



GfK NOP

NOP/421124 EVENTS
FIELDWORK DATES : 27TH - 29TH OCTOBER 2006

Q.1 PRINCESS DIANA DIED IN A CAR CRASH IN PARIS IN 1997. THE OFFICIAL VERDICT WAS THAT THE CRASH WAS AN ACCIDENT, HOWEVER SOME PEOPLE HAVE QUESTIONED THIS. DO YOU, YOURSELF, BELIEVE THAT IT WAS AN ACCIDENT, OR NOT?

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------------|--------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1000 | 482 48% | 518 52% | 117 12% | 154 15% | 180 18% | 177 18% | 156 16% | 216 22% | 214 21% | 305 31% | 217 22% | 264 26% |
| WEIGHTED TOTAL | 1000 | 482 48% | 518 52% | 121 12% | 154 15% | 194 19% | 164 16% | 153 15% | 214 21% | 209 21% | 303 30% | 216 22% | 272 27% |
| YES WAS AN ACCIDENT | 427 43% | 220 46% | 207 40% | 57 47% | 63 41% | 84 43% | 62 38% | 66 43% | 95 44% | 108 52% | 131 43% | 97 45% | 90 33% |
| NO WAS NOT AN ACCIDENT | 308 31% | 126 26% | 182 35% | 31 25% | 49 32% | 52 27% | 67 41% | 51 33% | 59 27% | 55 26% | 87 29% | 63 29% | 103 38% |
| DON'T KNOW | 265 27% | 136 28% | 129 25% | 34 28% | 42 28% | 57 30% | 35 22% | 36 24% | 60 28% | 46 22% | 85 28% | 55 26% | 79 29% |



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BASE : ALL ADULTS AGED 16+

| | TOTAL | STANDARD REGION | | | | | | | | | | | |
|------------------------|--------------------------|-----------------|-----------|------------|------------------------|---------------|-----------|-----------|---------------|------------|------------|------------|------------------|
| | | SCOTLAND | NORTH | NORTH WEST | YORKSHIRE & HUMBERSIDE | EAST MIDLANDS | WALES | ANGLIA | WEST MIDLANDS | SOUTH WEST | LONDON | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL | 1000 | 82 8% | 48 5% | 107 11% | 83 8% | 66 7% | 50 5% | 38 4% | 88 9% | 86 9% | 126 13% | 198 20% | 28 3% |
| WEIGHTED TOTAL | 1000 | 82 8% | 50 5% | 106 11% | 84 8% | 68 7% | 50 5% | 40 4% | 87 9% | 86 9% | 123 12% | 196 20% | 28 3% |
| YES WAS AN ACCIDENT | 427 43% | 37 45% | 21 41% | 40 38% | 35 42% | 35 52% | 20 40% | 13 32% | 44 50% | 38 44% | 46 38% | 89 45% | 10 35% |
| NO WAS NOT AN ACCIDENT | 308 31% | 27 33% | 22 44% | 37 35% | 28 33% | 17 26% | 14 28% | 17 43% | 20 23% | 22 26% | 37 30% | 60 31% | 7 25% |
| DON'T KNOW | 265 27% | 18 22% | 7 15% | 29 27% | 21 25% | 16 23% | 16 33% | 10 25% | 23 27% | 26 31% | 39 32% | 47 24% | 11 40% |



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BASE : ALL ADULTS AGED 16+

| | TOTAL | MARITAL STATUS | | | WORKING STATUS | | |
|------------------------|--------------------------|-------------------------------------|------------|------------------------------------|----------------|--------------|----------------|
| | | MARRIED /LIVING AS MARRIED | SINGLE | WIDOWED/ DIVORCED/ SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1000 | 581 58% | 236 24% | 183 18% | 426 43% | 153 15% | 421 42% |
| WEIGHTED TOTAL | 1000 | 578 58% | 236 24% | 186 19% | 440 44% | 162 16% | 397 40% |
| YES WAS AN ACCIDENT | 427 43% | 243 42% | 108 46% | 76 41% | 178 40% | 70 43% | 179 45% |
| NO WAS NOT AN ACCIDENT | 308 31% | 184 32% | 61 26% | 62 34% | 136 31% | 54 34% | 117 30% |
| DON'T KNOW | 265 27% | 151 26% | 67 28% | 48 26% | 126 29% | 38 23% | 101 25% |



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SAMPLE PROFILE

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---------------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1000 | 482 48% | 518 52% | 117 12% | 154 15% | 180 18% | 177 18% | 156 16% | 216 22% | 214 21% | 305 31% | 217 22% | 264 26% |
| WEIGHTED TOTAL | 1000 | 482 48% | 518 52% | 121 12% | 154 15% | 194 19% | 164 16% | 153 15% | 214 21% | 209 21% | 303 30% | 216 22% | 272 27% |
| SEX | | | | | | | | | | | | | |
| MALE | 482 48% | 482 100% | - | 63 52% | 75 49% | 96 49% | 81 49% | 75 49% | 92 43% | 112 54% | 143 47% | 116 54% | 111 41% |
| FEMALE | 518 52% | - | 518 100% | 58 48% | 79 51% | 98 51% | 83 51% | 78 51% | 122 57% | 97 46% | 161 53% | 100 46% | 161 59% |
| AGE | | | | | | | | | | | | | |
| 16-24 | 121 12% | 63 13% | 58 11% | 121 100% | - | - | - | - | - | 19 9% | 50 16% | 30 14% | 23 8% |
| 25-34 | 154 15% | 75 16% | 79 15% | - | 154 100% | - | - | - | - | 46 22% | 53 18% | 28 13% | 28 10% |
| 35-44 | 194 19% | 96 20% | 98 19% | - | - | 194 100% | - | - | - | 53 26% | 57 19% | 50 23% | 34 13% |
| 45-54 | 164 16% | 81 17% | 83 16% | - | - | - | 164 100% | - | - | 41 20% | 39 13% | 42 19% | 43 16% |
| 55-64 | 153 15% | 75 16% | 78 15% | - | - | - | - | 153 100% | - | 23 11% | 52 17% | 37 17% | 41 15% |
| 65+ | 214 21% | 92 19% | 122 23% | - | - | - | - | - | 214 100% | 27 13% | 53 18% | 30 14% | 103 38% |
| SOCIAL CLASS | | | | | | | | | | | | | |
| AB | 209 21% | 112 23% | 97 19% | 19 16% | 46 30% | 53 27% | 41 25% | 23 15% | 27 13% | 209 100% | - | - | - |
| C1 | 303 30% | 143 30% | 161 31% | 50 41% | 53 34% | 57 29% | 39 24% | 52 34% | 53 25% | - | 303 100% | - | - |
| C2 | 216 22% | 116 24% | 100 19% | 30 25% | 28 18% | 50 26% | 42 26% | 37 24% | 30 14% | - | - | 216 100% | - |
| DE | 272 27% | 111 23% | 161 31% | 23 19% | 28 18% | 34 18% | 43 26% | 41 27% | 103 48% | - | - | - | 272 100% |



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|------------------------------|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| WEIGHTED TOTAL | 1000 | 482 48% | 518 52% | 121 12% | 154 15% | 194 19% | 164 16% | 153 15% | 214 21% | 209 21% | 303 30% | 216 22% | 272 27% |
| STANDARD REGION | | | | | | | | | | | | | |
| SCOTLAND | 82 8% | 42 9% | 40 8% | 17 14% | 5 3% | 14 7% | 14 8% | 17 11% | 14 7% | 15 7% | 21 7% | 17 8% | 29 11% |
| NORTH | 50 5% | 17 3% | 33 6% | 5 4% | 7 4% | 15 8% | 7 5% | 9 6% | 7 3% | 6 3% | 17 6% | 8 4% | 18 7% |
| NORTH WEST | 106 11% | 58 12% | 48 9% | 16 13% | 11 7% | 22 11% | 16 10% | 9 6% | 32 15% | 26 12% | 26 9% | 19 9% | 35 13% |
| YORKSHIRE & HUMBERSIDE | 84 8% | 44 9% | 40 8% | 8 7% | 10 6% | 12 6% | 16 10% | 17 11% | 21 10% | 11 5% | 22 7% | 27 13% | 24 9% |
| EAST MIDLANDS | 68 7% | 32 7% | 36 7% | 8 7% | 12 8% | 8 4% | 12 7% | 13 9% | 15 7% | 7 4% | 21 7% | 16 7% | 23 9% |
| WALES | 50 5% | 15 3% | 35 7% | 2 1% | 6 4% | 8 4% | 14 8% | 11 7% | 9 4% | 11 5% | 15 5% | 11 5% | 12 4% |
| ANGLIA | 40 4% | 24 5% | 16 3% | 8 7% | 4 3% | 4 2% | 10 6% | 6 4% | 8 4% | 7 4% | 14 5% | 5 2% | 14 5% |
| WEST MIDLANDS | 87 9% | 45 9% | 42 8% | 7 6% | 10 6% | 16 8% | 17 11% | 13 8% | 24 11% | 19 9% | 27 9% | 25 12% | 16 6% |
| SOUTH WEST | 86 9% | 39 8% | 47 9% | 11 9% | 15 9% | 17 9% | 16 10% | 14 9% | 14 7% | 21 10% | 27 9% | 15 7% | 23 8% |
| LONDON | 123 12% | 62 13% | 61 12% | 23 19% | 35 23% | 32 16% | 12 7% | 6 4% | 15 7% | 35 17% | 39 13% | 19 9% | 31 11% |
| SOUTH EAST | 196 20% | 94 20% | 102 20% | 12 10% | 31 20% | 40 21% | 26 16% | 35 23% | 51 24% | 47 23% | 64 21% | 44 20% | 41 15% |
| NORTHERN IRELAND | 28 3% | 10 2% | 18 3% | 4 3% | 8 5% | 6 3% | 4 2% | 3 2% | 4 2% | 4 2% | 9 3% | 9 4% | 5 2% |
| MARITAL STATUS | | | | | | | | | | | | | |
| MARRIED /LIVING AS MARRIED | 578 58% | 279 58% | 299 58% | 27 22% | 109 71% | 137 71% | 102 62% | 106 69% | 97 45% | 143 68% | 173 57% | 136 63% | 127 47% |
| SINGLE | 236 24% | 140 29% | 95 18% | 92 76% | 37 24% | 41 21% | 27 16% | 18 12% | 21 10% | 45 21% | 80 26% | 56 26% | 56 20% |
| WIDOWED/ DIVORCED/ SEPARATED | 186 19% | 63 13% | 123 24% | 2 1% | 8 5% | 16 8% | 35 21% | 29 19% | 96 45% | 22 10% | 51 17% | 25 12% | 89 33% |



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|-----------------------|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| WEIGHTED TOTAL | 1000 | 482 48% | 518 52% | 121 12% | 154 15% | 194 19% | 164 16% | 153 15% | 214 21% | 209 21% | 303 30% | 216 22% | 272 27% |
| WORKING STATUS | | | | | | | | | | | | | |
| FULL TIME | 440 44% | 283 59% | 158 30% | 41 34% | 101 66% | 123 63% | 98 60% | 69 45% | 9 4% | 128 61% | 155 51% | 103 48% | 55 20% |
| PART TIME | 162 16% | 34 7% | 129 25% | 21 17% | 24 16% | 43 22% | 41 25% | 24 16% | 9 4% | 35 17% | 47 15% | 47 22% | 34 13% |
| NOT WORKING | 397 40% | 166 34% | 231 45% | 59 49% | 29 19% | 28 15% | 25 15% | 60 39% | 196 92% | 46 22% | 101 33% | 66 31% | 183 67% |



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|---------------------|-------------------|-----------------|-----------|------------|------------------------|---------------|-----------|-----------|---------------|------------|------------|------------|------------------|
| | | SCOTLAND | NORTH | NORTH WEST | YORKSHIRE & HUMBERSIDE | EAST MIDLANDS | WALES | ANGLIA | WEST MIDLANDS | SOUTH WEST | LONDON | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL | 1000 | 82 8% | 48 5% | 107 11% | 83 8% | 66 7% | 50 5% | 38 4% | 88 9% | 86 9% | 126 13% | 198 20% | 28 3% |
| WEIGHTED TOTAL | 1000 | 82 8% | 50 5% | 106 11% | 84 8% | 68 7% | 50 5% | 40 4% | 87 9% | 86 9% | 123 12% | 196 20% | 28 3% |
| SEX | | | | | | | | | | | | | |
| MALE | 482 48% | 42 51% | 17 33% | 58 55% | 44 52% | 32 47% | 15 31% | 24 60% | 45 52% | 39 45% | 62 50% | 94 48% | 10 36% |
| FEMALE | 518 52% | 40 49% | 33 67% | 48 45% | 40 48% | 36 53% | 35 69% | 16 40% | 42 48% | 47 55% | 61 50% | 102 52% | 18 64% |
| AGE | | | | | | | | | | | | | |
| 16-24 | 121 12% | 17 21% | 5 10% | 16 15% | 8 10% | 8 12% | 2 3% | 8 20% | 7 8% | 11 13% | 23 19% | 12 6% | 4 14% |
| 25-34 | 154 15% | 5 6% | 7 13% | 11 11% | 10 12% | 12 18% | 6 13% | 4 11% | 10 11% | 15 17% | 35 28% | 31 16% | 8 27% |
| 35-44 | 194 19% | 14 18% | 15 30% | 22 21% | 12 14% | 8 12% | 8 17% | 4 10% | 16 18% | 17 20% | 32 26% | 40 20% | 6 20% |
| 45-54 | 164 16% | 14 17% | 7 15% | 16 15% | 16 19% | 12 17% | 14 27% | 10 24% | 17 20% | 16 18% | 12 10% | 26 13% | 4 14% |
| 55-64 | 153 15% | 17 21% | 9 18% | 9 8% | 17 20% | 13 20% | 11 22% | 6 14% | 13 15% | 14 16% | 6 5% | 35 18% | 3 11% |
| 65+ | 214 21% | 14 17% | 7 14% | 32 30% | 21 25% | 15 22% | 9 18% | 8 20% | 24 27% | 14 16% | 15 12% | 51 26% | 4 15% |
| SOCIAL CLASS | | | | | | | | | | | | | |
| AB | 209 21% | 15 18% | 6 13% | 26 24% | 11 13% | 7 11% | 11 23% | 7 18% | 19 21% | 21 24% | 35 28% | 47 24% | 4 16% |
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| | TOTAL | STANDARD REGION | | | | | | | | | | | |
|------------------------------|-------------------|-----------------|------------|-------------|------------------------|---------------|------------|------------|---------------|------------|-------------|-------------|------------------|
| | | SCOTLAND | NORTH | NORTH WEST | YORKSHIRE & HUMBERSIDE | EAST MIDLANDS | WALES | ANGLIA | WEST MIDLANDS | SOUTH WEST | LONDON | SOUTH EAST | NORTHERN IRELAND |
| WEIGHTED TOTAL | 1000 | 82 8% | 50 5% | 106 11% | 84 8% | 68 7% | 50 5% | 40 4% | 87 9% | 86 9% | 123 12% | 196 20% | 28 3% |
| STANDARD REGION | | | | | | | | | | | | | |
| SCOTLAND | 82 8% | 82 100% | - | - | - | - | - | - | - | - | - | - | - |
| NORTH | 50 5% | - | 50 100% | - | - | - | - | - | - | - | - | - | - |
| NORTH WEST | 106 11% | - | - | 106 100% | - | - | - | - | - | - | - | - | - |
| YORKSHIRE & HUMBERSIDE | 84 8% | - | - | - | 84 100% | - | - | - | - | - | - | - | - |
| EAST MIDLANDS | 68 7% | - | - | - | - | 68 100% | - | - | - | - | - | - | - |
| WALES | 50 5% | - | - | - | - | - | 50 100% | - | - | - | - | - | - |
| ANGLIA | 40 4% | - | - | - | - | - | - | 40 100% | - | - | - | - | - |
| WEST MIDLANDS | 87 9% | - | - | - | - | - | - | - | 87 100% | - | - | - | - |
| SOUTH WEST | 86 9% | - | - | - | - | - | - | - | - | 86 100% | - | - | - |
| LONDON | 123 12% | - | - | - | - | - | - | - | - | - | 123 100% | - | - |
| SOUTH EAST | 196 20% | - | - | - | - | - | - | - | - | - | - | 196 100% | - |
| NORTHERN IRELAND | 28 3% | - | - | - | - | - | - | - | - | - | - | - | 28 100% |
| MARITAL STATUS | | | | | | | | | | | | | |
| MARRIED /LIVING AS MARRIED | 578 58% | 54 66% | 31 62% | 49 46% | 55 66% | 34 50% | 29 58% | 22 54% | 54 62% | 49 57% | 54 44% | 132 67% | 16 57% |
| SINGLE | 236 24% | 18 22% | 10 19% | 27 26% | 13 16% | 21 30% | 9 18% | 9 22% | 18 21% | 22 25% | 55 45% | 26 13% | 8 30% |
| WIDOWED/ DIVORCED/ SEPARATED | 186 19% | 10 12% | 10 19% | 30 29% | 15 18% | 13 20% | 12 24% | 9 24% | 15 17% | 16 18% | 14 12% | 38 19% | 4 13% |



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| WORKING STATUS | | | | | | | | | | | | | |
| FULL TIME | 440 44% | 34 42% | 21 41% | 40 37% | 35 42% | 20 30% | 25 49% | 20 49% | 40 45% | 43 50% | 63 51% | 91 47% | 9 32% |
| PART TIME | 162 16% | 12 14% | 11 21% | 12 12% | 14 16% | 17 25% | 7 14% | 6 14% | 11 13% | 14 16% | 15 12% | 35 18% | 9 31% |
| NOT WORKING | 397 40% | 36 44% | 19 38% | 54 51% | 35 41% | 31 45% | 18 36% | 15 37% | 36 42% | 29 34% | 45 36% | 69 35% | 10 37% |



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| 65+ | 214 21% | 97 17% | 21 9% | 96 52% | 9 2% | 9 6% | 196 49% |
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| AB | 209 21% | 143 25% | 45 19% | 22 12% | 128 29% | 35 21% | 46 12% |
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| SCOTLAND | 82 8% | 54 9% | 18 8% | 10 5% | 34 8% | 12 7% | 36 9% |
| NORTH | 50 5% | 31 5% | 10 4% | 10 5% | 21 5% | 11 6% | 19 5% |
| NORTH WEST | 106 11% | 49 8% | 27 12% | 30 16% | 40 9% | 12 8% | 54 14% |
| YORKSHIRE & HUMBERSIDE | 84 8% | 55 10% | 13 6% | 15 8% | 35 8% | 14 9% | 35 9% |
| EAST MIDLANDS | 68 7% | 34 6% | 21 9% | 13 7% | 20 5% | 17 10% | 31 8% |
| WALES | 50 5% | 29 5% | 9 4% | 12 6% | 25 6% | 7 4% | 18 5% |
| ANGLIA | 40 4% | 22 4% | 9 4% | 9 5% | 20 4% | 6 3% | 15 4% |
| WEST MIDLANDS | 87 9% | 54 9% | 18 8% | 15 8% | 40 9% | 11 7% | 36 9% |
| SOUTH WEST | 86 9% | 49 8% | 22 9% | 16 8% | 43 10% | 14 9% | 29 7% |
| LONDON | 123 12% | 54 9% | 55 23% | 14 8% | 63 14% | 15 9% | 45 11% |
| SOUTH EAST | 196 20% | 132 23% | 26 11% | 38 20% | 91 21% | 35 22% | 69 17% |
| NORTHERN IRELAND | 28 3% | 16 3% | 8 4% | 4 2% | 9 2% | 9 5% | 10 3% |
| MARITAL STATUS | | | | | | | |
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