APPENDIX C COMBINED

Evidence based on tests conducted

	Tests	% of customer base	Male	Male % of customer base	Female	Female % of customer base
Asian/Asian British	4	0.19%				
Black/Black British	1	0.05%				
Chinese	0	0.00%				
Mixed	9	0.42%				
Question not Answered	1448	67.22%				
Other	4	0.19%				
Prefer not to say	6	0.28%				
White	682	31.66%				
Total	2154	100.00%	1,117	53.80%	1037	48.14%

16 45 2.1% 17 875 40.6% 18 351 16.3% 19 150 7.0% 20 93 4.3% 21 81 3.8% 22 74 3.4% 23 48 2.2% 24 40 1.9% 26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 1.4% 29 15 0.7% 30 1.8 0.8% 31 1.6% 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 34 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 4	Age	Tests	% of customer base	
18 351 16.3% 19 150 7.0% 20 93 4.3% 21 81 3.8% 22 74 3.4% 23 48 2.2% 24 40 1.9% 25 42 1.9% 26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 1.4% 29 15 0.7% 30 1.8 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 44 <td></td> <td></td> <td></td> <td></td>				
150				
20 93 4.3% 21 81 3.8% 22 74 3.4% 23 48 2.2% 24 40 1.9% 25 42 1.9% 26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 18 0.8% 31 1.6 0.7% 30 18 0.8% 31 1.6 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 0.2% 45 3 0.1% 46				
21 81 3.8% 22 74 3.4% 23 48 2.2% 24 40 1.9% 25 42 1.9% 26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 31 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% <				
22 74 3.4% 23 48 2.2% 24 40 1.9% 25 42 1.9% 26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 49 2 0.1% 50 <				
23 48 2.2% 24 40 1.9% 25 42 1.9% 26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% <td< td=""><td></td><td></td><td></td><td></td></td<>				
24 40 1.9% 25 42 1.9% 26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 50 14 0.6% 51 2 0.1% <td< td=""><td></td><td></td><td></td><td></td></td<>				
25 42 1.9% 26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 36 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 50 14 0.6% 51 2 0.1% 52 5 0.2%				
26 30 1.4% 27 31 1.4% 28 30 1.4% 29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 5				
27 31 1.4% 28 30 1.4% 29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 55				
28 30 1.4% 29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55<				
29 15 0.7% 30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 </td <td></td> <td></td> <td></td> <td></td>				
30 18 0.8% 31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 <td></td> <td></td> <td></td> <td></td>				
31 16 0.7% 32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 59 <td></td> <td></td> <td></td> <td></td>				
32 17 0.8% 33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59				
33 15 0.7% 34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60				
34 11 0.5% 35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61				
35 6 0.3% 36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 63 1 0.0% 64				
36 11 0.5% 37 12 0.6% 38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 62 1 0.0% 63	35			
38 10 0.5% 39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71	36	11	0.5%	
39 13 0.6% 40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 67 7 0.3% 71	37		0.6%	
40 16 0.7% 41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 67 7 0.3% 71 1 0.0% 67				
41 12 0.6% 42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 67 7 0.3% 71 1 0.0% 67 <				
42 3 0.1% 43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 67 7 0.3% 71 1 0.0% 67 7 0.3% 71 <t< td=""><td></td><td></td><td></td><td></td></t<>				
43 6 0.3% 44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
44 4 0.2% 45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
45 3 0.1% 46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
46 6 0.3% 47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
47 6 0.3% 48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
48 4 0.2% 49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
49 2 0.1% 50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
50 14 0.6% 51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
51 2 0.1% 52 5 0.2% 53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				Į
53 8 0.4% 54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				J
54 5 0.2% 55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
55 1 0.0% 56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
56 1 0.0% 57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
57 2 0.1% 58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%	აა 56		U.U% በ በ%	
58 4 0.2% 59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%	50 57			
59 1 0.0% 60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
60 1 0.0% 61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%	59			
61 1 0.0% 63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%	60			
63 1 0.0% 64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
64 1 0.0% 67 7 0.3% 71 1 0.0% 72 3 0.1%				
67 7 0.3% 71 1 0.0% 72 3 0.1%				
71 1 0.0% 72 3 0.1%	67			
72 3 0.1 %	71			
	72	3	0.1%	
0.0%				
Total 2154 0.0%	Total	2454		