



Department
for Culture
Media & Sport

ticketing mailbox <ticketing@culture.gov.uk>

Fwd: ECB Submission to Review of Consumer Protection Measures

1 message

23 November 2015 at 08:31

To: ticketing mailbox <ticketing@culture.gov.uk>

Head of Secondary Ticketing Market Review Project
Department for Business, Innovation and Skills/Department for Culture, Media and Sport
100 Parliament Street,
London, SW1A 2BQ

Mr. Chris Smith

DCMS has new e-mail addresses without the 'gsi'. So please update your contacts to read:

----- Forwarded message -----

From: [ticketing mailbox <ticketing@culture.gov.uk>](mailto:ticketing@culture.gov.uk)
Date: 23 November 2015 at 08:14
Subject: ECB Submission to Review of Consumer Protection Measures

Dear

Please see attached the submission from the England and Wales Cricket Board.

Kind Regards,

England and Wales Cricket Board : Lord's Cricket Ground
London, NW8 8QZ, England.

Tel: +44(0)20 : Mobile: : Switchboard: +44 (0)20 7432 1200

Email : Web: <http://www.ecb.co.uk>

2 attachments



ECB Response to Ticket Touting Review FINAL.docx

94K



ECB - Ticket_Regulations.csv

54K

994

ECB Response to Ticket Touting Review

Introduction to the ECB: Our approach to ticketing and protecting cricket fans

The England and Wales Cricket Board (ECB) is the national governing body for cricket in England and Wales. Our vision is to inspire the nation to choose cricket by promoting and developing the game at all levels.

We are a not-for-profit organisation. All surplus revenues we generate are reinvested back into the sport with three main aims; to create successful England teams, to improve infrastructure and facilities and to enable more people to be play and volunteer at the grassroots.

The ECB, like most other sports, price our tickets not at the maximum price level we can achieve, but at a price which we feel reflects our position as a national sport seeking to enable those who follow, volunteer in, and play the game to attend major matches.

Our approach to ticketing therefore involves a mixture of hospitality arrangements (to maximise revenue) and general admission where prices are often set well below the 'going-rate'. Tickets are also made available at concessionary prices including for children and families.

We reject calls to increase pricing just because it profiteering occurs on the secondary market. We take a long term view of our sport and use major events to create a lasting legacy. It is also an aim to stage events that have a mix of fans including those who are younger and louder in their support for the teams playing.

Unfortunately, the popularity of our major events has created an opportunity for secondary ticketing agents and touts to deliberately seek to make profits out of the loyalty and passion genuine cricket fans and families have for our sport.

By far our biggest concern about the impact of secondary ticketing sites is that they reduce the opportunities for genuine cricket fans and families to attend matches by putting ticket prices beyond their reach.

Fans want tougher action on secondary sites

Earlier this year the ECB commissioned independent market research firm Populus to get the view of fans.

This research asked the general public for their opinions about:

'Tickets for major sporting events and concerts that can be bought and sold on secondary tickets sites for prices above their face value'.

- 68% of respondents agreed 'that there should be more government regulation of ticket sales' with just 8% disagreeing (the rest having no view or not knowing)
- 76% of respondents agreed that 'ticket sellers should be made to disclose the ticket row and seat number in order to protect fans' with just 3% disagreeing (the rest having no view or not knowing).

This research is attached with this submission.

The costs of the secondary market and touting

Touting (unauthorised resale of tickets often described as the secondary market) is now endemic at major UK sporting events. It is a problem fuelled by the growth of the internet, especially on-line auction sites and secondary sites.

Its prevalence is now a serious public policy issue giving rise to a number of detrimental impacts on fans, governing bodies, sporting event organisers and various public authorities. It also damages the reputation of the UK to overseas visitors.

Most worryingly, touting is an activity that frequently operates outside the law, using sophisticated software to 'scalp' tickets, contravening rules and regulations set down by event organisers and public authorities; consumer protection regulations are ignored; tickets are stolen, forged and fraudulently offered for sale; and no VAT or corporation tax is paid.

The actions of the secondary market and touts have a significant negative impact on cricket beyond the impact on fans who have to pay over the odds. The costs of dealing with the secondary market have a direct impact on the amount of resources that the ECB can invest into developing our sport.

This manifests itself in two main ways:

1. By reducing the amount a fan spends on cricket. Take an example where a cricket fan sets aside £500 in disposable income to spend on attending cricket matches over a season. They might choose to spend that £500 on attending two days of Test Match Cricket, two days of ODI cricket and four Twenty20 and County Games. However if they are driven to having to pay £500 for a Test Match ticket (£400 above its face value), then the rest of their expenditure is lost to the sport.
2. As a result of the increased sophistication and organisation of touts, governing bodies and event organisers have to invest more time, staff and financial resources to deal with the problem. These resources would be far better reinvested in the development of sport.

International Events – protecting the reputation of the UK

The ECB also bids to stage international cricket events that are under the remit of the International Cricket Council (ICC). Like other international sports bodies, the ICC now expects national Governments of the countries applying to host tournaments to introduce legislation that makes it an offence to tout tickets to protect that event.

This is particularly relevant in the UK where the Government granted this request to the IOC for the London 2012 Olympics and for the Commonwealth Games staged in Glasgow.

In the recent consultation issued by the DCMS on their sports strategy, they set out the important role they attach to the UK staging international events and the contribution they make to the UK economy.

All major International Sporting Bodies require guarantees that will be delivered on staging the tournament. Many of them cover issues that only Government can address. Often we find the inconsistent application from the Government toward these guarantees (with the obvious exception of the Olympics and the Commonwealth Games) puts the UK at a competitive disadvantage when attempting to attract these events to the country and then creates significant additional administrative burden/risk on the local organising committees when putting on these events.

The ECB would like DCMS to return to its previous idea of a Major Events Bill. This was proposed and then worked on in the past and would provide a comprehensive legislative framework to support all major events by enabling event organisers to deliver the guarantees that international bodies are looking for in areas such as transport, intellectual property protection, tax. The introduction of legislation would provide the same protection for major events as the recent Olympic and Commonwealth Games.

Evidence from both of these major events demonstrates that the ticket specific legislation played a major role in helping to protect fans from the often aggressive and unwelcome activities of touts outside the venues.

The ECB hopes that this review will take evidence from the specialist Operation Podium team that was established to protect fans attending the Olympics. In a review of their activity in a report entitled 'Ticket Crime' they concluded that *"the lack of legislation outlawing the unauthorised resale of tickets and the absence of regulation on the primary and secondary ticket market encourages unscrupulous practices, a lack of transparency and fraud"*. We hope to see their advice reflected in this review.

List of activity ECB undertakes to tackle touting

The ECB and event organisers in cricket are constantly updating the measures in place designed to prevent abuse of ticket sales processes. Across our domestic programme and the staging of international events the following measures have been applied from time to time:

- The name of the ticket purchaser printed on every ticket
- Credit card monitoring and other checks to prevent multiple purchasers
- Ticketing terms and conditions that prevent unauthorised resale
- Anti-tout warnings/messages, including on ecb.co.uk and through the media
- Limiting ticket sales per household to four per match-day
- A practical application of an exchange mechanism
- Staggered sales periods of tickets
- 'Late and Last minute' delivery of tickets to purchasers to limit opportunity to trade tickets
- Monitoring of secondary ticket sites
- Establishment of an ECB report a tout hotline (toutsout@ecb.co.uk)

The ECB and international grounds are applying a number of measures to track and cancel tickets that are being touted. This includes monitoring sales for multiple applications and the employment of a specialist monitoring surveillance activity on on-line sites. Where there are clear breaches of the requirements set out in the Consumer Rights Act 2015 we will take further action.

On match days, spectators may be subject to spot checks to ensure that the person entering the ground is the person who purchased the ticket. This is why it is a very real issue if tickets are sold on against the terms and conditions.

ECB supports a responsible, transparent secondary market

The ECB welcomes a responsible, transparent secondary market. It is of course to the advantage of event owners and cricket fans that there are ways for people who cannot go to events to swap, transfer and resell their tickets. In cricket we encourage this and have terms and conditions attached to resale that permit this.

We welcome the entry into the marketplace of sites such as Twickets who facilitate face value resale and would welcome working with the established secondary ticketing platforms to replicate this service. We believe that there is considerable merit in a platform which would work on a high volume, low mark-up approach to the resale of tickets.

We also look to the introduction of effective regulatory standards for the secondary market. When consumers buy a ticket they should be reassured that what they are buying is genuine and be given details about that ticket. This would ideally include details of who the seller is, the original face value of the ticket, and the location of the seat (block, row and seat number), the ticket identification number and the specific terms and conditions governing the resale of the ticket.

All of these components are information that empowers the consumer to do the following:

- Understand in detail the value and exact location of the seat they are buying
- Understand whether the person selling the ticket is a consumer or trader (also important to HMRC who need to be able to collect the right taxes such as VAT and capital gains)
- Check with the primary event seller whether the ticket is legitimate and owned by the person who is selling it on
- Understand whether the ticket is allowed to be resold and if so under what terms. This is very important as the selling of a ticket that breaches its terms and conditions may result in the purchaser being refused admission. In this instance the purchaser is in effect buying a 'fake' ticket or being mis-sold something as the ticket does not guarantee entry to the event.

Consumer Protection and Enforcement of the Consumer Rights Act 2015

The ECB is extremely concerned that at present the new legislative measures introduced in the Consumer Rights Act 2015 are not being adhered to by secondary ticketing sites.

Section (2) of Clause 90 of the Consumer Rights Act 2015 makes it clear that a duty to provide key ticketing information including the location of the seat applies to both the seller of the ticket and the operator of the facility by which the ticket is being resold.

The ECB views this subject area as the most important one facing the inquiry. How can a proper review be conducted into the effect of the recent legislative measures agreed to by Parliament when they are not being implemented?

This scale of the problem is illustrated in a recent article by the consumer magazine Which¹ that found many examples of sites being in breach of the reporting requirements the Act stipulates.

These findings replicate the situation the ECB faced this summer when we staged the Ashes Test Series. During the Ashes the ECB employed a specialist monitoring facility to examine secondary marketing activity throughout their duration.

To illustrate the level of non-compliance with providing the block, row and seat number of the ticket listed, the following statistics demonstrate the scale of the breaches:

¹ <http://www.which.co.uk/news/2015/10/ticket-site-listings-breach-consumer-rights-act-419463/#?intcmp=HP.hero.large.2.wcunews.secondaryticketinginvestigation.oct21>

| | Total New Live Listings on Seatwave, Viagogo, StubHub! Get Me In! | No. of listings specifying seat, row and block details | Percentage of listings not providing the information required under the 2015 Act |
|------------------------|---|--|--|
| Week 1 – 1st July: | 1,524 | 53 | 97% |
| Week 2 – 7th July | 1,399 | 261 | 81% |
| Week 3 – 14th July: | 1,082 | 165 | 85% |
| Week 4 – 21st July | 1,393 | 141 | 90% |
| Week 5 – 28th July | 418 | 76 | 82% |
| Week 6 – 4th August | 165 | 13 | 92% |
| Week 7 – 11th August | 290 | 72 | 75% |
| Week 8 – 18th August | 447 | 156 | 65% |
| Week 9 – 3rd September | 33 | 6 | 82% |

Screen shots of tickets listed after the Consumer Rights Act came into force that breach its provisions can be found at Annex A.

The ECB notified the relevant secondary market operators where suspected breaches occurred. However, the response from the secondary market has been inadequate. One operator has failed to acknowledge, much less respond to our letter. Where the ECB did receive a response, we are concerned about the secondary market's interpretation of the legislation and as a result why enforcement has been lax since the Consumer Rights Act came into force.

For example, one operator stated: "Since we are not the seller of the tickets listed on our Website and have no ownership or possession of any tickets listed on our Website, we rely on our sellers to provide complete and accurate information pertaining to their tickets in order to comply with their legal obligations."

The secondary market do not appear to have taken into account their own responsibility for ensuring information about tickets listed is accurate, as Part 3, Chapter 5, Section 90 clearly states that both the person and the operator are jointly responsibility (and jointly liable for any penalty).

The seller and each operator of the facility must ensure that the person who buys the ticket ("the buyer") is given the information specified in subsection (3), where this is applicable to the ticket.

Furthermore, some secondary operators stated the tickets may not have been in possession of the seller at the time of listing. Yet, the examples notified were listed for Ashes Test Matches the following week, meaning if they were genuine fans looking to sell genuine tickets, they would have been in possession of the necessary information to comply with the legislation.

Where we were able to identify the seller of a listing, the ECB took a proactive approach in contacting the seller to advise them that their listing was in breach of the Consumer Rights Act. We found that for the most part, this approach was effective as the vast majority of these listings were indeed by genuine sellers and fans who weren't aware of their new obligations under the Consumer Rights Act, and their listings were subsequently removed.

Therefore when fully implemented the ECB found the legislation to be effective. It is the lack of implementation that remains the primary challenge for event organisers.

Terms and Conditions

A ticket to a cricket match is not something someone owns. It remains the property of the venue at all times. In effect it is a licence to enter a cricket ground and be part of the cricket match.

This is why there are many terms and conditions attached to the sale of that ticket and why it is important that these terms are upheld. Key terms are always known at the point of sale and include conditions like not being offensive, not using audio-visual equipment for professional reasons and not selling on a ticket for profit.

While secondary agents make a great point of saying that they are against these terms, and that they see them as unfair, they have never chosen to formally challenge them. Other sporting events have secured approval for similar terms.

Moreover where breaches in our terms and conditions have occurred, the ECB, together with our affiliated organisations, has taken legal action and our terms and conditions have been upheld by the Courts. In one case, some 800 tickets were cancelled as a result of an individual acquiring such tickets through sophisticated methods using a variety of names and addresses and posing as a genuine seller on the secondary market platforms.

The ECB is confident that the public policy benefit of the terms and conditions that prevent unauthorised resale, and the fact that they are clearly communicated to ticket purchasers prior to the point of sale, means that they are not only valid and fair but the most vital tool in fighting ticket touting.

The ECB regularly reviews terms and conditions across the game to ensure they operate to protect both the interests of consumers and match operators and would welcome endorsement for these fair terms from the review group.

Table 1

Q.1 Tickets for major sporting events and concerts can be bought by touts and sold on secondary ticket sites for a price above their face value.
To what extent do you agree or disagree with the following statements about ticket regulations:

Summary Table

Base: All respondents

| Statements | | |
|--|------|---|
| There should be more government regulation of ticket sales | | Ticket sellers should be made to disclose the ticket row and seat number in order to protect fans |
| Unweighted | 2059 | 2059 |
| Weighted | 2059 | 2059 |
| NET: Agree | 68% | 76% |
| Strongly agree | 42% | 53% |
| Somewhat agree | 25% | 24% |
| Neither agree nor disagree | 17% | 13% |
| Somewhat disagree | 4% | 2% |
| Strongly disagree | 3% | 1% |
| NET: Disagree | 8% | 3% |
| Don't know | 8% | 8% |
| Mean | 1.08 | 1.36 |
| Standard deviation | 1.07 | 0.87 |
| Standard error | 0.02 | 0.02 |

Prepared by Populus

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Table 2

Q.1 Tickets for major sporting events and concerts can be bought by touts and sold on secondary ticket sites for a price above their face value.
To what extent do you agree or disagree with the following statements about ticket regulations:

There should be more government regulation of ticket sales

Base: All respondents

| | Total | Gender Male | Female | Age 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Social Grade AB | C1 | C2 | DE | Region Scotland | North East | North West | Yorkshire | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Employment Sector Public | Private |
|----------------------------|-------|----------------|--------|--------------|-------|-------|-------|-------|------|--------------------|------|------|------|--------------------|------------|------------|-----------|---------------|---------------|-------|---------|--------|------------|------------|-----------------------------|---------|
| Unweighted | 2059 | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 |
| Weighted | 2059 | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 |
| NET: Agree | 68% | 66% | 69% | 43% | 62% | 66% | 72% | 75% | 76% | 65% | 66% | 71% | 69% | 72% | 72% | 67% | 69% | 63% | 65% | 69% | 74% | 64% | 67% | 64% | 65% | 65% |
| Strongly agree | 42% | 44% | 40% | 22% | 38% | 36% | 46% | 49% | 54% | 42% | 38% | 47% | 45% | 45% | 52% | 42% | 45% | 44% | 49% | 46% | 41% | 36% | 40% | 38% | 40% | 38% |
| Somewhat agree | 25% | 22% | 28% | 21% | 24% | 30% | 26% | 26% | 23% | 23% | 29% | 23% | 25% | 28% | 20% | 25% | 24% | 18% | 16% | 23% | 33% | 28% | 27% | 26% | 25% | 27% |
| Neither agree nor disagree | 17% | 17% | 16% | 24% | 20% | 21% | 15% | 12% | 12% | 18% | 17% | 16% | 16% | 16% | 11% | 18% | 11% | 25% | 20% | 14% | 15% | 20% | 13% | 19% | 17% | 19% |
| Somewhat disagree | 4% | 5% | 3% | 14% | 4% | 4% | 4% | 2% | 2% | 6% | 4% | 4% | 3% | 4% | 4% | 5% | 5% | 3% | 4% | 7% | 2% | 4% | 6% | 3% | 5% | 4% |
| Strongly disagree | 3% | 5% | 2% | 6% | 3% | 3% | 3% | 3% | 3% | 4% | 5% | 3% | 2% | 2% | 5% | 4% | 4% | 2% | 3% | 2% | 3% | 3% | 4% | 5% | 4% | 4% |
| NET: Disagree | 8% | 10% | 5% | 19% | 7% | 6% | 7% | 5% | 5% | 9% | 9% | 7% | 5% | 6% | 10% | 10% | 10% | 5% | 7% | 9% | 5% | 6% | 10% | 7% | 9% | 8% |
| Don't know | 8% | 7% | 9% | 14% | 11% | 6% | 7% | 7% | 6% | 8% | 8% | 7% | 10% | 5% | 7% | 5% | 11% | 7% | 8% | 8% | 6% | 10% | 10% | 10% | 9% | 8% |
| Mean | 1.08 | 1.03 | 1.12 | 0.48 | 1.01 | 1 | 1.16 | 1.25 | 1.29 | 1.02 | 0.98 | 1.16 | 1.19 | 1.14 | 1.18 | 0.99 | 1.11 | 1.07 | 1.14 | 1.15 | 1.16 | 1.01 | 1.04 | 1 | 1.01 | 0.98 |
| Standard deviation | 1.07 | 1.16 | 0.98 | 1.22 | 1.07 | 1 | 1.04 | 0.99 | 1.01 | 1.12 | 1.11 | 1.05 | 0.99 | 1.01 | 1.17 | 1.15 | 1.14 | 1.04 | 1.09 | 1.06 | 0.96 | 1.03 | 1.11 | 1.11 | 1.12 | 1.08 |
| Standard error | 0.02 | 0.04 | 0.03 | 0.1 | 0.07 | 0.05 | 0.05 | 0.06 | 0.05 | 0.05 | 0.05 | 0.06 | 0.05 | 0.08 | 0.13 | 0.08 | 0.09 | 0.08 | 0.1 | 0.11 | 0.07 | 0.07 | 0.07 | 0.08 | 0.08 | 0.04 |

Prepared by Populus

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Table 3
Q.1 Tickets for major sporting events and concerts can be bought by touts and sold on secondary ticket sites for a price above their face value.
To what extent do you agree or disagree with the following statements about ticket regulations:
Ticket sellers should be made to disclose the ticket row and seat number in order to protect fans
Base: All respondents

| | Total | Gender Male | Female | Age | | | | | | | Social Grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|----------------------------|-------|-------------|--------|-------|-------|-------|-------|-------|------|------|--------------|------|------|----------|------------|------------|-----------|----------|---------------|-------|---------|--------|------------|------------|-------------------|---------|------|--|
| | | | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A8 | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Mid | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | |
| Unweighted | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | |
| NET: Agree | 76% | | 76% | 77% | 51% | 68% | 76% | 82% | 86% | 85% | 75% | 76% | 77% | 76% | 76% | 83% | 77% | 78% | 75% | 78% | 75% | 81% | 70% | 75% | 77% | 71% | 73% | |
| Strongly agree | 53% | | 52% | 53% | 27% | 44% | 47% | 57% | 65% | 66% | 51% | 52% | 55% | 53% | 49% | 56% | 52% | 55% | 59% | 61% | 50% | 56% | 44% | 53% | 51% | 40% | 49% | |
| Somewhat agree | 24% | | 23% | 24% | 24% | 24% | 29% | 24% | 21% | 19% | 24% | 24% | 22% | 24% | 26% | 27% | 25% | 22% | 16% | 17% | 25% | 24% | 26% | 23% | 26% | 31% | 24% | |
| Neither agree nor disagree | 13% | | 14% | 11% | 25% | 16% | 16% | 10% | 6% | 7% | 12% | 15% | 11% | 11% | 17% | 5% | 13% | 8% | 18% | 10% | 8% | 12% | 19% | 10% | 12% | 18% | 14% | |
| Somewhat disagree | 2% | | 2% | 1% | 6% | 3% | 1% | 2% | - | - | 2% | 1% | 3% | 1% | 1% | 2% | 2% | * | * | 2% | 7% | 1% | 2% | 3% | * | 3% | 2% | |
| Strongly disagree | 1% | | 2% | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 3% | 2% | 2% | * | * | 1% | 1% | 1% | 1% | - | 1% | 1% | |
| NET: Disagree | 3% | | 4% | 2% | 9% | 3% | 2% | 2% | 1% | 2% | 3% | 1% | 5% | 1% | 2% | 3% | 4% | 2% | 1% | 2% | 7% | 2% | 3% | 4% | 1% | 3% | 4% | |
| Don't know | 8% | | 7% | 10% | 15% | 13% | 6% | 6% | 7% | 6% | 9% | 7% | 6% | 11% | 5% | 9% | 6% | 13% | 7% | 10% | 10% | 6% | 9% | 10% | 10% | 9% | 9% | |
| Mean | 1.36 | | 1.32 | 1.41 | 0.78 | 1.24 | 1.28 | 1.45 | 1.61 | 1.58 | 1.34 | 1.36 | 1.34 | 1.42 | 1.29 | 1.46 | 1.3 | 1.48 | 1.43 | 1.51 | 1.31 | 1.43 | 1.2 | 1.36 | 1.4 | 1.18 | 1.28 | |
| Standard deviation | 0.87 | | 0.93 | 0.82 | 1.09 | 0.9 | 0.84 | 0.8 | 0.68 | 0.77 | 0.9 | 0.83 | 0.96 | 0.81 | 0.88 | 0.87 | 0.95 | 0.82 | 0.83 | 0.79 | 0.94 | 0.8 | 0.91 | 0.92 | 0.82 | 0.85 | 0.94 | |
| Standard error | 0.02 | | 0.03 | 0.03 | 0.09 | 0.06 | 0.05 | 0.04 | 0.04 | 0.04 | 0.04 | 0.03 | 0.06 | 0.04 | 0.07 | 0.1 | 0.06 | 0.06 | 0.06 | 0.07 | 0.1 | 0.06 | 0.06 | 0.05 | 0.06 | 0.06 | 0.04 | |

Prepared by Populus
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Table 4
Gender
Base: All respondents

| | Total | Gender Male | Female | Age | | | | | | | Social Grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|------------|-------|-------------|--------|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|------------|-------------------|---------|-----|--|
| | | | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | |
| Unweighted | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | |
| Male | 49% | | 100% | - | 39% | 46% | 55% | 51% | 49% | 51% | 54% | 44% | 53% | 46% | 54% | 49% | 51% | 51% | 48% | 57% | 44% | 42% | 47% | 54% | 41% | 49% | 55% | |
| Female | 51% | - | | 100% | 61% | 54% | 45% | 49% | 51% | 49% | 46% | 56% | 47% | 54% | 46% | 51% | 49% | 49% | 52% | 43% | 56% | 58% | 53% | 46% | 59% | 51% | 45% | |

Prepared by Populus
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Table 5
Age
Base: All respondents

| | Total | Gender Male | Female | Age | | | | | | | Social Grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|-------------|-------|----------------|--------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|------|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|------------|-------------------|---------|-------|--|
| | | | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | |
| Unweighted | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | |
| 18-24 | 12% | | 9% | 14% | 100% | - | - | - | - | - | 8% | 15% | 11% | 13% | 15% | 8% | 7% | 15% | 11% | 5% | 14% | 7% | 19% | 16% | 7% | 11% | 14% | |
| 25-34 | 17% | | 16% | 18% | - | 100% | - | - | - | - | 20% | 19% | 17% | 12% | 16% | 11% | 10% | 17% | 19% | 20% | 12% | 16% | 29% | 19% | 6% | 26% | 25% | |
| 35-44 | 17% | | 19% | 15% | - | - | 100% | - | - | - | 15% | 19% | 22% | 11% | 21% | 18% | 22% | 20% | 13% | 16% | 14% | 15% | 21% | 12% | 13% | 30% | 24% | |
| 45-54 | 18% | | 19% | 17% | - | - | - | 100% | - | - | 13% | 19% | 23% | 18% | 16% | 18% | 21% | 16% | 20% | 25% | 22% | 17% | 10% | 16% | 24% | 23% | 26% | |
| 55-64 | 15% | | 15% | 15% | - | - | - | - | 100% | - | 17% | 12% | 15% | 16% | 12% | 19% | 16% | 16% | 17% | 11% | 13% | 15% | 8% | 14% | 25% | 6% | 8% | |
| 65+ | 22% | | 22% | 21% | - | - | - | - | - | 100% | 28% | 17% | 13% | 29% | 20% | 26% | 24% | 17% | 21% | 23% | 24% | 29% | 13% | 22% | 25% | 4% | 2% | |
| Average age | 47.47 | | 48.37 | 46.61 | 21.7 | 29.9 | 39.72 | 49.79 | 60.35 | 70.43 | 49.44 | 44.59 | 45.5 | 50.43 | 46.11 | 50.52 | 50.16 | 45.31 | 48.04 | 48.99 | 48.91 | 50.51 | 39.61 | 46.64 | 53.09 | 40.05 | 39.48 | |

Table 6
 Social Grade
 Base: All respondents

Absolutes/col percen

| | | 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 | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | | | | |
| Unweight | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | | | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | | | | |
| AB | 27% | | 30% | 24% | 18% | 31% | 24% | 19% | 30% | 34% | 100% | - | - | - | 17% | 30% | 27% | 29% | 32% | 24% | 25% | 31% | 26% | 25% | 34% | 25% | | | | | |
| C1 | 28% | | 25% | 31% | 35% | 31% | 31% | 29% | 22% | 22% | - | 100% | - | - | 32% | 24% | 22% | 31% | 29% | 24% | 27% | 34% | 29% | 25% | 27% | 42% | 28% | | | | |
| C2 | 22% | | 23% | 20% | 20% | 21% | 29% | 28% | 22% | 13% | - | - | 100% | - | 29% | 17% | 22% | 19% | 17% | 28% | 25% | 15% | 23% | 22% | 24% | 17% | 29% | | | | |
| DE | 24% | | 22% | 25% | 27% | 17% | 16% | 23% | 26% | 32% | - | - | - | 100% | 21% | 29% | 29% | 21% | 25% | 16% | 24% | 26% | 18% | 27% | 25% | 7% | 17% | | | | |
| NET: ABC | 54% | | 54% | 55% | 53% | 62% | 55% | 49% | 52% | 55% | 100% | 100% | - | - | 50% | 54% | 49% | 59% | 57% | 56% | 51% | 59% | 59% | 51% | 51% | 77% | 53% | | | | |
| NET: C2DI | 46% | | 46% | 45% | 47% | 38% | 45% | 51% | 48% | 45% | - | - | 100% | 100% | 50% | 46% | 51% | 41% | 43% | 44% | 49% | 41% | 41% | 49% | 49% | 23% | 47% | | | | |

Table 7
 GO Region
 Base: All respondents

Absolutes/col percen

| | | 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 | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | | | | |
| Unweight | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | | | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 226 | 862 | | | | |
| Scotland | 9% | | 10% | 8% | 11% | 9% | 11% | 8% | 8% | 8% | 6% | 10% | 12% | 8% | 100% | - | - | - | - | - | - | - | - | - | - | - | 15% | 8% | | | | |
| North East | 4% | | 4% | 4% | 3% | 3% | 4% | 4% | 5% | 5% | 4% | 3% | 3% | 5% | - | 100% | - | - | - | - | - | - | - | - | - | - | 3% | 2% | | | | |
| North We | 11% | | 11% | 11% | 7% | 7% | 14% | 13% | 12% | 12% | 11% | 9% | 11% | 14% | - | - | 100% | - | - | - | - | - | - | - | - | - | 8% | 10% | | | | |
| Yorkshire | 9% | | 9% | 9% | 11% | 9% | 11% | 8% | 9% | 7% | 10% | 10% | 8% | 8% | - | - | - | 100% | - | - | - | - | - | - | - | - | 14% | 7% | | | | |
| West Midl | 9% | | 9% | 9% | 8% | 10% | 7% | 10% | 10% | 9% | 10% | 9% | 7% | 10% | - | - | - | - | 100% | - | - | - | - | - | - | - | 8% | 10% | | | | |
| East Midl | 7% | | 8% | 6% | 3% | 8% | 7% | 10% | 5% | 7% | 8% | 6% | 9% | 5% | - | - | - | - | - | 100% | - | - | - | - | - | - | 7% | 8% | | | | |
| Wales | 5% | | 4% | 6% | 6% | 4% | 4% | 6% | 5% | 6% | 4% | 5% | 6% | 5% | - | - | - | - | - | - | 100% | - | - | - | - | - | 9% | 3% | | | | |
| Eastern | 10% | | 8% | 11% | 6% | 10% | 9% | 10% | 13% | 9% | 12% | 7% | 11% | - | - | - | - | - | - | - | - | 100% | - | - | - | - | 12% | 9% | | | | |
| London | 13% | | 12% | 14% | 21% | 22% | 16% | 7% | 7% | 8% | 15% | 13% | 14% | 10% | - | - | - | - | - | - | - | - | 100% | - | - | - | 10% | 19% | | | | |
| South East | 14% | | 15% | 13% | 19% | 16% | 10% | 12% | 14% | 14% | 14% | 13% | 14% | 16% | - | - | - | - | - | - | - | - | - | - | 100% | - | 9% | 15% | | | | |
| South We | 9% | | 8% | 10% | 5% | 3% | 7% | 12% | 15% | 10% | 8% | 9% | 10% | 9% | - | - | - | - | - | - | - | - | - | - | - | 100% | 5% | 8% | | | | |

Table 8
 Have you taken a foreign holiday in the last 3 years?
 Base: All respondents

Absolutes/col percen

| | Total | Gender | Age | | | | | | | Social Grade | | | | Region | | | | | | | | | | Employment Sector | | | | | |
|----------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|-------------------|--------|---------|-----|--|--|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | | |
| Unweight | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | | |
| Yes | 61% | | 62% | 60% | 75% | 72% | 64% | 46% | 48% | 64% | 74% | 64% | 56% | 48% | 65% | 59% | 68% | 62% | 52% | 58% | 61% | 64% | 68% | 57% | 54% | 68% | 64% | | |
| No | 39% | | 38% | 40% | 25% | 28% | 36% | 54% | 52% | 36% | 26% | 36% | 44% | 52% | 35% | 41% | 32% | 38% | 48% | 42% | 39% | 36% | 32% | 43% | 46% | 32% | 36% | | |

Table 9
Tenure
Base: All respondents

| | Total | Gender Male | Female | Age | | | | | | Social Grade | | | DE | Region | | | | | | | | | | Employment Sector | | | | |
|-----------|-------|----------------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|-------------------|--------|---------|-----|--|
| | | | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A8 | C1 | C2 | | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | |
| Unweight | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | |
| NET: Hom | 65% | | 66% | 64% | 51% | 54% | 67% | 60% | 72% | 79% | 82% | 66% | 60% | 49% | 59% | 52% | 70% | 64% | 80% | 65% | 66% | 71% | 54% | 65% | 65% | 69% | 62% | |
| Owned or | 33% | | 33% | 33% | 18% | 12% | 14% | 21% | 52% | 69% | 43% | 34% | 26% | 26% | 23% | 26% | 34% | 34% | 32% | 29% | 44% | 38% | 26% | 35% | 43% | 21% | 18% | |
| Owned w/ | 32% | | 33% | 31% | 32% | 42% | 53% | 39% | 20% | 10% | 38% | 32% | 33% | 23% | 36% | 27% | 36% | 30% | 48% | 35% | 22% | 33% | 28% | 30% | 22% | 49% | 44% | |
| NET: Rent | 34% | | 33% | 34% | 44% | 44% | 32% | 40% | 27% | 21% | 16% | 32% | 40% | 50% | 41% | 47% | 27% | 34% | 18% | 34% | 28% | 44% | 34% | 34% | 30% | 36% | | |
| Rented fr | 14% | | 14% | 14% | 10% | 13% | 14% | 19% | 16% | 11% | 4% | 10% | 20% | 24% | 23% | 28% | 7% | 14% | 7% | 17% | 13% | 11% | 16% | 15% | 11% | 13% | 12% | |
| Rented fr | 6% | | 6% | 6% | 8% | 4% | 6% | 8% | 8% | 5% | 2% | 5% | 7% | 12% | 7% | 5% | 9% | 3% | 4% | 6% | 6% | 8% | 6% | 7% | 2% | 6% | | |
| Rented fr | 13% | | 12% | 14% | 26% | 27% | 13% | 13% | 3% | 5% | 10% | 17% | 14% | 13% | 11% | 14% | 11% | 7% | 11% | 15% | 11% | 19% | 13% | 17% | 15% | 18% | | |
| Rent free | 1% | | 1% | 1% | 5% | 2% | 1% | | | | 2% | 2% | | 1% | | 1% | 3% | 1% | 2% | 1% | 1% | 2% | 1% | | 1% | 2% | | |

Table 10
What is the highest educational level that you have achieved to date?
Base: All respondents

| | Total | Gender Male | | Age | | | | | | | | Social Grade | | | | DE | Region | | | | | | | | | | Employment Sector | | | |
|---------------|-------|----------------|------|--------|-------|-------|-------|-------|-------|-----|-----|--------------|-----|----------|------------|-----|------------|-----------|-----------|---------------|-------|---------|--------|------------|------------|--------|-------------------|---|--|--|
| | | | | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | Scotland | North East | | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | | |
| Unweighted | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | | | |
| No formal | 1% | | 1% | 1% | - | - | - | 1% | - | 2% | - | - | 2% | 1% | 3% | - | 1% | - | - | - | 2% | - | - | - | - | 3% | - | - | | |
| Primary | 1% | | 1% | 1% | 2% | - | 1% | - | - | - | - | - | - | 2% | - | 1% | - | - | - | - | 1% | - | 1% | - | 3% | - | - | - | | |
| Secondary | 51% | | 51% | 52% | 34% | 36% | 51% | 68% | 52% | 59% | 28% | 52% | 61% | 67% | 43% | 59% | 51% | 53% | 58% | 53% | 45% | 72% | 36% | 51% | 49% | 37% | 52% | | | |
| 3, etc. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| University | 32% | | 35% | 30% | 32% | 38% | 31% | 24% | 39% | 33% | 49% | 33% | 26% | 20% | 40% | 24% | 33% | 32% | 31% | 31% | 36% | 20% | 32% | 37% | 34% | 39% | 32% | | | |
| qualificati | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| level 4, et | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Higher un | 11% | | 9% | 12% | 7% | 22% | 17% | 6% | 8% | 5% | 20% | 9% | 8% | 4% | 8% | 12% | 10% | 8% | 8% | 13% | 13% | 6% | 20% | 9% | 9% | 20% | 12% | | | |
| NVQ level | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Still in full | 3% | | 2% | 4% | 23% | 1% | 1% | - | - | - | 1% | 5% | 2% | 3% | 4% | 2% | 3% | 5% | 1% | 2% | 4% | 1% | 5% | 1% | 3% | - | 2% | | | |
| Don't know | - | | - | - | 2% | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | | | |
| Prefer not | 1% | | 2% | - | 1% | 3% | - | 1% | - | 1% | 1% | - | 1% | 2% | 1% | 2% | 1% | 1% | 1% | - | - | 4% | 1% | - | - | 1% | 1% | | | |

Table 11
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+ | A8 | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | |
|-------------------------|-------|------|--------|-------|-------|-------|-------|-------|-----|-----|-----|-----|-----|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|------------|--------|---------|-----|
| Unweighted | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 |
| Yes - resp items bou | 91% | | 86% | 95% | 72% | 93% | 96% | 95% | 94% | 88% | 90% | 92% | 91% | 90% | 88% | 95% | 91% | 90% | 86% | 92% | 97% | 89% | 94% | 88% | 91% | 94% | 93% |
| No - not r bought | 9% | | 14% | 5% | 28% | 7% | 4% | 5% | 6% | 12% | 10% | 8% | 9% | 10% | 12% | 5% | 9% | 10% | 14% | 8% | 3% | 11% | 6% | 12% | 9% | 6% | 7% |

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Table 12
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+ | A8 | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | | | | | |
| Unweight | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | | | | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | | | | | |
| No cars in | 21% | | 17% | 25% | 31% | 26% | 20% | 21% | 17% | 15% | 10% | 25% | 17% | 33% | 22% | 25% | 21% | 17% | 16% | 21% | 16% | 15% | 40% | 17% | 15% | 17% | 22% | | | | | |
| NET: Any | 79% | | 83% | 75% | 69% | 74% | 80% | 79% | 83% | 85% | 90% | 75% | 83% | 67% | 78% | 75% | 79% | 83% | 84% | 79% | 84% | 85% | 60% | 83% | 85% | 83% | 78% | | | | | |
| 1 | 42% | | 44% | 40% | 21% | 31% | 46% | 42% | 48% | 54% | 41% | 42% | 43% | 43% | 46% | 49% | 41% | 45% | 40% | 38% | 40% | 45% | 37% | 42% | 44% | 42% | 38% | | | | | |
| 2 | 28% | | 28% | 28% | 25% | 32% | 29% | 28% | 27% | 26% | 38% | 29% | 28% | 16% | 23% | 18% | 28% | 33% | 31% | 29% | 30% | 38% | 21% | 25% | 32% | 34% | 28% | | | | | |
| 3+ | 9% | | 11% | 7% | 23% | 11% | 5% | 8% | 8% | 5% | 11% | 5% | 12% | 8% | 9% | 7% | 11% | 5% | 14% | 12% | 15% | 2% | 2% | 15% | 10% | 8% | 11% | | | | | |

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Table 13
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+ | A8 | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | | | | | |
| Unweighted | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | | | | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | | | | | |
| White | 90% | | 91% | 90% | 71% | 81% | 90% | 96% | 97% | 99% | 89% | 90% | 89% | 94% | 93% | 98% | 97% | 97% | 89% | 89% | 97% | 92% | 65% | 93% | 96% | 88% | 85% | | | | | |
| NET: Non-Mixed | 9% | | 8% | 10% | 28% | 16% | 9% | 4% | 2% | 1% | 10% | 8% | 10% | 6% | 6% | 2% | 2% | 3% | 10% | 11% | 3% | 8% | 31% | 5% | 3% | 11% | 14% | | | | | |
| Asian | 1% | | 1% | 1% | 4% | 1% | 1% | 1% | 2% | * | 2% | 1% | 2% | 1% | - | 2% | * | 1% | 1% | 2% | * | - | 5% | 2% | 1% | 1% | 2% | | | | | |
| Black | 4% | | 5% | 4% | 12% | 10% | 3% | 3% | - | * | 6% | 3% | 6% | 3% | 6% | 1% | 2% | 8% | 8% | - | 2% | 14% | 1% | * | 7% | 6% | | | | | | |
| Chinese | 2% | | 1% | 3% | 6% | 3% | 3% | * | - | - | 2% | 3% | 1% | 2% | - | - | * | * | 1% | 1% | | 4% | 8% | 1% | 1% | 1% | 3% | | | | | |
| Other ethi | 1% * | | | 1% | 2% | 1% | 1% | - | - | - | 1% | 1% | * | - | - | - | 1% | * | - | - | - | 2% | 1% | 1% | - | 2% | 1% | | | | | |
| Prefer not | 1% * | | | 1% | 4% | 1% | * | - | - | * | * | * | 2% | 1% | - | - | * | - | - | 1% | 2% | - | 4% | * | - | - | 1% | | | | | |
| | 1% | | 2% | 1% | 1% | 3% | 1% | - | 1% | 1% | 1% | 2% | 1% | * | 1% | - | * | - | 1% | - | * | 4% | 2% | 1% | 2% | 2% | 2% | | | | | |

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Table 14
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

| | Total | Gender Male | Female | Age 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Social Grade A8 | C1 | C2 | DE | Region Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Employment Sector Public | Private |
|--|-------|-------------|--------|-----------|-------|-------|-------|-------|-----|-----------------|----|----|----|-----------------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|------------|--------------------------|---------|
|--|-------|-------------|--------|-----------|-------|-------|-------|-------|-----|-----------------|----|----|----|-----------------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|------------|--------------------------|---------|

Table 17
Do you work in any of the following occupations?
Base: All respondents who work

Absolutes/col per cent

| | Total | Gender Male | Female | Age | | | | | | | Social Grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|------------------|-------|-------------|--------|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|------------|-------------------|---------|-----|--|
| | | | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | |
| Unweighted | 900 | | 469 | 431 | 78 | 187 | 281 | 269 | 57 | 28 | 267 | 321 | 174 | 138 | 90 | 29 | 91 | 82 | 94 | 60 | 41 | 86 | 128 | 128 | 71 | 226 | 674 | |
| Weighted | 1153 | | 620 | 534 | 154 | 290 | 298 | 295 | 87 | 29 | 318 | 364 | 302 | 169 | 115 | 28 | 114 | 104 | 114 | 86 | 51 | 111 | 191 | 157 | 81 | 291 | 862 | |
| NET: Public | 25% | | 23% | 28% | 21% | 26% | 29% | 23% | 19% | 44% | 31% | 34% | 16% | 12% | 37% | 36% | 21% | 38% | 21% | 23% | 53% | 32% | 15% | 16% | 17% | 100% | - | |
| Central govt | 2% | | 2% | 2% | - | 2% | 2% | 3% | 1% | - | 3% | 3% | * | - | - | 8% | - | 2% | 1% | 1% | 13% | 2% | 2% | - | 2% | 7% | - | |
| administration | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| department | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| government | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| such as the | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| England | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HM Forces | * | - | | * | 1% | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | 3% | - | - | - | - | - | 1% | - | |
| National Fire | 6% | | 5% | 8% | 7% | 11% | 6% | 2% | 2% | 3% | 7% | 6% | 7% | 2% | 14% | - | 7% | 8% | 1% | 1% | 16% | 13% | 3% | 3% | 2% | 24% | - | |
| Universities | 3% | | 2% | 3% | 1% | 4% | 3% | 2% | 4% | 8% | 5% | 3% | 1% | - | 1% | - | 1% | 2% | 4% | 2% | 10% | 2% | 4% | 2% | 4% | 10% | - | |
| government | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Courts services | * | * | * | - | - | * | - | 1% | - | - | - | 1% | - | - | - | - | 1% | - | - | - | - | - | - | - | 3% | 1% | - | |
| Local government | 3% | | 4% | 3% | - | 2% | 3% | 6% | 5% | 4% | 3% | 8% | - | * | 5% | 2% | 1% | 8% | 4% | 3% | 4% | 6% | - | 3% | 2% | 13% | - | |
| Police services | 1% | | 1% | * | 3% | * | 1% | - | - | - | - | 2% | * | - | - | - | 1% | 4% | - | - | - | 1% | - | * | - | 3% | - | |
| Public sector | 1% | | 2% | 1% | - | 2% | 3% | 1% | - | - | 2% | 2% | 1% | - | 1% | 8% | 1% | 3% | 1% | - | - | 1% | 3% | - | 2% | 6% | - | |
| Teaching in | 4% | | 3% | 6% | 6% | 3% | 3% | 6% | 2% | 8% | 8% | 5% | * | - | 4% | 4% | 13% | 6% | 6% | 4% | 4% | 3% | 3% | 2% | 7% | 3% | 17% | |
| authority | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| voluntary | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| and foundations | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Table 17
Do you work in any of the following occupations?
Base: All respondents who work

Absolutes/col per cent

| | Total | Gender | Age | | | | | | | Social Grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|-------------------|--------|---------|------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | |
| Weighted | 1153 | | 620 | 534 | 154 | 290 | 298 | 295 | 87 | 29 | 318 | 364 | 302 | 169 | 115 | 28 | 114 | 104 | 114 | 86 | 51 | 111 | 191 | 157 | 81 | 291 | 862 |
| Public cor | 1% | | 1% | * | 1% | * | 1% | - | - | - | * | | 1% | 1% | 1% | - | - | - | 2% | - | 7% | - | - | - | - | 2% | - |
| or British i | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| fuels or Df | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Standards | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bradford i | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Northern | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| societies | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other pub | 4% | | 5% | 3% | 2% | 2% | 6% | 3% | 6% | 21% | 4% | 4% | 5% | 2% | 12% | 4% | 4% | 5% | 3% | 9% | 1% | 5% | 2% | 2% | - | 16% | - |
| specify as | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| as possibl | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| None of th | 75% | | 77% | 72% | 79% | 74% | 71% | 77% | 81% | 56% | 69% | 66% | 84% | 88% | 63% | 64% | 79% | 62% | 79% | 77% | 47% | 68% | 85% | 84% | 83% | - | 100% |

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

| | Total | Gender | Age | | | | | | | Social Grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|-------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|-------------------|--------|---------|-----|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | |
| Unweighted | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 |
| No children | 74% | | 74% | 75% | 84% | 61% | 42% | 62% | 95% | 99% | 75% | 79% | 61% | 80% | 72% | 70% | 74% | 71% | 81% | 73% | 74% | 70% | 69% | 76% | 82% | 61% | 63% |
| NET: Yes | 26% | | 26% | 25% | 16% | 38% | 57% | 38% | 5% | 1% | 25% | 21% | 39% | 19% | 28% | 30% | 26% | 29% | 19% | 27% | 26% | 29% | 29% | 24% | 18% | 38% | 37% |
| Yes - child | 8% | | 8% | 8% | 6% | 24% | 16% | 2% | * | | 9% | 6% | 10% | 7% | 7% | 4% | 9% | 6% | 3% | 7% | 11% | 8% | 14% | 8% | 4% | 10% | 11% |
| Yes - child | 13% | | 14% | 13% | 11% | 22% | 33% | 15% | 1% | 1% | 14% | 14% | 16% | 10% | 18% | 10% | 10% | 17% | 11% | 8% | 16% | 22% | 16% | 10% | 7% | 22% | 18% |
| Yes - child | 10% | | 10% | 10% | 2% | 8% | 28% | 19% | 2% | - | 10% | 9% | 17% | 5% | 12% | 12% | 9% | 15% | 5% | 12% | 8% | 10% | 6% | 11% | 11% | 14% | 15% |
| Yes - child | 6% | | 7% | 5% | 1% | 1% | 12% | 18% | 3% | 1% | 5% | 3% | 11% | 6% | 6% | 12% | 6% | 6% | 4% | 10% | 4% | 6% | 5% | 6% | 5% | 9% | 9% |
| Refused | * | | 1% | * | * | 1% | 1% | * | - | - | * | * | * | * | - | - | - | - | 1% | - | * | 2% | * | - | 1% | * | |

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Table 19
Which of the following ITV regions do you live in?
Base: All respondents

| | Total | Gender Male | Age Female | Age | | | | | | | | Social Grade | | | C2 | DE | Region | | | | | | | | | | Employment Sector | |
|-----------|-------|----------------|---------------|-------|-------|-------|-------|-------|-----|-----|-----|--------------|------------|------------|-----|-----|-----------|-----------|---------------|-------|---------|--------|------------|------------|--------|---------|-------------------|--|
| | | | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | Scotland | North East | North West | | | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | |
| Unweight | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | |
| Anglia | 11% | | 9% | 12% | 8% | 11% | 8% | 10% | 9% | 14% | 9% | 12% | 10% | 11% | - | - | - | - | - | 14% | - | 89% | - | 5% | - | 12% | 10% | |
| Border | 1% | | 2% | 1% | 1% | * | 2% | 2% | * | 2% | 1% | 1% | 2% | 2% | 7% | - | 6% | - | - | - | - | * | - | - | - | 1% | 1% | |
| Central | 14% | | 14% | 13% | 8% | 17% | 12% | 17% | 14% | 13% | 16% | 14% | 12% | 12% | 1% | - | 1% | - | 92% | 66% | - | 1% | 1% | * | 3% | 15% | 15% | |
| Granada | 10% | | 11% | 10% | 8% | 6% | 13% | 12% | 12% | 11% | 10% | 8% | 10% | 13% | * | - | 92% | * | 1% | - | 1% | - | - | - | - | 7% | 10% | |
| London | 17% | | 15% | 18% | 24% | 25% | 19% | 11% | 11% | 13% | 20% | 17% | 16% | 14% | - | - | * | - | 1% | - | - | 7% | 99% | 22% | - | 10% | 22% | |
| Meridian | 12% | | 14% | 10% | 17% | 12% | 9% | 9% | 13% | 12% | 11% | 11% | 11% | 14% | - | - | * | - | 2% | - | - | 1% | - | 73% | 14% | 9% | 12% | |
| STV | 8% | | 9% | 8% | 10% | 8% | 10% | 8% | 7% | 7% | 5% | 10% | 11% | 7% | 91% | - | - | - | - | - | - | - | - | - | * | 14% | 8% | |
| Tyne Tees | 4% | | 4% | 4% | 3% | 3% | 4% | 4% | 5% | 5% | 4% | 4% | 3% | 5% | - | 99% | - | 1% | - | - | - | - | - | - | - | 3% | 2% | |
| Wales | 5% | | 4% | 5% | 5% | 4% | 4% | 6% | 4% | 5% | 4% | 5% | 6% | 5% | - | - | * | - | - | 97% | - | - | - | - | - | 9% | 3% | |
| West | 2% | | 2% | 3% | 2% | 1% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | - | - | - | - | 3% | - | 2% | - | * | - | 23% | 2% | 2% | |
| Westcoun | 5% | | 4% | 7% | 3% | 2% | 5% | 8% | 11% | 6% | 4% | 5% | 7% | 5% | - | - | - | - | 1% | - | - | - | - | - | 60% | 3% | 5% | |
| Yorkshire | 11% | | 11% | 10% | 11% | 11% | 11% | 10% | 11% | 9% | 12% | 11% | 10% | 9% | - | 1% | - | 99% | * | 20% | - | 2% | - | - | * | 15% | 9% | |
| UTV | * | - | * | * | - | - | - | - | - | - | * | * | - | - | * | - | - | - | - | - | - | - | - | - | - | - | - | |

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Table 20
Marital Status
Base: All respondents

| | Total | Gender Male | Age | | | | | | | | Social Grade | | | | Region Scotland | Region | | | | | | | Employment Sector | | | |
|------------|-------|-------------|--------|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|------------|-----------------|------------|-----------|-----------|---------------|-------|---------|--------|-------------------|------------|--------|---------|
| | | | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North East | | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private |
| Unweighted | 2059 | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 |
| Weighted | 2059 | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 |
| Single | 27% | 29% | 25% | 80% | 39% | 28% | 22% | 10% | 5% | 25% | 33% | 23% | 27% | 32% | 24% | 21% | 28% | 28% | 22% | 27% | 19% | 40% | 30% | 22% | 32% | 35% |
| NET: Marr | 58% | 60% | 56% | 17% | 56% | 67% | 61% | 68% | 66% | 62% | 53% | 69% | 49% | 56% | 65% | 66% | 57% | 58% | 67% | 63% | 66% | 44% | 53% | 61% | 57% | 55% |

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| habiting | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Married | 44% | 47% | 41% | 8% | 30% | 48% | 46% | 58% | 60% | 50% | 39% | 50% | 37% | 43% | 49% | 46% | 43% | 45% | 53% | 51% | 49% | 30% | 42% | 49% | 40% | 37% |
| Civil Partn | 1% | 1% | 1% | - | 2% | 1% | 1% | 1% | * | * | 1% | 3% | 1% | * | 1% | 1% | * | 1% | - | 1% | 1% | 3% | 1% | 1% | 1% | 1% |
| Co Habitir | 13% | 12% | 14% | 9% | 24% | 18% | 14% | 9% | 5% | 12% | 13% | 17% | 11% | 13% | 16% | 19% | 14% | 12% | 14% | 12% | 16% | 11% | 9% | 11% | 16% | 16% |
| NET: Widi | 14% | 9% | 18% | - | 2% | 4% | 17% | 22% | 30% | 12% | 14% | 7% | 23% | 12% | 11% | 13% | 15% | 13% | 12% | 8% | 15% | 12% | 17% | 17% | 9% | 9% |
| Widowed | 4% | 2% | 6% | - | 1% | * | 1% | 4% | 13% | 2% | 5% | 1% | 6% | 5% | 5% | 3% | 2% | 4% | 2% | 3% | 4% | 4% | 4% | 6% | 1% | 1% |
| Separated | 2% | 1% | 2% | - | 1% | 2% | 3% | 2% | 2% | 1% | 1% | 3% | 1% | 1% | - | 2% | 3% | 2% | 1% | * | 3% | 2% | 3% | 1% | 3% | 2% |
| Divorced | 8% | 6% | 10% | - | * | 2% | 13% | 16% | 15% | 8% | 7% | 4% | 14% | 6% | 6% | 8% | 10% | 8% | 9% | 6% | 9% | 7% | 10% | 10% | 5% | 6% |
| Prefer not | 1% | 1% | * | 2% | 2% | * | - | - | - | 1% | 1% | 1% | 1% | - | * | - | - | 1% | - | 1% | * | 4% | * | * | 2% | 1% |

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Table 21

Which of the following cities do you live in, or nearest to?

Base: All respondents

Absolutes/col percen

| | | 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 | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | | | |
| Unweightd | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 | | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | | | |
| Glasgow | 5% | | 6% | 4% | 6% | 7% | 5% | 4% | 5% | 3% | 2% | 6% | 8% | 4% | 54% | - | - | - | - | - | - | - | - | - | - | 8% | 5% | | | |
| Edinburgh | 3% | | 3% | 4% | 5% | 1% | 4% | 3% | 2% | 4% | 3% | 3% | 2% | 4% | 35% | - | - | - | - | - | - | - | - | - | - | 6% | 2% | | | |
| Newcastle | 4% | | 5% | 4% | 3% | 2% | 5% | 5% | 5% | 4% | 3% | 4% | 5% | - | 94% | - | 4% | 1% | - | - | - | - | - | - | - | 3% | 3% | | | |
| Leeds | 4% | | 4% | 4% | 3% | 3% | 6% | 4% | 5% | 4% | 5% | 5% | 3% | - | - | - | 47% | - | - | - | - | - | - | - | - | 5% | 4% | | | |
| Hull | 2% | | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | - | - | - | 16% | - | 8% | - | - | - | - | - | - | 1% | 2% | | | |
| Sheffield | 3% | | 3% | 3% | 7% | 5% | 2% | 2% | 3% | 2% | 3% | 4% | 2% | 3% | - | 1% | - | 31% | - | 3% | - | 1% | - | - | - | 7% | 2% | | | |
| Manchest | 7% | | 8% | 7% | 5% | 4% | 9% | 9% | 7% | 9% | 7% | 6% | 7% | 10% | - | - | 65% | - | 2% | 1% | 2% | - | - | - | - | 5% | 7% | | | |
| Liverpool | 3% | | 2% | 4% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 4% | 3% | 3% | - | - | 23% | - | * | - | 14% | - | - | * | - | 4% | 2% | | | |
| Nottingha | 4% | | 4% | 4% | 3% | 5% | 4% | 5% | 4% | 4% | 5% | 4% | 5% | - | 3% | - | * | - | 1% | 56% | - | 2% | - | - | - | 5% | 4% | | | |
| Birmingham | 9% | | 9% | 8% | 8% | 11% | 7% | 10% | 10% | 8% | 10% | 9% | 6% | 9% | - | - | - | - | 90% | 8% | 1% | - | - | - | 1% | 8% | 11% | | | |
| Norwich | 5% | | 4% | 5% | 2% | 6% | 5% | 5% | 5% | 7% | 4% | 6% | 4% | 6% | - | - | - | - | * | - | - | 49% | - | - | - | 6% | 5% | | | |
| Milton Ke | 3% | | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 4% | 3% | 3% | 3% | 2% | - | - | - | - | * | 12% | - | 14% | * | 4% | - | 2% | 4% | | | |
| Brighton | 3% | | 3% | 2% | 3% | 4% | 1% | 2% | 2% | 2% | 2% | 2% | 4% | 3% | - | - | - | - | - | - | - | - | - | 18% | * | 2% | 3% | | | |

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Table 21

Which of the following cities do you live in, or nearest to?

Base: All respondents

Absolutes/col percen

| | Total | Gender | Age | | | | | | | | Social Grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|------------|------------|-------------------|---------|--|--|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | | |
| Oxford | 1% | | 2% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | - | - | - | 2% | - | - | - | - | 7% | 1% | 3% | 1% | | |
| London | 21% | | 20% | 21% | 26% | 28% | 24% | 16% | 15% | 19% | 24% | 21% | 19% | 18% | - | - | - | - | - | - | 24% | 100% | 39% | - | 15% | 26% | | |
| Southamp | 4% | | 4% | 5% | 3% | 6% | 4% | 4% | 6% | 4% | 5% | 5% | 3% | 5% | - | - | - | - | - | - | - | - | 21% | 16% | 3% | 4% | | |
| Bristol | 3% | | 3% | 3% | 1% | 1% | 3% | 5% | 4% | 3% | 3% | 3% | 3% | 3% | - | - | - | - | - | 1% | - | - | * | 33% | 2% | 3% | | |
| Plymouth | 3% | | 2% | 4% | 1% | * | 2% | 5% | 6% | 4% | 3% | 3% | 5% | 3% | - | - | - | - | - | - | - | - | - | 38% | 2% | 3% | | |
| Cardiff | 3% | | 3% | 4% | 5% | 3% | 3% | 4% | 3% | 3% | 2% | 4% | 4% | 4% | - | - | - | - | - | 69% | - | - | - | - | 7% | 2% | | |
| None of tl | 8% | | 7% | 8% | 8% | 4% | 8% | 8% | 9% | 7% | 7% | 9% | 9% | 10% | 5% | 8% | 4% | 5% | 12% | 12% | 10% | - | 11% | 11% | 6% | 7% | | |

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Table 22
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

| | Total | Gender | Age | | | | | | | Social Grade | | | Region | | | | | | | | | | Employment Sector | | | | |
|--------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|--------|----------|------------|------------|-----------|-----------|---------------|-------|---------|--------|-------------------|------------|--------|---------|-----|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North East | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | |
| Unweight | 2059 | | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 |
| Up to £7,000 | 5% | | 4% | 5% | 15% | 6% | 2% | 5% | 2% | 1% | 1% | 4% | 4% | 12% | 2% | 8% | 5% | 5% | 3% | 5% | 1% | 11% | 12% | 16% | 17% | 7% | 8% |
| £7,001 to £14,000 | 15% | | 13% | 17% | 15% | 8% | 6% | 13% | 21% | 24% | 6% | 11% | 10% | 33% | 18% | 19% | 14% | 13% | 11% | 12% | 18% | 15% | 19% | 20% | 19% | 16% | |
| £14,001 to £21,000 | 20% | | 18% | 21% | 11% | 14% | 16% | 23% | 23% | 27% | 15% | 23% | 16% | 24% | 15% | 25% | 20% | 25% | 18% | 26% | 16% | 22% | 15% | 19% | 20% | 19% | 16% |
| £21,001 to £28,000 | 18% | | 19% | 18% | 13% | 17% | 21% | 21% | 18% | 19% | 17% | 22% | 20% | 14% | 22% | 21% | 20% | 17% | 20% | 16% | 31% | 23% | 9% | 16% | 19% | 18% | 17% |
| £28,001 to £34,000 | 16% | | 18% | 15% | 6% | 17% | 20% | 22% | 17% | 14% | 22% | 15% | 19% | 8% | 21% | 10% | 16% | 22% | 19% | 16% | 10% | 16% | 16% | 12% | 18% | 20% | 20% |
| £34,001 to £41,000 | 9% | | 10% | 8% | 3% | 13% | 17% | 6% | 7% | 6% | 11% | 9% | 15% | * | 11% | 7% | 9% | 6% | 2% | 10% | 4% | 10% | 11% | 11% | 13% | 8% | 13% |
| £41,001 to £48,000 | 5% | | 5% | 4% | 9% | 7% | 6% | 3% | 2% | 2% | 7% | 5% | 3% | 2% | 4% | 2% | 6% | 2% | 9% | 1% | 3% | 5% | 2% | 3% | 5% | 6% | 3% |
| £48,001 to £55,000 | 2% | | 3% | 2% | 10% | 2% | 2% | 2% | 1% | * | 5% | 1% | 3% | * | - | 1% | 1% | 6% | 3% | 1% | - | 2% | 3% | 5% | 1% | 3% | 2% |
| £55,001 to £62,000 | 2% | | 2% | 1% | 1% | 5% | 4% | - | 1% | - | 3% | 1% | 2% | * | 1% | 2% | 3% | * | 1% | 4% | 5% | * | 4% | 1% | - | 1% | 3% |
| £62,001 to £69,000 | 1% | | 2% | * | 1% | 1% | 2% | 1% | 2% | - | 2% | 2% | * | - | - | 2% | 2% | - | 2% | 1% | - | 4% | 1% | - | 1% | - | 3% |
| £69,001 to £76,000 | * | | * | * | - | 1% | * | - | 1% | - | 1% | * | - | - | - | - | - | 1% | 1% | - | - | * | - | - | - | 1% | * |
| £76,001 to £83,000 | * | | * | * | - | * | * | - | - | * | * | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | * |
| £83,001 or over | 1% | | 2% | * | 2% | 4% | 1% | - | * | - | 2% | 1% | 1% | - | - | - | - | - | - | 3% | - | 3% | 2% | * | 1% | 2% | |

Prepared by Populus



Table 22
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

| | Total | Gender Male | Female | Age | | | | | | | Social Grade | | | | C2 | DE | Region | | | | | | | | | | Employment Sector | |
|----------------|-------|----------------|--------|-------|-------|-------|-------|-------|-------|-------|--------------|----------|------------|------------|------|-------|-----------|-----------|---------------|-------|---------|--------|------------|------------|--------|---------|-------------------|--|
| | | | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | Scotland | North East | North West | | | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | | |
| Weighted | 2059 | | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 | | |
| Prefer not | 6% | | 5% | 7% | 15% | 5% | 4% | 5% | 5% | 7% | 7% | 6% | 7% | 6% | 6% | 3% | 3% | 5% | 10% | 9% | 7% | 6% | 8% | 5% | 6% | 5% | 6% | |
| Average income | 25.81 | | 27.58 | 24.07 | 25.83 | 31.33 | 30.18 | 23.84 | 24.05 | 20.82 | 32.65 | 25.9 | 27.6 | 16.5 | 24.2 | 22.23 | 25.7 | 24.38 | 26.61 | 26.69 | 23.16 | 24.76 | 29.17 | 27.74 | 24.06 | 30.45 | 29.91 | |

Prepared by Populus



Table 23
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months
and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

| Total | Gender Male | Female | Age | | | | | | | Social Grade | | | | Region Scotland | Region | | | | | | | Employment Sector | | | | |
|-------------|----------------|--------|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|------------|--------------------|------------|-----------|-----------|---------------|-------|---------|--------|-------------------|------------|--------|---------|-----|
| | | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North East | | North West | Yorkshire | West Midl | East Midlands | Wales | Eastern | London | South East | South West | Public | Private | |
| Unweight | 2059 | 1040 | 1019 | 180 | 268 | 371 | 402 | 340 | 498 | 601 | 618 | 310 | 530 | 183 | 88 | 242 | 190 | 198 | 137 | 104 | 194 | 213 | 309 | 201 | 226 | 674 |
| Weighted | 2059 | 1009 | 1050 | 245 | 347 | 347 | 367 | 306 | 448 | 550 | 571 | 449 | 489 | 185 | 82 | 226 | 185 | 185 | 144 | 103 | 206 | 268 | 288 | 185 | 291 | 862 |
| NET: Yes | 23% | 22% | 23% | 17% | 13% | 15% | 22% | 36% | 31% | 18% | 20% | 19% | 36% | 28% | 39% | 23% | 19% | 20% | 21% | 24% | 22% | 14% | 25% | 28% | 15% | 13% |
| Yes - phys | 16% | 15% | 16% | 10% | 6% | 9% | 14% | 29% | 24% | 12% | 15% | 13% | 23% | 20% | 30% | 17% | 14% | 13% | 11% | 15% | 15% | 10% | 17% | 19% | 9% | 8% |
| Yes - disat | 7% | 9% | 6% | 2% | 3% | 5% | 8% | 14% | 10% | 5% | 4% | 6% | 15% | 7% | 14% | 10% | 5% | 6% | 6% | 7% | 8% | 6% | 8% | 9% | 6% | 2% |
| Yes - men | 6% | 5% | 7% | 8% | 7% | 7% | 8% | 7% | 2% | 5% | 5% | 3% | 11% | 6% | 8% | 4% | 5% | 5% | 10% | 8% | 6% | 3% | 8% | 7% | 3% | 5% |
| Yes - othe | 1% | 1% | 1% | * | 1% | 1% | 1% | 2% | 1% | * | 1% | * | 2% | 1% | 1% | 1% | 1% | * | 1% | 1% | 2% | 1% | * | 1% | * | * |
| No | 75% | 76% | 75% | 80% | 85% | 84% | 75% | 64% | 67% | 81% | 79% | 79% | 62% | 71% | 58% | 75% | 81% | 78% | 77% | 75% | 76% | 81% | 75% | 71% | 83% | 86% |
| Prefer not | 2% | 2% | 2% | 3% | 2% | 1% | 2% | * | 1% | 1% | 1% | 2% | 2% | 1% | 3% | 2% | - | 2% | 2% | 1% | 2% | 4% | - | 1% | 3% | 1% |

Annex A

| | | | | | | | | | |
|--------------------------|--|--------------------------|--------------------------------|---------------------|---------|--------------------|---------|-----------------|------------------|
| Viagogo | https://www.viagogo.co.uk/secure/buy/SelectQuantity?ListingID=25254962&EventID=680810&quantity=4 <div> England vs Australia - 2nd Investec Ashes Test Match - Day Friday, 17 July 2015 10:30 Lord's, London, United Kingdom Section: Edrich Stand Upper Row: G </div> <div> <input checked="" type="checkbox"/> You'll be seated together </div> <table> <tr> <td>Number of Tickets</td> <td><input type="text" value="4"/></td> </tr> <tr> <td>Price/Ticket</td> <td>£249.00</td> </tr> <tr> <td>Booking Fee</td> <td>£149.40</td> </tr> <tr> <td>SUBTOTAL</td> <td>£1,145.40</td> </tr> </table> <p><i>+ Handling and VAT</i></p> <div>Continue</div> | Number of Tickets | <input type="text" value="4"/> | Price/Ticket | £249.00 | Booking Fee | £149.40 | SUBTOTAL | £1,145.40 |
| Number of Tickets | <input type="text" value="4"/> | | | | | | | | |
| Price/Ticket | £249.00 | | | | | | | | |
| Booking Fee | £149.40 | | | | | | | | |
| SUBTOTAL | £1,145.40 | | | | | | | | |
| Viagogo | https://www.viagogo.co.uk/secure/buy/SelectQuantity?ListingID=25435024&EventID=680810 <div> England vs Australia - 2nd Investec Ashes Test Match - Day 2 Friday, 17 July 2015 10:30 Lord's, London, United Kingdom Section: Mound Stand Lower </div> <div> <input checked="" type="checkbox"/> You'll be seated together </div> <table> <tr> <td>Number of Tickets</td> <td><input type="text" value="4"/></td> </tr> <tr> <td>Price/Ticket</td> <td>£310.00</td> </tr> <tr> <td>Booking Fee</td> <td>£93.00</td> </tr> <tr> <td>SUBTOTAL</td> <td>£713.00</td> </tr> </table> <p><i>+ Handling and VAT</i></p> <div>Continue</div> | Number of Tickets | <input type="text" value="4"/> | Price/Ticket | £310.00 | Booking Fee | £93.00 | SUBTOTAL | £713.00 |
| Number of Tickets | <input type="text" value="4"/> | | | | | | | | |
| Price/Ticket | £310.00 | | | | | | | | |
| Booking Fee | £93.00 | | | | | | | | |
| SUBTOTAL | £713.00 | | | | | | | | |
| StubHub | http://www.stubhub.co.uk/?ticket_id=1102477049 | | | | | | | | |

Home > Sports tickets > Cricket > Cricket Test Series > The Ashes > The Ashes Tickets (3rd Test)

Ticket details

FRI
31 JUL

The Ashes Tickets (3rd Test Day 3)
Time 1800 at Edgbaston Cricket Ground in Birmingham, UK

Section: **End Halls Stand 21**

Seat: **Row 1 Seats Guaranteed together**

Quantity: **3**

Price per ticket: **£295.00**

How you'll get your tickets: **UTB Standard - from UK**

Order total: **£885.00**

Check out

Latest reviews

Awesome day out
★★★★★
Took my wife on our anniversary to a weekend break in Cornwall and included a day and a half at the test match at the SWALEC. Wonderful day out and was a gem.

Check out

Things you need to know

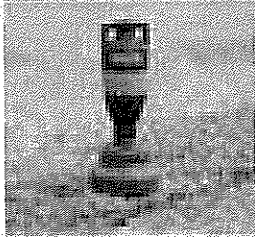
- These are non-refundable tickets, which means the tickets on our site are sold by other fans and may be priced above face value.
- It's against the rules for sellers to include contact info in their listings.
- To be covered by our FanProtect™ Guarantee, you must place your order on this site.

Seatwave

<https://www.seatwave.com/checkout?tsgid=14996744&qty=3>

Secure Checkout

Your Tickets



The Ashes - 3rd Test
Edgbaston, Birmingham, UK
Friday 31 July 2015, 11:00
England vs Australia
Block 1, Row 1
Select number of tickets

3 tickets at £295.00 each = **£885.00**

Booking Fee (per ticket) = **£0.00**

Total for your tickets = **£885.00**

Total for your tickets = **£885.00**

Breaches captured on 17/07/2015

Accessed on 17th July 2015 via given link, not listed on 1st July when monitoring commenced.