

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 1

Q.1 Have you read the Da Vinci Code by Dan Brown?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	453	552	92	166	219	182	184	162	286	271	179	269	268	263	245	141	88
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
Yes	218 22%	95 20%	122 23%	22 20%	36 21%	49 24%	37 22%	29 20%	43 22%	78 31%	80 27%	29 14%	31 12%	73 27%	45 17%	47 19%	28 20%	24 27%
No	787 78%	387 80%	400 77%	89 80%	134 79%	152 76%	133 78%	121 80%	158 78%	173 69%	211 73%	182 86%	220 88%	195 73%	216 83%	200 81%	112 80%	65 73%

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Table 1

Q.1 Have you read the Da Vinci Code by Dan Brown?**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1005	45	86	74	97	141	127	89	52	92	114	88
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
Yes	218 22%	14 31%	17 20%	14 19%	20 21%	39 28%	34 27%	18 20%	11 21%	12 13%	16 14%	24 27%
No	787 78%	31 69%	69 80%	60 81%	76 79%	102 72%	93 73%	71 80%	41 79%	80 87%	100 86%	65 73%

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Table 1

Q.1 Have you read the Da Vinci Code by Dan Brown?**Base: All respondents**

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Unweighted base	1005	227	778
Weighted base	1005	218	787
Yes	218 22%	218 100%	- -
No	787 78%	- -	787 100%

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Table 2

Q.2 The book the Da Vinci Code by Dan Brown suggests that Jesus married Mary Magdalene and had children and that this has been kept quiet by the Church over the past 2000 years. Do you believe that there may be some truth in what the book is saying?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	453	552	92	166	219	182	184	162	286	271	179	269	268	263	245	141	88
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
None at all	421 42%	215 45%	207 40%	37 34%	66 39%	71 35%	62 36%	74 49%	111 55%	114 45%	116 40%	79 38%	112 45%	103 39%	111 42%	105 43%	65 47%	37 42%
Some truth	194 19%	81 17%	113 22%	20 18%	25 14%	48 24%	39 23%	32 21%	29 15%	48 19%	68 23%	37 17%	41 16%	57 21%	39 15%	52 21%	25 18%	21 24%
I believe the book to be partially based on historic truth	170 17%	82 17%	87 17%	28 26%	31 18%	36 18%	31 18%	16 11%	28 14%	39 16%	49 17%	43 20%	39 16%	51 19%	48 18%	38 15%	22 16%	11 12%
I believe the book to be basically true	49 5%	28 6%	21 4%	11 10%	12 7%	12 6%	5 3%	6 4%	3 1%	9 4%	12 4%	14 7%	14 5%	14 5%	14 5%	12 5%	4 3%	5 5%
Don't know	171 17%	76 16%	95 18%	14 12%	37 22%	34 17%	35 20%	22 15%	30 15%	41 16%	47 16%	38 18%	45 18%	43 16%	51 19%	40 16%	23 16%	15 17%

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Table 2

Q.2 The book the Da Vinci Code by Dan Brown suggests that Jesus married Mary Magdalene and had children and that this has been kept quiet by the Church over the past 2000 years. Do you believe that there may be some truth in what the book is saying?

Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1005	45	86	74	97	141	127	89	52	92	114	88
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
None at all	421 42%	17 37%	43 50%	30 40%	35 36%	50 36%	53 42%	42 48%	23 45%	46 50%	45 39%	37 42%
Some truth	194 19%	11 23%	10 12%	14 19%	17 17%	40 28%	17 13%	14 16%	11 21%	8 9%	31 27%	21 24%
I believe the book to be partially based on historic truth	170 17%	11 23%	15 17%	13 18%	23 24%	22 16%	28 22%	14 16%	8 16%	12 13%	13 11%	11 12%
I believe the book to be basically true	49 5%	1 3%	4 5%	5 7%	3 3%	6 4%	9 7%	1 1%	4 7%	6 6%	6 5%	5 5%
Don't know	171 17%	6 13%	14 16%	12 16%	19 20%	23 16%	20 16%	17 20%	5 10%	20 22%	21 18%	15 17%

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Table 2
Q.2 The book the Da Vinci Code by Dan Brown suggests that Jesus married Mary Magdalene and had children and that this has been kept quiet by the Church over the past 2000 years. IDo you believe that there may be some truth in what the book is saying?
Base: All respondents

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Unweighted base	1005	227	778
Weighted base	1005	218	787
None at all	421 42%	72 33%	349 44%
Some truth	194 19%	61 28%	133 17%
I believe the book to be partially based on historic truth	170 17%	68 31%	102 13%
I believe the book to be basically true	49 5%	11 5%	38 5%
Don't know	171 17%	6 3%	166 21%

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Absolutes/col percents

Table 3

Q.3 Do you believe that the Catholic Church is covering up the truth about Jesus Christ?**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	453	552	92	166	219	182	184	162	286	271	179	269	268	263	245	141	88
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
Yes	274 27%	148 31%	126 24%	40 36%	49 29%	57 29%	46 27%	43 29%	39 19%	65 26%	82 28%	63 30%	64 26%	74 28%	70 27%	61 25%	47 34%	22 25%
No	518 52%	247 51%	271 52%	55 50%	93 55%	97 48%	91 54%	75 50%	106 53%	139 55%	148 51%	103 49%	128 51%	134 50%	144 55%	140 57%	61 43%	40 45%
Don't know	213 21%	88 18%	126 24%	16 15%	29 17%	46 23%	33 19%	33 22%	56 28%	47 19%	62 21%	45 22%	59 24%	60 22%	48 18%	47 19%	32 23%	26 30%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 3

Q.3 Do you believe that the Catholic Church is covering up the truth about Jesus Christ?**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1005	45	86	74	97	141	127	89	52	92	114	88
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
Yes	274 27%	11 24%	24 28%	26 36%	25 26%	39 28%	35 28%	31 35%	16 31%	19 21%	26 22%	22 25%
No	518 52%	27 60%	50 59%	39 52%	51 53%	73 52%	61 48%	37 41%	24 47%	54 58%	62 54%	40 45%
Don't know	213 21%	8 17%	11 13%	9 12%	20 21%	29 20%	31 24%	21 24%	11 22%	19 21%	28 24%	26 30%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 3

Q.3 Do you believe that the Catholic Church is covering up the truth about Jesus Christ?

Base: All respondents

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Unweighted base	1005	227	778
Weighted base	1005	218	787
Yes	274 27%	78 36%	196 25%
No	518 52%	109 50%	408 52%
Don't know	213 21%	31 14%	183 23%

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Absolutes/col percents

Table 4
Q.4 What do you know about the Priory of Sion?
Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	453	552	92	166	219	182	184	162	286	271	179	269	268	263	245	141	88
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
I have never heard of it	387 39%	170 35%	217 42%	39 35%	60 35%	79 40%	69 40%	60 40%	80 40%	94 37%	108 37%	86 41%	99 40%	93 35%	99 38%	105 43%	55 39%	35 39%
Its fictitious/ doesn't exist	230 23%	121 25%	110 21%	27 24%	47 28%	46 23%	35 20%	37 25%	39 19%	57 23%	57 20%	60 28%	56 22%	68 25%	65 25%	46 19%	31 22%	21 23%
It's a real organisation existing since the Middle Ages	119 12%	60 12%	59 11%	16 15%	20 12%	27 13%	22 13%	18 12%	15 8%	31 12%	42 14%	23 11%	23 9%	25 9%	27 10%	36 14%	19 14%	12 14%
It was invented in the 20th century	91 9%	47 10%	44 8%	19 17%	17 10%	20 10%	9 5%	12 8%	14 7%	30 12%	23 8%	18 9%	20 8%	28 10%	30 12%	21 9%	7 5%	6 6%
Don't know	177 18%	85 18%	92 18%	10 9%	27 16%	29 14%	36 21%	23 15%	53 26%	40 16%	62 21%	24 11%	52 21%	54 20%	41 16%	38 16%	29 20%	15 17%

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Table 4
Q.4 What do you know about the Priory of Sion?
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1005	45	86	74	97	141	127	89	52	92	114	88
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
I have never heard of it	387 39%	17 38%	34 40%	25 34%	34 35%	54 38%	40 31%	37 42%	18 34%	40 43%	54 47%	35 39%
Its fictitious/ doesn't exist	230 23%	10 22%	16 19%	18 25%	22 23%	35 25%	32 26%	17 19%	14 27%	25 27%	20 17%	21 23%
It's a real organisation existing since the Middle Ages	119 12%	8 17%	17 19%	8 11%	12 12%	15 11%	9 7%	12 14%	7 13%	7 8%	11 10%	12 14%
It was invented in the 20th century	91 9%	5 12%	4 5%	10 14%	12 13%	9 7%	18 14%	6 6%	1 2%	8 9%	12 10%	6 6%
Don't know	177 18%	5 11%	15 17%	12 17%	16 17%	28 20%	27 21%	16 18%	12 24%	12 13%	18 16%	15 17%

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Table 4
Q.4 What do you know about the Priory of Sion?
Base: All respondents

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Unweighted base	1005	227	778
Weighted base	1005	218	787
I have never heard of it	387 39%	32 15%	355 45%
Its fictitious/ doesn't exist	230 23%	51 23%	179 23%
It's a real organisation existing since the Middle Ages	119 12%	69 32%	50 6%
It was invented in the 20th century	91 9%	34 15%	58 7%
Don't know	177 18%	32 15%	145 18%

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Table 5

Q.5 Do you believe Opus Dei has ever ordered or carried out a murder?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	453	552	92	166	219	182	184	162	286	271	179	269	268	263	245	141	88
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
Yes	71 7%	36 7%	35 7%	16 15%	11 6%	15 7%	10 6%	12 8%	7 4%	19 7%	30 10%	12 5%	11 5%	14 5%	13 5%	22 9%	13 10%	8 9%
No	272 27%	152 31%	120 23%	22 20%	45 26%	58 29%	48 28%	39 26%	59 30%	74 29%	83 28%	43 21%	72 29%	88 33%	65 25%	62 25%	33 24%	24 27%
Not sure	662 66%	295 61%	367 70%	72 65%	115 67%	129 64%	113 66%	99 66%	134 67%	159 63%	179 61%	156 74%	168 67%	166 62%	183 70%	163 66%	93 66%	56 64%

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Table 5

Q.5 Do you believe Opus Dei has ever ordered or carried out a murder?**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1005	45	86	74	97	141	127	89	52	92	114	88
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
Yes	71 7%	4 9%	12 13%	4 6%	6 6%	8 6%	5 4%	12 13%	2 4%	3 3%	7 6%	8 9%
No	272 27%	12 26%	20 24%	20 27%	23 24%	46 33%	41 33%	17 19%	16 32%	22 24%	30 26%	24 27%
Not sure	662 66%	30 66%	54 63%	50 68%	67 70%	87 61%	80 63%	60 68%	33 64%	67 72%	79 68%	56 64%

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Absolutes/col percents

Table 5

Q.5 Do you believe Opus Dei has ever ordered or carried out a murder?**Base: All respondents**

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Unweighted base	1005	227	778
Weighted base	1005	218	787
Yes	71 7%	37 17%	34 4%
No	272 27%	86 40%	185 24%
Not sure	662 66%	94 43%	568 72%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1005	453	552	92	166	219	182	184	162	286	271	179	269	268	263	245	141	88	
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88	
Sex																			
Male	482	482	-	64	80	88	83	76	91	130	140	114	98	138	121	110	73	41	
	48%	100%	-	58%	47%	44%	48%	50%	45%	52%	48%	54%	39%	51%	46%	44%	52%	46%	
Female	523	-	523	46	91	113	88	75	110	121	151	97	154	130	141	137	67	48	
	52%	-	100%	42%	53%	56%	52%	50%	55%	48%	52%	46%	61%	49%	54%	56%	48%	54%	
Age																			
18-24	(21)	111	64	46	111	-	-	-	-	29	36	28	18	32	25	38	8	7	
		11%	13%	9%	100%	-	-	-	-	11%	13%	13%	7%	12%	10%	15%	6%	8%	
25-34	(29.5)	171	80	91	-	171	-	-	-	54	55	29	33	50	51	43	17	10	
		17%	17%	17%	-	100%	-	-	-	21%	19%	14%	13%	19%	19%	17%	12%	11%	
35-44	(39.5)	201	88	113	-	-	201	-	-	46	62	54	38	65	50	36	25	24	
		20%	18%	22%	-	-	100%	-	-	18%	21%	26%	15%	24%	19%	15%	18%	27%	
45-54	(49.5)	171	83	88	-	-	-	171	-	55	53	32	30	51	51	36	24	8	
		17%	17%	17%	-	-	-	100%	-	22%	18%	15%	12%	19%	20%	15%	17%	9%	
55-64	(59.5)	151	76	75	-	-	-	-	151	31	39	42	39	31	34	38	29	18	
		15%	16%	14%	-	-	-	-	100%	12%	13%	20%	16%	12%	13%	15%	21%	21%	
65+	(70)	201	91	110	-	-	-	-	-	201	37	46	25	93	39	50	56	36	
		20%	19%	21%	-	-	-	-	-	100%	15%	16%	12%	37%	14%	19%	23%	26%	
Average age		46.57	46.02	47.08	21.00	29.50	39.50	49.50	59.50	70.00	44.36	44.60	44.81	52.54	44.09	46.20	46.33	50.98	48.83

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Table 6
Classification
Base: All respondents

	<u>Sex</u>		<u>Age</u>						<u>Social Class</u>				<u>Region</u>					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
<u>Social Class</u>																		
AB	251 25%	130 27%	121 23%	29 26%	54 31%	46 23%	55 32%	31 20%	37 18%	251 100%	-	-	-	70 26%	65 25%	63 26%	32 23%	21 24%
C1	291 29%	140 29%	151 29%	36 33%	55 32%	62 31%	53 31%	39 26%	46 23%	-	291 100%	-	-	91 34%	63 24%	75 30%	37 27%	24 28%
C2	211 21%	114 24%	97 18%	28 25%	29 17%	54 27%	32 19%	42 28%	25 13%	-	-	211 100%	-	52 20%	59 23%	44 18%	35 25%	21 23%
DE	251 25%	98 20%	154 29%	18 16%	33 19%	38 19%	30 18%	39 26%	93 46%	-	-	-	251 100%	54 20%	75 29%	65 26%	36 25%	22 25%
<u>Region</u>																		
North	335 33%	150 31%	185 35%	46 41%	53 31%	60 30%	44 26%	57 38%	76 38%	84 34%	100 34%	64 30%	87 35%	-	-	247 100%	-	88 100%
Midlands	313 31%	148 31%	165 32%	29 26%	54 32%	58 29%	61 36%	45 30%	66 33%	74 30%	77 26%	73 35%	89 35%	-	262 100%	-	51 37%	-
South	356 35%	184 38%	172 33%	36 33%	64 37%	82 41%	66 38%	49 32%	60 30%	93 37%	115 39%	74 35%	76 30%	268 100%	-	-	89 63%	-

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Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
<u>Working status</u>																		
Full-time	446 44%	274 57%	173 33%	53 48%	107 63%	119 59%	111 65%	53 35%	3 2%	142 57%	146 50%	118 56%	41 16%	133 50%	117 45%	106 43%	56 40%	34 38%
Part-time	113 11%	24 5%	89 17%	13 12%	12 7%	38 19%	23 14%	22 14%	4 2%	26 10%	43 15%	28 13%	16 6%	35 13%	21 8%	22 9%	20 14%	14 15%
Not working but seeking work or temporarily unemployed/sick	53 5%	25 5%	28 5%	8 7%	9 5%	16 8%	10 6%	7 5%	2 1%	4 2%	9 3%	8 4%	32 13%	15 6%	10 4%	18 7%	7 5%	3 4%
Not working/not seeking work	74 7%	10 2%	64 12%	5 5%	25 15%	20 10%	16 9%	7 5%	- -	13 5%	16 5%	15 7%	30 12%	12 4%	33 13%	17 7%	8 5%	5 5%
Retired	256 25%	115 24%	141 27%	2 2%	- -	* *	7 4%	59 39%	188 94%	48 19%	62 21%	31 14%	116 46%	47 18%	66 25%	69 28%	44 31%	30 34%
Student	32 3%	17 4%	15 3%	24 21%	8 4%	- -	1 1%	- -	- -	10 4%	10 4%	5 2%	7 3%	16 6%	5 2%	8 3%	1 1%	2 2%
Refused	31 3%	18 4%	13 3%	6 5%	9 5%	7 3%	3 2%	3 2%	4 2%	8 3%	7 2%	6 3%	11 4%	10 4%	9 4%	6 3%	5 4%	1 1%

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Table 6
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
Tenure																		
Own outright	322 32%	167 35%	154 29%	22 20%	13 7%	19 9%	45 26%	90 60%	133 66%	83 33%	99 34%	56 26%	84 33%	76 28%	89 34%	85 34%	50 36%	22 24%
Own with a mortgage	412 41%	180 37%	232 44%	40 36%	92 54%	135 67%	97 57%	32 21%	15 8%	141 56%	127 43%	96 46%	48 19%	114 43%	112 43%	97 39%	53 38%	36 41%
Council	131 13%	56 12%	74 14%	18 17%	30 18%	22 11%	10 6%	17 11%	34 17%	5 2%	22 7%	25 12%	79 32%	31 11%	30 11%	36 14%	17 12%	17 20%
Housing Assoc.	32 3%	16 3%	16 3%	5 4%	3 2%	7 3%	6 4%	3 2%	9 4%	1 1%	8 3%	6 3%	16 7%	9 3%	9 4%	7 3%	3 2%	4 5%
Rented from someone else	67 7%	40 8%	28 5%	18 16%	24 14%	10 5%	7 4%	4 3%	4 2%	11 5%	23 8%	20 9%	13 5%	27 10%	11 4%	14 6%	9 6%	6 7%
Rent free	5 *	4 1%	1 *	1 1%	* *	1 *	1 1%	* *	* *	2 1%	2 1%	1 *	- -	1 *	2 1%	- -	1 1%	1 1%
Refused	37 4%	19 4%	18 3%	6 6%	9 5%	7 4%	4 2%	5 3%	6 3%	7 3%	10 4%	8 4%	11 4%	10 4%	9 3%	9 3%	7 5%	2 2%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
<u>Foreign Holiday in last 3 years</u>																		
Yes	623	294	329	73	104	134	113	89	110	204	196	111	113	176	147	158	86	56
	62%	61%	63%	66%	61%	66%	66%	59%	55%	81%	67%	53%	45%	66%	56%	64%	62%	63%
No	382	188	193	37	67	67	57	62	91	48	96	100	139	92	115	89	54	33
	38%	39%	37%	34%	39%	34%	34%	41%	45%	19%	33%	47%	55%	34%	44%	36%	38%	37%
<u>Number of cars</u>																		
None	203	76	127	24	36	22	22	28	71	17	50	36	99	63	45	53	26	16
	20%	16%	24%	22%	21%	11%	13%	18%	35%	7%	17%	17%	39%	23%	17%	22%	19%	18%
1	437	226	211	45	65	101	66	67	94	86	137	110	104	113	107	110	62	46
	44%	47%	40%	40%	38%	50%	39%	45%	47%	34%	47%	52%	41%	42%	41%	44%	44%	52%
2	283	131	153	19	56	65	69	45	29	115	86	49	34	70	81	70	39	23
	28%	27%	29%	17%	33%	32%	41%	30%	14%	46%	29%	23%	13%	26%	31%	29%	28%	26%
3+	81	50	31	23	14	13	13	11	8	32	19	16	15	23	28	14	13	4
	8%	10%	6%	21%	8%	6%	8%	7%	4%	13%	6%	8%	6%	8%	11%	5%	9%	4%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
<u>Internet Access</u>																		
At all	695 69%	346 72%	349 67%	101 91%	142 83%	171 85%	139 81%	83 55%	60 30%	223 89%	226 78%	139 66%	107 43%	207 77%	174 67%	171 69%	84 60%	60 67%
At home (net)	613 61%	312 65%	301 58%	91 83%	118 69%	154 76%	122 71%	75 50%	54 27%	203 81%	198 68%	121 57%	91 36%	185 69%	150 57%	150 61%	76 54%	51 58%
At work (net)	301 30%	152 31%	150 29%	36 33%	79 46%	78 39%	74 44%	26 17%	7 4%	141 56%	101 35%	40 19%	20 8%	100 37%	77 29%	75 30%	28 20%	22 25%
At home	378 38%	187 39%	191 37%	63 57%	59 34%	91 45%	63 37%	55 36%	48 24%	81 32%	124 43%	93 44%	81 32%	103 38%	93 35%	93 38%	54 38%	37 41%
At work	66 7%	26 5%	40 8%	8 8%	20 12%	15 8%	16 9%	6 4%	1 1%	19 7%	27 9%	11 5%	9 4%	17 6%	19 7%	18 7%	5 4%	7 8%
Both at home and at work	235 23%	125 26%	110 21%	28 25%	59 35%	63 31%	59 34%	21 14%	6 3%	123 49%	74 25%	28 13%	10 4%	83 31%	58 22%	57 23%	23 16%	15 17%
Somewhere else	16 2%	7 1%	9 2%	1 1%	3 2%	2 1%	2 1%	2 1%	5 2%	1 *	2 1%	6 3%	7 3%	5 2%	5 2%	3 1%	2 2%	1 1%
Not at all	310 31%	136 28%	173 33%	9 9%	29 17%	30 15%	32 19%	68 45%	141 70%	28 11%	65 22%	72 34%	144 57%	61 23%	88 33%	76 31%	56 40%	29 33%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
<u>Age Finished Full Time Education</u>																		
Up to 15	204 20%	87 18%	116 22%	5 5%	8 5%	8 4%	31 18%	51 34%	101 50%	18 7%	30 10%	53 25%	103 41%	36 13%	62 24%	53 22%	30 21%	23 26%
16	250 25%	127 26%	123 24%	19 17%	39 23%	62 31%	55 32%	40 27%	35 18%	40 16%	75 26%	72 34%	63 25%	50 19%	65 25%	77 31%	42 30%	17 19%
17	84 8%	43 9%	41 8%	16 14%	9 5%	20 10%	17 10%	9 6%	13 6%	16 6%	29 10%	14 7%	24 10%	15 6%	21 8%	21 8%	14 10%	12 14%
18	122 12%	42 9%	80 15%	14 12%	23 13%	37 18%	20 12%	14 9%	15 8%	25 10%	48 16%	33 16%	17 7%	38 14%	31 12%	26 10%	19 13%	8 9%
19 or over	270 27%	143 30%	127 24%	27 24%	74 43%	64 32%	44 26%	33 22%	28 14%	130 52%	90 31%	27 13%	23 9%	95 35%	69 26%	55 22%	27 19%	24 27%
Still in full time education	40 4%	24 5%	15 3%	25 23%	8 5%	4 2%	1 1%	- -	2 1%	16 6%	11 4%	9 4%	4 2%	22 8%	4 2%	8 3%	4 3%	1 2%
Had no full time education	3 *	1 *	2 *	1 1%	- -	- -	1 *	- -	1 1%	- -	1 *	- -	2 1%	- -	1 *	1 1%	- -	- -
Refused	33 3%	15 3%	19 4%	4 4%	11 6%	7 4%	2 1%	4 2%	6 3%	6 2%	7 2%	4 2%	16 7%	11 4%	9 3%	6 2%	5 3%	3 4%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
Marital Status																		
Single	250 25%	146 30%	104 20%	82 74%	66 39%	27 13%	23 13%	28 18%	24 12%	56 22%	77 27%	49 23%	68 27%	81 30%	61 23%	68 27%	19 14%	21 24%
Married/ co-habiting	523 52%	244 51%	279 53%	22 20%	89 52%	137 68%	107 63%	80 53%	88 44%	158 63%	142 49%	118 56%	105 42%	137 51%	141 54%	122 49%	80 57%	43 49%
Widowed/ separated/ divorced	202 20%	76 16%	126 24%	2 2%	8 5%	30 15%	38 22%	40 27%	84 42%	30 12%	64 22%	39 18%	69 28%	42 16%	53 20%	50 20%	36 25%	23 26%
Refused	30 3%	16 3%	13 3%	5 4%	8 4%	7 4%	2 1%	3 2%	4 2%	7 3%	8 3%	5 2%	9 4%	9 3%	7 3%	7 3%	5 4%	1 1%
Children																		
None aged 18 or under	711 71%	360 75%	351 67%	100 90%	96 56%	65 32%	110 64%	142 94%	198 99%	174 69%	201 69%	137 65%	199 79%	190 71%	181 69%	171 69%	102 73%	68 77%
NET: Yes	292 29%	121 25%	171 33%	11 10%	74 43%	135 67%	60 35%	9 6%	3 1%	76 30%	90 31%	74 35%	52 21%	77 29%	80 31%	76 31%	38 27%	21 23%
NET: Yes any aged 15 or under	259 26%	102 21%	157 30%	9 8%	74 43%	123 61%	48 28%	3 2%	2 1%	67 27%	79 27%	64 30%	49 19%	68 26%	71 27%	68 28%	32 23%	20 22%
- Aged under 5	114 11%	44 9%	70 13%	9 8%	56 33%	43 21%	6 4%	- -	- -	30 12%	28 10%	32 15%	23 9%	27 10%	35 13%	30 12%	13 9%	9 10%
- Aged 5-10	139 14%	58 12%	80 15%	- -	44 26%	70 35%	23 13%	* *	1 1%	35 14%	39 13%	36 17%	29 12%	35 13%	42 16%	34 14%	19 13%	9 11%
- Aged 11-15	118 12%	48 10%	70 13%	- -	14 8%	66 33%	35 20%	2 2%	1 *	26 11%	40 14%	31 15%	22 9%	38 14%	32 12%	24 10%	16 11%	8 9%
- Aged 16-18	84 8%	43 9%	41 8%	2 2%	1 1%	43 22%	31 18%	6 4%	1 *	18 7%	31 11%	24 11%	10 4%	24 9%	26 10%	17 7%	12 9%	4 4%
Refused	2 *	2 *	- -	- -	1 *	* *	1 *	- -	- -	1 *	- -	1 *	- -	* *	1 *	- -	1 1%	- -

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	111	171	201	171	151	201	251	291	211	251	268	262	247	140	88
<u>Grocery shopping status</u>																		
I am the main grocery shopper in the household	687 68%	227 47%	460 88%	34 31%	119 70%	142 70%	122 71%	110 73%	160 80%	150 60%	202 69%	138 65%	198 79%	166 62%	184 70%	176 71%	99 71%	61 69%
I regularly do the main grocery shop	726 72%	270 56%	457 87%	46 41%	120 70%	157 78%	130 76%	116 77%	158 78%	164 65%	218 75%	144 68%	200 80%	180 67%	201 77%	183 74%	101 72%	62 70%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	748 74%	319 66%	429 82%	69 62%	125 73%	151 75%	134 78%	112 74%	158 79%	176 70%	227 78%	157 74%	189 75%	196 73%	184 70%	191 77%	112 80%	67 75%
I do not do grocery shopping	143 14%	120 25%	23 4%	33 30%	22 13%	25 12%	22 13%	17 11%	23 12%	45 18%	36 12%	36 17%	26 10%	46 17%	35 13%	31 12%	15 11%	17 19%
Refused	22 2%	13 3%	9 2%	4 4%	7 4%	7 3%	1 1%	1 1%	2 1%	6 2%	5 2%	3 2%	8 3%	8 3%	6 2%	3 1%	4 3%	1 1%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1005	45	86	74	97	141	127	89	52	92	114	88
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
Sex												
Male	482 48%	16 36%	40 46%	40 54%	41 43%	72 51%	66 52%	46 52%	26 51%	40 44%	54 47%	41 46%
Female	523 52%	29 64%	46 54%	34 46%	55 57%	69 49%	60 48%	42 48%	25 49%	52 56%	62 53%	48 54%
Age												
18-24	(21) 111 11%	7 15%	10 12%	7 10%	8 8%	11 8%	21 17%	5 5%	4 7%	10 11%	21 18%	7 8%
25-34	(29.5) 171 17%	9 20%	14 16%	9 12%	20 21%	16 11%	34 27%	14 15%	3 7%	22 24%	20 17%	10 11%
35-44	(39.5) 201 20%	7 16%	14 17%	16 22%	21 22%	36 26%	29 23%	17 19%	8 16%	14 15%	14 13%	24 27%
45-54	(49.5) 171 17%	3 8%	14 16%	15 21%	18 18%	28 20%	23 18%	14 16%	10 19%	18 20%	19 16%	8 9%
55-64	(59.5) 151 15%	7 16%	14 16%	10 14%	12 13%	25 18%	6 5%	18 20%	11 22%	12 13%	17 15%	18 21%
65+	(70) 201 20%	12 26%	19 23%	16 22%	18 18%	26 18%	13 10%	21 24%	15 30%	16 18%	25 21%	20 23%
Average age	46.57	46.59	47.37	48.06	45.81	48.02	39.71	49.81	52.99	45.13	45.46	48.83

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
<u>Social Class</u>												
AB	251 25%	15 34%	21 24%	23 31%	29 31%	32 23%	38 30%	22 25%	10 19%	12 13%	27 23%	21 24%
C1	291 29%	14 30%	28 32%	7 9%	26 27%	54 38%	37 29%	24 27%	14 27%	30 33%	34 29%	24 28%
C2	211 21%	5 11%	15 18%	20 26%	20 21%	27 19%	26 20%	21 24%	14 27%	20 21%	23 20%	21 23%
DE	251 25%	11 25%	22 26%	24 33%	21 22%	28 20%	26 20%	22 24%	14 27%	29 32%	31 27%	22 25%
<u>Region</u>												
North	335 33%	45 100%	86 100%	-	-	-	-	-	-	-	116 100%	88 100%
Midlands	313 31%	-	-	74 100%	96 100%	-	-	-	51 100%	92 100%	-	-
South	356 35%	-	-	-	-	141 100%	127 100%	89 100%	-	-	-	-

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
<u>Working status</u>												
Full-time	446 44%	22 49%	44 51%	33 45%	42 44%	71 50%	62 49%	35 39%	21 42%	42 45%	40 35%	34 38%
Part-time	113 11%	3 7%	7 8%	4 5%	9 10%	21 15%	14 11%	14 16%	5 10%	8 9%	13 11%	14 15%
Not working but seeking work or temporarily unemployed/sick	53 5%	3 6%	-	4 5%	* *	3 2%	12 9%	5 6%	1 2%	6 7%	15 13%	3 4%
Not working/not seeking work	74 7%	4 9%	6 7%	9 12%	13 14%	4 3%	8 6%	6 7%	1 3%	11 12%	8 7%	5 5%
Retired	256 25%	11 25%	27 32%	20 28%	23 24%	32 23%	15 12%	25 28%	19 37%	23 25%	30 26%	30 34%
Student	32 3%	- -	2 2%	1 2%	4 4%	5 4%	11 8%	- -	1 2%	- -	7 6%	2 2%
Refused	31 3%	2 5%	1 1%	3 3%	4 5%	5 3%	5 4%	3 3%	2 4%	2 3%	3 3%	1 1%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
Tenure												
Own outright	322 32%	13 28%	32 37%	30 40%	31 33%	50 36%	26 20%	29 33%	21 41%	28 30%	40 35%	22 24%
Own with a mortgage	412 41%	21 47%	36 42%	31 42%	40 41%	63 44%	51 41%	37 41%	16 31%	41 45%	39 34%	36 41%
Council	131 13%	4 9%	10 12%	8 10%	11 12%	9 6%	22 17%	8 9%	9 18%	11 11%	22 19%	17 20%
Housing Assoc.	32 3%	2 4%	1 2%	1 1%	2 3%	3 2%	6 5%	2 2%	1 2%	6 6%	4 3%	4 5%
Rented from someone else	67 7%	4 8%	5 5%	2 3%	6 6%	11 8%	16 13%	7 8%	2 3%	3 4%	6 5%	6 7%
Rent free	5 *	- -	- -	1 2%	1 1%	1 *	- -	1 1%	- -	- -	- -	1 1%
Refused	37 4%	2 5%	2 2%	1 1%	5 5%	5 4%	5 4%	4 5%	3 5%	3 3%	5 4%	2 2%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
<u>Foreign Holiday in last 3 years</u>												
Yes	623	25	63	44	56	92	84	52	34	48	70	56
	62%	56%	73%	59%	58%	65%	66%	59%	66%	52%	60%	63%
No	382	20	23	30	40	49	43	36	17	44	46	33
	38%	44%	27%	41%	42%	35%	34%	41%	34%	48%	40%	37%
<u>Number of cars</u>												
None	203	13	19	15	12	19	43	14	12	17	22	16
	20%	28%	22%	21%	12%	14%	34%	16%	23%	19%	19%	18%
1	437	18	37	32	34	60	53	37	25	41	55	46
	44%	39%	43%	44%	35%	42%	42%	42%	48%	45%	47%	52%
2	283	14	23	16	43	48	21	28	11	22	33	23
	28%	30%	27%	22%	45%	34%	17%	31%	22%	24%	29%	26%
3+	81	1	7	10	7	14	9	10	3	11	6	4
	8%	2%	8%	14%	7%	10%	7%	11%	6%	12%	5%	4%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
<u>Internet Access</u>												
At all	695 69%	29 64%	61 70%	48 65%	67 70%	105 74%	102 81%	55 62%	28 55%	59 64%	81 70%	60 67%
At home (net)	613 61%	23 51%	54 63%	39 52%	59 61%	95 67%	91 72%	49 55%	27 53%	53 58%	73 63%	51 58%
At work (net)	301 30%	19 41%	27 31%	28 37%	29 31%	44 31%	56 44%	23 26%	5 10%	20 22%	29 25%	22 25%
At home	378 38%	10 21%	32 37%	19 25%	37 38%	56 40%	46 36%	31 35%	23 45%	37 40%	51 44%	37 41%
At work	66 7%	5 12%	5 6%	8 11%	7 8%	6 4%	11 9%	5 5%	1 1%	4 4%	8 7%	7 8%
Both at home and at work	235 23%	14 30%	22 25%	20 27%	22 23%	38 27%	45 35%	18 21%	4 8%	16 18%	21 18%	15 17%
Somewhere else	16 2%	1 1%	2 2%	1 2%	1 1%	4 3%	1 *	2 2%	* 1%	2 2%	1 1%	1 1%
Not at all	310 31%	16 36%	25 30%	26 35%	29 30%	36 26%	24 19%	33 38%	23 45%	33 36%	34 30%	29 33%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
<u>Age Finished Full Time Education</u>												
Up to 15	204 20%	8 19%	22 25%	16 22%	27 28%	26 19%	10 8%	20 23%	9 18%	19 21%	23 20%	23 26%
16	250 25%	14 30%	31 36%	16 22%	18 19%	32 23%	18 14%	28 31%	14 27%	30 33%	32 28%	17 19%
17	84 8%	4 9%	8 9%	9 12%	5 5%	10 7%	5 4%	7 8%	7 14%	8 8%	9 8%	12 14%
18	122 12%	5 11%	4 5%	10 13%	8 9%	27 19%	12 9%	9 10%	10 19%	13 14%	16 14%	8 9%
19 or over	270 27%	11 24%	19 22%	19 26%	30 32%	35 25%	60 47%	19 22%	8 15%	19 21%	25 22%	24 27%
Still in full time education	40 4%	1 2%	* 1%	2 3%	2 2%	6 4%	16 13%	3 3%	1 2%	- -	7 6%	1 2%
Had no full time education	3 *	1 2%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -
Refused	33 3%	2 3%	1 1%	1 1%	4 5%	5 4%	6 5%	3 3%	2 4%	3 4%	3 3%	3 4%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
<u>Marital Status</u>												
Single	250 25%	16 36%	20 23%	14 19%	21 22%	28 20%	52 41%	11 13%	8 15%	27 29%	31 27%	21 24%
Married/ co-habiting	523 52%	17 37%	47 54%	42 56%	54 56%	78 55%	59 46%	58 66%	22 43%	45 49%	59 51%	43 49%
Widowed/ separated/ divorced	202 20%	10 22%	19 22%	17 24%	18 19%	31 22%	11 9%	16 18%	19 38%	17 19%	21 18%	23 26%
Refused	30 3%	2 5%	1 1%	1 1%	3 3%	5 3%	4 3%	3 3%	2 4%	3 3%	5 4%	1 1%
<u>Children</u>												
None aged 18 or under	711 71%	36 80%	59 69%	56 76%	63 66%	99 70%	91 72%	62 70%	40 78%	62 67%	76 65%	68 77%
NET: Yes	292 29%	9 20%	27 31%	18 24%	33 34%	42 29%	36 28%	26 30%	11 22%	29 32%	40 35%	21 23%
NET: Yes any aged 15 or under	259 26%	7 15%	24 28%	15 21%	30 31%	36 26%	32 25%	24 27%	9 17%	26 28%	38 33%	20 22%
- Aged under 5	114 11%	2 5%	11 13%	10 14%	13 14%	14 10%	13 10%	9 10%	4 8%	12 13%	17 15%	9 10%
- Aged 5-10	139 14%	2 5%	12 14%	13 17%	17 17%	19 14%	16 12%	15 17%	3 7%	13 14%	19 17%	9 11%
- Aged 11-15	118 12%	3 7%	10 12%	6 8%	15 16%	21 15%	17 13%	12 14%	4 7%	11 12%	11 9%	8 9%
- Aged 16-18	84 8%	5 11%	6 6%	5 6%	10 11%	14 10%	10 8%	9 10%	4 7%	11 12%	6 6%	4 4%
Refused	2 *	- -	- -	- -	- -	* *	- -	1 1%	- -	1 1%	- -	- -

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1005	45	86	74	96	141	127	89	51	92	116	88
<u>Grocery shopping status</u>												
I am the main grocery shopper in the household	687 68%	34 76%	67 78%	45 62%	69 72%	91 65%	75 59%	62 69%	38 74%	70 76%	75 65%	61 69%
I regularly do the main grocery shop	726 72%	36 78%	70 81%	53 72%	74 77%	99 70%	81 64%	62 70%	39 77%	73 80%	77 67%	62 70%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	748 74%	36 80%	69 80%	53 71%	62 65%	109 77%	87 69%	67 76%	44 86%	69 75%	85 74%	67 75%
I do not do grocery shopping	143 14%	4 9%	10 11%	14 19%	11 11%	19 13%	27 21%	13 14%	2 4%	10 11%	17 15%	17 19%
Refused	22 2%	1 1%	* *	1 1%	3 3%	4 3%	4 3%	2 2%	2 4%	2 2%	2 2%	1 1%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Unweighted base	1005	227	778
Weighted base	1005	218	787
<u>Sex</u>			
Male	482 48%	95 44%	387 49%
Female	523 52%	122 56%	400 51%
<u>Age</u>			
18-24	(21) 111 11%	22 10%	89 11%
25-34	(29.5) 171 17%	36 17%	134 17%
35-44	(39.5) 201 20%	49 23%	152 19%
45-54	(49.5) 171 17%	37 17%	133 17%
55-64	(59.5) 151 15%	29 14%	121 15%
65+	(70) 201 20%	43 20%	158 20%
Average age	46.57	46.47	46.60

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Total</u>	<u>Q.1 Have you read the Da Vinci Code by Dan Brown?</u>	
		<u>Yes</u>	<u>No</u>
Weighted base	1005	218	787
<u>Social Class</u>			
AB	251 25%	78 36%	173 22%
C1	291 29%	80 37%	211 27%
C2	211 21%	29 13%	182 23%
DE	251 25%	31 14%	220 28%
<u>Region</u>			
North	335 33%	71 32%	265 34%
Midlands	313 31%	56 26%	257 33%
South	356 35%	91 42%	265 34%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Total</u>	<u>Q.1 Have you read the Da Vinci Code by Dan Brown?</u>	
		<u>Yes</u>	<u>No</u>
Weighted base	1005	218	787
<u>Working status</u>			
Full-time	446 44%	111 51%	335 43%
Part-time	113 11%	29 13%	84 11%
Not working but seeking work or temporarily unemployed/sick	53 5%	5 2%	48 6%
Not working/not seeking work	74 7%	13 6%	61 8%
Retired	256 25%	49 23%	206 26%
Student	32 3%	4 2%	28 4%
Refused	31 3%	6 3%	25 3%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Weighted base	1005	218	787
Tenure			
Own outright	322 32%	74 34%	247 31%
Own with a mortgage	412 41%	93 43%	319 41%
Council	131 13%	16 7%	115 15%
Housing Assoc.	32 3%	8 4%	24 3%
Rented from someone else	67 7%	20 9%	47 6%
Rent free	5 *	* *	4 1%
Refused	37 4%	7 3%	30 4%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Total</u>	<u>Q.1 Have you read the Da Vinci Code by Dan Brown?</u>	
		<u>Yes</u>	<u>No</u>
Weighted base	1005	218	787
<u>Foreign Holiday in last 3 years</u>			
Yes	623 62%	169 78%	454 58%
No	382 38%	48 22%	334 42%
<u>Number of cars</u>			
None	203 20%	41 19%	162 21%
1	437 44%	88 40%	349 44%
2	283 28%	70 32%	214 27%
3+	81 8%	19 9%	63 8%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Weighted base	1005	218	787
<u>Internet Access</u>			
At all	695 69%	177 81%	519 66%
At home (net)	613 61%	157 72%	456 58%
At work (net)	301 30%	87 40%	214 27%
At home	378 38%	87 40%	291 37%
At work	66 7%	17 8%	50 6%
Both at home and at work	235 23%	70 32%	165 21%
Somewhere else	16 2%	3 1%	13 2%
Not at all	310 31%	41 19%	269 34%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Weighted base	1005	218	787
<u>Age Finished Full Time Education</u>			
Up to 15	204 20%	28 13%	176 22%
16	250 25%	29 13%	222 28%
17	84 8%	19 9%	64 8%
18	122 12%	29 13%	93 12%
19 or over	270 27%	99 45%	171 22%
Still in full time education	40 4%	7 3%	33 4%
Had no full time education	3 *	1 *	2 *
Refused	33 3%	6 3%	27 3%

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Have you read the Da Vinci Code by Dan Brown?	
		Yes	No
Weighted base	1005	218	787
<u>Marital Status</u>			
Single	250 25%	48 22%	202 26%
Married/ co-habiting	523 52%	115 53%	409 52%
Widowed/ separated/ divorced	202 20%	48 22%	154 20%
Refused	30 3%	7 3%	23 3%
<u>Children</u>			
None aged 18 or under	711 71%	161 74%	550 70%
NET: Yes	292 29%	56 26%	235 30%
NET: Yes any aged 15 or under	259 26%	51 23%	209 27%
- Aged under 5	114 11%	21 10%	93 12%
- Aged 5-10	139 14%	25 12%	114 14%
- Aged 11-15	118 12%	20 9%	98 12%
- Aged 16-18	84 8%	16 8%	67 9%
Refused	2 *	- -	2 *

Da Vinci Code Response Group Tables

Fieldwork : May 12th-14th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Total</u>	<u>Q.1 Have you read the Da Vinci Code by Dan Brown?</u>	
		<u>Yes</u>	<u>No</u>
Weighted base	1005	218	787
<u>Grocery shopping status</u>			
I am the main grocery shopper in the household	687 68%	157 72%	531 67%
I regularly do the main grocery shop	726 72%	157 72%	569 72%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	748 74%	157 72%	592 75%
I do not do grocery shopping	143 14%	32 15%	111 14%
Refused	22 2%	6 3%	16 2%

	Pa	Tat	Title	Base Description	Base
1	1		Q.1 Have you read the Da Vinci Code by Dan Brown?	Base: All respondents	100%
2	1		Q.1 Have you read the Da Vinci Code by Dan Brown?	Base: All respondents	100%
3	1		Q.1 Have you read the Da Vinci Code by Dan Brown?	Base: All respondents	100%
4	2		Q.2 The book the Da Vinci Code by Dan Brown suggests that Jesus married Mary Magdalene and had children and that this has been kept quiet by the	Base: All respondents	100%
5	2		Church over the past 2000 years. IDo you believe Q.2 The book the Da Vinci Code by Dan Brown suggests that Jesus married Mary Magdalene and had children and that this has been kept quiet by the	Base: All respondents	100%
6	2		Church over the past 2000 years. IDo you believe Q.2 The book the Da Vinci Code by Dan Brown suggests that Jesus married Mary Magdalene and had children and that this has been kept quiet by the	Base: All respondents	100%
7	3		Q.3 Do you believe that the Catholic Church is	Base: All respondents	100%
8	3		covering up the truth about Jesus Christ?	Base: All respondents	100%
			Q.3 Do you believe that the Catholic Church is covering up the truth about Jesus Christ?	Base: All respondents	100%

	Pa	Tat	Title	Base Description	Base
	17	6	Classification / Social Class / Region	Base: All respondents	100%
	18	6	Classification / Working status	Base: All respondents	100%
	19	6	Classification / Tenure	Base: All respondents	100%
	20	6	Classification / Foreign Holiday in last 3 years / Number of cars	Base: All respondents	100%
	21	6	Classification / Internet Access	Base: All respondents	100%
	22	6	Classification / Age Finished Full Time Education	Base: All respondents	100%
	23	6	Classification / Marital Status / Children	Base: All respondents	100%
	24	6	Classification /	Base: All respondents	100%

	Pa	Tak	Title	Base Description	Base
	30	6	Classification / Internet Access	Base: All respondents	100%
	31	6	Classification / Age Finished Full Time Education	Base: All respondents	100%
	32	6	Classification / Marital Status / Children	Base: All respondents	100%
	33	6	Classification / Grocery shopping status	Base: All respondents	100%
	34	6	Classification / Sex / Age	Base: All respondents	100%
	35	6	Classification / Social Class / Region	Base: All respondents	100%
	36	6	Classification / Working status	Base: All respondents	100%
	37	6	Classification /	Base: All respondents	100%