

YouGov Survey Results

Sample Size: 2045

Fieldwork: 30th March - 2nd April 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about social media websites you are registered on (e.g. Facebook)... Approximately how many friends do you have on these accounts IN TOTAL? (If you are not a registered member on any website, please select the 'Not applicable' option)

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
Less than 50 friends		24%	25%	23%	4%	10%	20%	32%	35%	27%	21%	21%	28%	25%	20%	26%	17%	31%
51 to 100 friends		12%	11%	14%	9%	15%	15%	11%	11%	14%	10%	12%	12%	11%	15%	12%	12%	12%
101 to 150 friends		10%	9%	11%	12%	18%	14%	7%	5%	10%	10%	11%	8%	10%	12%	10%	8%	9%
151 to 200 friends		6%	5%	6%	11%	7%	10%	5%	2%	6%	6%	8%	5%	4%	4%	5%	6%	6%
201 to 249 friends		5%	4%	6%	8%	8%	5%	6%	1%	4%	6%	4%	3%	5%	7%	4%	7%	6%
250 to 299 friends		4%	4%	4%	10%	10%	2%	2%	0%	3%	5%	4%	3%	5%	3%	3%	8%	3%
300 to 599 friends		7%	8%	7%	27%	11%	8%	2%	1%	4%	10%	6%	8%	6%	7%	9%	9%	5%
600 friends or more		3%	2%	3%	8%	3%	3%	2%	1%	2%	3%	3%	3%	2%	2%	3%	2%	3%
Don't know		2%	3%	1%	2%	3%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	3%
Not applicable - I am not a member of any social media website		28%	30%	26%	8%	14%	23%	31%	43%	28%	28%	30%	28%	28%	29%	28%	31%	22%

Thinking about the people that you know on social media websites... Approximately what percentage of the people on these websites would you say are _acquaintances_ (e.g. a person you only see occasionally or don't know very well)?

	Unweighted Base	1448	663	785	234	252	263	298	401	800	648	336	233	148	182	370	76	103
All UK Adults online with social media accounts		1469	685	784	225	301	268	269	408	809	660	351	243	141	186	338	71	138
None		8%	6%	10%	1%	5%	3%	10%	16%	9%	7%	8%	8%	9%	8%	9%	9%	4%
Less than 10%		19%	19%	19%	10%	11%	24%	22%	25%	20%	17%	19%	15%	17%	20%	19%	17%	29%
11% to 19%		10%	11%	10%	9%	12%	10%	13%	9%	10%	10%	10%	9%	13%	9%	11%	15%	10%
20% to 29%		11%	12%	11%	16%	13%	11%	14%	7%	13%	10%	12%	14%	9%	7%	12%	15%	12%
30% to 39%		9%	10%	8%	16%	11%	7%	7%	6%	7%	11%	8%	11%	9%	12%	8%	8%	6%
40% to 49%		11%	9%	13%	14%	15%	10%	5%	12%	11%	11%	12%	9%	9%	14%	12%	7%	10%
Over 50%		27%	28%	26%	30%	27%	32%	27%	23%	25%	29%	25%	29%	28%	27%	28%	24%	27%
Don't know		4%	4%	3%	5%	6%	3%	3%	3%	3%	4%	6%	4%	5%	4%	2%	6%	1%

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Sample Size: 2045

Fieldwork: 30th March - 2nd April 2012

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Thinking about social media websites you are registered on (e.g. Facebook)... Approximately how many friends do you have on these accounts IN TOTAL? (If you are not a registered member on any website, please select the 'Not applicable' option)

Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
Less than 50 friends	24%	21%	22%	21%	4%	36%	40%	26%	29%	22%	27%	35%	14%	-
51 to 100 friends	12%	15%	13%	14%	4%	9%	10%	10%	14%	13%	14%	11%	10%	-
101 to 150 friends	10%	11%	8%	11%	18%	5%	12%	8%	9%	11%	9%	6%	12%	-
151 to 200 friends	6%	7%	5%	6%	11%	1%	6%	10%	4%	6%	5%	-	9%	-
201 to 249 friends	5%	6%	7%	6%	4%	1%	1%	4%	4%	7%	2%	1%	6%	-
250 to 299 friends	4%	5%	3%	4%	14%	0%	4%	2%	2%	7%	-	1%	7%	-
300 to 599 friends	7%	8%	6%	8%	30%	1%	8%	4%	2%	10%	3%	7%	16%	-
600 friends or more	3%	2%	3%	3%	10%	1%	4%	4%	1%	2%	3%	-	6%	-
Don't know	2%	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	-	3%	-
Not applicable - I am not a member of any social media website	28%	23%	31%	25%	6%	46%	13%	31%	34%	21%	35%	40%	18%	-

Thinking about the people that you know on social media websites... Approximately what percentage of the people on these websites would you say are _acquaintances_ (e.g. a person you only see occasionally or don't know very well)?

Unweighted Base	1448	769	183	952	110	222	56	108	649	185	131	32	451	-
All UK Adults online with social media accounts	1469	777	193	970	97	225	67	110	652	202	128	34	454	-
None	8%	5%	6%	6%	1%	20%	17%	8%	10%	7%	10%	26%	4%	-
Less than 10%	19%	19%	15%	18%	15%	24%	24%	17%	23%	14%	25%	18%	14%	-
11% to 19%	10%	11%	11%	11%	9%	7%	6%	16%	13%	9%	9%	20%	7%	-
20% to 29%	11%	12%	15%	13%	14%	5%	7%	14%	9%	11%	12%	2%	15%	-
30% to 39%	9%	10%	10%	10%	15%	5%	4%	7%	7%	9%	10%	7%	12%	-
40% to 49%	11%	11%	9%	11%	18%	12%	10%	6%	10%	10%	12%	7%	14%	-
Over 50%	27%	27%	30%	28%	27%	24%	25%	28%	26%	33%	20%	18%	29%	-
Don't know	4%	4%	4%	4%	2%	3%	7%	6%	3%	6%	2%	2%	4%	-

YouGov Survey Results

Sample Size: 2045

Fieldwork: 30th March - 2nd April 2012

Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base	0	1	2	3+			

Thinking about social media websites you are registered on (e.g. Facebook)... Approximately how many friends do you have on these accounts IN TOTAL? (If you are not a registered member on any website, please select the 'Not applicable' option)

	Unweighted Base	2045	1541	233	193	55	481	23
All UK adults		2045	1503	247	206	67	521	22
Less than 50 friends	24%		25%	24%	18%	26%	22%	13%
51 to 100 friends	12%		12%	17%	8%	19%	14%	-
101 to 150 friends	10%		8%	15%	15%	9%	14%	8%
151 to 200 friends	6%		5%	6%	11%	3%	8%	-
201 to 249 friends	5%		4%	5%	10%	1%	6%	-
250 to 299 friends	4%		3%	3%	6%	6%	5%	5%
300 to 599 friends	7%		7%	9%	6%	8%	8%	-
600 friends or more	3%		3%	3%	1%	5%	3%	2%
Don't know	2%		2%	1%	2%	-	1%	23%
Not applicable - I am not a member of any social media website	28%		31%	17%	22%	23%	20%	50%

Thinking about the people that you know on social media websites... Approximately what percentage of the people on these websites would you say are _acquaintances_ (e.g. a person you only see occasionally or don't know very well)?

	Unweighted Base	1448	1064	187	147	41	375	9
All UK Adults online with social media accounts		1469	1042	204	161	52	416	11
None	8%		9%	7%	7%	4%	6%	10%
Less than 10%	19%		17%	23%	25%	20%	23%	29%
11% to 19%	10%		10%	14%	8%	19%	12%	-
20% to 29%	11%		10%	15%	16%	14%	15%	21%
30% to 39%	9%		9%	7%	14%	5%	9%	15%
40% to 49%	11%		13%	6%	7%	4%	6%	-
Over 50%	27%		29%	25%	21%	28%	24%	20%
Don't know	4%		4%	4%	2%	5%	3%	4%

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Still thinking about the people that you know on social media websites... On average, approximately what percentage of people on these websites would you say are true friends (i.e. a person who you would see regularly and confide in)?

	Unweighted Base	1448	663	785	234	252	263	298	401	800	648	336	233	148	182	370	76	103
All UK Adults online with social media accounts		1469	685	784	225	301	268	269	408	809	660	351	243	141	186	338	71	138
None	3%	3%	4%	3%	-	1%	3%	6%	5%	3%	3%	4%	3%	2%	1%	3%	9%	3%
Less than 10%	39%	39%	39%	39%	40%	34%	38%	44%	40%	38%	40%	41%	36%	40%	40%	39%	41%	39%
11% to 19%	18%	18%	19%	18%	22%	24%	21%	15%	12%	18%	18%	17%	22%	12%	20%	18%	20%	16%
20% to 29%	9%	8%	10%	10%	14%	9%	9%	6%	10%	10%	9%	9%	9%	9%	10%	10%	15%	6%
30% to 39%	7%	8%	6%	8%	8%	9%	8%	5%	4%	6%	7%	6%	7%	7%	6%	7%	2%	10%
40% to 49%	5%	5%	5%	5%	5%	4%	4%	6%	6%	6%	4%	5%	6%	7%	2%	6%	2%	5%
Over 50%	15%	13%	17%	7%	12%	16%	14%	22%	22%	17%	13%	13%	14%	18%	18%	14%	9%	18%
Don't know	3%	4%	3%	5%	6%	1%	3%	2%	2%	2%	4%	5%	3%	4%	3%	2%	1%	2%

Thinking about if you were faced with a crisis (e.g. a family death, job loss etc.)... Approximately how many, if any, of your friends in general do you think you could turn to for advice/ support?

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
None - no friends	5%	5%	6%	4%	1%	3%	6%	7%	6%	5%	5%	4%	5%	5%	7%	5%	6%	5%
1 friend	6%	6%	6%	6%	4%	7%	6%	8%	5%	6%	6%	7%	8%	4%	5%	4%	8%	9%
2 to 5 friends	53%	53%	51%	54%	43%	52%	60%	57%	51%	51%	54%	52%	53%	49%	55%	54%	51%	50%
6 to 10 friends	20%	20%	19%	20%	25%	25%	16%	14%	21%	22%	17%	21%	18%	23%	20%	19%	18%	20%
11 to 15 friends	5%	5%	4%	5%	8%	5%	4%	3%	4%	5%	4%	4%	4%	5%	3%	6%	8%	6%
16 to 20 friends	2%	2%	2%	2%	4%	2%	1%	2%	2%	2%	3%	2%	2%	3%	1%	2%	-	2%
More than 20 friends	4%	4%	3%	4%	4%	3%	3%	4%	4%	3%	5%	2%	4%	5%	4%	5%	5%	2%
Don't know	6%	6%	8%	5%	11%	3%	4%	6%	6%	6%	7%	8%	6%	5%	5%	5%	5%	6%

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	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

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	Unweighted Base	1448	769	183	952	110	222	56	108	649	185	131	32	451	-
All UK Adults online with social media accounts		1469	777	193	970	97	225	67	110	652	202	128	34	454	-
None	3%	3%	3%	3%	-	6%	1%	7%	3%	4%	3%	7%	3%	-	-
Less than 10%	39%	39%	41%	39%	41%	43%	32%	35%	38%	42%	45%	34%	39%	-	-
11% to 19%	18%	21%	14%	20%	23%	11%	13%	18%	16%	20%	13%	27%	21%	-	-
20% to 29%	9%	9%	8%	9%	16%	8%	13%	9%	9%	9%	10%	2%	10%	-	-
30% to 39%	7%	7%	8%	7%	10%	3%	8%	4%	7%	6%	5%	6%	8%	-	-
40% to 49%	5%	5%	5%	5%	3%	6%	5%	7%	6%	2%	5%	7%	5%	-	-
Over 50%	15%	14%	18%	15%	5%	21%	16%	13%	18%	12%	17%	18%	11%	-	-
Don't know	3%	3%	3%	3%	2%	2%	13%	6%	3%	6%	1%	-	3%	-	-

Thinking about if you were faced with a crisis (e.g. a family death, job loss etc.)... Approximately how many, if any, of your friends in general do you think you could turn to for advice/ support?

	Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults		2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
None - no friends	5%	5%	4%	5%	2%	7%	1%	3%	7%	4%	6%	1%	3%	-	-
1 friend	6%	6%	5%	5%	3%	6%	11%	11%	5%	5%	8%	3%	7%	-	-
2 to 5 friends	53%	52%	59%	53%	35%	50%	57%	59%	52%	62%	48%	51%	50%	-	-
6 to 10 friends	20%	21%	18%	21%	29%	20%	10%	13%	20%	14%	26%	27%	19%	-	-
11 to 15 friends	5%	5%	4%	5%	8%	5%	2%	2%	5%	5%	3%	3%	5%	-	-
16 to 20 friends	2%	2%	1%	2%	8%	2%	4%	1%	2%	1%	1%	1%	3%	-	-
More than 20 friends	4%	4%	3%	4%	6%	3%	5%	6%	3%	5%	5%	8%	3%	-	-
Don't know	6%	5%	6%	5%	9%	7%	9%	6%	6%	6%	1%	6%	8%	-	-

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Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Still thinking about the people that you know on social media websites... On average, approximately what percentage of people on these websites would you say are true friends (i.e. a person who you would see regularly and confide in)?

	Unweighted Base	1448	1064	187	147	41	375	9
All UK Adults online with social media accounts		1469	1042	204	161	52	416	11
None	3%	3%	4%	3%	1%	5%	2%	-
Less than 10%	39%	39%	40%	42%	35%	27%	37%	8%
11% to 19%	18%	18%	19%	17%	18%	15%	17%	10%
20% to 29%	9%	9%	9%	10%	11%	3%	10%	4%
30% to 39%	7%	7%	6%	5%	7%	25%	8%	11%
40% to 49%	5%	5%	5%	4%	7%	2%	5%	29%
Over 50%	15%	15%	14%	15%	18%	20%	17%	37%
Don't know	3%	3%	3%	4%	3%	4%	4%	-

Thinking about if you were faced with a crisis (e.g. a family death, job loss etc.)... Approximately how many, if any, of your friends in general do you think you could turn to for advice/ support?

	Unweighted Base	2045	1541	233	193	55	481	23
All UK adults		2045	1503	247	206	67	521	22
None - no friends	5%	5%	5%	6%	4%	6%	5%	7%
1 friend	6%	6%	6%	5%	6%	7%	6%	10%
2 to 5 friends	53%	53%	51%	58%	57%	54%	57%	27%
6 to 10 friends	20%	20%	20%	19%	19%	13%	18%	24%
11 to 15 friends	5%	5%	5%	4%	5%	6%	5%	-
16 to 20 friends	2%	2%	2%	2%	2%	3%	2%	13%
More than 20 friends	4%	4%	4%	3%	5%	3%	4%	-
Don't know	6%	6%	7%	4%	3%	7%	4%	19%

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Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

To what extent do you agree or disagree with the following statement?: "I feel I need a core group of people (i.e. people who inspire, mentor me, who I can confide in and who support me) to help me achieve my goals in life (e.g. job aspirations, education)"

Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults	2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
Strongly agree	13%	11%	14%	21%	20%	14%	9%	8%	15%	10%	13%	8%	13%	17%	13%	15%	14%
Tend to agree	35%	33%	37%	45%	39%	40%	35%	28%	35%	36%	36%	37%	38%	32%	33%	39%	31%
Tend to disagree	27%	27%	27%	18%	23%	23%	33%	31%	29%	25%	28%	27%	22%	27%	29%	21%	29%
Strongly disagree	16%	19%	13%	4%	9%	16%	16%	24%	14%	18%	14%	19%	18%	14%	15%	19%	18%
Don't know	9%	9%	9%	12%	9%	8%	7%	9%	8%	11%	9%	8%	9%	10%	9%	7%	9%

To what extent do you agree or disagree with the following statement? "Behind every successful person, there is a circle of 5 core people" (i.e. those who support and help you to achieve your goals)

Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults	2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
Strongly agree	8%	6%	9%	13%	10%	10%	7%	5%	9%	7%	9%	5%	9%	9%	9%	8%	7%
Tend to agree	38%	36%	40%	41%	46%	41%	37%	32%	40%	35%	39%	37%	40%	32%	38%	43%	39%
Tend to disagree	26%	25%	26%	21%	23%	24%	25%	30%	24%	27%	24%	26%	22%	25%	29%	24%	27%
Strongly disagree	11%	13%	9%	6%	5%	10%	12%	16%	10%	12%	10%	13%	11%	15%	9%	8%	13%
Don't know	18%	20%	16%	18%	15%	16%	20%	18%	17%	19%	19%	18%	19%	20%	16%	17%	14%

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Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

To what extent do you agree or disagree with the following statement?: "I feel I need a core group of people (i.e. people who inspire, mentor me, who I can confide in and who support me) to help me achieve my goals in life (e.g. job aspirations, education)"

Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
Strongly agree	13%	16%	12%	15%	20%	8%	8%	6%	9%	12%	14%	13%	20%	-
Tend to agree	35%	37%	34%	37%	49%	28%	36%	33%	34%	33%	33%	30%	39%	-
Tend to disagree	27%	26%	33%	27%	19%	29%	23%	26%	29%	30%	31%	27%	21%	-
Strongly disagree	16%	14%	14%	14%	4%	26%	7%	20%	20%	16%	17%	20%	9%	-
Don't know	9%	7%	7%	7%	9%	9%	26%	14%	8%	9%	5%	10%	12%	-

To what extent do you agree or disagree with the following statement? "Behind every successful person, there is a circle of 5 core people" (i.e. those who support and help you to achieve your goals)

Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
Strongly agree	8%	9%	8%	9%	11%	5%	6%	4%	5%	9%	10%	5%	12%	-
Tend to agree	38%	42%	34%	40%	36%	31%	47%	34%	38%	39%	31%	35%	40%	-
Tend to disagree	26%	23%	30%	25%	27%	31%	24%	18%	26%	27%	34%	33%	21%	-
Strongly disagree	11%	9%	11%	10%	8%	15%	2%	18%	14%	9%	14%	7%	6%	-
Don't know	18%	17%	16%	16%	19%	18%	21%	26%	17%	17%	12%	19%	21%	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

To what extent do you agree or disagree with the following statement?: "I feel I need a core group of people (i.e. people who inspire, mentor me, who I can confide in and who support me) to help me achieve my goals in life (e.g. job aspirations, education)"

	2045	1541	233	193	55	481	23
Unweighted Base	2045	1541	233	193	55	481	23
All UK adults	2045	1503	247	206	67	521	22
Strongly agree	13%	14%	10%	10%	4%	9%	8%
Tend to agree	35%	33%	40%	45%	46%	43%	23%
Tend to disagree	27%	27%	30%	25%	29%	28%	30%
Strongly disagree	16%	17%	13%	11%	11%	12%	15%
Don't know	9%	9%	7%	8%	10%	8%	24%

To what extent do you agree or disagree with the following statement? "Behind every successful person, there is a circle of 5 core people" (i.e. those who support and help you to achieve your goals)

	2045	1541	233	193	55	481	23
Unweighted Base	2045	1541	233	193	55	481	23
All UK adults	2045	1503	247	206	67	521	22
Strongly agree	8%	8%	7%	8%	4%	7%	-
Tend to agree	38%	36%	41%	45%	36%	42%	42%
Tend to disagree	26%	25%	28%	26%	40%	29%	4%
Strongly disagree	11%	12%	10%	7%	8%	8%	10%
Don't know	18%	19%	15%	15%	12%	14%	44%

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE, if any, of the following people in your life do you find MOST inspiring?

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
A famous person		7%	10%	4%	14%	4%	8%	5%	6%	7%	6%	6%	6%	8%	7%	7%	4%	14%
A friend		15%	12%	18%	17%	16%	16%	15%	14%	17%	13%	16%	15%	16%	16%	16%	8%	15%
A family member/ relative		40%	36%	44%	39%	42%	35%	42%	42%	39%	42%	41%	43%	34%	36%	41%	52%	37%
A colleague		3%	3%	4%	2%	5%	3%	4%	3%	5%	2%	2%	3%	3%	1%	7%	4%	3%
Myself		6%	6%	5%	3%	5%	7%	5%	7%	5%	7%	6%	5%	8%	10%	4%	7%	3%
Other		3%	4%	2%	6%	3%	4%	3%	2%	3%	3%	2%	4%	4%	5%	3%	1%	3%
Don't know		12%	13%	10%	13%	14%	13%	13%	9%	12%	12%	15%	9%	15%	9%	10%	13%	11%
Not applicable - no one inspires me		13%	15%	12%	8%	11%	14%	12%	18%	13%	15%	13%	16%	12%	17%	11%	12%	14%

To what extent do you agree or disagree with the following statement? "Family/ close friends provide better role models than celebrities"

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
Strongly agree		56%	52%	59%	45%	53%	55%	56%	61%	58%	53%	58%	51%	57%	51%	58%	57%	55%
Tend to agree		35%	37%	33%	39%	40%	33%	35%	31%	34%	36%	34%	38%	33%	36%	34%	30%	37%
Tend to disagree		4%	4%	3%	6%	3%	6%	3%	3%	3%	5%	3%	4%	4%	6%	2%	9%	1%
Strongly disagree		1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	-	0%	2%	1%	1%
Don't know		5%	5%	5%	9%	4%	6%	6%	4%	5%	6%	3%	6%	6%	7%	5%	4%	6%

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Working Status							Marital Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which ONE, if any, of the following people in your life do you find MOST inspiring?

	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
A famous person	7%	7%	5%	7%	13%	6%	7%	3%	6%	6%	3%	5%	10%	-
A friend	15%	17%	14%	16%	14%	14%	9%	14%	11%	17%	22%	23%	19%	-
A family member/ relative	40%	37%	44%	39%	41%	42%	43%	47%	45%	39%	38%	39%	34%	-
A colleague	3%	5%	2%	4%	2%	3%	-	-	4%	3%	4%	-	2%	-
Myself	6%	5%	7%	6%	1%	8%	8%	4%	7%	4%	8%	8%	4%	-
Other	3%	4%	4%	4%	5%	1%	4%	1%	3%	3%	4%	2%	4%	-
Don't know	12%	13%	9%	12%	15%	7%	9%	16%	11%	17%	8%	6%	13%	-
Not applicable - no one inspires me	13%	11%	14%	12%	8%	19%	21%	14%	13%	12%	14%	17%	15%	-

To what extent do you agree or disagree with the following statement? "Family/ close friends provide better role models than celebrities"

	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
Strongly agree	56%	52%	59%	54%	55%	62%	47%	60%	60%	44%	62%	62%	51%	-
Tend to agree	35%	38%	27%	36%	36%	32%	41%	27%	33%	46%	24%	29%	36%	-
Tend to disagree	4%	4%	7%	4%	3%	2%	1%	4%	3%	3%	3%	5%	5%	-
Strongly disagree	1%	1%	2%	1%	-	0%	1%	0%	1%	-	5%	-	1%	-
Don't know	5%	5%	5%	5%	6%	3%	10%	9%	3%	7%	7%	5%	7%	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which ONE, if any, of the following people in your life do you find MOST inspiring?

	Unweighted Base	2045	1541	233	193	55	481	23
All UK adults		2045	1503	247	206	67	521	22
A famous person	7%	6%	9%	6%	13%	8%	-	
A friend	15%	16%	16%	15%	12%	15%	8%	
A family member/ relative	40%	40%	39%	45%	40%	41%	29%	
A colleague	3%	3%	5%	6%	3%	5%	5%	
Myself	6%	6%	6%	8%	-	6%	6%	
Other	3%	3%	2%	3%	3%	3%	20%	
Don't know	12%	12%	13%	9%	17%	12%	20%	
Not applicable - no one inspires me	13%	15%	11%	10%	11%	11%	12%	

To what extent do you agree or disagree with the following statement? "Family/ close friends provide better role models than celebrities"

	Unweighted Base	2045	1541	233	193	55	481	23
All UK adults		2045	1503	247	206	67	521	22
Strongly agree	56%	57%	52%	56%	44%	52%	35%	
Tend to agree	35%	34%	39%	32%	45%	37%	36%	
Tend to disagree	4%	3%	4%	7%	3%	5%	2%	
Strongly disagree	1%	1%	0%	1%	3%	1%	3%	
Don't know	5%	5%	4%	5%	5%	5%	25%	

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about your core friends (i.e. those who support and help you to achieve your goals)...
Approximately, how many, if any, friends do you have who you feel possess each of the following characteristics? (Please enter one number per row. If you're unsure, please give your best estimate)
Someone who inspires you:

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
0		24%	27%	20%	16%	19%	24%	26%	27%	22%	26%	24%	24%	27%	27%	24%	21%	17%
1		24%	26%	23%	17%	22%	26%	25%	27%	24%	25%	26%	23%	21%	23%	23%	19%	33%
2		22%	21%	22%	23%	24%	21%	20%	22%	24%	19%	21%	23%	19%	19%	25%	24%	20%
3		12%	10%	14%	16%	11%	14%	15%	9%	13%	12%	12%	11%	13%	15%	11%	17%	13%
4		4%	4%	5%	3%	5%	5%	2%	5%	5%	4%	4%	6%	2%	5%	3%	5%	6%
5		8%	7%	9%	14%	13%	8%	6%	5%	8%	8%	7%	8%	11%	5%	9%	13%	8%
6		1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%
7		0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	-	1%
8		0%	0%	1%	1%	0%	-	1%	1%	0%	1%	1%	0%	-	1%	1%	-	-
9		0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	-	0%	1%	0%	0%	-	-
10		2%	1%	3%	5%	1%	1%	3%	2%	2%	2%	2%	2%	4%	2%	2%	1%	1%
11 to 15		0%	1%	0%	1%	1%	0%	-	0%	0%	0%	0%	1%	0%	-	1%	-	-
16 to 20		0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	-	0%	0%	-	-
21 to 30		0%	0%	-	-	-	-	0%	-	0%	-	-	-	-	0%	-	-	-
31 or more		0%	-	0%	0%	1%	-	-	0%	0%	0%	0%	0%	-	-	0%	-	-

Someone you can confide in:

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
0		7%	9%	5%	7%	4%	7%	7%	8%	6%	7%	5%	8%	10%	6%	6%	7%	4%
1		17%	19%	16%	10%	14%	17%	21%	19%	16%	18%	18%	14%	16%	19%	17%	20%	22%
2		24%	26%	22%	17%	20%	25%	24%	27%	23%	24%	22%	27%	16%	20%	27%	30%	26%
3		18%	17%	19%	14%	20%	16%	18%	20%	17%	19%	21%	17%	18%	17%	16%	16%	19%
4		8%	7%	9%	10%	8%	8%	6%	9%	9%	7%	8%	9%	6%	13%	7%	6%	6%
5		13%	11%	15%	16%	17%	18%	13%	9%	15%	11%	14%	11%	14%	12%	13%	12%	18%
6		4%	3%	5%	7%	4%	3%	4%	4%	3%	5%	3%	4%	6%	5%	4%	4%	2%
7		1%	1%	1%	3%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
8		1%	1%	2%	1%	3%	2%	1%	1%	2%	1%	1%	3%	3%	1%	1%	0%	2%
9		0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	-	0%	-	1%
10		4%	4%	4%	7%	8%	1%	3%	2%	4%	3%	4%	3%	7%	4%	5%	2%	0%
11 to 15		1%	1%	1%	3%	1%	1%	1%	0%	1%	1%	0%	2%	1%	0%	1%	1%	1%
16 to 20		1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	0%	1%	-
21 to 30		1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	-	-
31 or more		0%	-	0%	-	0%	-	-	0%	0%	0%	1%	0%	-	-	-	-	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Working Status							Marital Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Thinking about your core friends (i.e. those who support and help you to achieve your goals)...
Approximately, how many, if any, friends do you have who you feel possess each of the following characteristics? (Please enter one number per row. If you're unsure, please give your best estimate)
Someone who inspires you:

Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
0	24%	22%	24%	22%	13%	29%	21%	33%	25%	23%	24%	21%	23%	-
1	24%	26%	22%	25%	11%	26%	21%	23%	27%	31%	24%	23%	17%	-
2	22%	22%	24%	22%	21%	21%	27%	17%	22%	18%	21%	24%	22%	-
3	12%	13%	12%	13%	20%	9%	10%	11%	12%	9%	15%	10%	15%	-
4	4%	4%	6%	4%	3%	6%	5%	1%	4%	5%	1%	7%	5%	-
5	8%	9%	8%	8%	20%	5%	7%	9%	5%	9%	11%	11%	11%	-
6	1%	1%	1%	1%	2%	1%	2%	0%	1%	1%	1%	1%	1%	-
7	0%	0%	0%	0%	3%	0%	-	-	0%	0%	0%	-	1%	-
8	0%	0%	1%	0%	-	1%	-	-	0%	0%	1%	-	1%	-
9	0%	0%	0%	0%	0%	0%	1%	0%	0%	-	-	1%	1%	-
10	2%	2%	1%	2%	6%	2%	3%	2%	2%	3%	2%	-	3%	-
11 to 15	0%	0%	0%	0%	1%	-	-	1%	0%	-	-	-	1%	-
16 to 20	0%	0%	1%	0%	-	0%	2%	0%	1%	0%	-	-	0%	-
21 to 30	0%	-	-	-	-	-	-	0%	-	-	-	-	0%	-
31 or more	0%	0%	0%	0%	-	-	-	1%	0%	-	-	1%	0%	-

Someone you can confide in:

Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
0	7%	6%	7%	6%	3%	7%	10%	6%	7%	6%	5%	5%	6%	-
1	17%	17%	15%	16%	12%	19%	13%	25%	19%	19%	18%	20%	13%	-
2	24%	23%	27%	23%	10%	27%	23%	26%	25%	23%	25%	21%	22%	-
3	18%	17%	21%	18%	14%	20%	21%	13%	19%	14%	20%	27%	16%	-
4	8%	8%	8%	8%	11%	9%	11%	4%	8%	9%	4%	8%	9%	-
5	13%	16%	10%	15%	16%	9%	7%	13%	12%	21%	15%	9%	11%	-
6	4%	4%	5%	4%	7%	3%	6%	3%	3%	2%	4%	5%	7%	-
7	1%	1%	1%	1%	5%	1%	-	1%	1%	0%	0%	2%	2%	-
8	1%	2%	0%	2%	4%	1%	1%	1%	1%	1%	1%	-	2%	-
9	0%	0%	0%	0%	1%	0%	-	1%	0%	1%	0%	-	0%	-
10	4%	4%	5%	4%	7%	2%	1%	4%	2%	3%	5%	1%	6%	-
11 to 15	1%	1%	0%	1%	3%	-	2%	1%	1%	1%	0%	-	2%	-
16 to 20	1%	1%	-	0%	3%	1%	5%	0%	1%	0%	0%	-	2%	-
21 to 30	1%	0%	1%	0%	2%	1%	-	-	0%	-	1%	2%	1%	-
31 or more	0%	0%	-	0%	-	-	-	2%	0%	-	-	1%	-	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Thinking about your core friends (i.e. those who support and help you to achieve your goals)...
Approximately, how many, if any, friends do you have who you feel possess each of the following characteristics? (Please enter one number per row. If you're unsure, please give your best estimate)
Someone who inspires you:

	Unweighted Base	2045	1541	233	193	55	481	23
	All UK adults	2045	1503	247	206	67	521	22
0		24%	25%	21%	21%	20%	21%	32%
1		24%	23%	28%	25%	29%	27%	28%
2		22%	22%	23%	21%	23%	22%	21%
3		12%	12%	13%	13%	13%	13%	3%
4		4%	4%	4%	5%	-	4%	5%
5		8%	8%	8%	12%	13%	10%	-
6		1%	1%	-	1%	-	0%	6%
7		0%	0%	-	-	-	-	5%
8		0%	1%	1%	-	-	0%	-
9		0%	0%	-	-	-	-	-
10		2%	2%	3%	1%	1%	2%	-
11 to 15		0%	0%	1%	-	-	0%	-
16 to 20		0%	0%	-	2%	-	1%	-
21 to 30		0%	0%	-	-	-	-	-
31 or more		0%	0%	-	-	-	-	-

Someone you can confide in:

	Unweighted Base	2045	1541	233	193	55	481	23
	All UK adults	2045	1503	247	206	67	521	22
0		7%	7%	5%	5%	7%	5%	14%
1		17%	16%	19%	22%	18%	20%	6%
2		24%	25%	21%	18%	28%	21%	26%
3		18%	18%	17%	18%	18%	18%	34%
4		8%	8%	11%	8%	6%	9%	-
5		13%	13%	15%	15%	16%	15%	15%
6		4%	4%	4%	5%	3%	4%	-
7		1%	1%	1%	0%	-	1%	5%
8		1%	2%	1%	1%	2%	1%	-
9		0%	0%	2%	1%	-	1%	-
10		4%	4%	2%	5%	1%	3%	-
11 to 15		1%	1%	0%	1%	-	0%	-
16 to 20		1%	1%	1%	0%	-	0%	-
21 to 30		1%	1%	-	1%	-	0%	-
31 or more		0%	0%	1%	-	-	0%	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Someone you can escape with (e.g. someone you can forget about your problems/ have fun with etc.):

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
0		10%	13%	7%	8%	7%	9%	11%	13%	10%	10%	9%	11%	10%	10%	12%	7%	8%
1		22%	23%	21%	12%	15%	22%	28%	25%	20%	24%	22%	21%	19%	19%	22%	31%	27%
2		21%	22%	21%	13%	21%	20%	22%	25%	22%	21%	19%	23%	17%	24%	22%	24%	20%
3		11%	10%	12%	10%	12%	13%	10%	11%	10%	12%	12%	10%	10%	17%	9%	5%	12%
4		8%	7%	8%	11%	5%	9%	7%	7%	8%	7%	8%	7%	9%	6%	7%	10%	7%
5		11%	11%	12%	11%	14%	14%	10%	10%	13%	10%	8%	14%	13%	10%	13%	9%	15%
6		3%	2%	4%	4%	3%	2%	4%	4%	3%	4%	3%	4%	5%	4%	4%	1%	2%
7		1%	1%	1%	2%	1%	0%	0%	0%	1%	1%	1%	-	0%	1%	1%	-	1%
8		2%	2%	2%	5%	3%	0%	1%	1%	1%	2%	3%	1%	2%	1%	1%	-	1%
9		0%	0%	1%	1%	-	0%	-	1%	0%	1%	1%	1%	0%	0%	0%	-	0%
10		5%	5%	6%	10%	10%	6%	3%	3%	7%	4%	7%	5%	7%	6%	4%	6%	4%
11 to 15		2%	2%	1%	4%	4%	2%	1%	0%	1%	2%	2%	2%	2%	1%	2%	2%	1%
16 to 20		2%	2%	2%	6%	3%	2%	2%	1%	3%	2%	3%	1%	3%	2%	2%	3%	-
21 to 30		1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	2%	0%	2%
31 or more		1%	1%	0%	2%	1%	-	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	-

Someone that supports you:

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
0		8%	11%	6%	7%	6%	8%	11%	9%	8%	9%	7%	11%	10%	9%	9%	4%	7%
1		21%	24%	18%	15%	19%	23%	24%	21%	20%	22%	24%	18%	16%	18%	19%	29%	28%
2		21%	22%	20%	16%	21%	20%	20%	23%	19%	23%	17%	23%	15%	25%	23%	22%	18%
3		15%	14%	16%	13%	16%	15%	14%	16%	16%	14%	18%	15%	17%	17%	12%	12%	12%
4		9%	7%	10%	9%	8%	8%	9%	10%	9%	8%	6%	9%	8%	10%	11%	8%	11%
5		11%	10%	12%	13%	15%	12%	9%	10%	12%	11%	11%	12%	14%	7%	11%	12%	15%
6		4%	3%	5%	7%	2%	3%	4%	4%	4%	4%	6%	2%	3%	4%	4%	6%	2%
7		1%	1%	1%	3%	2%	1%	0%	1%	2%	0%	0%	1%	2%	1%	1%	2%	2%
8		1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	1%	0%	2%	2%	3%	1%
9		1%	0%	1%	2%	0%	1%	-	0%	1%	0%	2%	1%	-	-	0%	-	0%
10		3%	3%	3%	7%	4%	3%	2%	2%	4%	2%	4%	3%	5%	2%	3%	2%	1%
11 to 15		2%	1%	2%	3%	3%	1%	2%	1%	2%	2%	2%	2%	3%	1%	2%	1%	1%
16 to 20		2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	4%	2%	1%	-	-
21 to 30		1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	0%
31 or more		0%	0%	1%	-	0%	2%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Someone you can escape with (e.g. someone you can forget about your problems/ have fun with etc.):

	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
0	10%	10%	11%	10%	4%	11%	10%	12%	12%	6%	10%	8%	9%	-
1	22%	20%	23%	20%	10%	25%	25%	32%	24%	21%	23%	25%	17%	-
2	21%	21%	21%	21%	11%	25%	29%	20%	22%	21%	26%	31%	18%	-
3	11%	11%	12%	11%	10%	10%	11%	12%	11%	15%	9%	4%	11%	-
4	8%	8%	9%	8%	10%	8%	3%	3%	7%	8%	6%	9%	8%	-
5	11%	13%	8%	12%	15%	11%	5%	9%	12%	11%	11%	5%	12%	-
6	3%	3%	4%	3%	4%	3%	3%	4%	3%	3%	5%	7%	3%	-
7	1%	0%	1%	0%	3%	0%	3%	1%	0%	0%	0%	3%	1%	-
8	2%	2%	1%	2%	3%	1%	2%	0%	1%	3%	2%	2%	3%	-
9	0%	0%	0%	0%	1%	1%	-	1%	0%	0%	-	-	0%	-
10	5%	7%	5%	6%	10%	2%	2%	4%	4%	5%	4%	5%	8%	-
11 to 15	2%	2%	2%	2%	6%	1%	2%	-	1%	3%	0%	-	4%	-
16 to 20	2%	2%	2%	2%	7%	1%	3%	1%	2%	2%	1%	1%	3%	-
21 to 30	1%	1%	0%	1%	3%	0%	1%	0%	0%	1%	1%	-	1%	-
31 or more	1%	0%	1%	0%	4%	0%	-	0%	0%	-	1%	-	1%	-

Someone that supports you:

	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults	2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
0	8%	8%	9%	8%	4%	10%	9%	9%	8%	6%	8%	10%	10%	-
1	21%	22%	15%	20%	14%	23%	21%	26%	23%	22%	20%	12%	18%	-
2	21%	19%	27%	21%	12%	22%	20%	23%	21%	22%	22%	31%	17%	-
3	15%	16%	16%	16%	10%	17%	13%	12%	15%	15%	11%	17%	17%	-
4	9%	8%	10%	8%	13%	11%	8%	6%	9%	7%	8%	7%	9%	-
5	11%	12%	9%	11%	17%	9%	12%	11%	10%	13%	15%	9%	11%	-
6	4%	4%	6%	4%	6%	3%	6%	1%	3%	4%	7%	12%	4%	-
7	1%	1%	1%	1%	2%	0%	2%	1%	1%	-	0%	-	2%	-
8	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	-
9	1%	1%	-	1%	1%	0%	-	1%	1%	0%	-	1%	1%	-
10	3%	3%	3%	3%	11%	2%	1%	3%	3%	4%	3%	-	4%	-
11 to 15	2%	2%	1%	2%	4%	0%	1%	3%	2%	3%	0%	1%	2%	-
16 to 20	2%	1%	2%	1%	4%	2%	3%	2%	2%	2%	0%	-	2%	-
21 to 30	1%	1%	0%	1%	-	0%	1%	1%	1%	-	-	-	1%	-
31 or more	0%	0%	2%	1%	-	0%	1%	-	0%	0%	2%	-	0%	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Someone you can escape with (e.g. someone you can forget about your problems/ have fun with etc.):

	2045	1541	233	193	55	481	23
Unweighted Base	2045	1541	233	193	55	481	23
All UK adults	2045	1503	247	206	67	521	22
0	10%	10%	9%	10%	10%	10%	14%
1	22%	22%	22%	22%	24%	22%	27%
2	21%	22%	22%	20%	19%	21%	5%
3	11%	11%	12%	13%	8%	12%	5%
4	8%	7%	8%	7%	14%	9%	20%
5	11%	11%	11%	14%	17%	13%	20%
6	3%	4%	2%	2%	3%	2%	-
7	1%	0%	1%	0%	-	1%	5%
8	2%	1%	3%	2%	2%	2%	-
9	0%	0%	0%	-	-	0%	-
10	5%	6%	7%	5%	2%	6%	-
11 to 15	2%	2%	0%	0%	-	0%	-
16 to 20	2%	2%	2%	3%	1%	2%	-
21 to 30	1%	1%	1%	0%	-	0%	3%
31 or more	1%	1%	-	0%	-	0%	-

Someone that supports you:

	2045	1541	233	193	55	481	23
Unweighted Base	2045	1541	233	193	55	481	23
All UK adults	2045	1503	247	206	67	521	22
0	8%	9%	7%	8%	5%	7%	14%
1	21%	21%	22%	22%	25%	22%	5%
2	21%	19%	24%	25%	22%	24%	27%
3	15%	16%	11%	15%	22%	14%	13%
4	9%	10%	9%	4%	6%	7%	9%
5	11%	11%	12%	11%	13%	12%	15%
6	4%	4%	3%	7%	4%	5%	8%
7	1%	1%	1%	1%	-	1%	5%
8	1%	1%	2%	2%	2%	2%	-
9	1%	1%	1%	0%	-	1%	-
10	3%	4%	3%	2%	1%	2%	-
11 to 15	2%	2%	1%	1%	-	1%	3%
16 to 20	2%	2%	1%	2%	-	1%	-
21 to 30	1%	1%	1%	-	-	0%	-
31 or more	0%	0%	1%	1%	-	1%	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Someone who will mentor you (e.g. someone who guides you):

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
0		29%	33%	25%	22%	20%	30%	28%	34%	28%	30%	26%	30%	32%	31%	28%	26%	29%
1		31%	33%	29%	24%	28%	30%	34%	33%	30%	32%	37%	25%	25%	29%	31%	31%	32%
2		20%	18%	22%	22%	22%	19%	20%	19%	22%	17%	19%	24%	18%	21%	18%	22%	20%
3		9%	7%	10%	13%	13%	8%	9%	6%	8%	10%	7%	10%	12%	9%	8%	4%	11%
4		3%	3%	4%	3%	4%	5%	3%	3%	4%	3%	3%	2%	2%	4%	8%	5%	
5		5%	4%	5%	8%	7%	5%	3%	3%	5%	5%	3%	5%	7%	6%	6%	6%	1%
6		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
7		0%	0%	1%	2%	1%	0%	-	0%	1%	0%	1%	1%	-	0%	0%	2%	-
8		0%	-	0%	1%	0%	1%	-	0%	0%	0%	0%	0%	1%	-	0%	-	-
9		0%	-	0%	-	0%	-	-	0%	0%	0%	-	0%	-	-	-	-	1%
10		1%	1%	1%	3%	2%	-	1%	0%	1%	1%	1%	1%	1%	1%	1%	-	-
11 to 15		0%	0%	0%	0%	1%	0%	-	-	0%	0%	1%	-	-	-	0%	-	-
16 to 20		0%	0%	0%	0%	0%	-	1%	0%	0%	0%	0%	0%	0%	-	0%	-	-
21 to 30		0%	-	0%	-	-	-	-	0%	0%	-	-	-	-	-	0%	-	-
31 or more		0%	0%	0%	-	0%	0%	-	-	0%	-	-	0%	-	-	0%	-	-

In general, which ONE of the following has encouraged you MOST in your success?

	Unweighted Base	2045	986	1059	261	290	345	439	710	1127	918	486	324	214	254	522	110	135
All UK adults		2045	982	1063	245	348	346	390	716	1125	920	503	335	196	262	468	102	178
Core people in my life (e.g. those who support and help me to achieve my goals)		38%	33%	41%	48%	45%	40%	36%	30%	40%	34%	37%	36%	38%	35%	38%	45%	39%
Myself - my success is only down to my own merits		37%	43%	32%	32%	37%	39%	36%	39%	38%	36%	38%	34%	42%	36%	37%	34%	41%
Neither		5%	7%	4%	3%	6%	4%	6%	6%	5%	6%	5%	4%	4%	10%	5%	5%	4%
Don't know		7%	7%	8%	7%	8%	5%	7%	8%	7%	8%	8%	10%	8%	7%	6%	8%	3%
Not applicable - I don't consider myself successful		12%	10%	14%	10%	4%	12%	14%	16%	9%	16%	12%	16%	8%	11%	13%	7%	13%

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Someone who will mentor you (e.g. someone who guides you):

	Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults		2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
0		29%	27%	28%	28%	20%	35%	24%	28%	30%	23%	33%	34%	26%	-
1		31%	30%	33%	31%	21%	33%	28%	35%	35%	35%	23%	23%	25%	-
2		20%	21%	20%	21%	25%	17%	19%	17%	17%	21%	24%	29%	22%	-
3		9%	9%	8%	9%	13%	7%	11%	10%	8%	7%	9%	8%	12%	-
4		3%	3%	4%	4%	6%	3%	5%	2%	3%	4%	4%	-	4%	-
5		5%	5%	4%	5%	7%	3%	4%	4%	4%	6%	5%	3%	5%	-
6		1%	1%	0%	1%	1%	0%	5%	1%	1%	1%	1%	3%	1%	-
7		0%	1%	0%	1%	2%	-	-	-	0%	1%	-	-	1%	-
8		0%	0%	-	0%	1%	0%	-	1%	0%	-	-	-	1%	-
9		0%	0%	-	0%	-	-	-	0%	0%	-	-	-	0%	-
10		1%	1%	-	1%	3%	1%	1%	-	1%	1%	0%	-	2%	-
11 to 15		0%	0%	1%	0%	1%	-	-	-	0%	-	-	-	0%	-
16 to 20		0%	0%	-	0%	-	-	2%	1%	0%	-	0%	-	0%	-
21 to 30		0%	-	-	-	-	0%	-	-	0%	-	-	-	-	-
31 or more		0%	0%	-	0%	-	-	1%	-	0%	-	-	-	0%	-

In general, which ONE of the following has encouraged you MOST in your success?

	Unweighted Base	2045	1017	270	1287	118	415	68	157	995	239	197	56	558	-
All UK adults		2045	1014	280	1294	102	413	77	159	983	254	198	56	554	-
Core people in my life (e.g. those who support and help me to achieve my goals)		38%	40%	39%	40%	59%	30%	19%	33%	38%	38%	31%	32%	40%	-
Myself - my success is only down to my own merits		37%	39%	35%	38%	29%	40%	39%	30%	37%	40%	42%	37%	36%	-
Neither		5%	6%	5%	6%	2%	5%	7%	6%	5%	5%	6%	11%	5%	-
Don't know		7%	7%	7%	7%	6%	8%	10%	9%	8%	7%	3%	8%	8%	-
Not applicable - I don't consider myself successful		12%	8%	14%	9%	5%	18%	24%	22%	13%	10%	18%	11%	11%	-

Sample Size: 2045
Fieldwork: 30th March - 2nd April 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Someone who will mentor you (e.g. someone who guides you):

	Unweighted Base	2045	1541	233	193	55	481	23
All UK adults		2045	1503	247	206	67	521	22
0		29%	30%	25%	24%	29%	25%	31%
1		31%	31%	36%	27%	32%	32%	14%
2		20%	19%	24%	19%	19%	21%	36%
3		9%	9%	7%	14%	8%	10%	8%
4		3%	3%	2%	4%	7%	4%	-
5		5%	5%	4%	5%	3%	4%	6%
6		1%	1%	2%	1%	-	1%	-
7		0%	0%	-	3%	1%	1%	5%
8		0%	0%	-	0%	1%	0%	-
9		0%	0%	-	1%	-	0%	-
10		1%	1%	0%	-	-	0%	-
11 to 15		0%	0%	-	2%	-	1%	-
16 to 20		0%	0%	-	-	-	-	-
21 to 30		0%	0%	-	-	-	-	-
31 or more		0%	0%	-	-	-	-	-

In general, which ONE of the following has encouraged you MOST in your success?

	Unweighted Base	2045	1541	233	193	55	481	23
All UK adults		2045	1503	247	206	67	521	22
Core people in my life (e.g. those who support and help me to achieve my goals)		38%	37%	40%	42%	39%	41%	27%
Myself - my success is only down to my own merits		37%	37%	38%	40%	27%	38%	36%
Neither		5%	6%	7%	4%	4%	5%	-
Don't know		7%	8%	6%	4%	14%	6%	17%
Not applicable - I don't consider myself successful		12%	13%	9%	11%	16%	11%	20%