



23-085423-37 - HOMELESSNESS 2024 (RE-RUN)
13TH - 17TH SEPTEMBER 2024
PUBLIC
IPSOS

17 Sep 2024

Table 1

Q8. Still thinking about people experiencing homelessness, which, if any, of the following have you personally done? -SUMMARY TABLE

BASE: ALL ADULTS AGED 16-75 IN THE UK

	Ever	In the last 12 months
UNWEIGHTED BASE	2251	2251
WEIGHTED BASE	2251	2251
Given clothing to a homeless person(s)	296	152
	13%	7%
Given food or drink to a homeless person(s)	909	514
	40%	23%
Given medicine to a homeless person(s)	81	38
	4%	2%
Given money to a homeless person(s)	1005	599
	45%	27%
Volunteered at a local shelter, food bank, etc.	152	63
	7%	3%
Advocated for policy change to prevent homelessness or support to people experiencing it	114	52
	5%	2%
Donated to a homeless charity (e.g., clothing, food, money, etc.)	877	599
	39%	27%
Contacted a referral service like StreetLink	62	24
	3%	1%
Contacted your local elected official or council	79	28
	4%	1%
Done something else for people experiencing homelessness (please specify)	45	21
	2%	1%
I have not donated/ provided support for people experiencing homelessness	538	873
	24%	39%
Don't know	60	112
	3%	5%



Table 2
Q8. Still thinking about people experiencing homelessness, which, if any, of the following have you personally done? -Ever
BASE: ALL ADULTS AGED 16-75 IN THE UK

	TOTAL	GENDER		AGE					AGGREGATE AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION													
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH EAST (o)	NORTH WEST (p)	YORKS & HUMBER (q)	WEST MIDLANDS (r)	EAST MIDLANDS (s)	EAST OF ENGLAND (t)	SOUTH WEST (u)	SOUTH EAST (v)	GREATER LONDON (w)	WALES (x)	SCOTLAND (y)	NI (z)		
UNWEIGHTED BASE	2251	1088	1140	319	419	380	428	705	738	808	705	1312	939	1475	776	93	253	187	198	167	183	192	302	315	108	193	60		
WEIGHTED BASE	2251	1103	1125	321	408	393	401	728	728	795	728	1273	978	1499	752	89*	247	184	197	163	210	187	306	313	105*	188	62*		
	100%	49%	50%	14%	18%	17%	18%	32%	32%	35%	32%	57%	43%	67%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*		
Given money to a homeless person(s)	1005	497	497	194	215	196	149	252	408	345	252	594	412	696	309	38	119	62	93	61	90	71	144	168	39	88	32		
	45%	45%	44%	60% efg	53% fg	50% fg	37%	35%	56% ij	43% j	35%	47% l	42%	46% n	41%	43%	48% qsu	33%	47% q	38%	43%	38%	47% q	54% qstu x	38%	47% q	52% q		
Given food or drink to a homeless person(s)	909	434	465	168	208	179	140	214	375	320	214	515	394	645	264	33	108	64	84	56	101	64	119	152	39	65	24		
	40%	39%	41%	52% fg	51% fg	46% fg	35%	29%	52% ij	40% j	29%	40%	40%	43% n	35%	37%	44%	34%	43%	35%	48% qsuy	34%	39%	49% qsuv y	37%	35%	39%		
Donated to a homeless charity (e.g., clothing, food, money, etc.)	877	384	481	146	175	131	146	279	321	277	279	539	338	592	285	29	97	70	66	52	84	70	104	141	41	84	39		
	39%	35%	43% a	46% efg	43% e	33%	36%	38%	44% ij	35%	38%	42% l	35%	40%	38%	33%	39%	38%	33%	32%	40%	37%	34%	45% rsv	39%	45% rsv	62% opqrstuvwxy		
Given clothing to a homeless person(s)	296	154	142	62	92	51	33	58	154	84	58	177	119	217	79	5	37	16	19	15	23	15	40	72	10	28	17		
	13%	14%	13%	19% efg	23% efg	13% fg	8%	8%	21% ij	11%	8%	14%	12%	14% n	11%	5%	15% ou	9%	9%	10%	11%	8%	13% o	23% opqrs tuvxy	9%	15% ou	27% opqrstuvxy		
Volunteered at a local shelter, food bank, etc.	152	67	84	39	51	19	20	23	89	40	23	101	51	117	36	1	17	17	11	11	12	5	13	39	5	13	7		
	7%	6%	7%	12% efg	12% efg	5%	5%	3%	12% ij	5%	3%	8% l	5%	8% n	5%	1%	7% u	9% ouv	6%	6%	6%	2%	4%	12% oprtu vx	5%	7%	12% ouv		
Advocated for policy change to prevent homelessness or support to people experiencing it	114	69	43	28	37	19	12	19	64	31	19	77	37	87	28	3	10	10	7	5	7	6	12	28	6	17	5		
	5%	6% b	4%	9% fg	9% efg	5%	3%	3%	9% ij	4%	3%	6% l	4%	6% n	4%	3%	4%	6%	3%	3%	3%	3%	4%	9% prstu v	5%	9% prstu v	8%		
Given medicine to a homeless person(s)	81	50	29	22	36	16	5	2	58	20	2	60	21	69	12	3	8	3	5	7	8	1	10	25	4	7	1		
	4%	5% b	3%	7% fg	9% efg	4% fg	1%	*	8% ij	3% j	*	5% l	2%	5% n	2%	3% u	3% u	2%	3%	4% u	4% u	*	3%	8% pqruv	4% u	4% u	1%		
Contacted your local elected official or council	79	49	29	15	26	15	9	13	42	25	13	50	29	67	12	5	8	8	3	3	7	4	10	19	2	10	1		
	4%	4% b	3%	5% g	6% fg	4% g	2%	2%	6% ij	3%	2%	4%	3%	4% n	2%	5%	3%	4%	2%	2%	3%	2%	3%	6% rs	2%	5%	1%		
Contacted a referral service like StreetLink	62	35	27	8	20	14	7	13	29	20	13	48	14	49	14	1	4	2	1	4	1	2	14	21	5	6	-		
	3%	3%	2%	3%	5% fg	3%	2%	2%	4% j	3%	2%	4% l	1%	3%	2%	1%	2%	1%	1%	2%	1%	1%	4% rt	7% pqrtu	5% qrt	3%	-		
Done something else for people experiencing homelessness (please specify)	45	21	23	2	4	4	12	22	6	16	22	24	21	26	19	2	7	2	7	4	2	3	8	3	3	5	-		
	2%	2%	2%	1%	1%	1%	3% cd	3% cd	1%	2%	3% h	2%	2%	2%	2%	2%	3%	1%	4%	2%	1%	1%	2%	1%	3%	3%	-		
I have not donated/ provided support for people experiencing homelessness	538	269	268	34	51	78	118	257	85	196	257	282	256	330	208	25	49	54	39	53	52	56	82	50	27	39	12		
	24%	24%	24%	10%	13%	20% cd	29% cde	35% cde	12%	25% h	35% hi	22%	26% k	22%	28% m	28% w	20%	29% prw	20%	33% prwy	24% w	30% prw	27% w	16%	26% w	21%	19%		
Don't know	60	24	35	13	5	12	17	12	18	29	12	35	25	34	26	3	7	3	7	3	8	9	4	5	1	8	1		
	3%	2%	3%	4% dg	1% dg	3%	4% dg	2%	2%	4% j	2%	3%	3%	2%	3%	4% v	3%	2%	4%	2%	4%	5% v	1%	2%	1%	4% v	1%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/t/g - h/i/j - k/l - m/n - o/p/q/r/s/t/u/v/w/x/y/z
Overlap formulae used. * small base



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Table 3
Q8. Still thinking about people experiencing homelessness, which, if any, of the following have you personally done? -Ever

BASE: ALL ADULTS AGED 16-75 IN THE UK

	TOTAL	EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
		GCSE/ O- LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS/ PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000 - £34999 (f)	£35000 - £54999 (g)	£55000+ (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	1 (l)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	2251	497	500	1150	104	410	601	549	522	1270	751	230	446	726	475	604	741	1510
WEIGHTED BASE	2251	649	700	768	133*	412	652	559	464	1254	763	234	438	742	480	590	718	1533
	100%	29%	31%	34%	6%*	18%	29%	25%	21%	56%	34%	10%	19%	33%	21%	26%	32%	68%
Given money to a homeless person(s)	1005	251	315	380	60	162	282	257	243	529	394	83	193	282	225	306	361	645
	45%	39%	45% a	49% a	45%	39%	43%	46%	52% ef	42%	52% ik	35%	44%	38%	47% m	52% lm	50% q	42%
Given food or drink to a homeless person(s)	909	213	304	344	47	161	241	228	225	486	339	84	153	283	211	261	351	557
	40%	33%	43% a	45% a	36%	39%	37%	41%	49% efg	39%	44% ik	36%	35%	38%	44% l	44% lm	49% q	36%
Donated to a homeless charity (e.g., clothing, food, money, etc.)	877	221	255	360	41	149	232	220	214	502	295	81	145	294	190	248	292	586
	39%	34%	36%	47% abd	31%	36%	36%	39%	46% efg	40%	39%	35%	33%	40% l	40%	42% l	41%	38%
Given clothing to a homeless person(s)	296	60	96	129	11	46	73	72	95	166	105	25	39	83	80	95	136	160
	13%	9%	14% a	17% ad	8%	11%	11%	13%	20% efg	13%	14%	11%	9%	11%	17% lm	16% lm	19% q	10%
Volunteered at a local shelter, food bank, etc.	152	28	42	77	5	29	39	38	40	81	61	10	22	47	32	52	66	86
	7%	4%	6%	10% abd	4%	7%	6%	7%	9%	6%	8%	4%	5%	6%	7% l	9% l	9% q	6%
Advocated for policy change to prevent homelessness or support to people experiencing it	114	19	29	62	3	11	33	41	26	63	42	9	19	28	27	40	53	61
	5%	3%	4%	8% abd	3%	3%	5%	7% e	6% e	5%	5%	4%	4%	4%	6%	7% m	7% q	4%
Given medicine to a homeless person(s)	81	15	22	42	1	9	22	20	27	47	32	2	9	18	18	37	53	28
	4%	2%	3%	6% ab	1%	2%	3%	4%	6% e	4% k	4% k	1%	2%	2%	4%	6% lm	7% q	2%
Contacted your local elected official or council	79	14	19	43	3	11	25	22	18	50	25	4	10	27	21	20	34	45
	4%	2%	3%	6% ab	3%	3%	4%	4%	4%	4%	3%	2%	2%	4%	4%	3%	5%	3%
Contacted a referral service like StreetLink	62	8	20	31	3	8	20	13	22	35	25	3	16	12	13	21	27	35
	3%	1%	3%	4% a	2%	2%	3%	2%	5% eg	3%	3%	1%	4% m	2%	3%	4% m	4% q	2%
Done something else for people experiencing homelessness (please specify)	45	9	14	21	1	8	13	10	9	25	15	5	18	16	9	3	6	38
	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	4% o	2% o	2% o	* 3	1%	3% p
I have not donated/ provided support for people experiencing homelessness	538	188	174	135	41	114	167	129	87	313	152	73	124	209	95	110	115	423
	24%	29% c	25% c	18%	31% c	28% h	26% h	23%	19%	25% j	20%	31% j	28% no	28% no	20%	19%	16%	28% p
Don't know	60	21	17	17	5	8	22	13	7	30	25	4	12	19	9	19	18	41
	3%	3%	2%	2%	4%	2%	3%	2%	1%	2%	3%	2%	3%	3%	2%	3%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used. * small base



Table 4
Q8. Still thinking about people experiencing homelessness, which, if any, of the following have you personally done? -In the last 12 months
BASE: ALL ADULTS AGED 16-75 IN THE UK

	TOTAL	GENDER		AGE					AGGREGATE AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION													
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH EAST (o)	NORTH WEST (p)	YORKS & HUMBER (q)	WEST MIDLANDS (r)	EAST MIDLANDS (s)	EAST OF ENGLAND (t)	SOUTH WEST (u)	SOUTH EAST (v)	GREATER LONDON (w)	WALES (x)	SCOTLAND (y)	NI (z)		
UNWEIGHTED BASE	2251	1088	1140	319	419	380	428	705	738	808	705	1312	939	1475	776	93	253	187	198	167	183	192	302	315	108	193	60		
WEIGHTED BASE	2251	1103	1125	321	408	393	401	728	728	795	728	1273	978	1499	752	89*	247	184	197	163	210	187	306	313	105*	188	62*		
	100%	49%	50%	14%	18%	17%	18%	32%	32%	35%	32%	57%	43%	67%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%*	8%	3%*		
Given money to a homeless person(s)	599	304	292	131	146	110	71	140	277	182	140	344	255	431	169	26	81	31	53	35	47	36	81	113	19	57	20		
	27%	28%	26%	41% efg	36% efg	28% fg	18%	19%	38% ij	23%	19%	27%	26%	29% n	22%	29% q	33% qstu x	17%	27% q	21%	23%	19%	27% q	36% qrst uvx	18%	30% qux	33% qu		
Donated to a homeless charity (e.g., clothing, food, money, etc.)	599	267	325	85	121	96	95	202	206	191	202	367	231	415	184	20	68	50	45	37	48	41	62	106	34	58	31		
	27%	24%	29% a	27%	30%	24%	24%	28%	28%	24%	28%	29% l	24%	28%	24%	23%	27%	27%	23%	23%	23%	22%	20%	34% rstu v	32% v	31% v	50% opqrstuvwxy		
Given food or drink to a homeless person(s)	514	249	259	111	117	97	76	112	228	174	112	288	226	369	144	13	68	37	54	28	45	30	60	110	25	29	14		
	23%	23%	23%	35% efg	29% fg	25% g	19%	15%	31% ij	22% j	15%	23%	23%	25% n	19%	15%	27% osuv y	20%	28% osuv y	18%	21%	16%	20%	35% oqst uvxy	24%	15%	23%		
Given clothing to a homeless person(s)	152	84	68	28	51	37	11	25	79	48	25	93	59	119	33	3	22	7	10	6	8	6	22	39	7	11	10		
	7%	8%	6%	9% fg	12% fg	9% fg	3%	3%	11% ij	6% j	3%	7%	6%	8% n	4%	3%	9% qu	4%	5%	4%	4%	3%	7%	12% oqrst uvy	7%	6%	16% oqrstuvy		
Volunteered at a local shelter, food bank, etc.	63	26	37	18	25	5	5	9	43	11	9	45	18	47	16	-	10	5	3	4	3	4	7	15	2	7	3		
	3%	2%	3%	6% efg	6% efg	1%	1%	1%	6% ij	1%	1%	4% l	2%	3%	2%	-	4%	3%	2%	2%	2%	2%	2%	5% o	2%	4%	5% o		
Advocated for policy change to prevent homelessness or support to people experiencing it	52	34	19	16	17	6	5	8	33	11	8	32	21	41	11	2	3	4	4	3	7	3	7	9	2	5	2		
	2%	3% b	2%	5% efg	4% efg	2%	1%	1%	5% ij	1%	1%	2%	2%	3%	1%	2%	1%	2%	2%	2%	3%	2%	2%	3%	2%	3%	3%		
Given medicine to a homeless person(s)	38	27	11	8	19	11	1	-	27	11	-	32	6	33	5	2	4	1	2	2	3	1	4	13	2	5	1		
	2%	2% b	1%	2% fg	5% fg	3% fg	*	-	4% ij	1% j	-	3% l	1%	2% n	1%	2%	2%	*	1%	1%	2%	*	1%	4% quv	1%	3%	1%		
Contacted your local elected official or council	28	17	11	5	12	4	2	5	17	6	5	19	9	22	6	-	5	5	1	-	2	3	3	7	1	2	-		
	1%	2%	1%	2%	3% fg	1%	*	1%	2% ij	1%	1%	2%	1%	1%	1%	-	2%	3%	1%	-	1%	1%	1%	2%	1%	1%	-		
Contacted a referral service like StreetLink	24	13	11	1	5	8	5	4	7	13	4	20	4	19	5	-	1	1	1	2	1	*	6	11	1	-	-		
	1%	1%	1%	*	1%	2% g	1%	1%	1%	2%	1%	2% l	*	1%	1%	-	1%	1%	*	1%	*	*	2%	3% prtuy	1%	-	-		
Done something else for people experiencing homelessness (please specify)	21	11	10	2	1	1	3	14	3	4	14	12	9	9	12	1	3	2	2	1	-	1	7	2	1	3	-		
	1%	1%	1%	1%	*	*	1%	2% de	*	1%	2% hi	1%	1%	1%	2% m	1%	1%	1%	1%	1%	-	*	2%	1%	1%	2%	-		
I have not donated/ provided support for people experiencing homelessness	873	438	427	70	105	150	194	354	175	345	354	474	400	545	328	40	79	82	68	78	90	87	141	79	43	68	18		
	39%	40%	38%	22%	26%	38% cd	48% cde	49% cde	24%	43% h	49% h	37%	41%	36%	44% m	45% pw	32%	44% pwz	35% w	48% prwy z	43% pw	47% prwz	46% prwy z	25%	41% w	36% w	29%		
Don't know	112	52	58	25	15	26	23	23	39	49	23	65	47	72	40	4	11	10	14	4	12	16	10	14	1	13	1		
	5%	5%	5%	8% dg	4%	7% g	6%	3%	5%	6% j	3%	5%	5%	5%	5%	5% pw	5%	5%	7% svx	2%	6%	9% svx	3%	4%	1%	7% x	2%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/t/g - h/i/j - k/l - m/n - o/p/q/r/s/t/u/v/w/x/y/z
Overlap formulae used. * small base



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13TH - 17TH SEPTEMBER 2024
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17 Sep 2024

Table 5
Q8. Still thinking about people experiencing homelessness, which, if any, of the following have you personally done? -In the last 12 months

BASE: ALL ADULTS AGED 16-75 IN THE UK

	TOTAL	EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
		GCSE/ O- LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS/ PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000 - £34999 (f)	£35000 - £54999 (g)	£55000+ (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	1 (l)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	2251	497	500	1150	104	410	601	549	522	1270	751	230	446	726	475	604	741	1510
WEIGHTED BASE	2251	649	700	768	133*	412	652	559	464	1254	763	234	438	742	480	590	718	1533
	100%	29%	31%	34%	6%*	18%	29%	25%	21%	56%	34%	10%	19%	33%	21%	26%	32%	68%
Given money to a homeless person(s)	599	152	198	209	40	92	171	158	147	312	238	49	100	170	134	196	241	359
	27%	23%	28%	27%	30%	22%	26%	28%	32% e	25%	31% ik	21%	23%	23%	28%	33% lm	34% q	23%
Donated to a homeless charity (e.g., clothing, food, money, etc.)	599	146	179	245	29	97	155	154	154	355	189	54	95	208	130	165	206	392
	27%	23%	26%	32% abd	22%	24%	24%	28%	33% ef	28%	25%	23%	22%	28% l	27%	28% l	29%	26%
Given food or drink to a homeless person(s)	514	123	166	196	28	90	129	134	135	274	197	44	72	159	127	156	212	302
	23%	19%	24%	26% a	21%	22%	20%	24%	29% ef	22%	26% k	19%	16%	21% l	27% l	26% lm	29% q	20%
Given clothing to a homeless person(s)	152	30	44	73	5	19	36	39	54	92	51	9	18	38	43	53	77	74
	7%	5%	6%	9% ab	4%	4%	6%	7%	12% efg	7%	7%	4%	4%	5%	9% lm	9% lm	11% q	5%
Volunteered at a local shelter, food bank, etc.	63	11	17	32	3	12	14	19	16	33	25	5	6	20	20	17	32	31
	3%	2%	2%	4% a	2%	3%	2%	3%	4%	3%	3%	2%	1%	3%	4% l	3%	4% q	2%
Advocated for policy change to prevent homelessness or support to people experiencing it	52	8	13	29	2	6	16	18	10	29	19	4	8	13	11	21	24	29
	2%	1%	2%	4% ab	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	4% m	3%	2%
Given medicine to a homeless person(s)	38	8	9	21	-	2	10	7	17	25	12	1	2	9	5	22	26	12
	2%	1%	1%	3% a	-	1%	2%	1%	4% efg	2%	2%	*	1%	1%	1%	4% lmn	4% q	1%
Contacted your local elected official or council	28	6	3	20	-	4	7	9	8	20	8	1	3	8	6	11	14	14
	1%	1%	*	3% ab	-	1%	1%	2%	2%	2%	1%	*	1%	1%	1%	2%	2% q	1%
Contacted a referral service like StreetLink	24	1	9	11	2	2	8	5	8	11	13	*	5	7	3	8	9	15
	1%	*	1% a	1% a	1%	*	1%	1%	2%	1%	2%	*	1%	1%	1%	1%	1%	1%
Done something else for people experiencing homelessness (please specify)	21	5	6	10	1	6	8	3	3	9	12	1	11	8	2	1	1	20
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	2% no	1% o	*	*	*	1% p
I have not donated/ provided support for people experiencing homelessness	873	279	272	267	55	182	268	204	149	493	266	114	203	307	178	186	213	660
	39%	43% c	39%	35%	41%	44% gh	41% h	36%	32%	39%	35%	49% ij	46% no	41% o	37%	31%	30%	43% p
Don't know	112	39	27	36	9	15	37	22	22	56	48	8	27	30	20	35	36	76
	5%	6%	4%	5%	7%	4%	6%	4%	5%	4%	6%	3%	6%	4%	4%	6%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used. * small base



Table 6
Q9. Which, if any, of the following best describes why you have not supported people experiencing homelessness in the UK, in the last 12 months? Please select all that apply
BASE: ALL ADULTS WHO HAVE NOT DONATED/PROVIDED SUPPORT TO PEOPLE EXPERIENCING HOMELESSNESS IN THE LAST 12 MONTHS

	TOTAL	GENDER		AGE					AGGREGATE AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION													
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH EAST (o)	NORTH WEST (p)	YORKS & HUMBER (q)	WEST MIDLANDS (r)	EAST MIDLANDS (s)	EAST OF ENGLAND (t)	SOUTH WEST (u)	SOUTH EAST (v)	GREATER LONDON (w)	WALES (x)	SCOTLAND (y)	NI (z)		
UNWEIGHTED BASE	971	478	483	95	119	170	227	360	214	397	360	537	434	586	385	46	95	85	88	80	89	103	141	92	47	86	19		
WEIGHTED BASE	985	490	486	95*	120	177	217	377	214	394	377	538	447	617	368	45*	91*	92*	83*	81*	102*	103*	151	93*	44*	81*	19**		
	100%	50%	49%	10%*	12%	18%	22%	38%	22%	40%	38%	55%	45%	63%	37%	5%*	9%*	9%*	8%*	8%*	10%*	10%*	15%	9%*	5%*	8%*	2%**		
I don't have spare money/food/clothes etc.	290	119	166	42	49	70	61	68	92	131	68	130	161	178	113	9	37	23	23	22	30	30	46	25	14	27	4		
	29%	24%	34% a	45% fg	41% fg	40% fg	28% g	18%	43% ij	33% j	18%	24%	36% k	29%	31%	19%	41% oq	25%	28%	27%	30%	30%	30%	27%	33%	34%	21%		
I support/donate to other charities	252	117	134	15	17	27	48	146	32	74	146	167	85	138	114	15	20	22	23	24	32	31	31	18	12	15	7		
	26%	24%	28%	16%	14%	15%	22%	39% cdef	15%	19%	39% hi	31% l	19%	22%	31% m	33%	23%	24%	28%	30%	31%	30%	21%	20%	27%	19%	36%		
I don't know if my donation is being used for people experiencing homelessness	133	63	69	16	21	26	27	44	37	52	44	79	54	84	49	6	16	12	20	7	17	11	14	12	4	14	1		
	14%	13%	14%	17%	17%	14%	12%	12%	17%	13%	12%	15%	12%	14%	13%	14%	18%	13%	24% suvx	8%	17%	10%	9%	13%	8%	17%	8%		
It's not a cause I want to support/donate to	105	58	46	3	7	14	19	61	10	34	61	68	37	67	38	5	8	10	11	13	11	11	12	9	4	7	4		
	11%	12%	9%	3%	6%	8%	9%	16% cdef	5%	9%	16% hi	13% l	8%	11%	10%	12%	8%	11%	13%	16%	11%	11%	8%	10%	9%	8%	21%		
I don't feel my support/contribution is going to make a difference	101	55	46	14	17	11	22	36	32	33	36	51	50	60	41	7	4	7	8	9	14	7	16	14	3	10	2		
	10%	11%	9%	15% e	14% e	6%	10%	10%	15% i	8%	10%	9%	11%	10%	11%	16% p	5%	8%	9%	10%	13%	7%	11%	15% p	7%	12%	9%		
I don't have opportunities to support/donate within my local area	97	39	56	14	11	17	20	34	25	37	34	54	42	64	32	2	7	13	4	9	19	8	14	4	3	13	1		
	10%	8%	12%	15%	9%	9%	9%	9%	12%	9%	9%	10%	9%	10%	9%	5%	8%	15% rw	5%	11%	18% ruw	7%	9%	4%	8%	16% rw	6%		
I didn't think of supporting/donating to this cause	90	47	42	9	13	8	14	46	22	22	46	60	30	51	39	6	6	4	6	4	11	14	20	6	4	7	2		
	9%	10%	9%	9%	11% e	4%	7%	12% ef	10% i	6%	12% i	11% l	7%	8%	11%	14%	7%	4%	7%	5%	11%	14% q	13% q	6%	9%	9%	11%		
It's not my responsibility	89	64	25	7	7	15	25	34	14	40	34	47	41	61	28	5	5	14	10	5	10	6	9	10	4	10	1		
	9%	13% b	5%	8%	6%	9%	12%	9%	7%	10%	9%	9%	9%	10%	8%	11%	6%	15% v	12%	6%	10%	6%	6%	11%	10%	12%	7%		
Homeless people are responsible for their own situation	71	54	17	4	7	10	15	36	11	25	36	40	31	48	23	4	4	8	7	2	5	10	13	12	1	4	1		
	7%	11% b	4%	4%	5%	6%	7%	9%	5%	6%	9%	7%	7%	8%	6%	10%	5%	8%	9%	3%	4%	9%	9%	13% sx	1%	5%	5%		
I don't have time	64	39	22	14	16	13	14	6	30	27	6	35	29	49	15	8	7	7	-	5	7	2	10	13	1	4	-		
	6%	8% b	5%	15% fg	14% fg	8% g	6% g	2%	14% ij	7% j	2%	6% ij	6%	8% n	4%	18% rsuvxy	7% r	8% r	-	6% r	7% r	2%	7% r	14% ru	3%	5%	-		
I don't know how I can support or where to donate	58	17	41	9	18	6	9	16	27	16	16	31	27	40	18	1	3	4	5	3	10	10	7	5	2	5	2		
	6%	4%	8% a	9%	15% efg	3%	4%	4%	12% ij	4%	4%	6%	6%	6%	5%	3%	3%	4%	6%	4%	10%	9%	5%	6%	6%	6%	13%		
Homeless people can help themselves	44	31	13	3	5	5	10	21	8	15	21	22	22	28	15	2	3	8	3	1	3	4	14	2	1	4	1		
	4%	6% b	3%	3%	4%	3%	5%	6%	4%	4%	6%	4%	5%	5%	4%	4%	3%	9% s	3%	1%	3%	3%	10% sw	2%	1%	4%	3%		
Something else (please specify)	53	37	16	6	5	12	11	19	11	23	19	30	22	32	20	2	4	3	4	3	4	6	10	5	3	8	*		
	5%	8% b	3%	6%	4%	7%	5%	5%	5%	6%	5%	6%	5%	5%	6%	4%	5%	3%	5%	4%	4%	6%	6%	6%	7%	10%	2%		
Don't know	101	55	46	7	10	30	23	31	17	53	31	53	48	62	39	2	7	12	11	7	6	15	14	14	4	9	-		
	10%	11%	10%	8%	8%	17% dg	11% dg	8%	8%	14% j	8%	10%	11%	10%	11%	5%	7%	13%	13%	9%	6%	14%	9%	15%	10%	11%	-		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n - o/p/q/r/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



23-085423-37 - HOMELESSNESS 2024 (RE-RUN)
13TH - 17TH SEPTEMBER 2024
PUBLIC
IPSOS

17 Sep 2024

Table 7

Q9. Which, if any, of the following best describes why you have not supported people experiencing homelessness in the UK, in the last 12 months? Please select all that apply

BASE: ALL ADULTS WHO HAVE NOT DONATED/PROVIDED SUPPORT TO PEOPLE EXPERIENCING HOMELESSNESS IN THE LAST 12 MONTHS

	TOTAL	EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
		GCSE/ O- LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS/ PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000 - £34999 (f)	£35000 - £54999 (g)	£55000+ (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	1 (l)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	971	246	214	461	50	196	281	222	184	540	316	115	229	330	198	214	254	717
WEIGHTED BASE	985	318	300	303	64*	197	306	225	171	549	314	122*	230	337	198	221	249	736
	100%	32%	30%	31%	7%*	20%	31%	23%	17%	56%	32%	12%*	23%	34%	20%	22%	25%	75%
I don't have spare money/food/clothes etc.	290	97	89	82	22	75	102	55	32	137	119	34	79	73	59	80	81	209
	29%	31%	30%	27%	34%	38% gh	33% gh	24%	19%	25%	38% i	28%	34% m	22%	30%	36% m	33%	28%
I support/donate to other charities	252	83	77	85	7	50	78	68	38	149	64	39	61	104	44	44	48	205
	26%	26% d	26% d	28% d	11%	25%	26%	30%	22%	27% j	20%	32% j	26%	31% no	22%	20%	19%	28% p
I don't know if my donation is being used for people experiencing homelessness	133	45	34	47	7	18	46	35	27	72	43	18	27	43	29	34	40	93
	14%	14%	11%	15%	11%	9%	15%	15%	16% e	13%	14%	15%	12%	13%	15%	16%	16%	13%
It's not a cause I want to support/donate to	105	37	35	28	5	11	34	29	21	64	26	14	23	52	14	16	17	88
	11%	12%	12%	9%	7%	5%	11% e	13% e	12% e	12%	8%	12%	10%	15% no	7%	7%	7%	12% p
I don't feel my support/ contribution is going to make a difference	101	31	29	32	9	24	25	30	16	57	33	11	22	35	22	22	21	81
	10%	10%	10%	11%	14%	12%	8%	14%	9%	10%	11%	9%	10%	10%	11%	10%	8%	11%
I don't have opportunities to support/donate within my local area	97	27	24	37	9	17	31	18	24	55	26	16	17	28	18	34	36	61
	10%	8%	8%	12%	14%	9%	10%	8%	14%	10%	8%	13%	7%	8%	9%	15% lm	14% q	8%
I didn't think of supporting/donating to this cause	90	35	26	25	4	12	22	28	20	52	26	12	21	29	19	21	19	72
	9%	11%	9%	8%	7%	6%	7%	13% e	11%	9%	8%	10%	9%	8%	10%	10%	7%	10%
It's not my responsibility	89	26	28	24	10	15	21	27	17	45	35	9	21	32	14	21	19	70
	9%	8%	9%	8%	16%	8%	7%	12%	10%	8%	11%	7%	9%	9%	7%	10%	8%	9%
Homeless people are responsible for their own situation	71	19	28	17	6	11	23	21	15	38	21	12	19	24	14	13	14	57
	7%	6%	9%	6%	10%	6%	7%	9%	9%	7%	7%	10%	8%	7%	7%	6%	6%	8%
I don't have time	64	24	8	28	3	8	22	10	17	37	23	4	8	23	16	16	20	43
	6%	8% b	3%	9% b	5%	4%	7%	5%	10% eg	7%	7%	3%	4%	7%	8%	7%	8%	6%
I don't know how I can support or where to donate	58	15	14	28	2	7	13	20	18	38	17	3	10	14	13	21	22	36
	6%	5%	5%	9% ab	3%	3%	4%	9% ef	10% ef	7%	5%	3%	4%	4%	7%	10% lm	9% q	5%
Homeless people can help themselves	44	20	8	13	3	5	16	10	9	24	10	9	11	13	14	6	12	32
	4%	6%	3%	4%	5%	3%	5%	4%	5%	4%	3%	8%	5%	4%	7%	3%	5%	4%
Something else (please specify)	53	7	19	20	7	10	16	11	11	30	18	4	16	21	9	7	12	41
	5%	2% a	6% a	7% a	10% a	5%	5%	5%	6%	5%	6%	4%	7%	6%	5%	3%	5%	6%
Don't know	101	35	35	29	3	23	26	20	13	58	32	12	23	34	19	25	29	72
	10%	11%	12%	10%	4%	12%	9%	9%	8%	11%	10%	10%	10%	10%	9%	11%	12%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used. * small base

Table 8

Sample profile

BASE: ALL ADULTS AGED 16-75 IN THE UK

	GENDER		AGE					AGGREGATE AGE					SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION										GREATER LONDON	WALES	SCOTLAND	N	
	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	16-24	35-44	55-75	16-24	35-44	55-75	16-24	35-44	NORTH EAST	NORTH WEST	HONG KONG & MACAU	WEST MIDLANDS	EAST MIDLANDS	SOUTH EAST	SOUTH WEST	SOUTH EAST	SOUTH WEST	SOUTH EAST	SOUTH WEST					SOUTH EAST
UNWEIGHTED BASE	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	16-24	35-44	55-75	16-24	35-44	55-75	16-24	35-44	WORKING	NOT WORKING	NORTH EAST	NORTH WEST	HONG KONG & MACAU	WEST MIDLANDS	EAST MIDLANDS	SOUTH EAST	SOUTH WEST	SOUTH EAST	SOUTH WEST	SOUTH EAST	SOUTH WEST		
WEIGHTED BASE	2523	1103	1120	321	430	393	403	728	728	728	728	1273	973	728	1273	973	1409	752	107	247	154	117	163	210	187	306	133	103	68		
MAN	1103	1103	-	109	205	193	195	351	364	388	351	608	495	526	495	777	236	34	129	79	79	66	109	91	172	156	45	121	27		
WOMAN	1120	-	1120	152	201	197	201	374	354	398	374	649	476	506	476	708	437	55	114	103	136	95	98	95	132	154	64	64	35		
AGE	16-24	321	321	-	-	-	-	-	321	321	-	171	150	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	
25-34	430	205	201	-	408	-	-	-	408	-	-	248	159	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	
35-44	393	193	197	-	-	393	-	-	393	-	-	220	173	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	
45-54	403	195	201	-	-	-	403	-	-	403	-	231	181	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	
55-75	728	351	374	-	-	-	-	728	-	-	728	412	316	320	408	448	215	25	80	64	73	61	100	69	112	89	28	72	19		
AGGREGATE AGE	16-24	321	321	-	-	-	-	-	321	321	-	171	150	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	
35-44	393	193	197	-	-	393	-	-	393	-	-	220	173	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	
45-54	403	195	201	-	-	-	403	-	-	403	-	231	181	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	
55-75	728	351	374	-	-	-	-	728	-	-	728	412	316	320	408	448	215	25	80	64	73	61	100	69	112	89	28	72	19		
SOCIAL GRADE	16-24	321	321	-	-	-	-	-	321	321	-	171	150	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	
35-44	393	193	197	-	-	393	-	-	393	-	-	220	173	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	220	
45-54	403	195	201	-	-	-	403	-	-	403	-	231	181	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	318	
55-75	728	351	374	-	-	-	-	728	-	-	728	412	316	320	408	448	215	25	80	64	73	61	100	69	112	89	28	72	19		
GOVERNMENT OFFICE REGION	16-24	321	321	-	-	-	-	-	321	321	-	171	150	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	
NORTH EAST	89	34	54	9	11	11	13	44	20	25	44	46	42	47	42	89	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NORTH WEST	247	129	114	40	39	36	44	88	79	80	88	141	107	139	88	-	247	-	-	-	-	-	-	-	-	-	-	-	-	-	
HONG KONG & MACAU	184	79	103	23	25	30	34	72	48	64	72	102	83	117	68	-	-	184	-	-	-	-	-	-	-	-	-	-	-	-	
WEST MIDLANDS	197	79	116	26	33	43	32	63	59	75	63	102	94	129	68	-	-	-	197	-	-	-	-	-	-	-	-	-	-	-	
EAST MIDLANDS	163	66	95	17	25	20	43	60	47	61	60	83	80	108	54	-	-	-	-	163	-	-	-	-	-	-	-	-	-	-	
EAST OF ENGLAND	210	109	98	33	44	46	54	33	77	100	33	122	88	153	57	-	-	-	-	-	210	-	-	-	-	-	-	-	-	-	
SOUTH WEST	187	91	95	20	16	29	40	81	37	69	61	100	87	113	79	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SOUTH EAST	306	142	132	45	59	62	51	90	104	112	90	164	143	222	84	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
GREATER LONDON	313	156	154	63	90	55	95	71	153	89	71	230	93	230	83	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
WALES	105	41	64	12	20	37	17	45	32	38	45	55	50	66	46	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SCOTLAND	188	121	64	23	31	38	35	61	54	72	61	108	80	120	68	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
N	62	27	35	9	14	8	11	20	23	19	20	31	31	41	21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
EDUCATION	649	326	317	83	79	98	136	253	162	235	253	238	411	371	278	31	71	58	56	50	66	62	84	57	34	58	23	34	58	23	
SCSE / Q LEVEL / CSE / NVQ12	790	395	395	100	111	124	136	234	136	234	234	238	411	371	278	31	71	58	56	50	66	62	84	57	34	58	23	34	58	23	
RELIEF OR EQUIV.	395	195	195	50	50	60	60	100	60	100	100	100	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
DEGREE / MASTER / PHD	768	364	390	81	108	149	142	199	279	291	199	608	461	576	452	17	54	58	61	54	66	62	84	57	34	58	23	34	58	23	
RD FORMER QUALS	63	63	66	22	20	14	11	36	42	35	66	37	96	68	65	12	15	5	36	5	8	12	17	10	8	3	8	3	8	3	
INCOME	412	182	224	74	51	45	81	160	175	126	160	119	292	168	243	18	45	38	37	32	41	38	46	48	27	32	8	3	8	3	
UP TO £19999	612	182	224	74	51	45	81	160	175	126	160	119	292	168	243	18	45	38	37	32	41	38	46	48	27	32	8	3	8	3	
£20000 - £39999	632	310	340	75	104	121	105	252	179	222	252	242	330	405	248	39	74	60	60	54	54	50	91	52	32	63	24	34	24	34	
£40000 - £49999	559	290	267	76	115	103	86	177	191	100	177	305	204	239	165	176	306	206	196	200	216	176	286	296	206	216	226	216	226	216	
£50000+	464	267	188	66	128	103	90	77	194	193	77	809	95	409	51	13	37	28	25	16	61	35	74	106	16	40	14	14	14	14	
MARITAL STATUS	254	617	628	61	249	250	223	470	310	473	470	767	487	867	487	46	133	88	115	100	119	111	175	158	58	110	31	31	31	31	
MARRIED / CIVIL PARTNERSHIP	154	617	628	61	249	250	223	470	310	473	470	767	487	867	487	46	133	88	115	100	119	111	175	158	58	110	31	31	31	31	
SINGLE	763	430	342	257	333	118	338	106	430	246	106	883	383	412	251	24	88	62	60	48	72	48	99	139	33	60	24	24	24	24	
WID / DIV / SEP	234	76	157	3	5	25	50	111	8	75	111	123	112	121	113	19	26	24	17	14	19	27	32	16	14	18	7	7	7	7	
NUMBER IN HOUSEHOLD	438	233	212	33	46	64	94	202	79	158	202	330	218	263	175	18	48	37	36	26	29	43	70	57	21	43	10	10	10	10	
1	395	205	193	58	105	115	165	295	105	205	295	176	225	185	235	215	195	205	195	165	145	235	225	185	205	235	225	235	225	235	
2	742	341	393	108	107	96	119	362	165	215	362	445	298	456	287	31	71	70	67	69	71	67	97	73	42	66	18	18	18	18	
3	480	245	235	83	118	83	88	100	205	235	100	253	227	348	132	21	65	39	40	29	34	33	59	84	26	39	15	15	15	15	
4+	590	294	299	152	152	152	152	152	381	215	152	351	215	412	158	18	68	38	54	38	76	44	80	109	10	40	19	19	19	19	
CHILDREN IN HOUSEHOLD	718	333	375	110	120	218	129	51	320	347	51	432	286	586	132	18	86	47	68	46	80	40	97	133	27	59	20	20	20	20	
REL	325	300	335	145	125	155	125	76	485	445	76	345	295	595	185	200	335	265	345	285	385	215	325	425	285	315	325	315	325	315	
RO	1134	770	755	211	197	176	172	676	408	448	676	660	693	913	630	71	161	127	129	117	130	147	209	149	78	129	42	42	42	42	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n - o/p/q/r/s/t/u/v/w/x/y/z

Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23 085423-37 - HOMELESSNESS 2024 (RE-RUN)
13TH - 17TH SEPTEMBER 2024
PUBLIC
IPSO5

17 Sep 2024

Table 9

Sample profile

BASE: ALL ADULTS AGED 16-75 IN THE UK

		EDUCATION					INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD	
		GCSE/ O-LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS/ PHD (c)	NO FORMAL QUALS. (d)	NO FORMAL QUALS. (e)	£19999 (f)	£20000 - £34999 (g)	£35000 - £49999 (h)	£50000+ (i)	MARRIED /LIVING AS (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	
UNWEIGHTED BASE WEIGHTED BASE	TOTAL	2251	697	500	1150	104	410	601	549	522	1270	751	230	446	726	475	604	741	1510	
	2251	649	700	768	131*	412	652	559	460	1254	763	234	438	742	480	590	718	1513		
	100%	29%	31%	34%	6%*	18%	29%	25%	21%	56%	34%	10%	19%	33%	21%	26%	32%	68%		
GENDER																				
	MAN	1103	326	346	364	65	182	310	290	267	617	410	76	223	341	245	294	333	770	
	49%	50%	49%	47%	49%	44%	48%	52%	58%	49%	54%	32%	51%	46%	51%	50%	46%	50%		
WOMAN	1125	317	352	390	390	66	224	340	267	188	628	341	157	212	393	231	289	375	751	
	50%	49%	50%	51%	50%	54%	52%	48%	41%	50%	45%	47%	48%	53%	48%	49%	52%	49%		
AGE																				
	16-24	321	83	135	81	22	74	75	76	66	61	257	3	33	58	83	147	110	211	
	14%	13%	19%	11%	16%	18%	11%	14%	14%	5%	34%	1%	7%	8%	17%	25%	15%	14%		
25-34	408	79	111	198	20	51	104	115	128	249	153	5	46	107	118	136	210	197		
	18%	12%	16%	26%	15%	12%	16%	21%	28%	20%	20%	2%	11%	14%	25%	23%	29%	13%		
35-44	393	98	132	149	14	45	121	103	103	250	118	25	64	96	83	150	218	176		
	17%	15%	19%	19%	11%	11%	19%	18%	22%	20%	15%	11%	15%	13%	17%	25%	30%	11%		
45-54	401	136	113	142	11	81	101	86	90	223	128	50	94	119	88	101	129	272		
	18%	21%	16%	18%	8%	20%	15%	15%	19%	18%	17%	21%	21%	16%	18%	17%	18%	18%		
55-75	728	253	209	199	66	160	252	177	77	470	106	151	201	362	109	56	51	676		
	32%	39%	30%	26%	50%	39%	39%	32%	17%	37%	14%	65%	46%	49%	23%	9%	7%	44%		
AGGREGATE AGE																				
16-34	728	162	246	279	42	125	179	191	194	310	410	8	79	165	201	283	320	408		
	32%	25%	35%	36%	31%	30%	27%	34%	42%	25%	54%	3%	18%	22%	42%	48%	45%	27%		
35-54	795	235	245	291	25	126	222	190	193	473	246	75	158	215	170	251	347	448		
	35%	36%	36%	35%	38%	19%	31%	34%	34%	42%	38%	32%	32%	36%	29%	35%	43%	48%		
55-75	728	253	209	199	66	160	252	177	77	470	106	151	201	362	109	56	51	676		
	32%	39%	30%	26%	50%	39%	39%	32%	17%	37%	14%	65%	46%	49%	23%	9%	7%	44%		
SOCIAL GRADE																				
ABC1	1273	238	390	608	37	119	342	355	369	767	383	123	220	445	253	355	432	840		
	57%	37%	56%	79%	28%	29%	53%	64%	80%	61%	50%	52%	50%	60%	53%	60%	60%	55%		
C2DE	978	411	310	161	96	292	310	204	95	487	380	112	218	298	227	235	286	693		
	43%	63%	44%	21%	72%	71%	47%	36%	20%	39%	50%	48%	50%	40%	47%	40%	40%	45%		
WORKING STATUS																				
WORKING	1499	371	484	576	68	168	405	436	409	867	512	121	263	456	348	433	586	913		
	67%	57%	69%	75%	51%	41%	62%	78%	88%	69%	67%	52%	60%	61%	72%	73%	82%	60%		
NOT WORKING	752	278	216	192	65	243	248	122	55	387	251	113	175	287	132	158	132	620		
	33%	43%	31%	25%	49%	59%	38%	22%	12%	31%	33%	48%	40%	39%	28%	27%	18%	40%		
GOVERNMENT OFFICE REGION																				
NORTH EAST	89	31	29	17	12	18	39	15	13	46	24	19	18	31	21	18	18	71		
	4%	5%	4%	2%	9%	4%	6%	3%	3%	4%	3%	8%	4%	4%	4%	3%	3%	5%		
NORTH WEST	247	71	67	94	15	45	74	74	37	133	88	26	48	71	61	68	86	161		
	11%	11%	10%	12%	11%	11%	11%	13%	8%	11%	11%	11%	11%	10%	13%	11%	12%	10%		
YORKS & HUMBER	184	58	64	58	5	38	60	47	28	98	62	24	37	70	39	38	47	137		
	8%	9%	9%	8%	4%	9%	9%	8%	6%	8%	8%	10%	8%	9%	8%	6%	7%	9%		
WEST MIDLANDS	197	56	63	61	16	37	60	59	25	115	65	17	36	67	40	54	68	139		
	9%	9%	9%	8%	12%	9%	9%	10%	5%	9%	8%	7%	8%	9%	8%	9%	9%	8%		
EAST MIDLANDS	163	50	60	48	5	32	54	44	16	100	49	14	26	69	29	38	46	117		
	7%	8%	9%	6%	3%	h	h	h	3%	8%	6%	6%	6%	9%	6%	6%	6%	8%		
EAST OF ENGLAND	210	66	75	62	8	41	54	36	61	119	72	19	29	71	34	76	80	130		
	9%	10%	11%	6%	6%	10%	8%	6%	13%	10%	9%	8%	7%	10%	7%	13%	11%	8%		
SOUTH WEST	187	62	60	53	12	38	50	52	35	111	49	27	43	67	33	44	40	147		
	8%	9%	9%	7%	9%	9%	8%	9%	7%	9%	6%	12%	10%	9%	7%	7%	6%	10%		
SOUTH EAST	306	84	103	103	17	46	91	76	74	175	99	32	70	97	59	80	97	209		
	14%	13%	15%	13%	12%	11%	14%	14%	16%	14%	13%	14%	16%	13%	12%	13%	14%	13%		
GREATER LONDON	313	57	86	146	25	48	52	81	106	158	139	16	57	73	84	100	131	183		
	14%	9%	12%	19%	19%	12%	8%	15%	23%	13%	18%	7%	13%	10%	17%	17%	18%	12%		
WALES	105	34	31	33	8	27	32	21	16	58	33	14	21	42	26	16	27	78		
	5%	5%	4%	4%	6%	h	h	h	3%	5%	4%	6%	5%	6%	5%	3%	4%	5%		
SCOTLAND	188	58	44	78	8	32	63	39	40	110	60	18	43	66	39	40	59	129		
	8%	9%	6%	10%	6%	8%	10%	7%	9%	9%	8%	8%	10%	9%	8%	7%	8%	8%		
N	62	23	19	17	3	8	24	14	14	31	24	7	10	18	15	19	20	42		
	3%	4%	3%	2%	2%	2%	4%	2%	3%	2%	3%	3%	2%	2%	3%	3%	3%	3%		
EDUCATION																				
GCSE/ O-LEVEL/ CSE/ NVQ12	649	649	-	-	-	177	237	122	64	350	222	78	115	241	133	140	163	487		
	29%	100%	-	-	-	43%	36%	22%	14%	28%	29%	33%	31%	33%	28%	24%	29%	32%		
A-LEVEL OR EQUIV.	700	-	700	-	-	113	221	280	117	358	270	73	129	224	160	187	227	424		
	31%	-	100%	-	-	28%	34%	36%	25%	29%	35%	31%	29%	30%	33%	32%	32%	31%		
DEGREE/ MASTERS/ PHD	768	-	-	768	-	75	155													