

YouGov Omnibus Survey Results Bell Pottinger

Sample size:2331

Fieldwork: 1st - 5th June 2006

All GB Adults
Unweighted N

total	Gender		Age			Social Grade		Region				
	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
2331	1120	1211	486	893	952	1259	1072	481	458	550	596	206
2331	1109	1222	687	986	658	1147	1184	484	542	483	559	223
%	%	%	%	%	%	%	%	%	%	%	%	%

There is currently some discussion on the laws surrounding Sunday trading in England and Wales. Currently many types of retail outlet are by law only allowed to open for up to six hours on Sundays. For how much longer, if at all, do you think garden centres, bookshops, furniture shops, DIY shops and supermarkets should be allowed to open for on Sundays?

They should not be open at all on Sundays	11	13	10	6	13	13	12	11	10	17	8	11	11
They should open for fewer hours	4	3	5	4	4	5	4	5	4	5	6	3	2
Things should stay as they are	26	22	30	21	26	29	27	25	30	22	28	29	18
An extra hour	2	2	2	3	2	2	2	2	2	3	2	2	1
An extra 2 hours	4	3	6	5	5	3	4	5	6	5	6	2	2
An extra 3 hours	1	1	1	1	1	1	1	1	2	1	1	2	1
For longer than an extra 3 hours, but not all day	2	2	2	2	2	2	2	1	3	2	1	2	1
For as long as they want to stay open	47	53	42	55	46	44	46	48	44	45	45	48	60
Don't know	1	1	1	3	1	0	1	1	1	1	2	0	3

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On a scale of 1 to 5, where 1 means disagree strongly and 5 means agree strongly, how much do you agree with the following statements?

It would make my life easier if garden centres, bookshops, furniture shops, DIY shops and supermarkets were able to open earlier in the morning or stay open later in the day on Sundays.

1 - 'strongly disagree'	15	16	15	8	14	20	16	14	15	18	15	15	11
2	13	14	13	14	13	13	14	12	14	13	16	11	10
3	18	17	19	15	18	18	17	18	19	16	16	18	20
4	16	16	17	22	17	13	14	19	17	18	14	16	19
5 - 'strongly agree'	34	34	34	36	33	33	35	33	32	32	34	37	31
Don't Know	4	3	4	5	3	4	3	4	3	3	4	3	8

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	2331	1120	1211	486	893	952	1259	1072	481	458	550	596	206
	%	%	%	%	%	%	%	%	%	%	%	%	%

I should be able to shop when and where I want on a Sunday

1 - 'strongly disagree'	12	14	9	8	12	14	13	11	13	15	10	10	12
2	11	11	11	10	12	12	12	11	11	13	14	10	9
3	17	13	21	18	19	16	18	17	17	17	18	18	15
4	17	15	18	21	16	15	17	16	17	13	18	17	18
5 - 'strongly agree'	40	44	37	40	39	41	38	43	39	39	39	42	43
Don't Know	3	3	3	3	3	3	3	3	3	3	2	3	4

I don't think I should be told by politicians when I can shop on Sundays

1 - 'strongly disagree'	8	10	7	9	8	8	9	7	9	11	7	8	5
2	8	8	7	8	9	6	9	6	10	9	7	6	5
3	14	13	15	14	16	12	14	15	14	13	16	15	12
4	16	12	19	22	14	14	16	15	12	15	16	18	16
5 - 'strongly agree'	50	52	48	42	50	54	49	51	50	48	50	49	54
Don't Know	4	5	4	5	3	6	4	5	4	4	4	4	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%
I enjoy shopping on Sundays													
1 - 'strongly disagree'	13	14	12	9	15	14	13	13	11	18	12	13	10
2	13	15	11	13	12	13	13	12	14	14	14	10	10
3	27	30	24	28	26	28	27	27	29	23	27	28	26
4	20	19	22	23	22	17	21	19	27	17	17	19	25
5 - 'strongly agree'	24	20	29	24	23	26	23	26	18	24	27	27	27
Don't Know	3	3	3	3	3	2	2	3	1	4	4	3	2
Sundays are sacred													
1 - 'strongly disagree'	33	39	27	37	36	28	32	34	33	32	30	36	33
2	19	19	19	21	19	17	20	18	19	16	21	20	18
3	20	16	24	16	20	22	20	21	18	19	25	19	21
4	12	9	13	12	11	12	11	12	14	13	10	10	12
5 - 'strongly agree'	12	13	11	9	10	15	13	11	12	15	12	11	10
Don't Know	4	4	5	5	4	5	4	5	4	5	3	4	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%

We are working harder than ever; shops need to reflect our lifestyles

1 - 'strongly disagree'	10	12	9	7	9	13	10	10	9	13	9	10	9
2	11	11	11	12	13	9	12	10	12	13	13	10	7
3	20	19	22	20	21	20	20	20	23	19	21	20	18
4	22	22	23	24	22	22	23	22	25	20	20	21	29
5 - 'strongly agree'	32	33	31	32	33	32	31	33	28	31	33	36	33
Don't Know	3	3	4	5	2	4	3	4	2	4	4	3	5

It's ok for people to work on Sundays as long as it's their choice

1 - 'strongly disagree'	7	7	6	5	7	7	7	6	8	8	5	5	8
2	6	7	5	5	7	6	6	6	3	6	7	8	3
3	8	9	8	8	9	8	9	8	9	9	9	8	6
4	19	18	20	22	19	17	20	19	19	20	21	16	21
5 - 'strongly agree'	56	56	57	56	55	58	55	57	57	53	54	60	56
Don't Know	4	4	4	4	3	4	3	4	4	4	4	3	6

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%	%	%	%	%	%	%	%	%	%	%	%	%

If garden centres, bookshops, furniture shops, DIY shops and supermarkets opened for longer on Sundays it would badly affect local convenience shops in my area

1 - 'strongly disagree'	18	18	18	15	17	21	18	18	15	16	17	22	20
2	21	21	21	24	23	19	21	21	18	24	20	22	23
3	25	23	26	24	24	26	25	25	29	21	27	22	25
4	15	16	14	17	14	15	16	14	18	15	17	14	11
5 - 'strongly agree'	13	14	12	10	13	15	13	13	14	17	12	13	9
Don't Know	7	7	8	10	8	5	7	8	6	7	8	7	12

I can shop online when I like, so it doesn't make sense that there are restrictions on when High Street stores can open on Sundays

1 - 'strongly disagree'	15	16	14	13	14	17	16	14	18	19	11	15	10
2	13	13	12	14	14	11	14	12	15	14	13	10	14
3	16	14	17	19	15	14	16	15	18	14	15	15	15
4	18	15	20	19	18	17	16	19	16	17	21	17	15
5 - 'strongly agree'	36	38	34	32	35	38	35	36	31	32	37	40	42
Don't Know	3	3	3	4	3	3	3	4	2	4	3	3	4

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%	%	%	%	%	%	%	%	%	%	%	%	%

It would be good for the economy and more jobs
would be created if larger shops opened for longer on
Sundays

1	14	16	12	9	13	17	15	14	15	19	11	15	10
2	12	12	11	9	13	12	13	10	10	12	14	11	8
3	17	16	19	21	19	15	18	17	18	18	17	17	18
4	22	21	23	25	23	19	22	22	24	20	23	20	27
5	30	28	30	29	27	32	27	32	26	27	30	33	30
Don't Know	5	6	4	8	5	5	6	5	6	4	5	4	7

It's not fair that all shops in Scotland can open and
close when they like on Sunday but shops in England
and Wales are restricted

1 - 'strongly disagree'	11	13	9	9	11	11	11	11	13	15	9	8	10
2	8	9	8	8	8	8	8	8	11	7	8	7	5
3	17	15	19	18	19	15	19	16	19	14	19	18	13
4	15	13	16	19	15	12	13	16	11	17	15	14	14
5 - 'strongly agree'	43	45	41	39	41	47	42	44	39	42	42	46	46
Don't Know	7	6	7	7	6	6	7	6	7	5	7	6	12

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%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you regularly do on

Sundays? [Tick all that apply]

Play/ watch Sport	33	46	22	40	36	28	32	35	32	32	34	33	35
Go shopping	47	44	49	52	50	40	47	46	44	44	43	49	56
Work (not housework)	19	22	17	26	23	12	17	21	20	14	19	20	21
Gardening/ DIY	54	51	57	31	57	63	59	49	49	57	59	54	49
Go to Church	11	10	11	11	9	12	13	8	12	11	9	9	16
None of the above	16	14	17	19	15	15	14	17	17	15	14	17	14

There is a campaign to extend opening hours on

Sundays and to make the time you can shop on

Sundays more flexible. Which ONE of the following

campaign descriptions captures this sentiment best?

Deregulate	6	10	2	3	6	8	7	5	6	8	7	3	5
Common Sense on Sunday	11	14	9	8	11	14	11	12	10	11	9	15	13
Time to shop on Sunday	5	3	6	8	4	3	5	4	6	4	5	5	4
Free Sunday for Shoppers	4	5	4	6	4	4	3	6	4	4	5	3	5
My Sunday – My Choice	54	48	60	58	53	53	53	56	55	52	55	56	51
Don't know	9	7	10	8	10	8	9	9	7	9	10	9	11