

# Data Accuracy

## A compilation of various examples

United Kingdom

Discover your *edge*

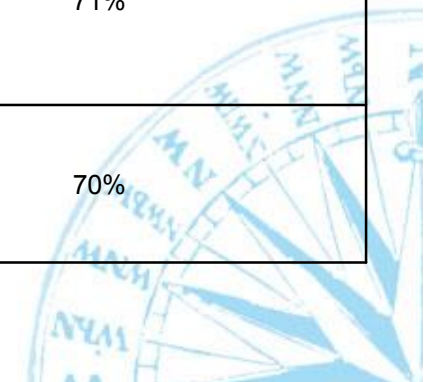


COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED) March 2007 - March 2008 n = 2,907
1	Population by Ethnic Groups	White - 92.1% Indian - 1.8% Pakistani - 1.3% Bangladeshi - 0.5% Chinese - 0.4% Other Asian - 0.4% Black Caribbean - 1.0% Black African - 0.8% Other Black - 0.2% Other Ethnic Group - 0.4% Mixed - 1.2% Office for National Statistics; General Register Office for Scotland; Northern Ireland Statistics and Research Agency Census 2001 Social Trends #36 Office for National Statistics	White - 91.3% Indian - 2.1% Pakistani - 1.3% Bangladeshi - 0.3% Chinese - 0.8% Other Asian - 0.6% Black Caribbean - 0.7% Black African - 0.9% Other Black - 0.3% Other Ethnic Group - 1.7%
2	Employment Rate	60.3% (Aged 16+) Labour Force Survey (LFS) Office for National Statistics Qtr to April 2008	56.8% (Aged 16+)
3	Average Weekly Income - Full Time Employed (Annualised)	£26,000 Labour Force Survey (LFS) Office for National Statistics Qtr to December 2007	£23,961

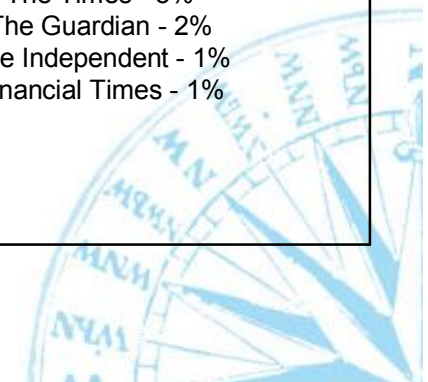
COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED) March 2007 - March 2008 n = 2,907
4	Average Weekly Household Income (Annualised)	£33,384 Expenditure and Food Survey Office for National Statistics 2006	£31,227
5	Type of Household - Couple with no Children (% of Great Britain Households)	28% Census, Labour Force Survey Social Trends #38 Office for National Statistics Qtr to June 2007	28%
6	Housing Tenure	70% - Owner Occupied 30% - Rented General Household Survey Social Trends #38 Office for National Statistics 2006	67% - Own Home/Paying off 33% - Renting
7	Households with Internet Access	15.2 million Omnibus Survey Office for National Statistics Jan, Feb, March & May 2007	16.5 million (14.8 million - 12 months to February 2007)



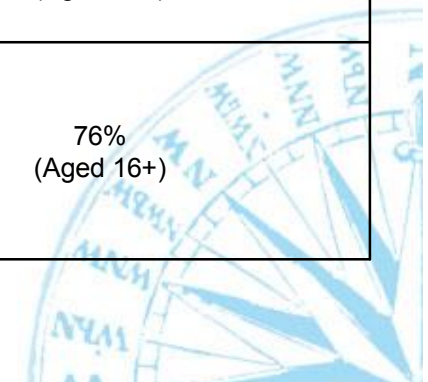
COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED) March 2007 - March 2008 n = 2,907
8	Internet Users	40.2 million International Telecommunication Union (ITU) December 2007	40.8 million
9	Households with Broadband Connection	51% Omnibus Survey Office for National Statistics Jan, Feb, March & May 2007	57% (49% - 6 months to February 2007)
10	Households with Access to a Computer	65% Expenditure and Food Survey Social Trends #37 Office for National Statistics 2005 - 2006	70% (65% - 12 months to June 2006)
11	Households with a DVD Player/ Recorder	79% Expenditure and Food Survey Social Trends #37 Office for National Statistics 2005 - 2006	71%
12	Households with a Digital TV (% of TV Households)	87% Office of Communications (Ofcom) Qtr to March 2008	70%



COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED) March 2007 - March 2008 n = 2,907
13	Mobile Phone Penetration	78% (Aged 16+) Office of Communications (Ofcom) September 2006	75% (Aged 16+)
14	Households with Digital Terrestrial (Freeview) Signals	10.0 million (Aged 15+) Office of Communications (Ofcom) Qtr to March 2008	13.1 million (10.6 million - 12 months to February 2007)
15	Readership of National Daily Newspapers (Great Britain)	The Sun - 17% Daily Mirror/Record - 12% Daily Mail - 11% Daily Telegraph - 5% Daily Express - 4% Daily Star - 4% The Times - 4% The Guardian - 2% The Independent - 1% Financial Times - 1% (Aged 15+) National Readership Survey Limited Social Trends #36 Office for National Statistics 12 months to June 2005	The Sun - 16% Daily Mirror/Record - 9% Daily Mail - 12% Daily Telegraph - 3% Daily Express - 4% Daily Star - 3% The Times - 3% The Guardian - 2% The Independent - 1% Financial Times - 1%



COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED) March 2007 - March 2008 n = 2,907
16	Smoking Incidence (Great Britain)	Male - 23% Female - 21% (Aged 16+) General Household Survey Social Trends #38 Office for National Statistics 2006	Male - 23% Female - 24% (Aged 18+)
17	Households with the use of a car (Great Britain)	One Car - 44% General Household Survey (Longitudinal) Social Trends #38 Office for National Statistics 2006	One Car - 45%
18	Percentage of Population who Read Books (Great Britain)	Male - 58% Female - 72% (Aged 16+) General Household Survey Office for National Statistics 2002	Male - 54% Female - 71% (in the last 3 months) (Aged 16+)
19	Sports & Leisure Participation (Great Britain)	75% (Aged 16+) General Household Survey Office for National Statistics 2002	76% (Aged 16+)



COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED) March 2007 - March 2008 n = 2,907
20	Participation in Sports and Leisure (Great Britain)	Walking - 46% Swimming - 35% Snooker/Billiards - 17% Cycling - 19% Football - 9% Golf - 12% Tennis - 7% Darts - 7% Badminton - 6% Fishing - 6% Squash - 4% Horse Riding - 3% Basketball - 2% Sailing - 2% Motor Sports - 2% Cricket - 2% Rugby - 1% Netball - 1% Gymnastics - 1% Athletics - track & field - 1% Volleyball - 1% (Aged 16+) General Household Survey Office for National Statistics 2002	Walking - 49% Swimming - 28% Snooker/Billiards - 11% Cycling - 13% Football - 12% Golf - 7% Tennis - 6% Darts - 9% Badminton - 6% Fishing - 5% Squash - 2% Horse Riding - 3% Basketball - 3% Sailing - 2% Motor Sports - 2% Cricket - 4% Rugby - 2% Netball - 1% Gymnastics - 1% Athletics - track & field - 2% Volleyball - 1% (Aged 16+)

