strongly agree	(+2) 219 11%	7 8%	5 9%	11 13%	13 14%	1 5%	4 7%	22 12%	9 15%	14 14%	17 11%	10 13%	3 5%	4 11%	2 6%	36 9%	10 14%	6 10%	10 10%	17 20%	16 11%
Somewhat agree	(+1) 594 30%	26 30%	19 32%	27 30%	20 20%	12 40%	18 32%	41 22%	25 41%	29 30%	49 30%	21 28%	16 26%	10 26%	9 30%	125 30%	22 30%	20 34%	34 35%	22 26%	48 32%
Neither agree nor disagree	(0) 871 43%	36 42%	26 44%	38 42%	48 50%	13 42%	24 45%	92 50%	18 30%	40 40%	67 41%	30 39%	30 50%	16 40%	16 51%	191 46%	31 42%	25 43%	37 39%	30 36%	61 41%
Somewhat disagree	(-1) 244 12%	15 18%	6 10%	10 11%	12 12%	3 11%	9 17%	20 11%	6 10%	11 11%	20 12%	12 15%	10 17%	5 14%	4 13%	40 10%	6 8%	8 13%	12 13%	15 18%	18 12%
Strongly disagree	(-2) 81 4%	2 2%	3 4%	4 4%	3 3%	1 2%	- -	8 4%	3 4%	4 4%	9 6%	4 6%	2 3%	3 8%	- -	22 5%	4 6%	- -	3 3%	1 1%	6 4%
NET: Disagree	325 16%	17 20%	8 14%	14 15%	15 16%	4 13%	9 17%	28 15%	9 14%	15 16%	29 18%	16 21%	12 20%	9 22%	4 13%	62 15%	11 14%	8 13%	16 16%	16 19%	24 16%
Mean	0.31	0.24	0.32	0.36	0.29	0.34	0.28	0.27	0.53	0.39	0.28	0.27	0.13	0.19	0.29	0.27	0.37	0.40	0.36	0.46	0.33
Standard deviation	0.96	0.91	0.94	0.99	0.97	0.83	0.83	0.96	1.02	1.01	1.00	1.05	0.84	1.09	0.78	0.94	1.02	0.84	0.95	1.03	0.97
Standard error	0.02	0.09	0.12	0.11	0.10	0.15	0.12	0.07	0.12	0.10	0.08	0.12	0.10	0.15	0.13	0.05	0.11	0.11	0.09	0.13	0.08

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Absolutes/col percents

Table 15
Q.3 To what extent do you agree or disagree with the following statements about long-term care?
Long-term care providers are more interested in profit than in good quality service
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784	
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803	
NET: Agree	1269	623	646	122	181	245	238	200	282	325	358	280	306	103	53	158	120	112	93	65	118	165	165	116	203	489	
	63%	63%	63%	50%	56%	64%	70%	66%	67%	60%	61%	66%	66%	59%	59%	67%	68%	61%	59%	61%	63%	65%	64%	63%	63%	61%	
Strongly agree	(+2)	475	223	252	32	64	97	104	76	104	112	109	140	39	21	61	37	42	35	26	38	71	69	37	87	180	
		24%	23%	25%	13%	20%	25%	30%	25%	21%	19%	26%	30%	22%	23%	26%	21%	23%	23%	24%	20%	28%	27%	20%	27%	22%	
Somewhat agree	(+1)	793	399	394	90	117	149	135	124	179	211	246	171	166	64	32	97	83	70	58	39	80	93	97	79	116	309
		40%	41%	38%	37%	37%	39%	39%	41%	42%	39%	42%	40%	36%	37%	36%	41%	47%	38%	37%	37%	43%	37%	43%	36%	38%	
Neither agree nor disagree	(0)	604	301	303	99	105	120	92	81	107	173	184	119	128	56	30	65	51	68	43	36	50	80	77	49	85	267
		30%	31%	30%	41%	33%	31%	27%	27%	25%	32%	32%	28%	28%	32%	33%	28%	29%	36%	28%	34%	27%	32%	30%	27%	26%	33%
Somewhat disagree	(-1)	110	51	59	18	29	12	9	15	28	37	32	20	21	12	7	12	5	6	18	4	16	4	11	16	28	36
		5%	5%	6%	7%	9%	3%	3%	5%	7%	7%	5%	5%	5%	7%	7%	5%	3%	3%	11%	3%	9%	2%	4%	9%	9%	4%
Strongly disagree	(-2)	25	10	15	3	7	4	2	5	4	7	8	2	7	2	1	1	2	-	3	2	3	4	4	2	5	11
		1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	2%	2%	2%	2%	2%	1%	2%	1%	
NET: Disagree		135	61	75	20	35	17	11	20	32	44	40	23	28	15	8	13	6	6	19	8	16	19	33	47		
		7%	6%	7%	8%	11%	4%	3%	7%	8%	7%	5%	6%	8%	8%	9%	6%	4%	3%	5%	10%	3%	6%	10%	10%	6%	
Mean		0.79	0.79	0.79	0.54	0.63	0.84	0.96	0.83	0.83	0.72	0.73	0.86	0.89	0.72	0.72	0.86	0.84	0.80	0.67	0.78	0.71	0.89	0.83	0.72	0.78	0.76
Standard deviation		0.91	0.89	0.93	0.85	0.97	0.88	0.86	0.92	0.91	0.92	0.88	0.88	0.95	0.94	0.95	0.88	0.82	0.82	1.00	0.91	0.94	0.89	0.93	0.93	0.99	0.90
Standard error		0.02	0.03	0.03	0.06	0.06	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.10	0.05	0.06	0.06	0.08	0.11	0.07	0.06	0.05	0.07	0.06	0.03

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Absolutes/col percents

Table 15

Q.3 To what extent do you agree or disagree with the following statements about long-term care?

Long-term care providers are more interested in profit than in good quality service

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Agree	1269 63%	48 56%	39 66%	54 61%	63 65%	19 64%	37 68%	122 67%	44 71%	57 58%	99 61%	50 66%	32 53%	23 59%	22 71%	264 64%	55 74%	38 65%	57 60%	56 65%	87 59%
Strongly agree	(+2) 475 24%	17 20%	16 26%	20 22%	22 23%	6 18%	11 20%	48 26%	13 22%	21 21%	44 27%	19 25%	6 9%	15 39%	8 27%	106 26%	16 22%	8 13%	20 21%	26 30%	35 24%
Somewhat agree	(+1) 793 40%	31 36%	23 40%	35 39%	41 42%	14 46%	26 48%	75 41%	31 49%	37 37%	55 34%	31 41%	26 43%	8 21%	14 44%	158 38%	38 52%	30 52%	37 39%	30 35%	52 35%
Neither agree nor disagree	(0) 604 30%	29 34%	15 26%	27 30%	31 32%	9 30%	14 26%	52 28%	15 24%	27 27%	59 36%	21 27%	23 38%	14 37%	7 21%	127 31%	17 22%	15 25%	27 28%	28 33%	48 33%
Somewhat disagree	(-1) 110 5%	7 8%	4 8%	7 8%	2 2%	1 2%	3 6%	8 4%	3 5%	13 13%	5 3%	5 7%	4 7%	1 4%	3 9%	15 4%	3 4%	5 9%	10 10%	- -	10 7%
Strongly disagree	(-2) 25 1%	2 3%	- -	1 1%	1 1%	1 4%	- -	1 1%	- -	1 1%	- -	- -	2 3%	- -	- -	9 2%	- -	1 1%	2 2%	2 2%	3 2%
NET: Disagree	135 7%	9 11%	4 8%	9 10%	3 3%	2 6%	3 6%	9 5%	3 5%	14 14%	5 3%	5 7%	6 9%	1 4%	3 9%	24 6%	3 4%	6 10%	12 12%	2 2%	13 9%
Mean	0.79	0.62	0.85	0.72	0.84	0.73	0.83	0.87	0.88	0.64	0.84	0.83	0.50	0.94	0.89	0.81	0.92	0.67	0.67	0.91	0.72
Standard deviation	0.91	0.98	0.91	0.94	0.82	0.94	0.82	0.87	0.80	0.99	0.86	0.89	0.86	0.96	0.91	0.93	0.77	0.87	0.98	0.91	0.97
Standard error	0.02	0.10	0.11	0.10	0.09	0.17	0.11	0.06	0.10	0.10	0.07	0.10	0.11	0.14	0.15	0.05	0.09	0.11	0.10	0.12	0.08

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Absolutes/col percents

Table 16

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (First Mention)**

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Ensures that I still have choice, control and autonomy whilst having long-term support	550 27%	263 27%	287 28%	68 28%	82 25%	110 29%	92 27%	80 27%	118 28%	165 31%	173 30%	100 24%	111 24%	63 36%	27 30%	60 25%	47 26%	50 27%	31 20%	25 23%	47 25%	90 36%	66 26%	45 24%	91 28%	220 27%
Ensures I am treated with dignity and respect by staff	464 23%	182 18%	282 28%	56 23%	63 20%	84 22%	93 27%	74 25%	94 22%	103 19%	136 23%	104 25%	121 26%	37 21%	19 21%	60 25%	42 23%	45 24%	35 22%	16 15%	42 22%	45 18%	74 29%	50 27%	80 25%	161 20%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	338 17%	156 16%	183 18%	24 10%	35 11%	55 14%	55 16%	67 22%	102 24%	87 16%	100 17%	73 17%	78 17%	29 17%	15 16%	37 16%	36 20%	28 15%	35 22%	25 23%	33 17%	37 14%	42 16%	23 13%	51 16%	120 15%
Helps me maintain my lifestyle and hobbies	298 15%	198 20%	100 10%	50 21%	52 16%	61 16%	40 12%	41 14%	55 13%	83 15%	71 12%	73 17%	72 16%	22 12%	15 16%	40 17%	23 13%	33 18%	21 14%	23 22%	21 11%	34 13%	36 14%	31 17%	50 15%	139 17%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	114 6%	57 6%	57 6%	6 3%	22 7%	18 5%	20 6%	19 6%	29 7%	38 7%	34 6%	20 5%	22 5%	9 5%	8 9%	11 5%	12 7%	11 6%	12 8%	5 5%	14 8%	4 2%	14 5%	13 7%	14 4%	44 5%
Helps me to keep in touch with other like-minded people	55 3%	25 3%	30 3%	11 5%	11 4%	11 3%	11 3%	7 2%	3 1%	17 3%	12 2%	13 3%	13 3%	2 1%	4 5%	7 3%	7 4%	5 3%	2 1%	1 1%	8 4%	6 2%	6 2%	7 4%	8 2%	27 3%
Helps me to play an active role in the community	46 2%	23 2%	23 2%	4 2%	15 5%	13 3%	9 3%	2 1%	3 1%	9 2%	20 3%	13 3%	3 1%	2 1%	-	7 3%	2 1%	3 2%	6 4%	5 4%	5 2%	9 4%	3 1%	4 2%	10 3%	28 4%
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	43 2%	31 3%	12 1%	5 2%	10 3%	9 2%	6 2%	6 2%	8 2%	12 2%	12 2%	13 3%	7 2%	4 2%	-	6 3%	3 2%	3 2%	4 3%	3 2%	3 2%	8 3%	6 2%	4 2%	5 2%	22 3%

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Absolutes/col percents

Table 16

Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.

Which three would you most like to happen? Innovation that... (First Mention)

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Creates a shift in attitude towards people who require long-term care	30 1%	20 2%	10 1%	8 3%	8 2%	6 2%	3 1%	2 1%	3 1%	14 3%	5 1%	3 1%	8 2%	2 1%	1 1%	1 *	3 2%	2 1%	3 2%	1 *	5 3%	6 2%	3 1%	3 2%	2 1%	19 2%
Don't know/ none	70 3%	28 3%	42 4%	8 3%	24 7%	15 4%	14 4%	3 1%	6 1%	14 3%	19 3%	11 3%	26 6%	5 3%	2 3%	8 3%	4 2%	6 3%	7 5%	3 3%	9 5%	15 6%	8 3%	3 1%	10 3%	22 3%

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Absolutes/col percents

Table 16

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (First Mention)**

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Ensures that I still have choice, control and autonomy whilst having long-term support	550 27%	32 37%	20 34%	26 29%	21 22%	11 37%	15 28%	46 25%	16 26%	20 20%	40 25%	16 20%	13 26%	13 33%	11 34%	131 32%	16 22%	17 29%	22 22%	22 25%	41 27%
Ensures I am treated with dignity and respect by staff	464 23%	17 20%	16 28%	19 21%	22 23%	10 33%	9 17%	40 22%	22 35%	19 19%	39 24%	16 22%	18 29%	8 20%	8 26%	84 20%	20 27%	24 41%	26 27%	11 13%	35 23%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	338 17%	18 20%	7 12%	16 18%	19 20%	4 13%	14 26%	32 17%	6 10%	23 24%	27 16%	15 19%	10 17%	5 13%	6 18%	58 14%	11 15%	4 7%	12 13%	23 27%	28 19%
Helps me maintain my lifestyle and hobbies	298 15%	9 11%	6 11%	17 19%	20 21%	- -	4 8%	32 18%	10 16%	10 10%	30 18%	8 11%	8 12%	8 22%	5 15%	60 15%	14 18%	8 14%	13 14%	15 18%	19 13%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	114 6%	3 3%	4 7%	8 9%	5 5%	3 10%	4 7%	10 6%	1 1%	8 8%	11 7%	9 11%	3 5%	1 3%	1 4%	16 4%	4 5%	1 2%	11 11%	3 4%	9 6%
Helps me to keep in touch with other like-minded people	55 3%	1 2%	* 1%	1 2%	2 2%	- -	5 9%	4 2%	2 3%	* 1%	4 2%	5 7%	1 2%	1 2%	- -	13 3%	3 3%	- -	3 3%	1 1%	7 5%
Helps me to play an active role in the community	46 2%	1 1%	1 2%	- -	2 2%	- -	- -	8 4%	1 1%	5 5%	1 1%	1 2%	- -	1 3%	- -	11 3%	- -	2 3%	3 3%	5 6%	3 2%
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	43 2%	4 5%	- -	- -	2 2%	- -	1 1%	4 2%	1 2%	2 2%	4 2%	1 2%	1 1%	1 2%	- -	12 3%	3 5%	* 1%	2 2%	3 3%	1 1%
Creates a shift in attitude towards people who require long-term care	30 1%	1 1%	2 3%	1 1%	1 1%	- -	1 2%	- -	1 2%	4 4%	2 1%	2 2%	1 2%	1 2%	- -	10 2%	2 2%	1 1%	3 3%	- -	1 *

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Absolutes/col percents

Table 16

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
 Which three would you most like to happen? Innovation that... (First Mention)**

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Don't know/ none	70	1	2	2	1	2	1	6	2	7	6	4	3	-	1	21	1	1	1	3	6
	3%	1%	3%	2%	1%	7%	1%	3%	3%	7%	4%	5%	5%	-	2%	5%	2%	2%	1%	4%	4%

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Absolutes/col percents

Table 17

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (Second Mention)**

Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Ensures that I still have choice, control and autonomy whilst having long-term support	457 23%	223 23%	233 23%	56 23%	79 25%	89 23%	71 21%	64 21%	97 23%	133 25%	135 23%	91 21%	98 21%	39 23%	17 19%	54 23%	34 19%	39 21%	42 27%	23 22%	47 25%	59 23%	53 21%	49 27%	76 24%	180 22%
Ensures I am treated with dignity and respect by staff	400 20%	195 20%	205 20%	41 17%	48 15%	80 21%	79 23%	66 22%	86 20%	107 20%	115 20%	93 22%	85 19%	39 22%	18 20%	44 18%	37 21%	46 24%	39 25%	18 17%	41 22%	38 15%	46 18%	35 19%	59 18%	158 20%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	358 18%	166 17%	192 19%	32 13%	45 14%	71 19%	62 18%	60 20%	87 21%	92 17%	102 18%	77 18%	86 19%	32 19%	19 21%	44 19%	34 19%	42 23%	25 16%	15 14%	27 14%	28 11%	54 21%	36 20%	47 15%	144 18%
Helps me maintain my lifestyle and hobbies	240 12%	132 13%	108 11%	34 14%	44 14%	44 12%	33 10%	37 12%	48 11%	69 13%	63 11%	51 12%	57 12%	27 16%	9 10%	34 15%	20 11%	15 8%	17 11%	8 7%	12 7%	48 19%	33 13%	17 9%	36 11%	106 13%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	187 9%	73 7%	114 11%	20 8%	28 9%	22 6%	33 10%	31 10%	52 12%	44 8%	54 9%	45 11%	44 10%	10 6%	12 14%	18 7%	19 10%	9 5%	11 7%	19 18%	30 16%	21 8%	20 8%	19 10%	39 12%	56 7%
Helps me to keep in touch with other like-minded people	115 6%	62 6%	53 5%	25 10%	20 6%	23 6%	18 5%	10 3%	20 5%	31 6%	39 7%	18 4%	27 6%	8 4%	4 5%	15 6%	9 5%	13 7%	3 2%	8 8%	10 5%	26 10%	11 4%	6 3%	21 6%	53 7%
Creates a shift in attitude towards people who require long-term care	77 4%	36 4%	41 4%	6 2%	7 2%	20 5%	19 5%	16 5%	9 2%	19 3%	24 4%	21 5%	14 3%	9 5%	6 6%	3 1%	10 6%	7 4%	4 3%	8 7%	6 3%	4 2%	11 4%	10 5%	11 3%	38 5%
Helps me to play an active role in the community	56 3%	37 4%	20 2%	13 5%	13 4%	7 2%	7 2%	8 3%	9 2%	17 3%	19 3%	9 2%	12 3%	2 1%	2 2%	3 1%	7 4%	8 4%	3 2%	1 1%	4 2%	9 4%	12 5%	4 2%	9 3%	30 4%

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Absolutes/col percents

Table 17

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (Second Mention)**

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	40 2%	26 3%	14 1%	6 2%	11 3%	8 2%	5 1%	6 2%	5 1%	16 3%	8 1%	4 1%	12 3%	3 2%	1 1%	8 3%	1 1%	2 1%	3 2%	4 3%	2 1%	4 2%	7 3%	4 2%	11 3%	12 2%
Don't know/ none	79 4%	35 4%	44 4%	8 3%	26 8%	18 5%	14 4%	3 1%	9 2%	15 3%	23 4%	14 3%	27 6%	5 3%	2 3%	12 5%	5 3%	6 3%	7 5%	3 3%	9 5%	15 6%	11 4%	3 1%	13 4%	27 3%

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Absolutes/col percents

Table 17

Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future. Which three would you most like to happen? Innovation that... (Second Mention)

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Ensures that I still have choice, control and autonomy whilst having long-term support	457 23%	14 16%	20 35%	21 24%	25 26%	2 7%	7 14%	39 21%	16 26%	25 26%	33 20%	19 25%	19 32%	5 14%	3 11%	95 23%	21 28%	14 24%	25 27%	20 23%	30 20%
Ensures I am treated with dignity and respect by staff	400 20%	17 19%	11 18%	17 19%	11 11%	9 29%	21 38%	32 18%	11 17%	25 26%	43 26%	20 27%	10 17%	6 14%	5 16%	69 17%	14 19%	9 15%	20 21%	17 19%	35 23%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	358 18%	19 21%	12 20%	18 21%	19 19%	3 11%	12 23%	35 19%	10 17%	17 17%	35 21%	9 12%	9 15%	11 28%	10 31%	54 13%	14 18%	12 20%	18 19%	11 13%	30 20%
Helps me maintain my lifestyle and hobbies	240 12%	18 21%	6 11%	8 9%	13 13%	4 14%	1 3%	22 12%	12 19%	10 10%	15 9%	7 9%	4 6%	5 14%	5 15%	63 15%	7 10%	2 4%	13 14%	8 9%	16 11%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	187 9%	5 6%	4 7%	13 14%	12 13%	4 15%	3 5%	15 8%	4 6%	4 4%	9 5%	12 16%	8 13%	5 12%	5 15%	36 9%	5 6%	9 15%	9 9%	15 17%	12 8%
Helps me to keep in touch with other like-minded people	115 6%	5 6%	2 3%	4 5%	8 8%	2 6%	- -	19 10%	3 6%	2 2%	9 6%	1 2%	2 4%	2 4%	1 3%	36 9%	3 3%	4 6%	2 2%	5 6%	5 3%
Creates a shift in attitude towards people who require long-term care	77 4%	4 4%	1 2%	5 5%	7 7%	3 9%	1 1%	4 2%	- -	3 3%	3 2%	2 3%	4 6%	1 3%	2 6%	12 3%	3 4%	5 8%	4 4%	8 9%	6 4%
Helps me to play an active role in the community	56 3%	1 2%	1 1%	- -	1 1%	1 2%	6 11%	3 2%	1 2%	3 3%	7 4%	2 2%	1 2%	4 10%	- -	18 4%	2 3%	2 4%	2 2%	1 1%	2 1%
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	40 2%	3 3%	- -	1 1%	- -	- -	3 5%	6 3%	3 4%	2 2%	3 2%	- -	1 1%	- -	- -	10 2%	3 4%	* 1%	2 2%	- -	5 3%

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Absolutes/col percents

Table 17

Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.

Which three would you most like to happen? Innovation that... (Second Mention)

Base: All respondents

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these	
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148	
Don't know/ none	79	1	2	2	2	2	1	8	2	7	6	4	3	1	1	21	4	1	1	3	9	
		4%	2%	3%	2%	2%	7%	1%	4%	3%	7%	4%	5%	5%	2%	2%	5%	5%	2%	1%	4%	6%

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Table 18

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (Third Mention)**

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Ensures I am treated with dignity and respect by staff	371 18%	181 18%	190 19%	43 18%	58 18%	66 17%	55 16%	62 20%	87 21%	102 19%	118 20%	66 16%	84 18%	41 24%	16 18%	41 17%	42 24%	18 10%	31 20%	18 17%	39 21%	52 21%	49 19%	24 13%	56 18%	150 19%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	364 18%	165 17%	199 19%	35 14%	48 15%	77 20%	66 19%	65 22%	73 17%	100 18%	87 15%	89 21%	88 19%	40 23%	16 17%	39 16%	30 17%	40 21%	22 14%	19 18%	29 15%	49 19%	39 15%	42 23%	62 19%	139 17%
Ensures that I still have choice, control and autonomy whilst having long-term support	316 16%	152 15%	164 16%	37 15%	46 14%	64 17%	55 16%	43 14%	71 17%	89 16%	87 15%	70 17%	70 15%	22 13%	18 19%	30 13%	30 17%	39 21%	25 16%	19 18%	31 16%	34 14%	43 17%	24 13%	50 15%	129 16%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	266 13%	123 12%	143 14%	29 12%	36 11%	50 13%	52 15%	44 15%	54 13%	71 13%	82 14%	55 13%	58 13%	17 10%	7 8%	34 14%	16 9%	26 14%	20 13%	11 10%	33 18%	36 14%	36 14%	30 16%	51 16%	99 12%
Helps me maintain my lifestyle and hobbies	261 13%	133 14%	127 12%	38 16%	39 12%	51 13%	48 14%	32 11%	51 12%	74 14%	86 15%	50 12%	50 11%	23 13%	11 12%	34 14%	25 14%	24 13%	23 14%	15 14%	16 9%	31 12%	31 12%	28 15%	35 11%	106 13%
Helps me to keep in touch with other like-minded people	122 6%	72 7%	50 5%	22 9%	20 6%	18 5%	20 6%	18 6%	24 6%	27 5%	33 6%	31 7%	30 7%	11 7%	7 7%	17 7%	14 8%	12 6%	7 5%	4 4%	9 5%	13 5%	14 5%	14 7%	11 3%	63 8%
Creates a shift in attitude towards people who require long-term care	109 5%	57 6%	52 5%	7 3%	24 7%	9 2%	17 5%	20 7%	32 8%	27 5%	29 5%	26 6%	26 6%	10 6%	5 6%	14 6%	8 5%	14 8%	8 5%	9 8%	9 5%	9 4%	15 6%	8 4%	18 6%	43 5%
Helps me to play an active role in the community	58 3%	34 3%	24 2%	8 3%	14 4%	15 4%	5 1%	7 2%	9 2%	17 3%	16 3%	8 2%	16 4%	3 2%	4 4%	5 2%	2 1%	3 2%	8 5%	4 4%	6 3%	7 3%	9 4%	7 4%	13 4%	22 3%

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Table 18

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (Third Mention)**

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	53 3%	26 3%	27 3%	12 5%	8 2%	11 3%	7 2%	5 2%	10 2%	17 3%	19 3%	9 2%	8 2%	- -	5 6%	7 3%	5 3%	3 2%	5 3%	4 4%	5 3%	7 3%	8 3%	3 2%	10 3%	21 3%
Don't know/ none	89 4%	41 4%	48 5%	11 5%	28 9%	19 5%	16 5%	5 2%	11 3%	18 3%	25 4%	17 4%	30 6%	6 4%	2 3%	15 6%	5 3%	7 4%	7 5%	3 3%	11 6%	15 6%	14 6%	4 2%	15 5%	30 4%

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Absolutes/col percents

Table 18

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (Third Mention)**

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Ensures I am treated with dignity and respect by staff	371 18%	22 25%	16 27%	16 18%	29 30%	8 27%	5 10%	31 17%	10 17%	18 18%	21 13%	19 25%	17 28%	7 18%	5 17%	82 20%	17 23%	5 9%	12 12%	14 17%	16 11%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	364 18%	18 20%	17 28%	16 17%	17 17%	6 20%	8 15%	32 17%	10 15%	9 9%	30 18%	11 14%	9 15%	5 14%	9 28%	77 19%	11 14%	15 26%	23 24%	16 18%	27 18%
Ensures that I still have choice, control and autonomy whilst having long-term support	316 16%	12 13%	6 11%	17 19%	12 13%	3 9%	15 28%	20 11%	12 20%	17 18%	34 21%	12 16%	5 7%	10 26%	5 17%	60 15%	10 13%	10 17%	12 13%	12 14%	31 21%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	266 13%	10 12%	5 9%	8 9%	6 6%	5 15%	6 11%	23 13%	10 15%	12 12%	24 15%	14 18%	9 14%	7 18%	4 14%	57 14%	7 9%	10 17%	19 20%	11 12%	20 14%
Helps me maintain my lifestyle and hobbies	261 13%	12 14%	5 8%	11 12%	14 15%	4 14%	6 12%	30 16%	6 9%	18 18%	19 12%	3 5%	8 14%	5 12%	3 9%	47 11%	14 18%	8 14%	11 12%	13 15%	24 16%
Helps me to keep in touch with other like-minded people	122 6%	5 6%	2 4%	9 10%	9 9%	1 2%	4 6%	15 8%	4 6%	6 7%	11 7%	5 6%	5 9%	1 2%	2 5%	20 5%	3 4%	4 7%	6 6%	4 5%	5 3%
Creates a shift in attitude towards people who require long-term care	109 5%	6 7%	3 5%	3 3%	4 5%	1 3%	5 8%	13 7%	2 4%	4 4%	10 6%	3 4%	1 2%	1 4%	1 3%	19 5%	6 8%	1 2%	5 6%	7 8%	13 9%
Helps me to play an active role in the community	58 3%	* *	2 4%	4 4%	1 1%	- -	2 4%	3 2%	2 3%	3 3%	4 3%	2 2%	2 3%	* 1%	* 1%	15 4%	4 5%	2 4%	4 5%	2 3%	3 2%
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	53 3%	- -	- -	5 6%	2 2%	1 2%	3 5%	6 3%	3 6%	3 3%	2 1%	4 5%	1 2%	2 5%	- -	13 3%	1 1%	1 1%	2 2%	4 5%	1 *

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Table 18

Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.

Which three would you most like to happen? Innovation that... (Third Mention)

Base: All respondents

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these	
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148	
Don't know/ none	89	1	3	2	2	2	1	10	3	7	7	5	3	1	2	24	4	2	1	3	9	
		4%	2%	5%	2%	2%	7%	1%	5%	4%	7%	4%	6%	5%	2%	6%	6%	5%	3%	1%	4%	6%

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Absolutes/col percents

Table 19

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (Total Mentions)**

Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Ensures that I still have choice, control and autonomy whilst having long-term support	1323 66%	639 65%	684 67%	161 67%	207 64%	264 69%	218 64%	187 62%	286 68%	387 71%	396 68%	261 62%	279 60%	124 71%	62 69%	145 61%	110 62%	128 69%	98 63%	68 63%	125 66%	183 72%	162 63%	118 64%	217 68%	529 66%
Ensures I am treated with dignity and respect by staff	1235 62%	559 57%	676 66%	140 58%	170 53%	230 60%	227 66%	202 67%	266 63%	311 57%	370 64%	263 62%	291 63%	116 67%	53 58%	144 61%	121 68%	109 59%	106 68%	53 49%	122 65%	134 53%	168 65%	109 60%	195 61%	470 59%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	1060 53%	486 49%	574 56%	91 38%	128 40%	203 53%	184 54%	193 64%	262 62%	279 52%	290 50%	239 57%	252 55%	101 58%	49 55%	120 51%	100 57%	110 59%	82 52%	59 55%	89 47%	113 45%	135 52%	102 56%	161 50%	402 50%
Helps me maintain my lifestyle and hobbies	799 40%	464 47%	335 33%	123 51%	134 42%	156 41%	121 36%	110 36%	154 37%	226 42%	220 38%	174 41%	179 39%	72 41%	35 38%	108 46%	67 38%	72 39%	61 39%	46 43%	50 26%	113 45%	99 39%	77 42%	121 38%	351 44%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	566 28%	253 26%	313 31%	55 23%	86 27%	90 24%	105 31%	94 31%	136 32%	153 28%	169 29%	120 28%	125 27%	36 21%	28 31%	62 26%	46 26%	45 24%	43 28%	35 33%	78 41%	61 24%	69 27%	61 34%	104 32%	199 25%
Helps me to keep in touch with other like-minded people	292 15%	159 16%	133 13%	58 24%	51 16%	53 14%	48 14%	34 11%	47 11%	75 14%	84 14%	62 15%	71 15%	21 12%	15 17%	39 17%	30 17%	29 16%	13 8%	14 13%	28 15%	45 18%	31 12%	27 15%	40 12%	143 18%
Creates a shift in attitude towards people who require long-term care	216 11%	113 12%	103 10%	21 9%	39 12%	35 9%	39 11%	38 13%	44 10%	60 11%	58 10%	50 12%	48 10%	21 12%	11 12%	18 8%	22 12%	22 12%	15 10%	17 16%	20 10%	19 8%	29 11%	21 12%	32 10%	100 12%
Helps me to play an active role in the community	159 8%	93 9%	66 6%	25 10%	42 13%	34 9%	21 6%	17 6%	20 5%	43 8%	55 9%	29 7%	32 7%	7 4%	6 6%	16 7%	11 6%	14 7%	17 11%	9 9%	14 8%	25 10%	24 9%	15 8%	31 10%	80 10%

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Table 19

Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.

Which three would you most like to happen? Innovation that... (Total Mentions)

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	136 7%	83 8%	53 5%	23 10%	29 9%	27 7%	17 5%	17 6%	23 5%	45 8%	38 7%	26 6%	28 6%	7 4%	6 7%	22 9%	9 5%	9 5%	12 8%	10 10%	10 6%	19 8%	21 8%	10 6%	25 8%	56 7%
Don't know/ none	70 3%	28 3%	42 4%	8 3%	24 7%	15 4%	14 4%	3 1%	6 1%	14 3%	19 3%	11 3%	26 6%	5 3%	2 3%	8 3%	4 2%	6 3%	7 5%	3 3%	9 5%	15 6%	8 3%	3 1%	10 3%	22 3%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 19

**Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.
Which three would you most like to happen? Innovation that... (Total Mentions)**

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Ensures that I still have choice, control and autonomy whilst having long-term support	1323 66%	58 66%	47 79%	64 72%	59 61%	16 52%	38 69%	105 57%	45 72%	63 64%	107 66%	47 62%	40 66%	28 72%	20 63%	285 69%	47 63%	42 70%	59 62%	53 62%	102 69%
Ensures I am treated with dignity and respect by staff	1235 62%	56 64%	43 73%	52 58%	62 64%	27 90%	35 65%	103 56%	43 69%	62 63%	103 63%	56 73%	45 74%	20 52%	19 60%	235 57%	51 69%	38 65%	58 61%	42 49%	86 58%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	1060 53%	54 62%	36 61%	50 56%	54 56%	13 44%	35 64%	98 54%	26 42%	49 50%	92 56%	34 45%	29 47%	22 55%	24 77%	189 46%	36 48%	31 53%	54 56%	50 58%	85 57%
Helps me maintain my lifestyle and hobbies	799 40%	39 45%	18 30%	36 40%	47 49%	8 28%	12 22%	85 46%	28 44%	38 39%	64 39%	18 24%	19 32%	18 47%	12 40%	170 41%	35 47%	19 32%	38 39%	35 41%	58 39%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	566 28%	18 21%	13 23%	28 32%	23 24%	12 40%	13 23%	49 27%	14 23%	23 24%	43 27%	34 45%	20 32%	13 33%	10 33%	108 26%	15 20%	21 35%	38 40%	29 33%	41 28%
Helps me to keep in touch with other like-minded people	292 15%	12 14%	5 8%	15 17%	18 19%	3 9%	9 16%	38 21%	10 15%	9 9%	25 15%	11 14%	9 14%	3 8%	3 8%	69 17%	8 11%	8 13%	11 12%	10 12%	18 12%
Creates a shift in attitude towards people who require long-term care	216 11%	11 12%	6 10%	8 9%	12 13%	3 12%	6 12%	17 9%	4 6%	12 12%	15 9%	7 9%	6 10%	3 9%	3 9%	40 10%	10 14%	7 12%	12 13%	14 17%	19 13%
Helps me to play an active role in the community	159 8%	3 3%	4 6%	4 4%	4 4%	1 2%	8 14%	14 8%	4 6%	11 12%	12 7%	5 6%	3 5%	6 14%	* 1%	44 11%	6 8%	6 11%	10 10%	8 9%	7 5%
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	136 7%	7 8%	- -	6 7%	4 4%	1 2%	6 11%	16 9%	7 12%	7 7%	9 5%	5 7%	3 4%	3 7%	- -	35 9%	7 9%	2 3%	6 6%	7 8%	6 4%

Find Me Good Care Survey
ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 19

Q.4 Below are ways in which innovation can enhance your life if you were to become dependent in the future.

Which three would you most like to happen? Innovation that... (Total Mentions)

Base: All respondents

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these	
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148	
Don't know/ none		70	1	2	2	1	2	1	6	2	7	6	4	3	-	1	21	1	1	1	3	6
		3%	1%	3%	2%	1%	7%	1%	3%	3%	7%	4%	5%	5%	-	2%	5%	2%	2%	1%	4%	4%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 20
Gender
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Male	984	984	-	110	173	173	160	145	223	314	271	212	186	90	51	117	96	88	72	70	80	123	119	79	155	468
	49%	100%	-	45%	54%	45%	47%	48%	53%	58%	47%	50%	40%	52%	56%	49%	54%	47%	46%	66%	43%	49%	46%	43%	48%	58%
Female	1024	-	1024	131	148	209	181	156	198	228	311	210	276	84	40	119	81	98	84	37	108	130	139	104	166	335
	51%	-	100%	55%	46%	55%	53%	52%	47%	42%	53%	50%	60%	48%	44%	51%	46%	53%	54%	34%	57%	51%	54%	57%	52%	42%

Find Me Good Care Survey
ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 20
Gender
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Male	984 49%	45 52%	24 40%	50 56%	51 53%	19 65%	30 54%	90 49%	33 53%	45 46%	76 47%	29 37%	29 48%	23 59%	18 56%	191 46%	38 51%	27 45%	41 42%	60 70%	66 44%
Female	1024 51%	42 48%	35 60%	39 44%	45 47%	11 35%	25 46%	93 51%	29 47%	53 54%	86 53%	48 63%	32 52%	16 41%	14 44%	222 54%	37 49%	32 55%	56 58%	26 30%	83 56%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 21
Age
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
18-24	241 12%	110 11%	131 13%	241 100%	-	-	-	-	-	46 8%	89 15%	54 13%	52 11%	15 9%	12 14%	25 11%	21 12%	25 13%	20 13%	15 15%	23 12%	52 21%	17 6%	16 9%	30 9%	110 14%
25-34	321 16%	173 18%	148 14%	-	321 100%	-	-	-	-	76 14%	89 15%	74 18%	82 18%	27 16%	14 16%	33 14%	26 15%	34 18%	27 17%	27 25%	36 19%	39 15%	38 15%	20 11%	94 29%	159 20%
35-44	382 19%	173 18%	209 20%	-	-	382 100%	-	-	-	109 20%	111 19%	69 16%	92 20%	35 20%	13 15%	46 20%	35 19%	40 22%	32 21%	20 19%	29 15%	50 20%	46 18%	35 19%	83 26%	197 25%
45-54	341 17%	160 16%	181 18%	-	-	-	341 100%	-	-	71 13%	94 16%	88 21%	88 19%	28 16%	20 22%	38 16%	33 19%	32 17%	30 19%	12 12%	26 14%	50 20%	42 16%	30 16%	64 20%	184 23%
55-64	301 15%	145 15%	156 15%	-	-	-	-	301 100%	-	83 15%	87 15%	65 15%	65 14%	24 14%	10 11%	39 16%	32 18%	26 14%	20 13%	7 7%	31 16%	22 9%	56 22%	34 18%	41 13%	102 13%
65+	421 21%	223 23%	198 19%	-	-	-	-	-	421 100%	157 29%	111 19%	71 17%	82 18%	45 26%	21 23%	54 23%	31 17%	29 15%	27 17%	24 23%	43 23%	39 15%	60 23%	49 27%	10 3%	50 6%
Average age	46.89	47.43	46.37	21.98	29.92	39.69	49.69	59.49	69.35	49.87	45.68	45.70	46.02	48.60	46.80	48.23	46.70	44.47	45.23	43.92	47.30	42.82	49.89	50.36	40.55	41.88

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 21
Age
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
18-24	241 12%	8 10%	6 10%	13 15%	14 14%	- -	9 17%	19 10%	10 15%	11 11%	26 16%	14 18%	6 10%	2 5%	3 11%	66 16%	3 4%	3 4%	9 10%	11 12%	9 6%
25-34	321 16%	15 17%	9 15%	11 13%	13 14%	7 22%	9 17%	25 14%	9 14%	16 17%	28 17%	14 19%	15 25%	2 6%	4 12%	68 16%	14 18%	12 20%	4 4%	22 25%	25 17%
35-44	382 19%	17 20%	8 13%	13 15%	15 16%	9 28%	12 21%	38 21%	9 15%	24 25%	31 19%	8 10%	11 18%	6 15%	7 23%	74 18%	14 19%	13 21%	18 19%	17 20%	38 25%
45-54	341 17%	13 15%	9 16%	20 22%	21 22%	4 14%	7 13%	31 17%	9 15%	23 24%	27 16%	10 13%	4 7%	10 25%	2 8%	78 19%	10 13%	10 18%	18 19%	10 12%	23 15%
55-64	301 15%	12 14%	8 13%	10 11%	16 17%	5 18%	7 13%	29 16%	14 23%	16 16%	21 13%	13 17%	10 16%	9 23%	3 9%	48 12%	20 27%	9 15%	18 18%	5 6%	27 18%
65+	421 21%	21 24%	19 32%	22 24%	17 18%	5 18%	11 19%	40 22%	11 18%	8 8%	30 19%	17 23%	15 25%	10 27%	12 37%	80 19%	14 19%	13 21%	29 31%	21 25%	27 18%
Average age	46.89	47.61	49.84	47.23	45.89	48.65	45.28	47.84	47.25	44.06	44.67	46.39	46.65	53.08	49.25	45.19	49.38	48.42	52.26	44.91	47.77

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 22
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
AB	542	314	228	46	76	109	71	83	157	542	-	-	-	45	22	60	36	57	34	23	54	85	83	44	118	208
	27%	32%	22%	19%	24%	29%	21%	28%	37%	100%	-	-	-	26%	24%	25%	20%	30%	22%	21%	29%	34%	32%	24%	37%	26%
C1	582	271	311	89	89	111	94	87	111	-	582	-	-	53	26	55	54	49	39	47	48	80	74	58	122	246
	29%	28%	30%	37%	28%	29%	28%	29%	26%	-	100%	-	-	30%	28%	23%	30%	26%	25%	44%	26%	32%	29%	32%	38%	31%
C2	422	212	210	54	74	69	88	65	71	-	-	422	-	32	23	57	52	32	44	10	46	39	48	39	59	227
	21%	22%	20%	22%	23%	18%	26%	22%	17%	-	-	100%	-	18%	25%	24%	29%	17%	28%	10%	24%	15%	19%	21%	18%	28%
DE	462	186	276	52	82	92	88	65	82	-	-	-	462	45	20	64	36	49	38	26	40	49	53	42	23	122
	23%	19%	27%	22%	26%	24%	26%	22%	19%	-	-	-	100%	26%	22%	27%	20%	26%	25%	24%	21%	19%	21%	23%	7%	15%

Find Me Good Care Survey
ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 22
Social Grade
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
AB	542 27%	23 26%	17 28%	21 23%	15 16%	9 31%	15 28%	49 27%	15 24%	22 23%	46 28%	16 21%	19 30%	14 35%	13 42%	135 33%	22 29%	15 26%	22 23%	20 24%	35 23%
C1	582 29%	31 35%	16 28%	26 29%	36 38%	11 36%	9 17%	43 23%	17 28%	26 27%	41 25%	23 30%	21 34%	8 22%	5 15%	123 30%	25 34%	17 29%	25 26%	35 41%	44 30%
C2	422 21%	11 13%	10 16%	25 28%	27 28%	6 20%	17 32%	43 24%	14 23%	24 25%	27 17%	18 23%	15 25%	8 21%	8 26%	73 18%	12 17%	14 24%	27 28%	10 12%	31 21%
DE	462 23%	22 26%	16 28%	18 20%	18 18%	4 13%	13 24%	48 26%	16 26%	26 26%	48 29%	20 26%	7 11%	9 22%	5 17%	84 20%	15 20%	13 21%	22 23%	20 23%	39 26%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 23
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Scotland	174	90	84	15	27	35	28	24	45	45	53	32	45	174	-	-	-	-	-	-	-	-	-	-	26	68
		9%	8%	6%	9%	9%	8%	8%	11%	8%	9%	8%	10%	100%	-	-	-	-	-	-	-	-	-	-	8%	8%
North East	91	51	40	12	14	13	20	10	21	22	26	23	20	-	91	-	-	-	-	-	-	-	-	-	19	31
		5%	4%	5%	4%	4%	6%	3%	5%	4%	4%	5%	4%	-	100%	-	-	-	-	-	-	-	-	-	6%	4%
North West	236	117	119	25	33	46	38	39	54	60	55	57	64	-	-	236	-	-	-	-	-	-	-	-	35	85
		12%	12%	10%	10%	12%	11%	13%	13%	11%	9%	14%	14%	-	-	100%	-	-	-	-	-	-	-	-	11%	11%
Yorkshire & Humberside	177	96	81	21	26	35	33	32	31	36	54	52	36	-	-	-	177	-	-	-	-	-	-	-	29	79
		9%	8%	9%	8%	9%	10%	11%	7%	7%	9%	12%	8%	-	-	-	100%	-	-	-	-	-	-	-	9%	10%
West Midlands	186	88	98	25	34	40	32	26	29	57	49	32	49	-	-	-	-	186	-	-	-	-	-	-	22	89
		9%	10%	10%	10%	11%	9%	9%	7%	10%	8%	8%	11%	-	-	-	-	100%	-	-	-	-	-	-	7%	11%
East Midlands	156	72	84	20	27	32	30	20	27	34	39	44	38	-	-	-	-	-	156	-	-	-	-	-	25	64
		8%	8%	8%	8%	8%	9%	7%	6%	6%	7%	10%	8%	-	-	-	-	-	100%	-	-	-	-	-	8%	8%
Wales	106	70	37	15	27	20	12	7	24	23	47	10	26	-	-	-	-	-	106	-	-	-	-	-	29	33
		5%	4%	6%	8%	5%	4%	2%	6%	4%	8%	2%	6%	-	-	-	-	-	100%	-	-	-	-	-	9%	4%
Eastern	188	80	108	23	36	29	26	31	43	54	48	46	40	-	-	-	-	-	-	-	188	-	-	-	31	71
		9%	8%	11%	10%	11%	8%	10%	10%	10%	8%	11%	9%	-	-	-	-	-	-	-	100%	-	-	-	10%	9%
London	253	123	130	52	39	50	50	22	39	85	80	39	49	-	-	-	-	-	-	-	-	253	-	-	39	115
		13%	13%	22%	12%	13%	15%	7%	9%	16%	14%	9%	11%	-	-	-	-	-	-	-	-	100%	-	-	12%	14%
South East	258	119	139	17	38	46	42	56	60	83	74	48	53	-	-	-	-	-	-	-	-	-	258	-	34	105
		13%	14%	7%	12%	12%	12%	18%	14%	15%	13%	11%	11%	-	-	-	-	-	-	-	-	-	100%	-	10%	13%
South West	183	79	104	16	20	35	30	34	49	44	58	39	42	-	-	-	-	-	-	-	-	-	-	183	33	64
		9%	8%	7%	6%	9%	9%	11%	12%	8%	10%	9%	9%	-	-	-	-	-	-	-	-	-	-	100%	10%	8%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 23
GO Region
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Scotland	174	87 9%	58 100%	3 99%	-	-	-	*	-	-	1 *	-	-	-	-	-	-	-	-	-	26 17%
North East	91	-	1 1%	85 94%	1 1%	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	3 2%
North West	236	-	-	2 2%	-	-	1 3%	168 92%	56 90%	-	-	-	-	-	-	-	-	-	-	-	8 6%
Yorkshire & Humberside	177	-	-	* *	96 99%	30 98%	44 81%	1 *	-	2 2%	-	-	-	-	-	-	-	-	-	-	4 3%
West Midlands	186	-	-	-	-	-	-	11 6%	1 1%	-	149 92%	-	1 1%	-	4 12%	-	-	6 10%	-	-	14 9%
East Midlands	156	-	-	-	-	* 2%	9 16%	1 *	-	92 93%	13 8%	-	21 35%	-	1 2%	2 *	-	-	-	-	18 12%
Wales	106	-	-	-	-	-	-	1 1%	6 9%	-	-	-	-	-	-	-	-	-	-	86 100%	14 9%
Eastern	188	-	-	-	-	-	-	-	-	3 3%	-	75 98%	29 48%	-	-	52 13%	-	-	-	-	29 20%
London	253	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	251 61%	-	-	-	-	-
South East	258	-	-	-	-	-	-	-	-	-	-	2 2%	10 16%	39 100%	25 78%	107 26%	58 78%	1 1%	-	-	17 11%
South West	183	-	-	-	-	-	-	-	-	-	-	-	-	-	3 8%	1 *	16 22%	52 89%	96 100%	-	15 10%

Find Me Good Care Survey
ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 24
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Yes	1245	633	612	154	195	203	184	196	312	435	364	250	197	106	58	157	108	108	93	50	121	180	160	104	218	517
	62%	64%	60%	64%	61%	53%	54%	65%	74%	80%	62%	59%	43%	61%	64%	66%	61%	58%	60%	47%	64%	71%	62%	57%	68%	64%
No	763	351	412	87	127	179	157	105	109	108	219	172	265	68	32	79	70	78	63	56	67	73	98	79	104	286
	38%	36%	40%	36%	39%	47%	46%	35%	26%	20%	38%	41%	57%	39%	36%	34%	39%	42%	40%	53%	36%	29%	38%	43%	32%	36%

Find Me Good Care Survey
ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 24
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Yes	1245	52	37	57	60	17	38	121	37	50	101	51	45	24	22	284	43	40	48	43	74
	62%	60%	63%	64%	63%	55%	70%	66%	59%	51%	62%	67%	74%	61%	71%	69%	58%	68%	49%	51%	50%
No	763	35	22	32	36	14	16	62	25	49	62	25	16	15	9	130	31	19	49	42	74
	38%	40%	37%	36%	37%	45%	30%	34%	41%	49%	38%	33%	26%	39%	29%	31%	42%	32%	51%	49%	50%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 25
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
NET: Homeowners	1366	690	675	101	172	242	245	234	372	470	413	279	203	108	70	170	124	125	102	66	144	138	189	131	231	559
	68%	70%	66%	42%	53%	63%	72%	78%	88%	87%	71%	66%	44%	62%	77%	72%	70%	67%	65%	62%	77%	54%	73%	72%	72%	70%
Owned outright - without mortgage	662	338	325	35	37	43	78	153	316	229	200	132	102	56	33	79	56	60	43	36	74	64	90	71	78	175
	33%	34%	32%	15%	12%	11%	23%	51%	75%	42%	34%	31%	22%	32%	37%	34%	31%	32%	28%	34%	39%	25%	35%	39%	24%	22%
Owned with a mortgage or loan	703	353	350	66	135	199	167	81	56	241	213	147	102	51	37	90	69	65	58	30	70	74	99	60	153	385
	35%	36%	34%	27%	42%	52%	49%	27%	13%	44%	37%	35%	22%	29%	41%	38%	39%	35%	37%	28%	37%	29%	38%	33%	48%	48%
NET: Renters	615	281	334	121	146	136	95	66	50	64	165	134	252	65	19	62	52	60	52	40	40	110	67	47	87	231
	31%	29%	33%	50%	45%	36%	28%	22%	12%	12%	28%	32%	55%	37%	21%	26%	29%	32%	38%	21%	44%	26%	26%	27%	29%	
Rented from the council	261	122	139	42	52	59	49	39	20	8	51	60	142	38	6	27	27	28	23	19	15	37	23	18	35	78
	13%	12%	14%	17%	16%	16%	14%	13%	5%	2%	9%	14%	31%	22%	7%	11%	15%	15%	15%	17%	8%	15%	9%	10%	11%	10%
Rented from a housing association	109	39	70	18	16	25	22	10	18	8	26	23	53	7	6	16	7	10	10	5	11	17	14	6	10	33
	5%	4%	7%	7%	5%	7%	7%	3%	4%	1%	5%	5%	11%	4%	7%	7%	4%	5%	6%	4%	6%	7%	5%	3%	3%	4%
Rented from someone else	245	120	125	62	78	51	24	18	12	48	88	51	57	20	7	19	18	23	20	17	14	56	29	23	42	119
	12%	12%	12%	26%	24%	13%	7%	6%	3%	9%	15%	12%	12%	11%	7%	8%	10%	12%	13%	16%	7%	22%	11%	13%	13%	15%
Rent free	28	13	15	19	3	3	1	1	-	8	5	8	6	2	2	4	1	1	2	1	4	5	2	4	3	13
	1%	1%	1%	8%	1%	1%	*	*	-	1%	1%	2%	1%	1%	2%	2%	*	*	1%	1%	2%	2%	1%	2%	1%	2%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 25
Tenure
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Homeowners	1366	54	39	71	67	26	37	131	42	65	105	57	47	27	26	257	54	43	68	54	98
	68%	62%	66%	79%	69%	87%	67%	72%	68%	66%	64%	74%	77%	70%	83%	62%	73%	72%	71%	63%	66%
Owned outright - without mortgage	662	26	23	32	31	8	17	61	22	25	52	30	22	13	17	122	24	20	44	27	48
	33%	30%	39%	36%	32%	28%	31%	33%	36%	26%	32%	39%	35%	32%	53%	29%	32%	33%	46%	32%	32%
Owned with a mortgage or loan	703	28	16	39	35	18	20	70	20	40	53	27	25	15	10	135	30	23	24	27	51
	35%	32%	27%	43%	37%	59%	36%	38%	32%	40%	32%	36%	41%	38%	31%	33%	41%	39%	25%	31%	34%
NET: Renters	615	32	19	18	30	4	18	49	19	33	57	18	13	12	5	149	20	16	26	31	47
	31%	37%	33%	20%	31%	13%	33%	27%	31%	33%	35%	23%	21%	30%	17%	36%	27%	27%	27%	37%	32%
Rented from the council	261	19	10	6	16	-	12	26	5	12	30	6	7	3	-	47	10	3	11	14	22
	13%	21%	17%	7%	17%	-	22%	14%	8%	13%	19%	8%	12%	8%	-	11%	14%	5%	12%	16%	15%
Rented from a housing association	109	5	1	5	5	-	2	8	7	7	9	5	1	2	1	28	2	2	4	5	8
	5%	5%	2%	5%	5%	-	4%	4%	12%	7%	6%	7%	2%	6%	5%	7%	3%	3%	4%	5%	5%
Rented from someone else	245	8	8	6	9	4	4	15	6	13	18	6	4	6	4	73	7	11	11	13	18
	12%	10%	13%	7%	9%	13%	7%	8%	10%	13%	11%	8%	7%	15%	12%	18%	10%	19%	11%	15%	12%
Rent free	28	1	1	2	-	-	-	3	1	1	1	2	2	-	-	8	-	1	2	1	3
	1%	1%	1%	2%	-	-	-	2%	2%	1%	1%	2%	3%	-	-	2%	-	1%	2%	1%	2%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 26
At what age did you finish your full time education?
Base: All respondents

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Under 16	657	328	329	33	43	101	138	141	201	93	145	182	238	60	37	95	70	61	51	16	61	58	85	63	57	232
	33%	33%	32%	14%	14%	26%	41%	47%	48%	17%	25%	43%	51%	35%	41%	40%	39%	33%	32%	15%	32%	23%	33%	35%	18%	29%
17-18	463	203	260	42	62	106	101	64	88	127	154	99	82	31	11	53	38	49	42	26	57	38	62	56	77	199
	23%	21%	25%	18%	19%	28%	30%	21%	21%	23%	26%	23%	18%	18%	12%	22%	22%	26%	27%	24%	30%	15%	24%	30%	24%	25%
19-24	588	309	279	76	140	121	72	78	102	242	176	88	82	54	27	59	50	49	40	43	53	87	75	51	139	264
	29%	31%	27%	32%	43%	32%	21%	26%	24%	45%	30%	21%	18%	31%	30%	25%	28%	27%	26%	40%	28%	35%	29%	28%	43%	33%
25-34	93	55	39	-	33	29	13	9	8	37	29	11	16	7	5	10	4	8	6	6	5	26	12	4	22	46
	5%	6%	4%	-	10%	8%	4%	3%	2%	7%	5%	3%	3%	4%	5%	4%	3%	5%	6%	6%	3%	10%	5%	2%	7%	6%
35+	27	7	20	-	-	6	9	3	8	8	7	3	8	4	-	2	-	2	1	2	1	7	4	4	5	9
	1%	1%	2%	-	-	2%	3%	1%	2%	1%	1%	1%	2%	2%	-	1%	-	1%	1%	2%	1%	3%	2%	2%	2%	1%
Still in full time education	98	42	55	77	14	5	-	-	1	14	53	17	14	9	5	10	8	7	10	5	4	29	8	1	6	22
	5%	4%	5%	32%	4%	1%	-	-	*	3%	9%	4%	3%	5%	5%	4%	5%	4%	7%	5%	2%	12%	3%	1%	2%	3%
Never had any full time education	5	2	3	1	3	1	-	-	-	*	2	-	3	1	1	1	-	-	1	-	-	-	*	-	1	2
	*	*	*	*	1%	*	-	-	-	*	*	-	1%	1%	2%	*	-	-	1%	-	-	-	*	-	*	*
Don't know	21	12	10	-	9	4	3	1	5	3	7	5	7	4	2	4	2	1	2	4	-	-	3	1	6	5
	1%	1%	1%	-	3%	1%	1%	*	1%	1%	1%	1%	1%	2%	2%	1%	1%	*	1%	4%	-	-	1%	*	2%	1%
Prefer not to answer	55	26	29	11	17	8	5	6	8	17	9	16	13	4	2	3	5	8	3	5	7	7	7	3	9	24
	3%	3%	3%	5%	5%	2%	1%	2%	2%	3%	1%	4%	3%	2%	3%	1%	3%	4%	2%	5%	4%	3%	3%	2%	3%	3%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 26
At what age did you finish your full time education?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Under 16	657 33%	29 33%	22 38%	39 44%	45 46%	7 24%	18 33%	64 35%	32 52%	33 34%	58 36%	27 36%	15 24%	12 32%	7 24%	112 27%	30 41%	19 32%	33 34%	14 16%	40 27%
17-18	463 23%	15 17%	9 15%	10 11%	18 18%	10 34%	13 23%	47 26%	12 20%	24 25%	41 25%	20 26%	22 36%	10 25%	7 22%	82 20%	14 19%	21 36%	27 28%	22 25%	39 26%
19-24	588 29%	27 31%	18 31%	27 31%	24 25%	12 39%	13 25%	48 26%	12 20%	29 29%	43 26%	22 29%	18 29%	11 27%	10 32%	130 31%	20 27%	16 27%	29 30%	34 40%	45 30%
25-34	93 5%	5 5%	1 2%	4 4%	4 4%	-	2 4%	6 3%	2 4%	3 3%	7 4%	1 2%	2 3%	4 10%	1 4%	30 7%	4 5%	2 3%	1 1%	5 6%	8 6%
35+	27 1%	-	4 7%	-	-	-	1 2%	2 1%	1 1%	-	* *	-	* 1%	1 3%	1 2%	8 2%	1 2%	-	4 4%	1 1%	2 2%
Still in full time education	98 5%	6 6%	3 6%	6 6%	4 4%	-	5 9%	7 4%	2 4%	7 7%	8 5%	3 4%	3 4%	-	3 9%	35 8%	-	1 2%	-	5 6%	2 1%
Never had any full time education	5 *	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-	* 1%	-	-	1 *	-	-	-	-	-
Don't know	21 1%	3 3%	1 2%	2 2%	2 2%	-	-	4 2%	-	2 2%	1 1%	-	-	1 2%	1 2%	1 *	-	-	1 1%	4 5%	1 *
Prefer not to answer	55 3%	1 2%	-	2 2%	2 2%	1 3%	3 5%	4 2%	-	-	4 2%	3 4%	1 2%	1 1%	2 6%	13 3%	5 6%	-	2 2%	2 2%	10 7%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 27
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age							Social Grade					Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
No formal education	14	5	9	4	1	2	3	1	3	3	4	1	6	2	-	2	1	1	3	-	1	2	1	1	4	3
	1%	1%	1%	2%	*	1%	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%	1%	2%	-	1%	1%	*	*	1%	*
Primary	15	7	9	3	5	-	1	4	3	1	3	5	6	-	1	2	-	-	2	-	2	2	4	2	-	5
	1%	1%	1%	1%	1%	-	*	1%	1%	*	1%	1%	1%	-	2%	1%	-	-	1%	-	1%	1%	1%	1%	-	1%
Secondary school, high school, NVQ levels 1 to 3, etc.	969	441	528	100	117	190	201	148	212	138	248	272	311	78	47	126	99	92	95	36	94	98	122	82	97	383
	48%	45%	52%	42%	37%	50%	59%	49%	50%	25%	43%	64%	67%	45%	52%	53%	56%	50%	61%	34%	50%	39%	47%	45%	30%	48%
University degree or equivalent professional qualification, NVQ level 4, etc.	697	377	320	71	125	125	95	112	170	271	231	104	91	66	24	76	56	64	35	49	68	99	89	71	139	285
	35%	38%	31%	29%	39%	33%	28%	37%	40%	50%	40%	25%	20%	38%	26%	32%	31%	35%	22%	46%	36%	39%	35%	39%	43%	36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	230	120	110	17	58	57	37	30	31	117	61	25	27	22	10	22	17	17	17	10	18	43	28	27	75	98
	11%	12%	11%	7%	18%	15%	11%	10%	7%	22%	10%	6%	6%	13%	11%	9%	10%	9%	11%	9%	9%	17%	11%	15%	23%	12%
Still in full time education	45	17	28	40	4	2	-	-	-	3	29	4	8	4	6	6	2	3	3	5	2	7	5	1	1	10
	2%	2%	3%	16%	1%	*	-	-	-	1%	5%	1%	2%	3%	7%	3%	1%	1%	2%	5%	1%	3%	2%	*	*	1%
Don't know	14	4	9	3	6	1	3	-	1	3	1	1	8	1	-	-	1	4	-	4	*	-	3	-	-	5
	1%	*	1%	1%	2%	*	1%	-	*	1%	*	*	2%	1%	-	-	1%	2%	-	4%	*	-	1%	-	-	1%
Prefer not to answer	24	12	12	4	6	4	3	6	1	6	6	9	4	1	2	1	2	5	2	3	2	1	5	-	6	12
	1%	1%	1%	2%	2%	1%	1%	2%	*	1%	1%	2%	1%	*	2%	1%	1%	3%	1%	3%	1%	*	2%	-	2%	2%

Find Me Good Care Survey

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Absolutes/col percents

Table 27
What is the highest educational level that you have achieved to date?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
No formal education	14 1%	1 1%	1 1%	-	1 1%	-	-	2 1%	-	1 1%	1 1%	-	1 2%	-	-	4 1%	-	-	1 1%	-	1 1%
Primary	15 1%	-	-	1 2%	-	-	-	-	2 4%	2 2%	-	2 2%	1 1%	-	-	6 1%	-	-	2 2%	-	-
Secondary school, high school, NVQ levels 1 to 3, etc.	969 48%	34 39%	29 49%	51 56%	53 55%	14 47%	35 63%	103 56%	33 54%	56 57%	83 51%	39 51%	30 50%	17 43%	13 40%	182 44%	36 48%	28 47%	40 42%	31 36%	63 42%
University degree or equivalent professional qualification, NVQ level 4, etc.	697 35%	38 44%	18 30%	23 26%	32 33%	12 39%	11 20%	55 30%	19 30%	21 21%	56 34%	24 31%	24 39%	19 48%	11 34%	151 36%	25 34%	20 34%	39 41%	36 42%	66 44%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	230 11%	10 11%	9 16%	9 10%	8 8%	4 14%	7 14%	16 9%	5 7%	18 19%	14 9%	6 8%	3 6%	3 7%	5 17%	54 13%	10 14%	10 18%	15 15%	9 10%	15 10%
Still in full time education	45 2%	2 2%	2 4%	5 5%	1 1%	-	1 2%	4 2%	2 4%	-	3 2%	3 4%	1 2%	-	3 9%	11 3%	-	1 1%	-	5 6%	1 1%
Don't know	14 1%	1 1%	-	-	1 1%	-	-	-	1 2%	-	4 2%	-	-	1 2%	-	3 1%	-	-	-	3 3%	-
Prefer not to answer	24 1%	1 1%	-	1 1%	1 1%	-	1 2%	4 2%	-	-	2 1%	2 2%	-	-	-	3 1%	3 5%	-	-	3 3%	3 2%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 28

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Yes - responsible for half or more of the items bought	1764 88%	788 80%	976 95%	171 71%	281 87%	366 96%	325 95%	266 88%	356 84%	453 84%	522 90%	364 86%	425 92%	160 92%	77 85%	209 88%	154 87%	162 87%	137 88%	94 88%	159 85%	236 94%	222 86%	154 84%	281 87%	715 89%
No - not responsible for most of the items bought	244 12%	196 20%	48 5%	70 29%	41 13%	15 4%	16 5%	36 12%	66 16%	89 16%	60 10%	58 14%	37 8%	14 8%	14 15%	27 12%	24 13%	24 13%	19 12%	13 12%	29 15%	16 6%	35 14%	29 16%	41 13%	88 11%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 28

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Yes - responsible for half or more of the items bought	1764 88%	78 90%	54 92%	75 83%	82 85%	28 92%	47 85%	168 92%	51 82%	88 90%	141 86%	62 82%	53 87%	34 86%	21 67%	380 92%	62 84%	50 85%	83 86%	77 89%	130 88%
No - not responsible for most of the items bought	244 12%	9 10%	5 8%	15 17%	14 15%	2 8%	8 15%	14 8%	11 18%	10 10%	22 14%	14 18%	8 13%	5 14%	10 33%	34 8%	12 16%	9 15%	13 14%	9 11%	18 12%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 29
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
No cars in the household	406 20%	166 17%	240 23%	87 36%	66 21%	91 24%	56 16%	53 18%	53 13%	48 9%	114 20%	62 15%	182 39%	55 32%	15 16%	39 17%	32 18%	35 19%	24 16%	24 23%	32 17%	90 35%	35 14%	25 13%	35 11%	135 17%
NET: Any	1602 80%	818 83%	784 77%	154 64%	255 79%	291 76%	286 84%	248 82%	368 87%	494 91%	468 80%	360 85%	280 61%	119 68%	76 84%	197 83%	145 82%	151 81%	132 84%	82 77%	156 83%	163 65%	223 86%	159 87%	286 89%	668 83%
1	832 41%	400 41%	431 42%	64 27%	138 43%	147 38%	135 39%	111 37%	237 56%	205 38%	263 45%	177 42%	187 41%	65 37%	45 49%	105 44%	83 47%	74 40%	63 40%	38 36%	73 39%	108 43%	106 41%	72 39%	124 39%	324 40%
2	588 29%	294 30%	294 29%	55 23%	86 27%	125 33%	113 33%	100 33%	110 26%	221 41%	161 28%	134 32%	73 16%	42 24%	29 31%	74 32%	54 30%	56 30%	51 32%	36 34%	69 36%	39 15%	86 33%	53 29%	116 36%	257 32%
3+	183 9%	124 13%	59 6%	35 15%	31 10%	19 5%	39 11%	38 13%	21 5%	68 13%	45 8%	49 12%	20 4%	13 7%	3 3%	17 7%	9 5%	20 11%	19 12%	8 8%	14 7%	16 6%	30 12%	33 18%	46 14%	87 11%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 29
How many cars are there in your household?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
No cars in the household	406	28	18	13	14	7	12	31	11	16	31	16	4	9	3	113	8	9	14	19	32
	20%	32%	30%	15%	14%	22%	21%	17%	18%	17%	19%	21%	6%	22%	8%	27%	10%	16%	14%	22%	22%
NET: Any	1602	59	41	77	83	23	43	152	51	82	132	61	57	30	29	301	67	50	82	67	116
	80%	68%	70%	85%	86%	78%	79%	83%	82%	83%	81%	79%	94%	78%	92%	73%	90%	84%	86%	78%	78%
1	832	31	25	43	49	11	23	82	29	37	67	28	25	19	12	168	30	21	39	29	64
	41%	36%	43%	48%	51%	35%	42%	45%	46%	38%	41%	37%	42%	49%	38%	41%	40%	35%	40%	33%	43%
2	588	21	13	31	27	10	18	54	20	29	48	26	29	6	12	99	25	14	33	33	40
	29%	24%	22%	35%	28%	34%	34%	30%	32%	30%	29%	34%	47%	15%	38%	24%	33%	24%	34%	39%	27%
3+	183	7	3	3	6	3	1	16	3	15	17	7	3	5	5	34	12	15	11	5	12
	9%	8%	4%	3%	6%	9%	3%	9%	4%	16%	11%	9%	6%	13%	16%	8%	17%	25%	11%	6%	8%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 30
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
White	1840	898	942	201	272	345	318	294	409	497	524	404	415	172	87	217	168	163	146	105	181	184	240	177	283	738
	92%	91%	92%	83%	85%	90%	93%	98%	97%	92%	90%	96%	90%	98%	96%	92%	95%	88%	94%	99%	96%	73%	93%	97%	88%	92%
NET: Non-white	141	70	71	37	44	35	16	1	8	34	52	12	43	2	3	14	8	20	10	2	7	60	11	5	35	50
	7%	7%	7%	15%	14%	9%	5%	*	2%	6%	9%	3%	9%	1%	3%	6%	4%	11%	6%	1%	4%	24%	4%	3%	11%	6%
Mixed	20	10	10	3	8	6	2	-	1	5	7	1	7	-	1	3	-	2	1	-	2	8	3	-	6	6
	1%	1%	1%	1%	2%	2%	*	-	*	1%	1%	*	2%	-	1%	1%	-	1%	*	-	1%	3%	1%	-	2%	1%
Asian	65	31	34	21	21	18	3	1	-	18	25	6	15	1	2	6	6	14	5	-	3	22	5	1	18	28
	3%	3%	3%	9%	7%	5%	1%	*	-	3%	4%	1%	3%	*	2%	3%	3%	7%	3%	-	2%	9%	2%	*	6%	4%
Black	32	19	13	5	9	7	7	-	4	6	9	5	12	1	-	*	1	2	2	-	1	20	2	2	5	12
	2%	2%	1%	2%	3%	2%	2%	-	1%	1%	2%	1%	3%	*	-	*	1%	1%	1%	-	1%	8%	1%	1%	2%	1%
Chinese	14	8	5	4	4	2	2	-	2	5	4	-	4	1	-	1	1	2	2	2	1	2	*	2	5	1
	1%	1%	1%	2%	1%	1%	1%	-	*	1%	1%	-	1%	*	-	*	1%	1%	2%	1%	*	1%	*	1%	2%	*
Other ethnic group	11	2	9	4	1	2	3	-	1	-	7	-	4	-	-	3	-	-	-	-	-	7	-	1	-	3
	1%	*	1%	2%	*	*	1%	-	*	-	1%	-	1%	-	-	1%	-	-	-	-	-	3%	-	1%	-	*
Prefer not to answer	27	16	11	3	6	1	7	6	5	12	6	6	4	1	1	5	2	3	*	-	1	8	7	*	4	15
	1%	2%	1%	1%	2%	*	2%	2%	1%	2%	1%	1%	1%	*	1%	2%	1%	2%	*	-	*	3%	3%	*	1%	2%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 30
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
White	1840	86	57	88	90	29	52	165	58	94	142	76	55	37	31	332	69	56	94	84	142
		92%	99%	98%	98%	93%	96%	90%	93%	96%	87%	99%	91%	96%	99%	80%	93%	94%	98%	98%	96%
NET: Non-white	141	1	1	1	6	-	2	15	2	4	20	-	6	1	*	70	1	3	2	2	5
		7%	1%	1%	2%	6%	-	4%	8%	3%	4%	12%	-	9%	4%	1%	17%	2%	4%	2%	2%
Mixed	20	-	-	1	-	-	-	2	2	1	2	-	-	1	-	9	1	-	-	-	2
		1%	-	-	1%	-	-	1%	3%	1%	1%	-	-	2%	-	2%	1%	-	-	-	1%
Asian	65	-	1	1	3	-	2	7	-	3	13	-	4	1	-	27	1	1	-	-	2
		3%	-	1%	1%	3%	-	4%	4%	-	3%	8%	-	7%	1%	-	7%	1%	1%	-	1%
Black	32	-	-	-	1	-	-	*	-	1	4	-	1	-	-	23	-	1	-	-	1
		2%	-	-	1%	-	-	*	-	1%	2%	-	2%	-	-	6%	-	2%	-	-	*
Chinese	14	1	-	-	1	-	-	2	-	-	2	-	-	-	*	3	-	-	2	2	1
		1%	1%	-	-	1%	-	1%	-	-	1%	-	-	-	1%	1%	-	-	2%	2%	*
Other ethnic group	11	-	-	-	-	-	-	3	-	-	-	-	-	-	-	7	-	1	-	-	-
		1%	-	-	-	-	-	2%	-	-	-	-	-	-	-	2%	-	2%	-	-	-
Prefer not to answer	27	-	1	-	1	1	-	3	3	-	1	1	-	-	-	11	4	1	-	-	1
		1%	-	1%	-	1%	2%	-	2%	4%	-	1%	1%	-	-	3%	5%	1%	-	-	1%

Find Me Good Care Survey

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Absolutes/col percents

Table 31
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Christian	1092	529	564	88	122	179	208	205	291	297	296	248	250	90	55	121	101	98	80	59	107	138	137	106	160	406
	54%	54%	55%	37%	38%	47%	61%	68%	69%	55%	51%	59%	54%	52%	61%	51%	57%	53%	51%	55%	57%	55%	53%	58%	50%	51%
NET: Other	142	66	76	25	39	34	13	10	20	33	47	22	39	8	2	22	7	16	13	6	13	35	15	4	31	54
	7%	7%	7%	10%	12%	9%	4%	3%	5%	6%	8%	5%	9%	5%	3%	9%	4%	8%	9%	5%	7%	14%	6%	2%	10%	7%
Muslim	48	22	26	15	17	11	5	-	-	7	21	6	14	1	2	8	5	11	5	-	3	11	3	-	12	19
	2%	2%	2%	6%	5%	3%	1%	-	-	1%	4%	1%	3%	*	2%	3%	3%	6%	3%	-	2%	4%	1%	-	4%	2%
Hindu	15	11	5	4	4	5	1	1	-	8	3	1	3	1	-	2	1	1	2	-	-	7	2	-	5	6
	1%	1%	*	2%	1%	1%	*	*	-	1%	1%	*	1%	*	-	1%	*	1%	1%	-	-	3%	1%	-	1%	1%
Jewish	16	7	9	2	1	-	1	2	10	6	6	-	5	1	-	4	-	-	1	-	1	6	2	-	-	5
	1%	1%	1%	1%	*	-	*	1%	2%	1%	1%	-	1%	1%	-	2%	-	-	1%	-	1%	3%	1%	-	-	1%
Sikh	2	-	2	1	*	1	-	-	-	2	-	-	*	-	-	-	-	1	-	-	-	1	-	-	2	1
	*	-	*	*	*	*	-	-	-	*	-	-	*	-	-	-	-	1%	-	-	-	1%	-	-	1%	*
Buddhist	18	8	10	1	8	4	*	*	4	3	5	5	5	4	-	1	-	-	2	-	3	4	3	1	1	11
	1%	1%	1%	*	2%	1%	*	*	1%	1%	1%	1%	1%	2%	-	*	-	-	1%	-	2%	2%	1%	*	*	1%
Other	43	18	25	3	8	13	6	7	6	8	12	10	13	2	*	7	2	3	4	6	6	5	5	3	11	12
	2%	2%	2%	1%	3%	3%	2%	2%	1%	1%	2%	2%	3%	1%	*	3%	1%	2%	2%	5%	3%	2%	2%	2%	4%	2%
None	734	372	362	119	154	163	111	82	105	196	230	145	164	73	32	90	66	69	61	38	66	72	97	70	124	328
	37%	38%	35%	50%	48%	43%	32%	27%	25%	36%	40%	34%	35%	42%	36%	38%	37%	37%	39%	36%	35%	28%	38%	38%	39%	41%
Prefer not to say	40	18	22	9	7	6	9	4	5	16	9	6	8	3	1	3	3	4	1	4	1	8	9	3	7	16
	2%	2%	2%	4%	2%	2%	3%	1%	1%	3%	2%	2%	2%	2%	1%	1%	2%	2%	1%	4%	1%	3%	3%	2%	2%	2%

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Absolutes/col percents

Table 31
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
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Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Christian	1092	47	29	55	52	19	32	95	34	51	84	44	33	20	16	225	42	38	50	48	79
		54%	54%	49%	61%	54%	65%	58%	52%	55%	51%	58%	54%	52%	51%	54%	56%	64%	52%	55%	53%
NET: Other	142	5	1	1	4	-	2	22	3	6	15	1	6	1	*	49	3	-	3	4	14
		7%	5%	2%	4%	-	4%	12%	5%	6%	9%	2%	11%	2%	1%	12%	5%	-	3%	5%	9%
Muslim	48	1	-	1	3	-	2	9	-	4	9	-	2	-	-	15	1	-	-	-	1
		2%	1%	-	3%	-	4%	5%	-	4%	6%	-	4%	-	-	4%	1%	-	-	-	1%
Hindu	15	-	1	-	1	-	-	2	-	1	1	-	2	-	-	7	1	-	-	-	1
		1%	-	1%	-	1%	-	1%	-	1%	1%	-	3%	-	-	2%	1%	-	-	-	1%
Jewish	16	1	-	-	-	-	-	3	1	-	-	-	-	1	-	9	-	-	-	-	1
		1%	1%	-	-	-	-	2%	2%	-	-	-	-	2%	-	2%	-	-	-	-	1%
Sikh	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
		*	-	-	-	-	-	-	-	-	1%	-	-	-	-	*	-	-	-	-	-
Buddhist	18	2	-	-	-	-	-	1	-	-	2	-	-	-	*	8	-	-	1	-	3
		1%	3%	-	-	-	-	1%	-	-	1%	-	-	-	1%	2%	-	-	1%	-	2%
Other	43	1	1	*	1	-	-	7	2	2	2	1	2	-	-	8	2	-	2	4	8
		2%	1%	1%	*	1%	-	4%	3%	2%	1%	2%	3%	-	-	2%	3%	-	2%	5%	5%
None	734	35	27	33	37	11	21	62	25	40	61	29	21	18	15	128	25	21	40	31	53
		37%	40%	46%	37%	39%	35%	38%	34%	40%	41%	38%	35%	46%	47%	31%	34%	36%	41%	36%	36%
Prefer not to say	40	1	2	1	3	-	-	5	-	1	2	1	-	-	-	12	4	-	3	3	3
		2%	1%	3%	1%	3%	-	3%	-	1%	1%	2%	-	-	-	3%	5%	-	3%	3%	2%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 32
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
NET: Urban	1590	789	801	209	269	308	271	233	302	407	476	327	380	127	80	204	145	156	110	68	132	253	200	117	245	653
	79%	80%	78%	87%	84%	81%	79%	77%	72%	75%	82%	77%	82%	73%	88%	87%	82%	84%	70%	63%	70%	100%	77%	64%	76%	81%
Urban - Population over 10,000	836	454	383	124	160	153	158	96	145	230	247	159	200	83	44	87	61	82	49	39	48	212	88	43	143	355
	42%	46%	37%	52%	50%	40%	46%	32%	34%	42%	42%	38%	43%	48%	49%	37%	34%	44%	32%	37%	25%	84%	34%	24%	45%	44%
Town and Fringe	754	336	418	84	109	155	113	136	157	178	229	167	180	44	36	118	84	74	60	29	84	41	112	73	101	297
	38%	34%	41%	35%	34%	41%	33%	45%	37%	33%	39%	40%	39%	25%	39%	50%	47%	40%	39%	27%	45%	16%	43%	40%	31%	37%
NET: Rural	418	195	223	32	52	74	71	69	120	135	106	95	82	48	11	32	32	29	46	39	57	-	58	66	77	150
	21%	20%	22%	13%	16%	19%	21%	23%	28%	25%	18%	23%	18%	27%	12%	13%	18%	16%	30%	37%	30%	-	23%	36%	24%	19%
Village	362	167	195	29	47	67	57	63	100	117	85	84	76	38	7	31	27	25	44	29	47	-	57	57	70	124
	18%	17%	19%	12%	15%	17%	17%	21%	24%	22%	15%	20%	16%	22%	8%	13%	15%	14%	28%	28%	25%	-	22%	31%	22%	16%
Hamlet & Isolated Dwelling	55	28	28	3	5	7	14	6	20	17	21	11	6	10	4	1	5	4	2	9	10	-	1	10	7	26
	3%	3%	3%	1%	2%	2%	4%	2%	5%	3%	4%	3%	1%	6%	4%	*	3%	2%	1%	9%	5%	-	*	5%	2%	3%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 32
Which of the following best describes where you live?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these	
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154	
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148	
NET: Urban	1590	68	41	79	86	22	39	159	58	76	137	48	47	31	20	377	61	41	58	58	85	
		79%	78%	70%	88%	89%	73%	71%	87%	94%	77%	84%	63%	77%	79%	62%	91%	81%	69%	60%	67%	57%
Urban - Population over 10,000	836	42	26	45	32	12	18	60	31	33	73	14	18	18	9	266	22	18	22	36	40	
		42%	48%	44%	50%	33%	38%	34%	33%	49%	34%	45%	19%	30%	46%	29%	64%	30%	31%	23%	42%	27%
Town and Fringe	754	26	15	34	55	10	21	99	28	43	64	33	29	13	11	111	38	22	36	22	45	
		38%	30%	25%	38%	57%	35%	38%	54%	44%	44%	39%	44%	47%	33%	33%	27%	51%	38%	37%	26%	30%
NET: Rural	418	19	18	11	10	8	16	24	4	22	25	29	14	8	12	36	14	19	38	28	64	
		21%	22%	30%	12%	11%	27%	29%	13%	6%	23%	16%	37%	23%	21%	38%	9%	19%	31%	40%	33%	43%
Village	362	18	12	7	9	7	13	24	4	20	22	23	14	7	12	33	14	17	32	23	51	
		18%	20%	21%	8%	9%	23%	24%	13%	6%	21%	14%	31%	23%	18%	38%	8%	19%	29%	33%	27%	34%
Hamlet & Isolated Dwelling	55	1	5	4	1	1	3	-	-	2	3	5	-	1	-	3	-	1	7	5	12	
		3%	1%	9%	4%	1%	4%	5%	-	-	2%	2%	7%	-	3%	-	1%	-	2%	7%	6%	8%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 33
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
NET: Working	1125	623	501	139	253	280	248	143	60	326	368	285	145	94	50	119	108	111	89	62	103	154	139	97	322	803
	56%	63%	49%	58%	79%	73%	73%	48%	14%	60%	63%	68%	31%	54%	55%	51%	61%	60%	57%	58%	55%	61%	54%	53%	100%	100%
Working full time - working 30 hours per week or more	884	554	330	97	220	236	197	111	22	275	288	223	97	79	43	95	82	86	73	47	83	126	103	67	260	624
	44%	56%	32%	40%	69%	62%	58%	37%	5%	51%	49%	53%	21%	45%	47%	40%	46%	46%	47%	44%	44%	50%	40%	36%	81%	78%
Working part time - working between 8 and 29 hours per week	241	69	172	42	33	45	51	32	38	51	80	62	48	15	7	24	26	24	15	15	20	28	36	30	62	179
	12%	7%	17%	17%	10%	12%	15%	11%	9%	9%	14%	15%	10%	9%	7%	10%	15%	13%	10%	14%	11%	11%	14%	17%	19%	22%
NET: Not working	883	361	523	102	69	101	93	158	361	216	214	136	317	80	41	117	69	75	67	45	86	99	119	86	-	-
	44%	37%	51%	42%	21%	27%	27%	52%	86%	40%	37%	32%	69%	46%	45%	49%	39%	40%	43%	42%	45%	39%	46%	47%	-	-
Not working but seeking work or temporarily unemployed or sick	129	61	68	25	27	37	26	15	-	4	15	10	100	9	7	13	7	18	11	9	10	15	13	17	-	-
	6%	6%	7%	10%	8%	10%	8%	5%	-	1%	3%	2%	22%	5%	8%	6%	4%	10%	7%	9%	5%	6%	5%	9%	-	-
Not working and not seeking work	126	46	80	63	20	14	19	9	-	7	48	18	53	10	5	16	10	11	9	11	9	22	16	6	-	-
	6%	5%	8%	26%	6%	4%	6%	3%	-	1%	8%	4%	11%	6%	5%	7%	6%	6%	6%	10%	5%	9%	6%	3%	-	-
Retired on a state pension only	116	34	82	-	-	-	-	21	94	14	13	18	71	13	5	16	7	8	11	6	12	11	14	13	-	-
	6%	3%	8%	-	-	-	-	7%	22%	3%	2%	4%	15%	7%	5%	7%	4%	4%	7%	5%	6%	4%	5%	7%	-	-
Retired with a private pension	350	206	144	-	-	-	7	81	261	163	113	53	21	34	16	48	31	27	20	15	41	33	48	37	-	-
	17%	21%	14%	-	-	-	2%	27%	62%	30%	19%	13%	5%	19%	17%	20%	17%	14%	13%	14%	22%	13%	19%	20%	-	-
House person, housewife, househusband, etc.	162	13	150	14	21	50	41	31	5	28	25	38	72	15	9	23	14	12	16	4	14	17	28	12	-	-
	8%	1%	15%	6%	7%	13%	12%	10%	1%	5%	4%	9%	16%	8%	10%	10%	8%	6%	10%	3%	8%	7%	11%	7%	-	-

Find Me Good Care Survey

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Absolutes/col percents

Table 33

Which of the following best describes your current working status?

Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
NET: Working	1125	43	31	51	62	21	29	95	31	61	93	41	34	21	17	244	37	32	52	46	83
	56%	50%	52%	57%	64%	69%	54%	52%	49%	62%	57%	54%	55%	54%	54%	59%	50%	55%	54%	54%	56%
Working full time - working 30 hours per week or more	884	35	25	43	46	16	25	78	26	52	69	35	26	14	11	188	30	23	36	35	71
	44%	40%	42%	48%	47%	52%	45%	43%	41%	53%	43%	46%	43%	36%	36%	45%	40%	38%	37%	41%	48%
Working part time - working between 8 and 29 hours per week	241	8	6	8	16	5	5	17	5	9	24	6	8	7	6	56	7	10	16	11	12
	12%	9%	10%	9%	17%	18%	9%	9%	8%	9%	15%	8%	13%	17%	18%	13%	10%	16%	17%	13%	8%
NET: Not working	883	44	28	39	34	9	25	87	32	38	70	36	27	18	15	170	37	27	44	40	65
	44%	50%	48%	43%	36%	31%	46%	48%	51%	38%	43%	46%	45%	46%	46%	41%	50%	45%	46%	46%	44%
Not working but seeking work or temporarily unemployed or sick	129	5	3	7	1	-	6	10	3	8	18	3	4	2	2	20	11	7	6	8	5
	6%	5%	4%	8%	1%	-	11%	6%	6%	8%	11%	4%	6%	6%	6%	5%	15%	12%	6%	9%	4%
Not working and not seeking work	126	6	2	5	5	-	4	11	5	6	11	5	3	-	3	34	2	2	4	10	7
	6%	7%	4%	5%	6%	-	8%	6%	7%	6%	7%	6%	5%	-	9%	8%	3%	3%	4%	12%	5%
Retired on a state pension only	116	8	4	3	4	-	3	13	4	4	12	5	-	2	1	22	5	4	6	6	8
	6%	9%	6%	4%	5%	-	5%	7%	7%	4%	7%	7%	-	6%	2%	5%	7%	7%	7%	7%	6%
Retired with a private pension	350	17	15	16	16	8	8	36	14	8	21	16	16	9	5	63	15	10	23	14	21
	17%	19%	26%	17%	17%	26%	14%	19%	22%	9%	13%	21%	26%	23%	17%	15%	20%	17%	24%	16%	14%
House person, housewife, househusband, etc.	162	9	5	8	7	1	4	18	5	11	7	7	5	4	4	31	4	3	5	2	23
	8%	10%	8%	8%	7%	5%	7%	10%	9%	12%	4%	9%	8%	11%	13%	7%	5%	6%	5%	2%	15%

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Absolutes/col percents

Table 34
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1101	564	537	130	229	278	264	140	60	428	336	193	144	99	47	130	106	110	87	40	103	121	154	104	317	784
Weighted base	1125	623	501	139	253	280	248	143	60	326	368	285	145	94	50	119	108	111	89	62	103	154	139	97	322	803
NET: Public Sector	322	155	166	30	94	83	64	41	10	118	122	59	23	26	19	35	29	22	25	29	31	39	34	33	322	-
	29%	25%	33%	21%	37%	30%	26%	29%	17%	36%	33%	21%	16%	28%	38%	29%	27%	20%	28%	46%	31%	25%	24%	34%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	32	20	12	1	17	6	4	3	-	13	13	4	2	3	1	1	1	4	3	3	2	6	4	4	32	-
	3%	3%	2%	1%	7%	2%	2%	2%	-	4%	3%	1%	2%	3%	2%	1%	1%	4%	4%	4%	2%	4%	3%	4%	10%	-
HM Forces	7	5	2	-	3	3	-	-	-	1	2	4	-	3	-	-	2	-	-	2	-	-	-	1	7	-
	1%	1%	*	-	1%	1%	-	-	-	*	*	1%	-	3%	-	-	1%	-	-	2%	-	-	-	1%	2%	-
National Health Service	74	35	38	10	27	15	13	8	1	33	26	10	4	6	7	8	7	4	3	7	8	9	7	8	74	-
	7%	6%	8%	7%	11%	5%	5%	5%	2%	10%	7%	4%	3%	6%	14%	6%	6%	4%	4%	11%	8%	6%	5%	9%	23%	-
Universities and Academies funded by government	22	9	13	3	7	5	2	3	2	10	10	1	1	2	1	1	2	1	3	3	1	2	2	5	22	-
	2%	1%	3%	2%	3%	2%	1%	2%	3%	3%	3%	*	*	2%	2%	1%	2%	1%	3%	5%	1%	1%	1%	5%	7%	-
Courts service	2	1	*	-	1	-	1	-	*	1	1	-	-	-	-	-	1	-	-	-	*	-	-	1	2	-
	*	*	*	-	*	-	*	-	1%	*	*	-	-	-	-	-	1%	-	-	-	*	-	-	1%	1%	-
Local government administration	39	18	21	3	8	12	5	9	2	10	25	2	1	2	1	3	4	5	3	7	1	4	5	2	39	-
	3%	3%	4%	2%	3%	4%	2%	6%	4%	3%	7%	1%	1%	2%	1%	3%	4%	5%	4%	11%	1%	3%	4%	2%	12%	-
Police service	6	4	1	1	2	2	-	-	-	1	4	-	*	-	-	-	*	1	-	1	-	2	1	6	-	
	1%	1%	*	1%	1%	1%	-	-	-	*	1%	-	*	-	-	-	*	2%	-	1%	-	2%	1%	2%	-	
Public sector housing	7	7	-	2	4	1	-	-	-	1	-	2	4	-	2	-	-	-	-	4	-	1	-	-	7	-
	1%	1%	-	2%	1%	*	-	-	-	*	-	1%	3%	-	4%	-	-	-	-	6%	-	1%	-	-	2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	58	10	48	1	11	12	20	11	3	32	14	12	1	2	4	4	6	1	4	3	9	12	9	4	58	-
	5%	2%	10%	1%	4%	4%	8%	8%	5%	10%	4%	4%	1%	2%	8%	3%	6%	1%	5%	5%	9%	8%	7%	4%	18%	-

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Absolutes/col percents

Table 34

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	1125	623	501	139	253	280	248	143	60	326	368	285	145	94	50	119	108	111	89	62	103	154	139	97	322	803
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	15 1%	14 2%	1 *	1 1%	2 1%	4 1%	4 2%	3 2%	- -	2 1%	8 2%	3 1%	2 1%	1 1%	1 3%	5 4%	1 1%	1 2%	- -	- -	- -	- -	1 1%	3 3%	15 5%	- -
Bradford and Bingley or Northern Rock Building societies	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Other public sector occupation (please specify as much detail as possible)	60 5%	31 5%	29 6%	6 5%	11 4%	24 8%	14 5%	4 2%	2 3%	13 4%	19 5%	20 7%	8 5%	9 9%	2 4%	12 10%	5 5%	5 4%	5 6%	1 1%	7 7%	6 4%	3 2%	5 5%	60 19%	- -
None of the above (Private Sector)	803 71%	468 75%	335 67%	110 79%	159 63%	197 70%	184 74%	102 71%	50 83%	208 64%	246 67%	227 79%	122 84%	68 72%	31 62%	85 71%	79 73%	89 80%	64 72%	33 54%	71 69%	115 75%	105 76%	64 66%	- -	803 100%

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Table 34

Do you work in any of the following occupations?
Base: All respondents who work

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	1101	50	32	49	60	21	28	100	32	59	95	37	34	27	19	225	37	33	54	31	78
Weighted base	1125	43	31	51	62	21	29	95	31	61	93	41	34	21	17	244	37	32	52	46	83
NET: Public Sector	322	10	9	19	15	5	14	29	8	16	18	12	10	2	3	56	13	12	18	21	30
	29%	23%	29%	37%	24%	26%	46%	31%	25%	27%	19%	29%	30%	11%	20%	23%	35%	38%	35%	45%	37%
Central government including all administrative departments and central government agencies such as the Bank of England	32	2	1	1	1	-	1	-	-	2	4	2	-	-	-	7	1	4	-	3	2
	3%	4%	4%	2%	2%	-	5%	-	-	4%	4%	6%	-	-	-	3%	4%	13%	-	5%	2%
HM Forces	7	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	2	3
	1%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	2%	3%	3%
National Health Service	74	2	3	7	3	1	2	5	3	3	3	4	1	1	1	13	4	1	6	7	3
	7%	6%	10%	13%	4%	5%	7%	5%	10%	4%	4%	9%	4%	2%	7%	6%	11%	2%	13%	15%	4%
Universities and Academies funded by government	22	1	-	1	1	1	-	1	-	3	1	-	-	-	1	3	1	3	2	1	3
	2%	3%	-	2%	2%	4%	-	1%	-	4%	1%	-	-	-	4%	1%	3%	8%	4%	3%	3%
Courts service	2	-	-	-	-	1	-	-	-	-	-	-	*	-	-	-	-	-	1	-	-
	*	-	-	-	-	3%	-	-	-	-	-	-	1%	-	-	-	-	-	2%	-	-
Local government administration	39	1	1	1	2	2	-	3	3	2	3	1	2	1	1	4	1	1	2	4	3
	3%	3%	3%	1%	4%	9%	-	3%	9%	4%	4%	2%	7%	5%	3%	2%	3%	2%	4%	9%	4%
Police service	6	-	-	-	-	-	1	-	-	-	*	1	-	-	-	-	2	-	-	-	1
	1%	-	-	-	-	-	5%	-	-	-	*	3%	-	-	-	-	6%	-	-	-	1%
Public sector housing	7	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	4
	1%	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	4%
Teaching employed by local education authority including voluntary aided schools and foundation schools	58	1	-	4	5	1	1	4	1	3	1	2	4	1	-	17	2	2	1	3	6
	5%	3%	-	8%	8%	3%	3%	4%	2%	5%	1%	5%	13%	3%	-	7%	5%	7%	3%	7%	7%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	15	-	1	1	-	-	1	6	1	1	-	-	-	-	-	1	-	2	1	-	1
	1%	-	3%	3%	-	-	4%	6%	2%	1%	-	-	-	-	-	*	-	6%	1%	-	1%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 34

Do you work in any of the following occupations?**Base: All respondents who work**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Weighted base	1125	43	31	51	62	21	29	95	31	61	93	41	34	21	17	244	37	32	52	46	83
Bradford and Bingley or Northern Rock Building societies	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	60 5%	2 5%	3 9%	2 4%	2 3%	* 2%	5 17%	11 11%	1 2%	3 5%	5 6%	2 5%	2 5%	-	1 6%	9 4%	1 3%	-	4 7%	1 2%	6 8%
None of the above (Private Sector)	803 71%	33 77%	22 71%	32 63%	47 76%	15 74%	16 54%	66 69%	23 75%	44 73%	75 81%	29 71%	24 70%	19 89%	13 80%	188 77%	24 65%	20 62%	34 65%	25 55%	53 63%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 35
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
No children aged 18 or under	1437	735	702	190	189	167	195	284	412	390	438	287	323	133	60	161	120	133	108	76	143	171	190	142	200	522
	72%	75%	69%	79%	59%	44%	57%	94%	98%	72%	75%	68%	70%	77%	66%	68%	68%	72%	69%	71%	76%	68%	74%	77%	62%	65%
NET: Yes	557	238	319	44	132	211	144	17	9	149	137	134	136	41	30	74	55	50	47	28	45	80	66	40	120	273
	28%	24%	31%	18%	41%	55%	42%	6%	2%	28%	24%	32%	30%	23%	34%	31%	31%	27%	30%	27%	24%	32%	26%	22%	37%	34%
Yes - children aged under 5 years old	223	100	122	37	99	72	9	1	5	63	55	55	50	16	11	35	20	21	16	17	19	29	26	13	50	109
	11%	10%	12%	15%	31%	19%	3%	*	1%	12%	9%	13%	11%	9%	12%	15%	12%	11%	10%	16%	10%	12%	10%	7%	16%	14%
Yes - children aged 5 to 10 years old	227	79	148	8	54	120	43	1	1	66	48	48	65	18	10	25	24	25	23	11	19	32	22	19	46	99
	11%	8%	14%	3%	17%	31%	13%	*	*	12%	8%	11%	14%	10%	10%	10%	13%	14%	15%	10%	10%	13%	9%	10%	14%	12%
Yes - children aged 11 to 15 years old	207	85	122	4	23	81	87	8	5	54	52	55	46	14	10	27	22	18	16	9	17	35	25	14	46	106
	10%	9%	12%	2%	7%	21%	25%	3%	1%	10%	9%	13%	10%	8%	11%	11%	12%	10%	11%	8%	9%	14%	10%	8%	14%	13%
Yes - children aged 16 to 18 years old	127	54	73	2	-	50	63	10	2	25	29	39	33	13	6	16	11	5	13	5	8	18	21	11	31	55
	6%	5%	7%	1%	-	13%	19%	3%	*	5%	5%	9%	7%	7%	6%	7%	6%	3%	8%	4%	4%	7%	8%	6%	10%	7%
Refused	14	11	3	7	1	4	2	-	-	3	7	1	3	-	*	1	2	2	1	2	-	2	2	2	2	7
	1%	1%	*	3%	*	1%	1%	-	-	1%	1%	*	1%	-	*	*	1%	1%	1%	2%	-	1%	1%	1%	1%	1%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 35
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
No children aged 18 or under	1437	63	47	61	61	19	42	124	42	65	125	60	46	28	22	287	56	45	75	60	108
		72%	73%	80%	68%	63%	64%	76%	68%	66%	77%	79%	76%	71%	71%	69%	75%	77%	78%	70%	73%
NET: Yes	557	24	12	28	34	11	12	58	20	33	36	16	14	11	9	123	19	14	21	24	39
		28%	27%	20%	31%	35%	36%	22%	31%	32%	34%	22%	21%	23%	29%	30%	25%	23%	22%	28%	26%
Yes - children aged under 5 years old	223	9	5	9	17	1	5	30	7	10	12	7	5	4	7	48	6	7	5	12	17
		11%	11%	9%	10%	3%	9%	17%	11%	11%	7%	9%	8%	11%	21%	12%	8%	12%	5%	15%	11%
Yes - children aged 5 to 10 years old	227	13	3	8	13	5	8	21	6	14	18	5	11	1	4	47	8	6	11	9	18
		11%	15%	5%	9%	13%	15%	12%	10%	14%	11%	7%	17%	4%	12%	11%	10%	10%	12%	10%	12%
Yes - children aged 11 to 15 years old	207	9	2	11	13	6	3	16	7	12	14	6	5	4	3	51	6	4	8	9	19
		10%	10%	3%	12%	13%	21%	5%	9%	11%	9%	8%	9%	10%	8%	12%	7%	7%	8%	10%	13%
Yes - children aged 16 to 18 years old	127	8	4	6	8	2	2	12	5	9	4	3	1	6	2	29	7	4	5	5	5
		6%	9%	7%	7%	8%	5%	4%	7%	9%	9%	3%	4%	2%	14%	6%	7%	9%	7%	5%	5%
Refused	14	-	-	*	1	-	1	2	-	-	2	-	*	-	-	3	-	-	-	2	2
		1%	-	-	1%	-	2%	1%	-	-	1%	-	1%	-	-	1%	-	-	-	3%	1%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 36
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Anglia	206 10%	90 9%	116 11%	29 12%	44 14%	36 9%	26 8%	31 10%	41 10%	58 11%	56 10%	51 12%	41 9%	1 *	1 1%	-	-	-	26 17%	-	163 87%	1 *	14 5%	-	36 11%	78 10%
Border	19 1%	7 1%	12 1%	2 1%	3 1%	2 *	3 1%	4 1%	4 1%	7 1%	7 1%	1 *	4 1%	8 5%	1 1%	10 4%	-	-	-	-	-	-	-	-	3 1%	4 *
Central	294 15%	134 14%	160 16%	35 15%	52 16%	63 17%	56 16%	43 14%	44 10%	85 16%	71 12%	55 13%	84 18%	2 1%	-	-	-	181 97%	102 65%	-	1 1%	-	6 2%	3 1%	37 12%	140 17%
Granada	227 11%	112 11%	115 11%	24 10%	32 10%	45 12%	37 11%	53 12%	35 13%	62 11%	46 8%	57 14%	61 13%	* *	-	223 95%	-	-	1 *	1 1%	-	-	1 *	1 1%	32 10%	85 11%
London	320 16%	144 15%	176 17%	54 22%	51 16%	58 15%	60 18%	33 11%	64 15%	106 20%	99 17%	53 13%	62 13%	-	1 2%	-	-	-	2 1%	-	19 10%	252 100%	44 17%	1 1%	47 15%	139 17%
Meridian	208 10%	107 11%	101 10%	12 5%	34 10%	37 10%	34 10%	48 16%	43 10%	63 12%	64 11%	36 9%	44 10%	-	-	-	-	-	1 *	-	1 1%	-	192 74%	14 8%	29 9%	81 10%
TyneTees	92 5%	51 5%	40 4%	12 5%	13 4%	14 4%	19 5%	10 3%	23 6%	21 4%	26 4%	26 6%	19 4%	3 1%	88 97%	-	1 1%	-	-	-	-	-	-	-	18 6%	33 4%
Wales	102 5%	69 7%	33 3%	15 6%	27 8%	20 5%	12 4%	6 2%	21 5%	21 4%	45 8%	10 2%	26 6%	-	-	-	-	-	-	102 96%	-	-	-	-	29 9%	32 4%
West	43 2%	17 2%	26 3%	4 1%	3 1%	8 2%	7 2%	8 3%	13 3%	8 1%	18 3%	6 2%	11 2%	-	-	3 1%	-	3 2%	-	4 3%	-	-	-	34 18%	5 1%	13 2%
Westcountry	133 7%	60 6%	73 7%	14 6%	12 4%	24 6%	21 6%	25 8%	38 9%	32 6%	39 7%	34 8%	28 6%	-	-	* *	-	2 1%	-	-	-	-	-	131 71%	27 8%	47 6%
Yorkshire	203 10%	109 11%	95 9%	27 11%	27 8%	40 11%	39 11%	35 12%	36 9%	40 7%	61 10%	63 15%	39 8%	-	-	-	176 99%	-	24 16%	-	3 2%	-	-	-	32 10%	89 11%
STV	161 8%	85 9%	76 7%	13 5%	25 8%	33 9%	26 8%	23 8%	41 10%	39 7%	51 9%	28 7%	43 9%	161 92%	-	-	-	-	-	-	-	-	1 *	-	25 8%	63 8%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 36
Which of the following ITV regions do you live in?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Anglia	206 10%	1 1%	-	1 1%	-	-	-	-	-	4 4%	2 1%	73 96%	48 79%	-	-	45 11%	-	-	-	-	32 22%
Border	19 1%	2 2%	7 11%	3 3%	-	-	-	4 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	3 2%
Central	294 15%	1 1%	1 1%	-	-	-	3 6%	11 6%	1 1%	76 78%	157 97%	-	6 9%	-	7 24%	-	-	9 15%	-	-	23 15%
Granada	227 11%	-	-	-	-	-	1 3%	164 90%	55 88%	-	-	-	-	-	-	1 *	1 1%	-	-	-	6 4%
London	320 16%	-	-	-	-	-	-	-	-	4 4%	-	-	4 6%	2 6%	1 2%	309 75%	-	-	-	-	1 *
Meridian	208 10%	-	-	-	-	-	-	-	-	-	-	-	4 6%	36 93%	20 62%	59 14%	71 96%	1 1%	-	-	18 12%
TyneTees	92 5%	-	-	87 96%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%
Wales	102 5%	-	-	-	-	-	-	1 1%	5 8%	-	-	-	-	-	-	-	-	-	-	82 96%	14 9%
West	43 2%	-	-	-	-	-	-	1 1%	1 2%	-	3 2%	-	-	-	2 5%	-	-	27 46%	1 1%	4 4%	4 3%
Westcountry	133 7%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	2 7%	-	2 3%	23 39%	96 99%	-	9 6%
Yorkshire	203 10%	-	-	-	96 99%	30 100%	50 92%	1 *	-	15 15%	-	3 4%	-	-	-	-	-	-	-	-	9 6%
STV	161 8%	84 96%	52 88%	-	-	-	-	-	-	-	-	-	-	*	-	1 *	-	-	-	-	25 17%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 37
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Single	522 26%	283 29%	239 23%	175 73%	132 41%	109 29%	59 17%	27 9%	20 5%	101 19%	160 27%	107 25%	154 33%	46 27%	20 22%	56 24%	38 22%	55 30%	33 21%	30 28%	46 24%	107 42%	44 17%	47 26%	85 26%	239 30%
NET: Married/ Civil partnership/ co habiting	1245 62%	622 63%	622 61%	61 25%	182 57%	246 64%	233 68%	215 71%	307 73%	386 71%	339 58%	296 70%	224 48%	105 60%	63 69%	147 62%	120 68%	112 60%	103 66%	65 61%	125 67%	114 45%	174 67%	116 63%	208 65%	496 62%
Married	974 49%	488 50%	486 47%	13 5%	104 32%	177 46%	199 58%	190 63%	291 69%	329 61%	256 44%	229 54%	160 35%	76 43%	52 57%	106 45%	88 50%	88 48%	80 51%	53 50%	103 55%	89 35%	137 53%	102 56%	154 48%	360 45%
Civil Partnership	9 *	4 *	5 *	* *	3 1%	5 1%	1 *	- -	- -	2 *	1 *	2 1%	4 1%	- -	- *	* -	- -	1 1%	* *	- -	1 *	3 1%	3 1%	1 *	2 1%	5 1%
Co Habiting	262 13%	130 13%	132 13%	48 20%	76 24%	64 17%	33 10%	25 8%	17 4%	55 10%	82 14%	64 15%	60 13%	29 17%	11 12%	41 17%	32 18%	23 12%	23 15%	12 11%	21 11%	22 9%	34 13%	13 7%	52 16%	132 16%
NET: Widowed/ separated/ divorced	226 11%	71 7%	154 15%	- -	2 1%	25 7%	47 14%	59 20%	93 22%	49 9%	79 14%	17 4%	81 17%	22 12%	8 9%	29 12%	18 10%	18 10%	18 12%	11 11%	15 8%	28 11%	38 15%	20 11%	28 9%	58 7%
Widowed	62 3%	14 1%	48 5%	- -	- -	3 1%	3 1%	19 6%	37 9%	12 2%	30 5%	1 *	19 4%	9 5%	3 3%	6 3%	3 2%	5 3%	7 4%	2 2%	4 2%	7 3%	11 4%	7 4%	4 1%	10 1%
Separated	20 1%	9 1%	11 1%	- -	1 *	4 1%	6 2%	4 1%	5 1%	4 1%	4 1%	- -	12 3%	5 3%	1 1%	2 1%	3 2%	2 1%	2 1%	- -	1 *	2 1%	1 *	1 1%	5 2%	4 1%
Divorced	143 7%	48 5%	95 9%	- -	1 *	18 5%	38 11%	36 12%	50 12%	33 6%	46 8%	15 4%	50 11%	8 4%	4 5%	21 9%	12 7%	11 6%	10 6%	9 9%	11 6%	20 8%	26 10%	11 6%	19 6%	44 6%
Prefer not to answer	16 1%	8 1%	8 1%	5 2%	5 2%	1 *	3 1%	- -	1 *	6 1%	4 1%	2 *	4 1%	2 1%	- -	3 1%	1 1%	* *	1 1%	1 1%	2 1%	3 1%	2 1%	* *	1 *	9 1%

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ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 37
Marital Status
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Single	522 26%	23 27%	14 25%	19 21%	23 24%	3 11%	14 26%	42 23%	15 24%	23 24%	54 33%	20 27%	17 27%	5 12%	4 14%	135 33%	15 20%	13 22%	22 23%	21 25%	39 27%
NET: Married/ Civil partnership/ co habiting	1245 62%	51 59%	37 64%	63 70%	59 61%	26 87%	37 67%	116 63%	39 62%	62 63%	90 55%	49 64%	37 61%	30 77%	26 83%	226 55%	47 63%	41 69%	59 61%	56 65%	94 63%
Married	974 49%	38 44%	28 47%	52 58%	47 48%	19 63%	23 41%	80 44%	34 54%	45 46%	74 45%	39 51%	33 55%	24 63%	21 67%	176 42%	37 50%	33 56%	54 57%	45 52%	73 49%
Civil Partnership	9 *	- -	- -	- -	- -	- -	- -	* *	- -	- -	1 1%	1 1%	- -	1 3%	- -	4 1%	- -	1 1%	- -	- -	- -
Co Habiting	262 13%	13 15%	9 16%	11 13%	13 13%	7 24%	14 26%	35 19%	5 8%	17 17%	15 9%	9 12%	4 7%	4 10%	5 16%	46 11%	10 13%	7 13%	5 5%	11 13%	21 14%
NET: Widowed/ separated/ divorced	226 11%	11 12%	7 12%	7 8%	13 14%	1 2%	4 7%	23 13%	7 11%	13 13%	19 11%	6 7%	7 11%	5 12%	1 4%	48 12%	13 17%	5 8%	15 16%	8 9%	14 9%
Widowed	62 3%	7 8%	2 3%	2 2%	3 3%	- -	1 2%	4 2%	2 4%	4 4%	5 3%	2 3%	2 3%	2 5%	- -	10 3%	4 5%	1 2%	5 6%	- -	5 3%
Separated	20 1%	1 1%	1 2%	1 1%	3 3%	- -	- -	1 *	1 1%	3 3%	2 1%	- -	- -	- -	- -	3 1%	* 1%	1 2%	* *	- -	3 2%
Divorced	143 7%	3 3%	4 6%	4 5%	7 7%	1 2%	3 5%	18 10%	4 6%	6 6%	12 7%	3 4%	5 8%	3 6%	1 4%	35 8%	9 11%	2 4%	9 10%	8 9%	6 4%
Prefer not to answer	16 1%	2 2%	- -	- -	1 1%	- -	- -	2 1%	1 2%	- -	* *	2 2%	* 1%	- -	- -	5 1%	- -	- -	- -	1 1%	2 1%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 38
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Glasgow	87	45	42	8	15	17	13	12	21	23	31	11	22	87	-	-	-	-	-	-	-	-	-	-	10	33
	4%	5%	4%	3%	5%	4%	4%	4%	5%	4%	5%	3%	5%	50%	-	-	-	-	-	-	-	-	-	-	3%	4%
Edinburgh	59	24	35	6	9	8	9	8	19	17	16	10	16	58	1	-	-	-	-	-	-	-	-	-	9	22
	3%	2%	3%	2%	3%	2%	3%	3%	4%	3%	3%	2%	4%	33%	1%	-	-	-	-	-	-	-	-	-	3%	3%
Newcastle	90	50	39	13	11	13	20	10	22	21	26	25	18	3	85	2	*	-	-	-	-	-	-	-	19	32
	4%	5%	4%	5%	4%	3%	6%	3%	5%	4%	4%	6%	4%	1%	93%	1%	*	-	-	-	-	-	-	-	6%	4%
Leeds	97	51	45	14	13	15	21	16	17	15	36	27	18	-	1	-	96	-	-	-	-	-	-	-	15	47
	5%	5%	4%	6%	4%	4%	6%	5%	4%	3%	6%	6%	4%	-	1%	-	54%	-	-	-	-	-	-	-	5%	6%
Hull	30	19	11	-	7	9	4	5	5	9	11	6	4	-	-	-	30	-	*	-	-	-	-	-	5	15
	1%	2%	1%	-	2%	2%	1%	2%	1%	2%	2%	1%	1%	-	-	-	17%	-	*	-	-	-	-	-	2%	2%
Sheffield	55	30	25	9	9	12	7	7	11	15	9	17	13	-	-	1	44	-	9	-	-	-	-	-	14	16
	3%	3%	2%	4%	3%	3%	2%	2%	2%	3%	2%	4%	3%	-	-	1%	25%	-	6%	-	-	-	-	-	4%	2%
Manchester	183	90	93	19	25	38	31	29	40	49	43	43	48	*	-	168	1	11	1	1	-	-	-	-	29	66
	9%	9%	9%	8%	8%	10%	9%	10%	9%	9%	7%	10%	10%	*	-	71%	*	6%	*	1%	-	-	-	-	9%	8%
Liverpool	62	33	29	10	9	9	9	14	11	15	17	14	16	-	-	56	-	1	-	6	-	-	-	-	8	23
	3%	3%	3%	4%	3%	2%	3%	5%	3%	3%	3%	3%	3%	-	-	24%	-	*	-	5%	-	-	-	-	2%	3%
Nottingham	98	45	53	11	16	24	23	16	8	22	26	24	26	-	-	-	2	-	92	-	3	1	-	-	16	44
	5%	5%	5%	5%	5%	6%	7%	5%	2%	4%	4%	6%	6%	-	-	-	1%	-	59%	-	2%	1%	-	-	5%	6%
Birmingham	163	76	86	26	28	31	27	21	30	46	41	27	48	1	-	-	-	149	13	-	-	-	-	-	18	75
	8%	8%	8%	11%	9%	8%	8%	7%	7%	9%	7%	6%	10%	*	-	-	-	80%	8%	-	-	-	-	-	6%	9%
Norwich	77	29	48	14	14	8	10	13	17	16	23	18	20	-	-	-	-	-	-	-	75	-	2	-	12	29
	4%	3%	5%	6%	4%	2%	3%	4%	4%	3%	4%	4%	4%	-	-	-	-	-	-	-	40%	-	1%	-	4%	4%
Milton Keynes	61	29	32	6	15	11	4	10	15	19	21	15	7	-	-	-	-	1	21	-	29	-	10	-	10	24
	3%	3%	3%	3%	5%	3%	1%	3%	4%	3%	4%	4%	1%	-	-	-	-	*	13%	-	15%	-	4%	-	3%	3%
Brighton	39	23	16	2	2	6	10	9	10	14	8	8	9	-	-	-	-	-	-	-	-	-	39	-	2	19
	2%	2%	2%	1%	1%	2%	3%	3%	2%	3%	1%	2%	2%	-	-	-	-	-	-	-	-	-	15%	-	1%	2%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 38
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Oxford	31 2%	18 2%	14 1%	3 1%	4 1%	7 2%	2 1%	3 1%	12 3%	13 2%	5 1%	8 2%	5 1%	-	-	-	-	4 2%	1 *	-	-	-	25 10%	3 1%	3 1%	13 2%
London	414 21%	191 19%	222 22%	66 27%	68 21%	74 19%	78 23%	48 16%	80 19%	135 25%	123 21%	73 17%	84 18%	-	1 2%	-	-	-	2 1%	-	52 28%	251 99%	107 41%	1 1%	56 17%	188 23%
Southampton	74 4%	38 4%	37 4%	3 1%	14 4%	14 4%	10 3%	20 7%	14 3%	22 4%	25 4%	12 3%	15 3%	-	-	-	-	-	-	-	-	-	58 23%	16 9%	13 4%	24 3%
Bristol	59 3%	27 3%	32 3%	3 1%	12 4%	13 3%	10 3%	9 3%	13 3%	15 3%	17 3%	14 3%	13 3%	-	-	-	-	6 3%	-	-	-	-	1 *	52 29%	12 4%	20 2%
Plymouth	96 5%	41 4%	56 5%	9 4%	4 1%	18 5%	18 5%	18 6%	29 7%	22 4%	25 4%	27 6%	22 5%	-	-	-	-	-	-	-	-	-	-	96 53%	18 6%	34 4%
Cardiff	86 4%	60 6%	26 3%	11 4%	22 7%	17 4%	10 3%	5 2%	21 5%	20 4%	35 6%	10 2%	20 4%	-	-	-	-	-	-	86 81%	-	-	-	-	21 6%	25 3%
None of these	148 7%	66 7%	83 8%	9 4%	25 8%	38 10%	23 7%	27 9%	27 6%	35 6%	44 8%	31 7%	39 8%	26 15%	3 4%	8 4%	4 2%	14 7%	18 12%	14 13%	29 16%	-	17 7%	15 8%	30 9%	53 7%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 38
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Glasgow	87 4%	87 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	59 3%	-	59 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newcastle	90 4%	-	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leeds	97 5%	-	-	-	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hull	30 1%	-	-	-	-	30 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sheffield	55 3%	-	-	-	-	-	55 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manchester	183 9%	-	-	-	-	-	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Liverpool	62 3%	-	-	-	-	-	-	-	62 100%	-	-	-	-	-	-	-	-	-	-	-	-
Nottingham	98 5%	-	-	-	-	-	-	-	-	98 100%	-	-	-	-	-	-	-	-	-	-	-
Birmingham	163 8%	-	-	-	-	-	-	-	-	-	163 100%	-	-	-	-	-	-	-	-	-	-
Norwich	77 4%	-	-	-	-	-	-	-	-	-	-	77 100%	-	-	-	-	-	-	-	-	-
Milton Keynes	61 3%	-	-	-	-	-	-	-	-	-	-	-	61 100%	-	-	-	-	-	-	-	-
Brighton	39 2%	-	-	-	-	-	-	-	-	-	-	-	-	39 100%	-	-	-	-	-	-	-
Oxford	31 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	31 100%	-	-	-	-	-	-
London	414 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	414 100%	-	-	-	-	-

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Absolutes/col percents

Table 38
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148
Southampton	74 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74 100%	-	-	-	-
Bristol	59 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59 100%	-	-	-
Plymouth	96 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 100%	-	-
Cardiff	86 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	86 100%	-
None of these	148 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	148 100%

Find Me Good Care Survey

ONLINE Fieldwork : 9th-11th November 2012

Absolutes/col percents

Table 39
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender			Age						Social Grade				Region							Employment Sector					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2008	950	1058	218	300	385	366	330	409	735	532	294	447	184	89	262	171	183	169	71	192	190	299	198	317	784	
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803	
Up to £7,000	(3.5)	105	41	64	34	16	22	17	8	9	1	30	4	69	8	6	15	8	15	5	9	8	12	9	9	7	15
		5%	4%	6%	14%	5%	6%	5%	3%	2%	*	5%	1%	15%	5%	6%	6%	4%	8%	3%	9%	4%	5%	3%	5%	2%	2%
£7,001 to £14,000	(10.5)	260	95	165	33	31	43	44	39	71	16	74	25	145	34	11	37	18	26	20	18	21	26	29	20	16	58
		13%	10%	16%	14%	10%	11%	13%	13%	17%	3%	13%	6%	32%	19%	12%	16%	10%	14%	13%	17%	11%	10%	11%	11%	5%	7%
£14,001 to £21,000	(17.5)	248	108	140	26	30	46	34	41	72	34	75	67	72	17	8	37	37	21	24	14	30	16	22	21	22	98
		12%	11%	14%	11%	9%	12%	10%	14%	17%	6%	13%	16%	16%	10%	9%	16%	21%	11%	15%	13%	16%	7%	9%	11%	7%	12%
£21,001 to £28,000	(24.5)	270	136	135	19	38	56	44	35	77	44	92	88	46	30	15	23	21	31	23	22	24	28	28	25	39	111
		13%	14%	13%	8%	12%	15%	13%	12%	18%	8%	16%	21%	10%	17%	17%	10%	12%	17%	15%	20%	13%	11%	11%	14%	12%	14%
£28,001 to £34,000	(31)	208	111	97	14	35	38	42	40	39	56	74	59	18	16	15	29	21	14	17	9	14	27	25	20	36	96
		10%	11%	9%	6%	11%	10%	12%	13%	9%	10%	13%	14%	4%	9%	17%	12%	12%	8%	11%	9%	7%	11%	10%	11%	11%	12%
£34,001 to £41,000	(37.5)	191	102	89	19	41	32	39	21	39	55	62	59	15	14	7	14	16	13	5	4	29	24	36	29	38	90
		10%	10%	9%	8%	13%	8%	11%	7%	9%	10%	11%	14%	3%	8%	8%	6%	9%	7%	3%	3%	15%	10%	14%	16%	12%	11%
£41,001 to £48,000	(44.5)	134	75	59	15	24	23	32	17	23	64	35	23	12	8	6	17	11	11	17	3	8	21	17	13	39	62
		7%	8%	6%	6%	7%	6%	9%	6%	5%	12%	6%	5%	3%	5%	7%	7%	6%	6%	11%	3%	4%	8%	7%	7%	12%	8%
£48,001 to £55,000	(51.5)	95	57	38	8	25	23	15	13	11	44	31	16	4	16	7	8	8	7	7	3	8	15	11	5	31	45
		5%	6%	4%	3%	8%	6%	4%	4%	3%	8%	5%	4%	1%	9%	8%	3%	5%	4%	5%	2%	4%	6%	4%	2%	10%	6%
£55,001 to £62,000	(58.5)	69	48	21	3	12	22	13	11	9	43	19	6	1	7	1	9	6	6	1	1	7	18	11	2	19	35
		3%	5%	2%	1%	4%	6%	4%	4%	2%	8%	3%	2%	*	4%	1%	4%	3%	3%	1%	1%	4%	7%	4%	1%	6%	4%
£62,001 to £69,000	(65.5)	41	28	14	2	1	15	8	6	9	25	11	6	-	2	2	4	1	2	1	6	7	6	6	5	9	21
		2%	3%	1%	1%	*	4%	2%	2%	2%	5%	2%	1%	-	1%	2%	2%	1%	1%	*	5%	3%	2%	2%	3%	3%	3%
£69,001 to £76,000	(72.5)	42	23	20	1	12	7	6	14	3	19	10	10	3	2	1	4	2	5	3	2	2	7	12	4	11	30
		2%	2%	2%	*	4%	2%	2%	5%	1%	4%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	3%	4%	2%	4%	4%
£76,001 to £83,000	(79.5)	16	9	7	-	2	10	1	3	1	13	3	-	-	1	1	1	1	4	1	-	2	2	3	1	4	8
		1%	1%	1%	-	*	3%	*	1%	*	2%	1%	-	-	*	1%	*	1%	2%	*	-	1%	1%	1%	1%	1%	1%
£83,001 or more	(86)	55	38	18	6	11	11	12	8	7	42	8	3	2	5	2	6	3	5	4	4	3	11	9	4	22	28
		3%	4%	2%	3%	3%	3%	3%	3%	2%	8%	1%	1%	1%	3%	2%	3%	1%	3%	3%	3%	2%	4%	3%	2%	7%	4%

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Absolutes/col percents

Table 39

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2008	984	1024	241	321	382	341	301	421	542	582	422	462	174	91	236	177	186	156	106	188	253	258	183	322	803
Prefer not to answer	273	115	158	61	44	34	36	45	53	87	58	54	74	15	8	30	24	26	27	11	26	41	41	25	28	105
	14%	12%	15%	25%	14%	9%	11%	15%	12%	16%	10%	13%	16%	9%	8%	13%	13%	14%	17%	11%	14%	16%	16%	14%	9%	13%
Average income (£000's)	31.33	34.65	28.00	25.21	34.36	33.87	32.57	32.92	27.50	45.90	29.94	30.72	16.70	29.83	30.76	29.23	28.72	30.14	29.59	27.55	31.03	36.48	35.39	31.14	41.29	36.08

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What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Shef- field	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Ply- mouth	Cardiff	None of these
Unweighted base	2008	94	65	87	93	31	51	196	69	106	161	72	65	50	36	373	81	63	103	58	154	
Weighted base	2008	87	59	90	97	30	55	183	62	98	163	77	61	39	31	414	74	59	96	86	148	
Up to £7,000	(3.5)	105 5%	4 4%	3 5%	5 6%	5 5%	-	2 4%	12 7%	6 10%	3 3%	16 10%	2 2%	2 4%	-	1 4%	17 4%	5 7%	3 5%	6 6%	6 6%	6 4%
£7,001 to £14,000	(10.5)	260 13%	18 21%	12 21%	10 11%	11 11%	1 2%	8 14%	27 15%	10 16%	8 8%	28 17%	11 14%	9 14%	5 14%	1 5%	40 10%	6 8%	7 11%	13 13%	14 16%	22 15%
£14,001 to £21,000	(17.5)	248 12%	7 8%	8 14%	9 10%	22 22%	4 13%	9 17%	32 17%	8 14%	17 18%	18 11%	19 25%	5 8%	4 11%	1 2%	30 7%	6 8%	4 7%	14 15%	12 14%	18 12%
£21,001 to £28,000	(24.5)	270 13%	13 15%	10 16%	16 18%	9 9%	7 25%	7 13%	17 10%	7 11%	16 16%	26 16%	6 8%	7 11%	5 13%	3 10%	52 13%	8 11%	6 10%	11 11%	18 20%	26 18%
£28,001 to £34,000	(31)	208 10%	9 10%	5 8%	14 15%	12 12%	5 15%	5 10%	21 12%	9 15%	13 14%	11 7%	3 4%	7 12%	4 9%	2 6%	43 10%	8 11%	6 10%	12 13%	7 8%	12 8%
£34,001 to £41,000	(37.5)	191 10%	4 5%	6 11%	7 8%	11 11%	5 17%	1 2%	11 6%	5 8%	3 3%	8 5%	10 12%	7 11%	8 20%	5 15%	46 11%	14 19%	9 16%	13 13%	4 4%	15 10%
£41,001 to £48,000	(44.5)	134 7%	3 4%	4 7%	6 7%	6 6%	1 3%	4 8%	15 8%	2 4%	9 9%	9 5%	3 4%	9 15%	2 5%	6 20%	27 7%	5 6%	6 10%	7 8%	3 4%	6 4%
£48,001 to £55,000	(51.5)	95 5%	9 10%	1 2%	10 11%	4 4%	-	4 8%	8 4%	-	5 6%	6 3%	2 3%	2 4%	1 3%	2 7%	24 6%	2 3%	3 5%	1 1%	3 3%	7 5%
£55,001 to £62,000	(58.5)	69 3%	5 5%	2 3%	1 1%	2 2%	3 9%	2 3%	6 3%	1 2%	1 1%	6 4%	3 4%	2 4%	-	3 11%	22 5%	2 3%	1 1%	2 2%	1 2%	3 2%
£62,001 to £69,000	(65.5)	41 2%	2 2%	-	2 2%	1 1%	-	-	3 2%	-	2 2%	1 1%	2 3%	-	1 3%	1 3%	7 2%	3 4%	2 3%	2 3%	6 7%	6 4%
£69,001 to £76,000	(72.5)	42 2%	1 1%	1 1%	1 1%	2 2%	-	-	1 1%	3 5%	3 3%	5 3%	2 2%	-	-	-	16 4%	3 4%	4 6%	-	2 2%	1 1%
£76,001 to £83,000	(79.5)	16 1%	-	1 1%	1 1%	-	-	1 2%	1 *	-	-	3 2%	-	2 3%	1 2%	1 3%	3 1%	-	1 2%	-	-	2 1%
£83,001 or more	(86)	55 3%	3 3%	2 3%	2 2%	3 3%	-	* 1%	8 4%	-	2 2%	3 2%	2 2%	-	1 2%	3 9%	17 4%	-	3 5%	* *	4 4%	3 2%
Prefer not to answer	273 14%	9 10%	4 7%	7 7%	10 11%	4 15%	10 18%	20 11%	10 17%	16 16%	25 15%	12 16%	8 12%	7 18%	2 6%	71 17%	11 14%	5 9%	15 15%	8 9%	20 14%	
Average income (£000's)	31.33	30.94	27.36	31.79	29.25	31.26	28.46	29.96	25.00	30.55	27.51	29.47	31.60	31.27	44.46	35.90	32.53	37.64	27.10	30.11	30.05	