

Main Panel Demographics

N = 92,000 approx

Last Updated - March 2018



United Kingdom

| | upto 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 over | Total |
|----------------|---------|----------|----------|----------|---------|-------|
| Males | 10.6 | 14.1 | 10.6 | 7.4 | 4.7 | 47.5 |
| Females | 10.3 | 15.6 | 12.6 | 7.6 | 6.4 | 52.5 |
| Total | 21.0 | 29.7 | 23.2 | 15.0 | 11.2 | 100.0 |

| Lives in... | % of Total |
|---------------------|------------|
| o London | 33.5 |
| o Birmingham | 8.9 |
| o Liverpool | 2.1 |
| o Leeds | 6.6 |
| o Manchester | 7.2 |
| o None of the above | 41.7 |

| Level of completed Education... | % of Total |
|--|------------|
| o Basic High School or below | 23.5 |
| o After High School, some training or Trade | 41.5 |
| o Completed University to a Degree / Diploma | 28.0 |
| o Post University, eg. Masters / Doctor | 6.9 |

| Currently Employed Full Time as... | % of Total |
|------------------------------------|------------|
| o Owner / Self Employed | 17.2 |
| o Chief/Director/President level | 3.5 |
| o Senior Manager | 4.8 |
| o Middle Manager | 9.3 |
| o Team Leader / Supervisor | 15.9 |
| o Staff Member | 45.8 |
| o Trainee | 3.5 |

| Total Household Income | % of Total |
|---|------------|
| o Less than 16,000 Pounds per year | 24.9 |
| o Between 16,000 and 32,000 Pounds per year | 33.2 |
| o Between 32,000 and 64,000 Pounds per year | 30.6 |
| o Over 64,000 Pounds per year | 11.3 |

| Family Status... | % |
|-----------------------|------|
| o Never been married | 40.5 |
| o Married / deFacto | 50.4 |
| o Separated / Widowed | 9.1 |

| Parent of a Child... | % |
|----------------------|------|
| o None | 56.0 |
| o Under 3 years old | 9.6 |
| o Between 3 and 11 | 17.3 |
| o Between 12 and 16 | 12.5 |
| o Over 16 years old | 4.6 |