

Behaviour of Acorn® category relative to UK average (100) - Lifestyle features.

(eg. A figure of 125 indicates a 25% greater likelihood than the national average)

	Category						Group																
	1	2	3	4	5	6	1A	1B	1C	2D	2E	2F	3G	3H	3I	3J	4K	4L	4M	5N	5O	5P	5Q
Preferred charities																							
Animal welfare	101	95	102	103	97	108	98	106	99	93	91	101	108	100	104	102	67	105	107	101	93	99	79
Children	106	102	100	98	95	112	112	96	109	115	100	97	101	104	93	93	86	103	97	99	90	88	90
Contribute by covenant or direct debit	125	131	103	86	67	122	144	111	122	166	139	107	117	105	89	112	76	93	83	65	60	62	102
Disabled	102	88	97	98	109	94	100	97	108	100	81	90	86	98	99	95	94	95	100	114	109	111	74
Disaster relief	134	120	104	84	65	147	155	124	125	164	117	103	107	105	96	111	141	84	76	67	60	66	69
Elderly	112	89	102	92	97	87	113	111	111	111	83	86	83	100	116	105	79	90	94	98	100	109	78
Environment	125	149	98	83	65	157	145	120	114	163	167	124	118	96	85	110	98	83	82	61	61	69	97
Medical	128	108	105	87	73	109	143	117	126	138	111	92	102	108	98	103	70	94	85	76	68	72	69
Third world	124	132	97	89	72	133	145	108	123	167	137	112	104	101	83	104	163	84	82	71	68	69	91
Wildlife	123	105	102	91	81	105	127	131	111	128	104	95	103	100	104	103	64	93	93	82	82	81	69
Mortgages																							
Have a mortgage	118	94	124	113	51	76	124	90	140	110	97	83	153	137	98	87	59	128	113	65	39	18	27
0-10 years left on mortgage	126	79	110	102	64	162	130	106	139	122	75	61	63	115	126	85	92	106	102	77	49	21	34
11+ years left on mortgage	105	102	122	116	54	62	103	77	129	107	106	95	157	134	86	87	69	128	115	63	47	21	26
Have mortgage protection	110	88	122	118	58	72	111	84	130	94	90	82	148	134	96	90	48	136	117	69	46	22	26
Have re-mortgage	100	94	128	145	43	185	104	66	128	102	87	96	148	137	112	96	90	211	118	56	19	28	0
Insurance																							
Have accident insurance	127	96	112	94	67	108	135	122	126	118	97	86	111	118	103	98	56	104	95	74	57	53	60
Have home contents insurance	113	91	111	102	79	86	111	112	116	106	88	87	109	112	116	101	67	106	104	88	77	66	45
Have life assurance/ insurance	119	87	112	100	76	93	125	107	125	104	87	80	115	118	106	91	52	112	100	84	72	59	50
Have motor insurance	132	86	117	96	60	107	139	122	137	117	79	79	114	124	111	96	54	110	94	69	50	32	40
Have travel insurance	160	132	109	71	41	96	213	132	147	190	157	83	111	114	97	112	31	91	66	44	34	32	47
Company pays for PMI	139	117	109	86	57	75	184	99	141	149	131	89	121	119	85	90	56	100	82	58	52	50	67
Health insurance with BUPA	163	124	109	71	41	83	240	106	155	173	142	85	117	120	79	111	53	90	64	42	37	34	51
Health insurance with Norwich Union health	148	123	103	79	57	65	198	123	132	152	130	104	113	104	89	126	76	88	76	59	49	39	80
Health insurance with PPP	164	150	106	63	40	88	229	114	160	210	183	92	112	116	82	95	40	76	59	42	37	25	52
Health insurance with Prime Health	154	119	98	63	64	0	194	144	132	179	132	74	118	97	100	79	94	74	53	67	54	64	61
Personally pay for PMI	125	109	106	92	72	85	148	117	115	121	115	98	106	108	98	112	83	98	90	74	67	66	74
Car insurance 0-300	127	66	117	94	71	95	119	139	123	95	52	65	98	119	129	97	44	104	95	82	60	40	33
Car insurance 300-500	126	105	108	97	68	98	141	101	136	131	104	94	112	117	89	96	101	110	91	73	61	42	71
Car insurance 500+	104	143	102	107	75	127	131	72	111	145	148	136	157	109	65	97	215	108	95	77	65	56	110
Have central heating breakdown cover	102	95	91	92	117	62	121	87	100	80	107	90	85	84	107	105	101	98	88	118	101	179	102
Savings & investments																							
ISA	139	107	118	84	50	123	156	132	133	141	113	87	113	119	119	114	48	91	86	53	44	44	51
Stocks and Shares	164	101	118	78	37	101	201	140	155	154	110	69	114	126	105	111	47	92	75	41	32	22	40
Unit trust	200	111	106	51	28	105	267	177	165	207	122	56	92	102	113	122	31	66	47	29	25	19	35
Have company pension scheme	126	103	119	97	56	115	139	104	135	129	109	85	136	129	100	93	44	111	97	63	49	43	43
Have Private Personal Pension scheme	141	96	115	90	54	86	158	127	141	123	102	76	115	121	109	95	46	106	89	63	44	37	36
Have high interest investments	182	109	110	64	33	150	236	162	154	177	114	72	104	107	120	106	50	73	61	34	31	23	36
Have regular savings plan	139	107	117	84	52	92	157	114	147	117	123	87	125	123	97	116	53	98	81	55	47	43	55
Have child savings plan	127	73	115	98	65	77	133	101	142	112	60	67	108	129	97	78	67	108	96	71	55	35	69
Have guaranteed income bonds	188	94	110	59	36	146	227	190	157	161	92	66	70	104	135	124	32	58	63	37	33	33	44
Have National Savings account	162	113	113	72	42	108	204	153	139	171	115	85	101	112	116	124	44	72	75	43	38	40	48
Have funeral plan	88	101	101	99	110	131	84	98	84	111	109	90	79	97	107	129	96	97	100	106	120	130	98
Have Lump Sum Investment	173	97	113	68	40	114	219	159	151	177	99	59	84	114	122	109	43	71	68	44	33	28	40
Foresee need for personal loan	73	113	92	106	127	116	64	65	85	83	113	126	116	96	74	86	128	106	104	125	121	143	140

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Credit Cards																							
Credit card limit 0-999	82	129	99	107	102	87	79	78	87	97	129	144	102	93	107	112	174	101	102	95	87	108	149
Credit card limit 1000-2499	94	125	113	99	74	135	88	93	99	116	134	115	151	110	97	130	107	107	93	69	68	78	107
Credit card limit 2500-4999	130	138	111	70	46	101	138	121	130	157	154	106	129	108	104	125	57	80	66	45	35	34	75
Credit card limit 5000+	164	155	93	62	26	125	220	121	151	195	183	94	112	98	69	95	39	87	51	22	22	25	49
Dissatisfied with some aspect of credit card	104	145	99	93	71	99	108	91	112	112	170	125	133	96	80	121	147	92	86	62	56	76	129
Believes credit limit is sufficient for needs	101	100	100	99	98	101	102	101	101	100	100	99	101	101	99	100	95	100	99	98	96	95	100
Have credit card with UK bank	123	136	106	87	64	99	138	119	116	146	151	116	116	104	101	126	100	90	84	61	61	66	92
Have credit card with UK new player	149	122	122	75	33	101	177	122	150	149	133	99	148	126	104	117	77	89	68	37	25	24	31
Have credit card with US player	118	135	108	89	65	105	129	100	124	136	158	112	136	111	91	106	96	93	86	63	55	64	105
Interested in gold or platinum card	86	177	78	94	101	110	98	67	90	121	200	170	124	80	38	98	299	76	75	75	58	115	247
Monthly credit card spend 0-50	99	95	108	112	85	108	78	103	114	99	93	98	109	109	107	101	82	115	116	92	71	90	76
Monthly credit card spend 101-250	124	120	104	78	54	89	129	116	126	139	122	109	125	104	91	105	87	93	66	44	41	51	92
Monthly credit card spend 250+	167	132	85	50	30	88	226	134	140	184	160	58	104	88	60	96	71	51	46	29	17	10	54
Monthly credit card spend 51-100	106	112	108	100	67	133	112	95	108	120	119	96	133	106	102	103	126	112	86	61	62	39	97
Shopping																							
Wines by mail order	159	117	99	79	53	84	175	157	147	109	142	95	119	96	106	80	25	88	81	53	50	31	82
Wine buyer (6+ bottles per month)	173	125	104	71	52	90	209	162	157	199	129	81	134	104	92	106	7	65	81	55	44	20	75
Family uses herbal medicines / health food	108	125	98	94	86	109	113	109	104	120	137	114	104	97	95	107	117	95	91	83	80	83	118
Family uses vitamins / minerals / supplement	111	117	103	95	81	116	118	102	112	120	124	108	110	106	93	103	99	99	93	80	76	76	108
Buyer of environmentally friendly / recycle	104	104	100	98	97	101	106	100	104	105	107	99	102	102	94	97	106	99	97	98	95	93	94
Eat brown / wholemeal / granary bread	110	103	103	94	92	127	116	111	105	113	100	100	103	102	107	100	95	90	95	92	94	81	95
Catalogue spend 500+ in last year	62	77	90	113	141	84	60	50	74	56	64	97	94	95	82	79	74	128	109	149	133	83	143
Use home delivery service for weekly shop	101	148	92	93	96	174	114	79	110	140	175	128	136	93	73	93	165	104	80	91	92	92	156
Weekly food shopping																							
Spend 0 to 25 per week	74	130	94	104	113	125	68	84	69	110	135	135	119	80	98	133	118	85	110	96	135	177	116
Spend 25 to 44 per week	83	104	98	105	113	97	72	95	81	87	109	105	110	91	105	107	108	94	110	109	117	123	115
Spend 45 to 59 per week	103	85	107	103	95	74	98	106	105	90	81	87	95	113	109	83	94	112	100	105	87	62	81
Spend 60 to 74 per week	121	72	107	97	89	107	120	110	131	86	66	74	87	118	102	77	83	112	92	102	72	45	83
Spend over 75 per week	155	87	100	83	67	86	193	119	159	133	81	73	71	119	80	71	72	114	71	79	47	23	75
Holidays																							
Camping / Caravanning	95	77	100	108	111	86	87	92	104	81	69	85	99	107	95	79	52	112	112	123	102	91	74
Europe / Med	119	118	108	91	70	125	135	103	121	133	129	99	117	113	98	101	59	99	91	72	64	62	80
Hotel / Hotel Package	114	102	110	95	78	110	124	102	118	114	105	94	105	112	109	107	70	100	96	79	76	72	75
Rest of the World	125	158	104	84	55	133	152	107	118	161	188	124	130	107	81	107	164	87	72	50	43	48	121
Self-catering	107	102	103	100	89	112	114	94	112	111	101	99	111	109	93	89	76	107	100	93	82	82	87
UK / Ireland	109	99	103	97	90	103	113	105	110	112	100	92	104	104	102	101	61	103	99	94	88	87	77
USA / Canada	137	141	108	74	53	106	176	106	134	161	167	105	116	113	90	107	62	89	69	50	47	53	93
Weekend break	127	142	105	83	60	119	144	108	131	167	165	107	119	107	92	106	66	88	83	58	57	60	81
Winter snow	156	195	97	55	36	146	223	120	134	248	255	108	152	95	69	109	43	65	51	32	29	32	77
Winter sun	132	128	111	81	57	83	154	121	125	144	150	99	114	111	110	110	56	83	84	57	54	51	71
Income																							
Family Income 0-9999	60	84	80	110	163	95	44	81	53	58	69	111	68	69	102	107	141	88	117	156	185	193	137
Family Income 10000-19999	87	89	101	113	108	96	67	106	87	77	82	103	105	96	112	102	114	101	118	112	101	104	104
Family Income 20000-29999	106	103	116	109	68	100	96	109	112	104	109	97	121	123	106	96	82	124	105	73	56	45	79
Family Income 30000-39999	136	104	126	83	44	111	140	110	155	116	112	90	136	141	97	96	55	115	72	48	29	26	71
Family Income 40000 - 49999	166	127	112	63	33	119	204	111	185	170	143	89	122	128	80	88	52	95	49	31	23	19	78
Family Income 50000+	210	184	84	34	16	102	359	114	173	297	238	74	84	97	47	86	18	55	25	14	11	8	42

	Category						Group																
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Interests & hobbies																							
Angling	81	66	94	113	132	66	65	96	81	66	47	85	65	99	103	80	63	114	119	145	132	119	66
Horse racing	77	102	92	107	126	83	74	73	82	84	104	107	100	92	89	88	83	102	112	122	131	150	114
Bingo	45	67	81	123	174	77	30	50	52	41	52	95	73	78	96	74	87	113	132	179	180	184	122
Charity / Voluntary work	104	116	98	93	94	127	101	116	97	116	114	119	100	90	100	131	113	98	88	83	104	119	116
Cinema	108	107	107	100	83	105	121	65	138	103	120	95	127	126	70	75	96	117	92	86	78	68	83
Cookery	91	112	93	101	110	100	90	92	91	100	116	114	100	91	94	98	130	95	100	106	106	114	139
Current Affairs	120	177	89	79	69	210	145	118	103	150	227	136	87	90	76	109	136	70	76	50	59	102	175
DIY	96	73	101	111	109	61	89	98	100	68	62	87	101	107	102	72	110	119	108	119	101	77	93
Eating Out	106	107	109	100	81	103	110	95	114	106	120	94	115	113	101	100	76	105	101	81	80	78	84
Environment / Wildlife	122	96	93	90	96	99	107	150	109	103	97	92	92	86	105	103	81	79	97	93	102	113	86
Exercise / Sport	113	128	107	94	70	132	129	92	119	134	141	112	138	113	85	98	118	98	89	70	62	65	91
Fashion / Clothes	87	115	96	105	106	123	90	74	96	95	121	117	110	100	77	98	132	98	106	102	105	101	142
Fine arts / Antiques	138	134	95	80	68	58	161	154	105	158	150	106	103	86	93	138	73	75	84	61	70	87	85
Football	81	100	103	109	108	109	79	67	94	89	95	110	112	110	92	86	124	109	107	104	108	133	110
Football pools	93	76	107	107	106	72	82	97	98	93	61	84	75	113	119	87	86	104	111	111	104	98	87
Foreign travel	122	129	110	85	64	140	142	104	122	139	150	101	121	110	103	109	67	86	86	62	57	62	95
Gardening	131	57	110	89	88	61	129	145	121	85	46	58	74	112	134	81	57	102	88	106	81	40	38
Golf	147	85	113	82	61	72	177	125	142	127	76	77	100	125	100	94	37	100	80	69	53	59	33
Hiking / Walking	130	93	106	88	77	110	135	140	117	125	91	82	103	102	112	110	48	91	92	80	78	80	52
Home computing	102	101	103	104	92	121	105	93	108	101	98	104	104	111	91	87	116	114	98	93	81	86	113
Listening to music	75	109	93	109	121	120	71	70	83	85	105	124	111	93	83	90	96	109	111	118	123	133	124
National Trust	174	86	113	68	45	93	190	192	143	162	85	52	99	104	114	166	27	80	68	48	42	39	40
Photography	111	128	96	93	86	128	122	117	97	136	124	129	114	90	98	102	93	101	89	83	75	76	132
Reading books	97	113	99	98	99	93	97	98	97	109	118	110	108	95	96	112	78	100	100	96	102	116	99
Rugby	118	92	97	113	85	92	128	107	122	131	96	71	96	100	96	85	42	108	124	91	86	75	51
Self improvement / Education	82	147	95	97	101	112	90	79	79	99	173	141	110	96	74	118	140	85	97	83	103	114	192
Sewing / Needlecrafts	105	76	100	104	105	109	93	120	100	75	67	86	92	93	115	108	129	94	105	110	104	97	90
Snow skiing	166	171	100	58	29	206	233	132	144	225	215	100	153	105	62	108	49	71	53	30	23	27	44
Theatre / Arts	120	170	103	79	58	127	143	103	117	177	211	123	122	102	86	124	72	86	77	49	54	63	117
Birdwatching	154	83	104	71	72	109	154	182	129	129	74	69	77	95	130	116	54	73	72	79	65	50	46
Magazine subscriber	140	128	104	82	64	139	165	133	128	148	143	107	119	106	91	118	48	93	81	63	63	69	72
Music - classical / opera	131	154	96	69	59	125	164	131	105	185	181	101	104	90	97	122	54	66	72	52	53	70	97
Music - easy listening	101	84	102	102	104	97	98	104	102	79	77	98	88	103	108	96	95	103	102	105	107	101	92
Music - eighties	93	102	101	106	103	93	89	83	103	92	104	104	110	105	87	98	75	113	105	107	94	101	97
Music - light classical	134	106	102	79	67	95	148	145	115	126	107	94	88	96	120	114	77	73	83	64	68	67	82
Music - rock and roll	96	112	99	100	98	88	99	92	98	109	119	105	115	101	87	96	78	109	98	100	90	108	97
Reading historical works	110	179	92	86	76	174	134	100	102	198	210	139	118	91	72	118	119	90	80	65	79	91	142
Religious activities	127	125	97	93	72	103	140	120	123	155	119	116	89	97	91	124	281	84	76	63	76	82	126
Pub	80	106	99	112	109	115	78	72	89	89	104	115	122	103	83	89	64	105	122	113	110	123	75
Gourmet food / Wine	138	155	99	73	56	132	170	115	133	160	199	106	119	97	84	117	47	85	71	51	54	50	102
Automotive																							
Company Car	179	90	114	68	38	81	239	118	185	153	103	50	121	130	73	108	42	84	63	45	31	20	26
Company car user/chooser	194	82	115	64	39	56	266	134	197	147	92	47	103	132	93	89	40	75	62	45	35	25	25
Keeps main car in garage	189	50	122	67	40	90	207	174	190	119	35	35	64	132	147	85	24	92	60	50	30	19	22
Keeps main car on driveway / road	122	90	114	100	70	77	132	102	131	130	82	82	134	124	94	91	74	113	97	85	59	35	39
Has motorbike	127	66	122	96	65	32	117	118	142	76	56	70	106	138	108	73	36	134	83	80	49	12	22
Has scooter	100	94	113	99	86	175	94	94	111	67	94	109	109	130	86	84	33	108	101	99	52	76	70
Bought main car new	169	83	116	71	45	109	203	150	159	142	82	60	93	122	119	102	38	85	68	50	41	26	33
Likely to spend 0-5000 on main car	82	79	104	122	106	82	54	100	87	68	66	98	113	106	99	89	124	121	122	119	89	64	67
Likely to spend 10000-20000 on main car	176	103	111	66	37	110	216	144	172	178	99	66	94	117	106	96	38	87	59	40	32	22	36
Likely to spend 20000+ on main car	245	139	84	30	15	106	434	160	177	259	168	51	106	95	47	98	28	33	28	16	11	18	16
Likely to spend 5000-10000 on main car	119	84	123	97	62	89	109	120	126	105	78	79	124	130	118	94	59	107	95	68	55	36	46

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Press																							
Daily Express	119	95	115	91	74	103	117	119	121	97	85	103	101	115	120	117	92	95	88	70	77	76	89
Daily Mail	129	100	114	87	65	101	138	122	129	113	101	95	105	114	114	124	78	103	81	61	63	62	94
Daily Mirror	59	79	95	128	135	84	43	58	73	43	70	105	82	97	104	80	149	110	134	136	132	114	159
Daily Record	60	107	66	78	186	55	42	71	64	59	99	137	96	66	45	83	24	111	70	160	243	393	38
Daily Sport	56	101	81	128	143	108	51	49	67	48	85	140	73	87	76	72	207	120	122	142	132	155	164
Daily Telegraph	171	121	98	67	48	133	224	161	136	183	131	83	95	94	95	131	125	72	57	46	47	48	67
Financial Times	134	220	82	54	59	180	215	94	105	227	299	133	106	88	50	92	105	60	44	44	44	98	154
Guardian	95	278	82	69	57	230	117	79	91	277	355	197	177	76	43	102	173	65	57	35	35	45	248
Independent	108	224	86	76	63	193	149	84	95	222	290	155	128	84	59	110	182	73	63	49	50	52	191
Star	50	72	89	132	153	100	39	49	59	41	55	104	88	95	85	67	144	108	141	159	160	147	105
Sun	59	85	93	117	141	89	45	60	70	49	74	112	99	96	93	77	116	120	116	144	132	142	146
Times	149	189	90	58	49	199	212	122	121	254	226	122	112	89	72	110	111	64	49	35	44	67	129
Independent on Sunday	86	195	83	80	99	97	107	77	76	193	246	141	119	81	64	93	119	87	72	85	103	112	163
Mail on Sunday	132	100	112	86	66	94	142	122	133	110	99	97	106	114	111	113	65	102	81	63	65	73	78
News of the World	59	82	93	120	142	87	45	59	69	49	74	106	96	97	91	75	102	121	122	147	132	131	138
Observer	97	256	84	75	60	151	122	91	84	318	316	165	152	83	46	105	130	76	67	48	53	46	163
Sunday Express	136	89	119	86	60	87	141	139	129	112	82	87	104	119	123	123	70	93	85	55	69	60	71
Sunday Mirror	64	72	97	127	133	97	48	63	78	43	60	97	86	102	101	77	105	123	132	140	124	94	140
Sunday People	59	65	103	129	133	92	40	59	74	46	55	85	91	106	116	73	89	115	141	142	130	108	107
Sunday Sport	55	88	81	121	156	77	42	56	65	46	76	118	80	83	88	55	160	114	119	160	154	130	159
Sunday Telegraph	180	122	96	65	42	125	235	175	140	188	142	74	96	92	93	124	63	81	58	40	41	36	60
Sunday Times	156	175	91	57	49	186	227	117	133	235	215	106	120	91	74	97	74	59	54	45	47	45	86
Computing & Internet																							
Have PC	128	114	106	90	69	126	147	108	131	130	117	103	112	116	88	88	91	105	84	72	57	48	88
Have laptop computer	164	159	97	67	40	135	235	111	155	214	190	101	128	105	60	103	77	80	60	36	40	28	80
Have Mac / iMac	139	228	88	63	47	274	195	105	126	263	290	149	135	89	57	107	63	86	51	43	33	34	133
Use home PC for careers / job planning	121	138	105	100	62	126	146	92	128	122	165	124	156	116	69	91	129	115	90	59	55	57	115
Use home PC for education / reference	134	117	106	87	61	103	159	106	139	145	117	102	116	116	84	88	102	95	82	65	48	43	82
Use home PC for home finance	144	115	109	86	50	112	180	108	147	147	121	94	128	117	87	92	56	101	82	53	41	33	60
Use home PC for playing computer games	123	103	106	96	72	101	141	95	132	120	99	99	112	117	84	87	102	108	89	76	63	53	78
No internet purchase in last year	109	112	98	99	91	116	118	102	109	108	113	113	106	103	85	97	105	102	98	89	89	96	105
1-3 internet purchases in last year	111	107	102	98	87	100	116	101	117	110	108	106	112	106	94	93	101	102	96	89	79	76	97
4+ internet purchase in last year	144	148	110	79	48	123	184	106	149	169	176	116	146	119	78	100	61	91	75	49	42	34	73
Have internet savings account	134	161	99	64	63	81	154	123	128	224	180	108	123	101	88	83	102	69	58	51	72	54	155
Internet account with e-bank	133	122	108	82	56	105	173	115	118	128	159	81	146	109	99	80	120	70	85	55	46	87	62
Internet account with traditional bank	119	144	103	92	62	172	144	93	121	185	150	116	148	105	86	82	117	107	81	64	48	52	94
Use internet for email	136	133	108	88	55	120	166	106	141	156	145	111	132	119	79	96	76	105	80	58	46	41	76
Use internet to source credit card	126	128	118	87	44	181	140	95	141	184	153	72	205	115	92	111	114	122	67	40	55	60	40
Use internet to buy insurance	119	152	108	65	70	103	125	102	129	161	182	116	147	117	76	95	78	98	47	54	104	34	166
Use internet to buy financial services	143	177	119	72	32	218	183	86	164	180	226	133	142	132	69	145	58	71	74	34	17	22	55
Use internet to buy investments / ISAs	169	202	92	57	25	0	225	101	183	351	255	65	109	106	69	33	0	98	42	11	73	0	48
Use internet to arrange personal loan	121	88	100	107	79	0	134	60	161	58	127	64	122	96	136	0	122	121	99	87	54	161	0
Use internet to buy gifts	138	148	111	80	51	130	174	101	143	157	176	119	135	123	74	108	59	99	73	52	42	35	80
Use internet to buy/research cars	161	134	111	73	39	177	211	112	167	190	149	93	134	123	80	95	59	86	68	44	22	16	66
Use internet to make leisure and holiday b	151	163	108	72	42	167	196	108	157	188	193	124	149	119	70	100	50	89	66	41	33	31	78
Use internet for shopping : books / cds	145	160	107	78	46	165	183	107	151	174	192	125	147	118	70	100	65	93	71	46	38	44	79
Use internet for shopping : clothing / fashi	134	131	112	82	55	205	156	108	142	150	147	108	133	128	77	87	97	98	73	56	46	28	100
Use home PC for home shopping	135	130	107	87	53	124	165	105	138	151	141	108	133	114	83	100	68	100	82	56	43	39	68
Have internet access via TV	97	68	109	113	95	0	99	63	126	71	46	85	54	116	83	186	111	153	95	95	74	112	146
Use digital TV to make purchases / bookin	108	95	110	106	78	62	119	94	112	85	108	89	137	117	94	81	96	110	105	80	76	55	88

	Category						Group																
	1	2	3	4	5	6	1A	1B	1C	2D	2E	2F	3G	3H	3I	3J	4K	4L	4M	5N	5O	5P	5Q
Electrical Goods																							
Have microwave	103	91	102	101	98	95	104	100	106	93	86	95	100	104	102	95	92	103	102	101	96	91	87
Have tumble dryer or washer/dryer	114	85	102	98	94	92	121	108	116	96	82	84	91	107	104	87	81	102	98	104	86	69	72
Have dishwasher	185	86	105	69	42	99	232	154	176	153	82	60	70	119	100	84	44	94	61	50	32	20	37
Have cable TV	62	114	100	129	111	79	62	40	82	105	115	116	129	111	71	72	133	153	117	114	108	108	104
Have video	103	96	102	101	97	96	105	99	105	98	94	97	103	104	100	95	90	103	101	100	93	89	90
Have DVD Player	109	111	102	106	82	104	127	84	120	110	113	110	120	114	79	81	107	118	100	85	77	68	91
Have digital camera	131	108	105	90	73	72	161	102	135	116	106	106	96	121	80	86	107	100	84	75	72	58	75
Have satellite TV	120	64	109	104	87	80	125	110	126	69	53	73	78	122	108	75	107	103	104	101	73	38	70
Have digital TV	101	77	101	109	99	79	100	92	112	70	71	84	101	109	94	77	105	114	107	107	92	70	81
Subscribe to cable TV or cable phone	55	115	100	134	120	79	51	36	74	115	108	122	143	111	63	75	136	167	117	123	120	107	104
Telephone																							
Have WAP phone	100	109	99	108	91	190	108	87	105	111	118	101	103	104	85	105	134	113	102	92	87	93	95
International calls regularly	116	182	92	82	68	133	145	102	105	175	218	144	103	92	79	106	267	78	63	54	57	67	190
Regular use of landline telephone	104	103	101	98	95	101	106	101	105	104	105	101	103	102	96	99	101	101	97	95	93	92	100
Telephone quarterly bill 0-75	86	89	107	108	104	88	74	93	90	82	87	95	111	104	111	106	85	104	112	107	107	105	80
Telephone quarterly bill 100-150	129	130	90	86	81	124	155	113	123	138	140	115	89	97	73	88	140	93	76	78	73	69	144
Telephone quarterly bill 151+	134	165	82	75	79	163	181	112	117	183	192	129	92	89	59	82	194	78	61	72	68	61	173
Telephone quarterly bill 76-99	111	105	99	95	91	100	113	106	115	104	108	102	103	102	93	94	98	100	92	93	86	75	107
Eating Out																							
Regularly eat evening meal in pub/restaur	118	124	108	84	74	133	143	101	115	124	139	108	106	112	98	101	71	75	90	72	84	57	75
Regularly eat lunch in pub/restaurant	109	115	109	81	86	93	115	102	112	78	134	116	93	111	118	86	60	75	87	81	107	114	50
Visits coffee bar 3+ times per week	69	138	88	121	117	0	60	76	69	90	188	114	116	76	115	60	301	87	117	107	113	207	143
Switchers																							
Have changed electricity supplier	93	93	108	111	92	74	95	85	100	110	83	96	116	111	105	91	102	115	110	97	88	75	84
Have changed gas supplier	85	94	107	118	97	78	87	69	97	110	83	96	112	112	103	84	108	121	117	103	94	67	82
Have changed telephone supplier	85	107	106	110	98	118	90	75	91	99	108	109	128	110	94	87	107	116	107	100	95	97	91
Have mains gas supply	86	102	104	110	102	90	87	73	95	104	100	103	105	106	101	93	118	110	109	105	101	80	103