



GfK NOP

**NOP/422003 ADVICE**  
**FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.1 IN THE LAST YEAR, HAVE YOU SOUGHT ADVICE ABOUT ANY OF THE FOLLOWING ISSUES?**

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             | <b>1000</b>       | 487<br>49% | 513<br>51% | 117<br>12% | 133<br>13% | 192<br>19% | 167<br>17% | 157<br>16% | 234<br>23% | 212<br>21%   | 316<br>32% | 210<br>21% | 262<br>26% |
| WEIGHTED TOTAL               | <b>1000</b>       | 485<br>49% | 515<br>51% | 127<br>13% | 143<br>14% | 187<br>19% | 171<br>17% | 153<br>15% | 219<br>22% | 220<br>22%   | 313<br>31% | 218<br>22% | 249<br>25% |
| BENEFITS                     | <b>99</b><br>10%  | 46<br>10%  | 53<br>10%  | 18<br>14%  | 10<br>7%   | 21<br>11%  | 26<br>15%  | 9<br>6%    | 15<br>7%   | 10<br>5%     | 28<br>9%   | 13<br>6%   | 47<br>19%  |
| EMPLOYMENT                   | <b>98</b><br>10%  | 49<br>10%  | 49<br>9%   | 27<br>21%  | 14<br>10%  | 17<br>9%   | 27<br>16%  | 9<br>6%    | 2<br>1%    | 19<br>8%     | 28<br>9%   | 17<br>8%   | 34<br>14%  |
| HOUSING                      | <b>87</b><br>9%   | 36<br>7%   | 51<br>10%  | 12<br>9%   | 22<br>15%  | 25<br>14%  | 16<br>9%   | 6<br>4%    | 7<br>3%    | 17<br>8%     | 25<br>8%   | 15<br>7%   | 29<br>12%  |
| MONEY PROBLEMS SUCH AS DEBTS | <b>54</b><br>5%   | 30<br>6%   | 24<br>5%   | 11<br>9%   | 11<br>7%   | 9<br>5%    | 14<br>8%   | 5<br>4%    | 4<br>2%    | 9<br>4%      | 13<br>4%   | 6<br>3%    | 26<br>10%  |
| NONE OF THESE                | <b>791</b><br>79% | 385<br>79% | 406<br>79% | 88<br>69%  | 105<br>73% | 144<br>77% | 122<br>71% | 131<br>86% | 200<br>91% | 184<br>84%   | 251<br>80% | 178<br>82% | 177<br>71% |
| DON'T KNOW                   | <b>7</b><br>1%    | 2<br>*     | 4<br>1%    | 1<br>1%    | 1<br>1%    | 1<br>1%    | 4<br>2%    | -<br>-     | -<br>-     | 2<br>1%      | 1<br>*     | 3<br>1%    | *<br>*     |



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**Q.1 IN THE LAST YEAR, HAVE YOU SOUGHT ADVICE ABOUT ANY OF THE FOLLOWING ISSUES?**

BASE : ALL ADULTS AGED 16+

|                              | TOTAL                    | GOVERNMENT OFFICE REGION |            |            |                        |               |           |                 |               |            |            |            |                  |
|------------------------------|--------------------------|--------------------------|------------|------------|------------------------|---------------|-----------|-----------------|---------------|------------|------------|------------|------------------|
|                              |                          | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES     | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON     | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL             | <b>1000</b>              | 83<br>8%                 | 42<br>4%   | 113<br>11% | 82<br>8%               | 71<br>7%      | 49<br>5%  | 111<br>11%      | 81<br>8%      | 96<br>10%  | 120<br>12% | 124<br>12% | 28<br>3%         |
| WEIGHTED TOTAL               | <b>1000</b>              | 84<br>8%                 | 40<br>4%   | 109<br>11% | 84<br>8%               | 71<br>7%      | 47<br>5%  | 95<br>9%        | 88<br>9%      | 89<br>9%   | 124<br>12% | 141<br>14% | 28<br>3%         |
| BENEFITS                     | <b>99</b><br><b>10%</b>  | 6<br>7%                  | 8<br>19%   | 5<br>4%    | 6<br>8%                | 8<br>11%      | 4<br>9%   | 11<br>11%       | 12<br>14%     | 13<br>15%  | 10<br>8%   | 14<br>10%  | 2<br>5%          |
| EMPLOYMENT                   | <b>98</b><br><b>10%</b>  | 5<br>6%                  | 6<br>14%   | 5<br>4%    | 6<br>7%                | 7<br>10%      | 4<br>9%   | 10<br>10%       | 11<br>12%     | 14<br>16%  | 9<br>7%    | 21<br>15%  | 1<br>2%          |
| HOUSING                      | <b>87</b><br><b>9%</b>   | 5<br>6%                  | 6<br>15%   | 7<br>6%    | 6<br>7%                | 6<br>8%       | 3<br>7%   | 7<br>7%         | 7<br>8%       | 14<br>15%  | 13<br>11%  | 13<br>9%   | 1<br>2%          |
| MONEY PROBLEMS SUCH AS DEBTS | <b>54</b><br><b>5%</b>   | 7<br>8%                  | 3<br>6%    | 3<br>3%    | 1<br>1%                | 4<br>5%       | 3<br>7%   | 5<br>5%         | 2<br>2%       | 9<br>10%   | 11<br>9%   | 6<br>4%    | 1<br>5%          |
| NONE OF THESE                | <b>791</b><br><b>79%</b> | 68<br>81%                | 28<br>69%  | 95<br>87%  | 72<br>86%              | 57<br>80%     | 39<br>83% | 73<br>76%       | 70<br>79%     | 60<br>68%  | 99<br>80%  | 106<br>75% | 24<br>86%        |
| DON'T KNOW                   | <b>7</b><br><b>1%</b>    | 1<br>1%                  | 1<br>2%    | -          | -                      | -             | 1<br>2%   | -               | -             | 1<br>2%    | 1<br>1%    | -          | 1<br>4%          |



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**Q.1 IN THE LAST YEAR, HAVE YOU SOUGHT ADVICE ABOUT ANY OF THE FOLLOWING ISSUES?**

BASE : ALL ADULTS AGED 16+

|                                 | TOTAL             | MARITAL STATUS                   |            |                                    | WORKING STATUS |              |                |
|---------------------------------|-------------------|----------------------------------|------------|------------------------------------|----------------|--------------|----------------|
|                                 |                   | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE     | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL                | <b>1000</b>       | 573<br>57%                       | 239<br>24% | 188<br>19%                         | 433<br>43%     | 134<br>13%   | 433<br>43%     |
| WEIGHTED TOTAL                  | <b>1000</b>       | 571<br>57%                       | 246<br>25% | 183<br>18%                         | 455<br>45%     | 144<br>14%   | 402<br>40%     |
| BENEFITS                        | <b>99</b><br>10%  | 46<br>8%                         | 31<br>13%  | 22<br>12%                          | 30<br>7%       | 20<br>14%    | 49<br>12%      |
| EMPLOYMENT                      | <b>98</b><br>10%  | 46<br>8%                         | 45<br>18%  | 7<br>4%                            | 36<br>8%       | 20<br>14%    | 41<br>10%      |
| HOUSING                         | <b>87</b><br>9%   | 49<br>9%                         | 30<br>12%  | 8<br>5%                            | 41<br>9%       | 17<br>12%    | 29<br>7%       |
| MONEY PROBLEMS SUCH AS<br>DEBTS | <b>54</b><br>5%   | 26<br>5%                         | 23<br>9%   | 5<br>3%                            | 22<br>5%       | 9<br>6%      | 23<br>6%       |
| NONE OF THESE                   | <b>791</b><br>79% | 457<br>80%                       | 178<br>72% | 155<br>85%                         | 364<br>80%     | 109<br>76%   | 318<br>79%     |
| DON'T KNOW                      | <b>7</b><br>1%    | 6<br>1%                          | 1<br>*     | -<br>-                             | 3<br>1%        | 1<br>1%      | 3<br>1%        |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.2 DID YOU GET ADVICE FROM...?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|  | TOTAL                   | SEX       |            | AGE       |           |           |           |           |           | SOCIAL CLASS |           |           |           |
|--|-------------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
|  |                         | MALE      | FEMALE     | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL   | <b>205</b>              | 97<br>47% | 108<br>53% | 34<br>17% | 34<br>17% | 44<br>21% | 45<br>22% | 23<br>11% | 25<br>12% | 32<br>16%    | 62<br>30% | 36<br>18% | 75<br>37% |
| WEIGHTED TOTAL   | <b>203</b>              | 97<br>48% | 105<br>52% | 38<br>19% | 37<br>18% | 42<br>21% | 45<br>22% | 22<br>11% | 19<br>9%  | 34<br>17%    | 61<br>30% | 37<br>18% | 71<br>35% |
| LOCAL ADVICE CENTRE SUCH<br>AS A CITIZENS ADVICE<br>BUREAU | <b>88</b><br><b>43%</b> | 41<br>42% | 46<br>44%  | 16<br>42% | 18<br>47% | 22<br>54% | 13<br>28% | 9<br>43%  | 10<br>51% | 10<br>30%    | 24<br>39% | 19<br>51% | 35<br>49% |
| A SOLICITOR  | <b>29</b><br><b>14%</b> | 14<br>14% | 15<br>15%  | 4<br>11%  | 9<br>23%  | 5<br>11%  | 4<br>9%   | 6<br>29%  | 2<br>9%   | 9<br>27%     | 10<br>16% | 3<br>9%   | 7<br>10%  |
| ANOTHER ADVISOR SUCH AS<br>A TRADE UNION                   | <b>15</b><br><b>7%</b>  | 11<br>11% | 4<br>4%    | 2<br>6%   | 3<br>8%   | 3<br>7%   | 5<br>12%  | 1<br>2%   | 1<br>4%   | 2<br>5%      | 7<br>11%  | 3<br>8%   | 4<br>5%   |
| INTERNET OR TELEPHONE<br>ADVICE LINE                       | <b>87</b><br><b>43%</b> | 38<br>39% | 48<br>46%  | 22<br>58% | 14<br>37% | 19<br>45% | 19<br>43% | 9<br>39%  | 4<br>23%  | 14<br>43%    | 27<br>45% | 20<br>53% | 26<br>36% |
| SOMEWHERE ELSE   | <b>61</b><br><b>30%</b> | 31<br>32% | 30<br>28%  | 13<br>36% | 11<br>30% | 11<br>26% | 16<br>35% | 8<br>35%  | 2<br>11%  | 16<br>49%    | 20<br>34% | 9<br>23%  | 15<br>21% |



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FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.2 DID YOU GET ADVICE FROM...?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|  | TOTAL             | GOVERNMENT OFFICE REGION |            |            |                        |               |          |                 |               |            |           |            |                  |
|--|-------------------|--------------------------|------------|------------|------------------------|---------------|----------|-----------------|---------------|------------|-----------|------------|------------------|
|  |                   | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES    | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL                                     | <b>205</b>        | 17<br>8%                 | 12<br>6%   | 18<br>9%   | 12<br>6%               | 13<br>6%      | 8<br>4%  | 25<br>12%       | 17<br>8%      | 27<br>13%  | 22<br>11% | 30<br>15%  | 4<br>2%          |
| WEIGHTED TOTAL                                       | <b>203</b>        | 15<br>7%                 | 11<br>6%   | 14<br>7%   | 12<br>6%               | 14<br>7%      | 7<br>3%  | 22<br>11%       | 18<br>9%      | 27<br>13%  | 24<br>12% | 35<br>17%  | 3<br>1%          |
| LOCAL ADVICE CENTRE SUCH AS A CITIZENS ADVICE BUREAU | <b>88<br/>43%</b> | 3<br>21%                 | 5<br>47%   | 5<br>34%   | 6<br>50%               | 6<br>41%      | 1<br>17% | 13<br>59%       | 10<br>54%     | 15<br>57%  | 3<br>13%  | 18<br>52%  | 2<br>54%         |
| A SOLICITOR  | <b>29<br/>14%</b> | 2<br>11%                 | 1<br>11%   | 3<br>20%   | 4<br>38%               | -<br>-        | -<br>-   | 3<br>13%        | 2<br>9%       | 5<br>18%   | 6<br>24%  | 4<br>10%   | 1<br>26%         |
| ANOTHER ADVISOR SUCH AS A TRADE UNION                | <b>15<br/>7%</b>  | -<br>-                   | 2<br>16%   | 2<br>15%   | 2<br>19%               | 3<br>19%      | 1<br>14% | 1<br>4%         | -<br>-        | 1<br>4%    | 1<br>3%   | 2<br>7%    | -<br>-           |
| INTERNET OR TELEPHONE ADVICE LINE                    | <b>87<br/>43%</b> | 8<br>56%                 | 3<br>27%   | 7<br>46%   | 5<br>44%               | 5<br>33%      | 3<br>41% | 11<br>50%       | 7<br>38%      | 12<br>45%  | 11<br>46% | 14<br>41%  | 1<br>21%         |
| SOMEWHERE ELSE                                       | <b>61<br/>30%</b> | 7<br>44%                 | 4<br>38%   | 6<br>41%   | 5<br>40%               | 4<br>30%      | 2<br>27% | 4<br>19%        | 4<br>20%      | 4<br>14%   | 10<br>42% | 11<br>33%  | -<br>-           |



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FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.2 DID YOU GET ADVICE FROM...?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|  | TOTAL                   | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|--|-------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|  |                         | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL   | <b>205</b>              | 107<br>52%                       | 65<br>32% | 33<br>16%                          | 81<br>40%      | 29<br>14%    | 95<br>46%      |
| WEIGHTED TOTAL   | <b>203</b>              | 108<br>53%                       | 67<br>33% | 28<br>14%                          | 87<br>43%      | 34<br>17%    | 81<br>40%      |
| LOCAL ADVICE CENTRE SUCH<br>AS A CITIZENS ADVICE<br>BUREAU | <b>88</b><br><b>43%</b> | 49<br>45%                        | 24<br>35% | 15<br>53%                          | 39<br>44%      | 16<br>47%    | 33<br>41%      |
| A SOLICITOR  | <b>29</b><br><b>14%</b> | 17<br>15%                        | 8<br>12%  | 5<br>17%                           | 16<br>18%      | 5<br>16%     | 8<br>10%       |
| ANOTHER ADVISOR SUCH AS<br>A TRADE UNION                   | <b>15</b><br><b>7%</b>  | 13<br>12%                        | 2<br>3%   | -                                  | 8<br>9%        | 2<br>6%      | 5<br>6%        |
| INTERNET OR TELEPHONE<br>ADVICE LINE                       | <b>87</b><br><b>43%</b> | 47<br>44%                        | 32<br>47% | 8<br>28%                           | 37<br>43%      | 19<br>55%    | 30<br>38%      |
| SOMEWHERE ELSE   | <b>61</b><br><b>30%</b> | 30<br>28%                        | 23<br>35% | 7<br>27%                           | 27<br>31%      | 7<br>21%     | 26<br>32%      |

**NOP/422003 ADVICE**  
**FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.3 TO WHAT EXTENT WOULD YOU SAY YOU WERE EITHER SATISFIED OR DISSATISFIED WITH THE ADVICE YOU RECEIVED?  
 WERE YOU ...?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|   | TOTAL                   | SEX       |            | AGE       |           |           |           |           |           | SOCIAL CLASS |           |           |           |
|---|-------------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
|   |                         | MALE      | FEMALE     | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL                          | <b>205</b>              | 97<br>47% | 108<br>53% | 34<br>17% | 34<br>17% | 44<br>21% | 45<br>22% | 23<br>11% | 25<br>12% | 32<br>16%    | 62<br>30% | 36<br>18% | 75<br>37% |
| WEIGHTED TOTAL                            | <b>203</b>              | 97<br>48% | 105<br>52% | 38<br>19% | 37<br>18% | 42<br>21% | 45<br>22% | 22<br>11% | 19<br>9%  | 34<br>17%    | 61<br>30% | 37<br>18% | 71<br>35% |
| VERY SATISFIED (+2)                       | <b>71</b><br><b>35%</b> | 31<br>32% | 39<br>37%  | 11<br>29% | 13<br>35% | 19<br>45% | 13<br>30% | 11<br>49% | 4<br>21%  | 15<br>45%    | 25<br>41% | 9<br>25%  | 22<br>31% |
| QUITE SATISFIED (+1)                      | <b>98</b><br><b>48%</b> | 49<br>50% | 49<br>47%  | 18<br>49% | 19<br>50% | 19<br>45% | 23<br>50% | 7<br>34%  | 12<br>62% | 11<br>32%    | 29<br>48% | 20<br>54% | 38<br>54% |
| NEITHER SATISFIED<br>NOR DISSATISFIED (0) | <b>22</b><br><b>11%</b> | 15<br>15% | 7<br>7%    | 5<br>14%  | 5<br>13%  | 1<br>3%   | 7<br>14%  | 3<br>12%  | 1<br>7%   | 5<br>15%     | 5<br>9%   | 6<br>15%  | 6<br>8%   |
| QUITE DISSATISFIED (-1)                   | <b>9</b><br><b>4%</b>   | 2<br>2%   | 7<br>6%    | 3<br>8%   | -         | 3<br>7%   | 2<br>3%   | -         | 1<br>7%   | 2<br>7%      | 1<br>2%   | 2<br>6%   | 3<br>4%   |
| VERY DISSATISFIED (-2)                    | <b>4</b><br><b>2%</b>   | 1<br>1%   | 3<br>3%    | -         | 1<br>2%   | -         | 1<br>2%   | 1<br>5%   | 1<br>4%   | 1<br>2%      | 1<br>1%   | -         | 2<br>3%   |
| MEAN SCORE                                | <b>1.1</b>              | 1.1       | 1.1        | 1.0       | 1.2       | 1.3       | 1.0       | 1.2       | 0.9       | 1.1          | 1.2       | 1.0       | 1.0       |
| STANDARD DEVIATION                        | <b>0.9</b>              | 0.8       | 1.0        | 0.9       | 0.8       | 0.8       | 0.9       | 1.0       | 1.0       | 1.0          | 0.8       | 0.8       | 0.9       |



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**Q.3 TO WHAT EXTENT WOULD YOU SAY YOU WERE EITHER SATISFIED OR DISSATISFIED WITH THE ADVICE YOU RECEIVED?  
 WERE YOU ...?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                                       |      | GOVERNMENT OFFICE REGION |          |            |            |                        |               |          |                 |               |            |           |            |                  |
|---------------------------------------|------|--------------------------|----------|------------|------------|------------------------|---------------|----------|-----------------|---------------|------------|-----------|------------|------------------|
|                                       |      | TOTAL                    | SCOTLAND | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES    | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL                      |      | <b>205</b>               | 17<br>8% | 12<br>6%   | 18<br>9%   | 12<br>6%               | 13<br>6%      | 8<br>4%  | 25<br>12%       | 17<br>8%      | 27<br>13%  | 22<br>11% | 30<br>15%  | 4<br>2%          |
| WEIGHTED TOTAL                        |      | <b>203</b>               | 15<br>7% | 11<br>6%   | 14<br>7%   | 12<br>6%               | 14<br>7%      | 7<br>3%  | 22<br>11%       | 18<br>9%      | 27<br>13%  | 24<br>12% | 35<br>17%  | 3<br>1%          |
| VERY SATISFIED                        | (+2) | <b>71</b><br><b>35%</b>  | 7<br>46% | 5<br>45%   | 5<br>34%   | 1<br>9%                | 8<br>55%      | 2<br>33% | 4<br>20%        | 8<br>44%      | 11<br>40%  | 9<br>36%  | 10<br>29%  | 1<br>20%         |
| QUITE SATISFIED                       | (+1) | <b>98</b><br><b>48%</b>  | 6<br>40% | 5<br>46%   | 7<br>48%   | 8<br>65%               | 6<br>38%      | 4<br>59% | 10<br>45%       | 9<br>51%      | 12<br>45%  | 10<br>44% | 18<br>53%  | 2<br>80%         |
| NEITHER SATISFIED<br>NOR DISSATISFIED | (0)  | <b>22</b><br><b>11%</b>  | 2<br>11% | -          | 2<br>14%   | 2<br>21%               | 1<br>7%       | 1<br>7%  | 5<br>23%        | 1<br>6%       | 2<br>6%    | 3<br>13%  | 3<br>10%   | -                |
| QUITE DISSATISFIED                    | (-1) | <b>9</b><br><b>4%</b>    | 1<br>4%  | 1<br>8%    | -          | -                      | -             | -        | 1<br>3%         | -             | 2<br>6%    | 2<br>7%   | 3<br>8%    | -                |
| VERY DISSATISFIED                     | (-2) | <b>4</b><br><b>2%</b>    | -        | -          | 1<br>4%    | 1<br>5%                | -             | -        | 2<br>9%         | -             | *<br>2%    | -         | -          | -                |
| MEAN SCORE                            |      | <b>1.1</b>               | 1.3      | 1.3        | 1.1        | 0.7                    | 1.5           | 1.3      | 0.6             | 1.4           | 1.2        | 1.1       | 1.0        | 1.2              |
| STANDARD DEVIATION                    |      | <b>0.9</b>               | 0.8      | 0.9        | 0.9        | 0.9                    | 0.6           | 0.6      | 1.1             | 0.6           | 0.9        | 0.9       | 0.9        | 0.5              |



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**NOP/422003 ADVICE**  
**FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.3 TO WHAT EXTENT WOULD YOU SAY YOU WERE EITHER SATISFIED OR DISSATISFIED WITH THE ADVICE YOU RECEIVED?  
 WERE YOU ...?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|   | TOTAL                   | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|---|-------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|   |                         | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL                          | <b>205</b>              | 107<br>52%                       | 65<br>32% | 33<br>16%                          | 81<br>40%      | 29<br>14%    | 95<br>46%      |
| WEIGHTED TOTAL                            | <b>203</b>              | 108<br>53%                       | 67<br>33% | 28<br>14%                          | 87<br>43%      | 34<br>17%    | 81<br>40%      |
| VERY SATISFIED (+2)                       | <b>71</b><br><b>35%</b> | 34<br>31%                        | 26<br>39% | 11<br>41%                          | 36<br>41%      | 13<br>39%    | 21<br>26%      |
| QUITE SATISFIED (+1)                      | <b>98</b><br><b>48%</b> | 58<br>53%                        | 28<br>42% | 12<br>45%                          | 37<br>43%      | 19<br>56%    | 41<br>51%      |
| NEITHER SATISFIED<br>NOR DISSATISFIED (0) | <b>22</b><br><b>11%</b> | 12<br>11%                        | 9<br>14%  | 1<br>3%                            | 11<br>13%      | 1<br>2%      | 10<br>12%      |
| QUITE DISSATISFIED (-1)                   | <b>9</b><br><b>4%</b>   | 4<br>3%                          | 3<br>4%   | 2<br>7%                            | 3<br>3%        | 1<br>3%      | 5<br>6%        |
| VERY DISSATISFIED (-2)                    | <b>4</b><br><b>2%</b>   | 1<br>1%                          | 1<br>2%   | 1<br>4%                            | -              | -            | 4<br>4%        |
| MEAN SCORE                                | <b>1.1</b>              | 1.1                              | 1.1       | 1.1                                | 1.2            | 1.3          | 0.9            |
| STANDARD DEVIATION                        | <b>0.9</b>              | 0.8                              | 0.9       | 1.1                                | 0.8            | 0.7          | 1.0            |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.4 WHY WERE YOU DISSATISFIED WITH THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ WHO WERE DISSATISFIED

|   | TOTAL                  | SEX       |           | AGE       |           |           |          |           |          | SOCIAL CLASS |           |           |          |
|---|------------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|--------------|-----------|-----------|----------|
|   |                        | MALE      | FEMALE    | 16-24     | 25-34     | 35-44     | 45-54    | 55-64     | 65+      | AB           | C1        | C2        | DE       |
| UNWEIGHTED TOTAL  | <b>17</b>              | 4<br>24%  | 13<br>76% | 3<br>18%  | 1<br>6%   | 4<br>24%  | 4<br>24% | 2<br>12%  | 3<br>18% | 4<br>24%     | 2<br>12%  | 2<br>12%  | 9<br>53% |
| WEIGHTED TOTAL  | <b>12</b>              | 3<br>22%  | 9<br>78%  | 3<br>24%  | 1<br>6%   | 3<br>23%  | 2<br>20% | 1<br>9%   | 2<br>17% | 3<br>24%     | 2<br>14%  | 2<br>19%  | 5<br>43% |
| UNHAPPY WITH THE ADVICE<br>I RECEIVED                           | <b>8</b><br><b>69%</b> | 3<br>100% | 6<br>60%  | 3<br>100% | 1<br>100% | 2<br>58%  | 2<br>76% | 1<br>100% | -        | 1<br>40%     | 2<br>100% | 2<br>100% | 3<br>61% |
| THE ADVISOR WAS UNABLE<br>TO DEAL WITH MY REQUEST               | <b>4</b><br><b>37%</b> | 2<br>80%  | 2<br>25%  | 2<br>78%  | -         | 1<br>18%  | *<br>20% | 1<br>100% | -        | 1<br>22%     | -         | 2<br>100% | 1<br>29% |
| I COULD NOT AFFORD TO<br>TAKE THE CASE ANY<br>FURTHER           | <b>3</b><br><b>23%</b> | 1<br>20%  | 2<br>24%  | 1<br>22%  | -         | 1<br>19%  | 1<br>37% | -         | 1<br>36% | 1<br>18%     | -         | -         | 2<br>44% |
| I WAS UNHAPPY WITH THE<br>WAY THE ADVISOR DEALT<br>WITH ME      | <b>4</b><br><b>29%</b> | -         | 4<br>38%  | 1<br>22%  | 1<br>100% | -         | 1<br>37% | 1<br>45%  | 1<br>36% | -            | 1<br>45%  | -         | 3<br>54% |
| THE ADVISOR DID NOT<br>SPECIALISE IN WHAT I<br>WANTED ADVICE ON | <b>8</b><br><b>63%</b> | 3<br>100% | 5<br>53%  | 1<br>33%  | 1<br>100% | 3<br>100% | 2<br>80% | 1<br>100% | -        | 3<br>100%    | 2<br>100% | 1<br>42%  | 2<br>39% |
| ANOTHER REASON  | <b>1</b><br><b>9%</b>  | 1<br>19%  | 1<br>6%   | -         | -         | 1<br>18%  | -        | -         | 1<br>27% | -            | -         | -         | 1<br>20% |
| DON'T KNOW  | -                      | -         | -         | -         | -         | -         | -        | -         | -        | -            | -         | -         | -        |



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**NOP/422003 ADVICE**  
**FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.4 WHY WERE YOU DISSATISFIED WITH THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ WHO WERE DISSATISFIED

|   | TOTAL                  | GOVERNMENT OFFICE REGION |            |            |                        |               |       |                 |               |            |           |            |                  |
|---|------------------------|--------------------------|------------|------------|------------------------|---------------|-------|-----------------|---------------|------------|-----------|------------|------------------|
|   |                        | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL  | <b>17</b>              | 1<br>6%                  | 1<br>6%    | 1<br>6%    | 1<br>6%                | -             | -     | 4<br>24%        | -             | 4<br>24%   | 2<br>12%  | 3<br>18%   | -                |
| WEIGHTED TOTAL  | <b>12</b>              | 1<br>5%                  | 1<br>8%    | 1<br>4%    | 1<br>5%                | -             | -     | 3<br>22%        | -             | 2<br>18%   | 2<br>14%  | 3<br>24%   | -                |
| UNHAPPY WITH THE ADVICE I RECEIVED                        | <b>8</b><br><b>69%</b> | -                        | 1<br>100%  | 1<br>100%  | 1<br>100%              | -             | -     | 1<br>45%        | -             | 2<br>100%  | 1<br>33%  | 2<br>80%   | -                |
| THE ADVISOR WAS UNABLE TO DEAL WITH MY REQUEST            | <b>4</b><br><b>37%</b> | -                        | 1<br>100%  | 1<br>100%  | 1<br>100%              | -             | -     | -               | -             | 1<br>46%   | -         | 1<br>46%   | -                |
| I COULD NOT AFFORD TO TAKE THE CASE ANY FURTHER           | <b>3</b><br><b>23%</b> | -                        | -          | -          | -                      | -             | -     | 1<br>43%        | -             | 2<br>76%   | -         | -          | -                |
| I WAS UNHAPPY WITH THE WAY THE ADVISOR DEALT WITH ME      | <b>4</b><br><b>29%</b> | -                        | -          | 1<br>100%  | -                      | -             | -     | 2<br>73%        | -             | 1<br>52%   | -         | -          | -                |
| THE ADVISOR DID NOT SPECIALISE IN WHAT I WANTED ADVICE ON | <b>8</b><br><b>63%</b> | -                        | 1<br>100%  | 1<br>100%  | 1<br>100%              | -             | -     | 1<br>45%        | -             | 1<br>48%   | 2<br>100% | 2<br>54%   | -                |
| ANOTHER REASON  | <b>1</b><br><b>9%</b>  | 1<br>100%                | -          | -          | -                      | -             | -     | -               | -             | 1<br>24%   | -         | -          | -                |
| DON'T KNOW  | -                      | -                        | -          | -          | -                      | -             | -     | -               | -             | -          | -         | -          | -                |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.4 WHY WERE YOU DISSATISFIED WITH THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ WHO WERE DISSATISFIED

|   | TOTAL    | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|---|----------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|   |          | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL  | 17       | 7<br>41%                         | 5<br>29%  | 5<br>29%                           | 3<br>18%       | 1<br>6%      | 13<br>76%      |
| WEIGHTED TOTAL  | 12       | 5<br>40%                         | 4<br>34%  | 3<br>25%                           | 3<br>25%       | 1<br>8%      | 8<br>67%       |
| UNHAPPY WITH THE ADVICE<br>I RECEIVED                           | 8<br>69% | 3<br>64%                         | 4<br>100% | 1<br>35%                           | 2<br>62%       | 1<br>100%    | 5<br>68%       |
| THE ADVISOR WAS UNABLE<br>TO DEAL WITH MY REQUEST               | 4<br>37% | 2<br>34%                         | 2<br>56%  | *<br>16%                           | 1<br>44%       | -            | 3<br>38%       |
| I COULD NOT AFFORD TO<br>TAKE THE CASE ANY<br>FURTHER           | 3<br>23% | 1<br>11%                         | 1<br>26%  | 1<br>40%                           | 1<br>17%       | -            | 2<br>28%       |
| I WAS UNHAPPY WITH THE<br>WAY THE ADVISOR DEALT<br>WITH ME      | 4<br>29% | 1<br>10%                         | 2<br>44%  | 1<br>40%                           | -              | -            | 4<br>44%       |
| THE ADVISOR DID NOT<br>SPECIALISE IN WHAT I<br>WANTED ADVICE ON | 8<br>63% | 5<br>100%                        | 2<br>52%  | 1<br>19%                           | 2<br>56%       | 1<br>100%    | 5<br>61%       |
| ANOTHER REASON  | 1<br>9%  | 1<br>10%                         | -         | 1<br>18%                           | -              | -            | 1<br>13%       |
| DON'T KNOW  | -        | -                                | -         | -                                  | -              | -            | -              |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.5 HOW FAR DID YOU HAVE TO TRAVEL TO GET ADVICE, WAS IT MORE OR LESS THAN FIVE MILES?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                        | TOTAL                    | SEX       |            | AGE       |           |           |           |           |           | SOCIAL CLASS |           |           |           |
|------------------------|--------------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
|                        |                          | MALE      | FEMALE     | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL       | <b>205</b>               | 97<br>47% | 108<br>53% | 34<br>17% | 34<br>17% | 44<br>21% | 45<br>22% | 23<br>11% | 25<br>12% | 32<br>16%    | 62<br>30% | 36<br>18% | 75<br>37% |
| WEIGHTED TOTAL         | <b>203</b>               | 97<br>48% | 105<br>52% | 38<br>19% | 37<br>18% | 42<br>21% | 45<br>22% | 22<br>11% | 19<br>9%  | 34<br>17%    | 61<br>30% | 37<br>18% | 71<br>35% |
| MORE THAN FIVE MILES   | <b>39</b><br><b>19%</b>  | 20<br>21% | 19<br>18%  | 8<br>21%  | 9<br>25%  | 9<br>22%  | 7<br>16%  | 2<br>11%  | 3<br>15%  | 8<br>23%     | 11<br>18% | 9<br>25%  | 11<br>16% |
| FIVE MILES OR FEWER    | <b>135</b><br><b>67%</b> | 64<br>65% | 71<br>68%  | 27<br>71% | 23<br>62% | 28<br>67% | 31<br>69% | 15<br>71% | 10<br>54% | 21<br>62%    | 37<br>61% | 26<br>69% | 51<br>72% |
| I DIDN'T TRAVEL AT ALL | <b>28</b><br><b>14%</b>  | 14<br>14% | 15<br>14%  | 3<br>8%   | 5<br>12%  | 4<br>11%  | 7<br>15%  | 4<br>18%  | 6<br>31%  | 5<br>15%     | 12<br>20% | 2<br>6%   | 9<br>12%  |
| DON'T KNOW             | -                        | -         | -          | -         | -         | -         | -         | -         | -         | -            | -         | -         | -         |



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**NOP/422003 ADVICE**  
**FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.5 HOW FAR DID YOU HAVE TO TRAVEL TO GET ADVICE, WAS IT MORE OR LESS THAN FIVE MILES?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                        | GOVERNMENT OFFICE REGION |           |            |            |                        |               |           |                 |               |            |           |            |                  |
|------------------------|--------------------------|-----------|------------|------------|------------------------|---------------|-----------|-----------------|---------------|------------|-----------|------------|------------------|
|                        | TOTAL                    | SCOTLAND  | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES     | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL       | <b>205</b>               | 17<br>8%  | 12<br>6%   | 18<br>9%   | 12<br>6%               | 13<br>6%      | 8<br>4%   | 25<br>12%       | 17<br>8%      | 27<br>13%  | 22<br>11% | 30<br>15%  | 4<br>2%          |
| WEIGHTED TOTAL         | <b>203</b>               | 15<br>7%  | 11<br>6%   | 14<br>7%   | 12<br>6%               | 14<br>7%      | 7<br>3%   | 22<br>11%       | 18<br>9%      | 27<br>13%  | 24<br>12% | 35<br>17%  | 3<br>1%          |
| MORE THAN FIVE MILES   | <b>39</b><br><b>19%</b>  | 2<br>13%  | -          | 3<br>24%   | 3<br>26%               | 5<br>37%      | -         | 6<br>28%        | 4<br>23%      | 4<br>15%   | 3<br>12%  | 7<br>21%   | 1<br>26%         |
| FIVE MILES OR FEWER    | <b>135</b><br><b>67%</b> | 10<br>67% | 11<br>100% | 5<br>37%   | 9<br>74%               | 9<br>63%      | 7<br>100% | 13<br>56%       | 11<br>60%     | 23<br>85%  | 14<br>59% | 21<br>61%  | 2<br>74%         |
| I DIDN'T TRAVEL AT ALL | <b>28</b><br><b>14%</b>  | 3<br>20%  | -          | 6<br>39%   | -                      | -             | -         | 4<br>16%        | 3<br>17%      | -          | 7<br>29%  | 6<br>18%   | -                |
| DON'T KNOW             | -                        | -         | -          | -          | -                      | -             | -         | -               | -             | -          | -         | -          | -                |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.5 HOW FAR DID YOU HAVE TO TRAVEL TO GET ADVICE, WAS IT MORE OR LESS THAN FIVE MILES?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                        | TOTAL                    | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|------------------------|--------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|                        |                          | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL       | <b>205</b>               | 107<br>52%                       | 65<br>32% | 33<br>16%                          | 81<br>40%      | 29<br>14%    | 95<br>46%      |
| WEIGHTED TOTAL         | <b>203</b>               | 108<br>53%                       | 67<br>33% | 28<br>14%                          | 87<br>43%      | 34<br>17%    | 81<br>40%      |
| MORE THAN FIVE MILES   | <b>39</b><br><b>19%</b>  | 24<br>22%                        | 12<br>19% | 3<br>10%                           | 21<br>25%      | 3<br>9%      | 15<br>18%      |
| FIVE MILES OR FEWER    | <b>135</b><br><b>67%</b> | 68<br>63%                        | 47<br>71% | 19<br>69%                          | 52<br>59%      | 27<br>78%    | 56<br>70%      |
| I DIDN'T TRAVEL AT ALL | <b>28</b><br><b>14%</b>  | 16<br>15%                        | 7<br>10%  | 6<br>21%                           | 14<br>16%      | 4<br>13%     | 10<br>12%      |
| DON'T KNOW             | -                        | -                                | -         | -                                  | -              | -            | -              |



**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.6 IF IN THE FUTURE YOU NEEDED ADVICE ON BENEFITS, EMPLOYMENT, HOUSING, OR MONEY PROBLEMS SUCH AS DEBTS WHERE WOULD YOU BE MOST LIKELY TO GO?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE

|  | TOTAL              | SEX        |            | AGE       |            |            |            |            |            | SOCIAL CLASS |            |            |            |
|--|--------------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
|  |                    | MALE       | FEMALE     | 16-24     | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB           | C1         | C2         | DE         |
| UNWEIGHTED TOTAL                                     | <b>795</b>         | 390<br>49% | 405<br>51% | 83<br>10% | 99<br>12%  | 148<br>19% | 122<br>15% | 134<br>17% | 209<br>26% | 180<br>23%   | 254<br>32% | 174<br>22% | 187<br>24% |
| WEIGHTED TOTAL                                       | <b>797</b>         | 388<br>49% | 410<br>51% | 89<br>11% | 106<br>13% | 145<br>18% | 126<br>16% | 131<br>16% | 200<br>25% | 186<br>23%   | 252<br>32% | 181<br>23% | 178<br>22% |
| LOCAL ADVICE CENTRE SUCH AS A CITIZENS ADVICE BUREAU | <b>524<br/>66%</b> | 246<br>64% | 278<br>68% | 52<br>59% | 73<br>69%  | 101<br>69% | 89<br>71%  | 90<br>69%  | 119<br>59% | 112<br>60%   | 164<br>65% | 129<br>71% | 119<br>67% |
| A SOLICITOR  | <b>208<br/>26%</b> | 112<br>29% | 97<br>24%  | 18<br>20% | 28<br>27%  | 36<br>25%  | 31<br>25%  | 36<br>28%  | 59<br>30%  | 63<br>34%    | 76<br>30%  | 42<br>23%  | 27<br>15%  |
| OTHER ADVISOR SUCH AS A TRADE UNION                  | <b>149<br/>19%</b> | 78<br>20%  | 70<br>17%  | 26<br>29% | 22<br>21%  | 30<br>20%  | 35<br>28%  | 27<br>20%  | 9<br>4%    | 43<br>23%    | 56<br>22%  | 32<br>18%  | 19<br>10%  |
| INTERNET OR TELEPHONE ADVICE LINE                    | <b>295<br/>37%</b> | 157<br>40% | 138<br>34% | 54<br>60% | 57<br>54%  | 69<br>47%  | 54<br>43%  | 36<br>28%  | 25<br>12%  | 80<br>43%    | 116<br>46% | 69<br>38%  | 30<br>17%  |
| OTHER  | <b>168<br/>21%</b> | 81<br>21%  | 87<br>21%  | 16<br>17% | 18<br>17%  | 28<br>19%  | 23<br>18%  | 28<br>21%  | 56<br>28%  | 44<br>24%    | 40<br>16%  | 30<br>17%  | 53<br>30%  |
| DON'T KNOW   | <b>47<br/>6%</b>   | 19<br>5%   | 28<br>7%   | 4<br>5%   | 4<br>4%    | 8<br>5%    | 5<br>4%    | 3<br>3%    | 22<br>11%  | 6<br>3%      | 13<br>5%   | 10<br>5%   | 18<br>10%  |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.6 IF IN THE FUTURE YOU NEEDED ADVICE ON BENEFITS, EMPLOYMENT, HOUSING, OR MONEY PROBLEMS SUCH AS DEBTS WHERE WOULD YOU BE MOST LIKELY TO GO?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE

|  | TOTAL              | GOVERNMENT OFFICE REGION |            |            |                        |               |           |                 |               |            |            |            |                  |
|--|--------------------|--------------------------|------------|------------|------------------------|---------------|-----------|-----------------|---------------|------------|------------|------------|------------------|
|  |                    | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES     | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON     | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL                                     | <b>795</b>         | 66<br>8%                 | 30<br>4%   | 95<br>12%  | 70<br>9%               | 58<br>7%      | 41<br>5%  | 86<br>11%       | 64<br>8%      | 69<br>9%   | 98<br>12%  | 94<br>12%  | 24<br>3%         |
| WEIGHTED TOTAL                                       | <b>797</b>         | 69<br>9%                 | 29<br>4%   | 95<br>12%  | 72<br>9%               | 57<br>7%      | 40<br>5%  | 73<br>9%        | 70<br>9%      | 62<br>8%   | 100<br>13% | 106<br>13% | 25<br>3%         |
| LOCAL ADVICE CENTRE SUCH AS A CITIZENS ADVICE BUREAU | <b>524<br/>66%</b> | 39<br>56%                | 13<br>44%  | 72<br>76%  | 50<br>70%              | 46<br>81%     | 23<br>57% | 50<br>69%       | 47<br>67%     | 42<br>68%  | 59<br>58%  | 72<br>68%  | 13<br>50%        |
| A SOLICITOR  | <b>208<br/>26%</b> | 16<br>23%                | 7<br>23%   | 22<br>24%  | 21<br>29%              | 14<br>26%     | 13<br>33% | 22<br>30%       | 27<br>39%     | 12<br>19%  | 26<br>26%  | 25<br>23%  | 4<br>14%         |
| OTHER ADVISOR SUCH AS A TRADE UNION                  | <b>149<br/>19%</b> | 10<br>15%                | 6<br>19%   | 11<br>12%  | 18<br>25%              | 12<br>22%     | 10<br>24% | 13<br>18%       | 16<br>23%     | 18<br>28%  | 11<br>11%  | 17<br>16%  | 7<br>28%         |
| INTERNET OR TELEPHONE ADVICE LINE                    | <b>295<br/>37%</b> | 17<br>24%                | 5<br>18%   | 36<br>38%  | 28<br>39%              | 14<br>26%     | 14<br>35% | 32<br>43%       | 27<br>39%     | 27<br>43%  | 44<br>44%  | 42<br>40%  | 10<br>38%        |
| OTHER  | <b>168<br/>21%</b> | 16<br>24%                | 6<br>19%   | 19<br>21%  | 7<br>10%               | 11<br>19%     | 6<br>15%  | 17<br>23%       | 12<br>18%     | 7<br>11%   | 29<br>29%  | 33<br>31%  | 5<br>20%         |
| DON'T KNOW   | <b>47<br/>6%</b>   | 4<br>5%                  | 3<br>11%   | 3<br>3%    | 5<br>7%                | 5<br>9%       | 2<br>5%   | 2<br>3%         | 2<br>3%       | 5<br>8%    | 10<br>10%  | 5<br>5%    | 1<br>6%          |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.6 IF IN THE FUTURE YOU NEEDED ADVICE ON BENEFITS, EMPLOYMENT, HOUSING, OR MONEY PROBLEMS SUCH AS DEBTS WHERE WOULD YOU BE MOST LIKELY TO GO?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE

|  | TOTAL                    | MARITAL STATUS                   |            |                                    | WORKING STATUS |              |                |
|--|--------------------------|----------------------------------|------------|------------------------------------|----------------|--------------|----------------|
|  |                          | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE     | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL   | <b>795</b>               | 466<br>59%                       | 174<br>22% | 155<br>19%                         | 352<br>44%     | 105<br>13%   | 338<br>43%     |
| WEIGHTED TOTAL   | <b>797</b>               | 463<br>58%                       | 179<br>22% | 155<br>19%                         | 367<br>46%     | 109<br>14%   | 321<br>40%     |
| LOCAL ADVICE CENTRE SUCH<br>AS A CITIZENS ADVICE<br>BUREAU | <b>524</b><br><b>66%</b> | 312<br>67%                       | 111<br>62% | 101<br>65%                         | 249<br>68%     | 84<br>77%    | 191<br>60%     |
| A SOLICITOR  | <b>208</b><br><b>26%</b> | 137<br>30%                       | 35<br>20%  | 35<br>23%                          | 96<br>26%      | 28<br>26%    | 84<br>26%      |
| OTHER ADVISOR SUCH AS A<br>TRADE UNION                     | <b>149</b><br><b>19%</b> | 84<br>18%                        | 49<br>27%  | 15<br>10%                          | 98<br>27%      | 18<br>17%    | 33<br>10%      |
| INTERNET OR TELEPHONE<br>ADVICE LINE                       | <b>295</b><br><b>37%</b> | 186<br>40%                       | 87<br>49%  | 22<br>14%                          | 175<br>48%     | 49<br>45%    | 71<br>22%      |
| OTHER  | <b>168</b><br><b>21%</b> | 85<br>18%                        | 36<br>20%  | 47<br>30%                          | 57<br>16%      | 23<br>21%    | 88<br>27%      |
| DON'T KNOW   | <b>47</b><br><b>6%</b>   | 23<br>5%                         | 13<br>7%   | 11<br>7%                           | 15<br>4%       | 2<br>2%      | 29<br>9%       |

**NOP/422003 ADVICE**  
**FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.7 HOW FAR WOULD YOU BE PREPARED TO TRAVEL TO GET ADVICE, MORE OR LESS THAN FIVE MILES?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE

|                          | TOTAL                    | SEX        |            | AGE       |            |            |            |            |            | SOCIAL CLASS |            |            |            |
|--------------------------|--------------------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
|                          |                          | MALE       | FEMALE     | 16-24     | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB           | C1         | C2         | DE         |
| UNWEIGHTED TOTAL         | <b>795</b>               | 390<br>49% | 405<br>51% | 83<br>10% | 99<br>12%  | 148<br>19% | 122<br>15% | 134<br>17% | 209<br>26% | 180<br>23%   | 254<br>32% | 174<br>22% | 187<br>24% |
| WEIGHTED TOTAL           | <b>797</b>               | 388<br>49% | 410<br>51% | 89<br>11% | 106<br>13% | 145<br>18% | 126<br>16% | 131<br>16% | 200<br>25% | 186<br>23%   | 252<br>32% | 181<br>23% | 178<br>22% |
| MORE THAN FIVE MILES     | <b>324</b><br><b>41%</b> | 178<br>46% | 145<br>35% | 37<br>42% | 57<br>54%  | 58<br>40%  | 64<br>51%  | 54<br>41%  | 53<br>27%  | 94<br>51%    | 110<br>44% | 69<br>38%  | 50<br>28%  |
| FIVE MILES OR FEWER      | <b>403</b><br><b>51%</b> | 181<br>47% | 222<br>54% | 46<br>51% | 45<br>43%  | 83<br>57%  | 54<br>43%  | 65<br>50%  | 109<br>55% | 83<br>44%    | 121<br>48% | 93<br>51%  | 106<br>59% |
| I WOULDN'T TRAVEL AT ALL | <b>61</b><br><b>8%</b>   | 24<br>6%   | 37<br>9%   | 6<br>7%   | 3<br>3%    | 4<br>3%    | 6<br>4%    | 10<br>7%   | 33<br>16%  | 7<br>4%      | 17<br>7%   | 16<br>9%   | 21<br>12%  |
| DON'T KNOW               | <b>10</b><br><b>1%</b>   | 4<br>1%    | 5<br>1%    | -<br>-    | 1<br>1%    | 1<br>1%    | 2<br>1%    | 2<br>2%    | 4<br>2%    | 3<br>1%      | 4<br>2%    | 2<br>1%    | 1<br>1%    |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.7 HOW FAR WOULD YOU BE PREPARED TO TRAVEL TO GET ADVICE, MORE OR LESS THAN FIVE MILES?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE

|                          | GOVERNMENT OFFICE REGION |           |            |            |                        |               |           |                 |               |            |            |            |                  |
|--------------------------|--------------------------|-----------|------------|------------|------------------------|---------------|-----------|-----------------|---------------|------------|------------|------------|------------------|
|                          | TOTAL                    | SCOTLAND  | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES     | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON     | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL         | <b>795</b>               | 66<br>8%  | 30<br>4%   | 95<br>12%  | 70<br>9%               | 58<br>7%      | 41<br>5%  | 86<br>11%       | 64<br>8%      | 69<br>9%   | 98<br>12%  | 94<br>12%  | 24<br>3%         |
| WEIGHTED TOTAL           | <b>797</b>               | 69<br>9%  | 29<br>4%   | 95<br>12%  | 72<br>9%               | 57<br>7%      | 40<br>5%  | 73<br>9%        | 70<br>9%      | 62<br>8%   | 100<br>13% | 106<br>13% | 25<br>3%         |
| MORE THAN FIVE MILES     | <b>324</b><br><b>41%</b> | 33<br>47% | 12<br>40%  | 33<br>35%  | 28<br>39%              | 24<br>43%     | 29<br>73% | 28<br>39%       | 28<br>40%     | 29<br>48%  | 21<br>20%  | 42<br>39%  | 17<br>66%        |
| FIVE MILES OR FEWER      | <b>403</b><br><b>51%</b> | 30<br>43% | 15<br>53%  | 57<br>60%  | 39<br>54%              | 25<br>45%     | 8<br>21%  | 38<br>52%       | 38<br>55%     | 27<br>43%  | 61<br>61%  | 56<br>53%  | 9<br>34%         |
| I WOULDN'T TRAVEL AT ALL | <b>61</b><br><b>8%</b>   | 6<br>8%   | 1<br>4%    | 5<br>5%    | 5<br>7%                | 6<br>11%      | 2<br>5%   | 4<br>6%         | 4<br>5%       | 4<br>7%    | 16<br>16%  | 8<br>8%    | -                |
| DON'T KNOW               | <b>10</b><br><b>1%</b>   | 1<br>2%   | 1<br>2%    | -          | -                      | 1<br>2%       | 1<br>2%   | 2<br>3%         | -             | 1<br>2%    | 2<br>2%    | *          | -                |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.7 HOW FAR WOULD YOU BE PREPARED TO TRAVEL TO GET ADVICE, MORE OR LESS THAN FIVE MILES?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE

|                          | TOTAL                    | MARITAL STATUS                   |            |                                    | WORKING STATUS |              |                |
|--------------------------|--------------------------|----------------------------------|------------|------------------------------------|----------------|--------------|----------------|
|                          |                          | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE     | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL         | <b>795</b>               | 466<br>59%                       | 174<br>22% | 155<br>19%                         | 352<br>44%     | 105<br>13%   | 338<br>43%     |
| WEIGHTED TOTAL           | <b>797</b>               | 463<br>58%                       | 179<br>22% | 155<br>19%                         | 367<br>46%     | 109<br>14%   | 321<br>40%     |
| MORE THAN FIVE MILES     | <b>324</b><br><b>41%</b> | 211<br>46%                       | 71<br>40%  | 42<br>27%                          | 189<br>51%     | 39<br>36%    | 96<br>30%      |
| FIVE MILES OR FEWER      | <b>403</b><br><b>51%</b> | 218<br>47%                       | 94<br>52%  | 91<br>59%                          | 161<br>44%     | 65<br>60%    | 176<br>55%     |
| I WOULDN'T TRAVEL AT ALL | <b>61</b><br><b>8%</b>   | 30<br>7%                         | 10<br>6%   | 20<br>13%                          | 15<br>4%       | 4<br>4%      | 41<br>13%      |
| DON'T KNOW               | <b>10</b><br><b>1%</b>   | 4<br>1%                          | 4<br>2%    | 1<br>1%                            | 2<br>1%        | *<br>*       | 7<br>2%        |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.8 GOOD LEGAL ADVICE IS VERY IMPORTANT TO ANYONE IN A COURT CASE, BUT IT CAN BE VERY EXPENSIVE. WHEN PEOPLE CANNOT AFFORD TO COVER THE COST IT IS MAINLY PAID FOR BY LEGAL AID AND OTHER GOVERNMENT FUNDING, BUT AS YOU MAY BE AWARE THERE IS PRESSURE ON LEGAL AID AND OTHER PUBLIC SERVICES DUE TO BUDGET CUTS. PLEASE TELL ME WHICH ONE OF THE FOLLOWING YOU AGREE WITH.**

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  | <b>1000</b>        | 487<br>49% | 513<br>51% | 117<br>12% | 133<br>13% | 192<br>19% | 167<br>17% | 157<br>16% | 234<br>23% | 212<br>21%   | 316<br>32% | 210<br>21% | 262<br>26% |
| WEIGHTED TOTAL  | <b>1000</b>        | 485<br>49% | 515<br>51% | 127<br>13% | 143<br>14% | 187<br>19% | 171<br>17% | 153<br>15% | 219<br>22% | 220<br>22%   | 313<br>31% | 218<br>22% | 249<br>25% |
| EVERYONE SHOULD BE ENTITLED TO FREE ADVICE REGARDLESS OF HOW MUCH THEY EARN                   | <b>447<br/>45%</b> | 214<br>44% | 233<br>45% | 77<br>61%  | 74<br>52%  | 95<br>51%  | 77<br>45%  | 50<br>33%  | 74<br>34%  | 91<br>41%    | 140<br>45% | 110<br>50% | 107<br>43% |
| ADVICE SHOULD BE FREE ONLY TO PEOPLE WHO EARN LESS THAN THE AVERAGE NATIONAL INCOME (£25,000) | <b>371<br/>37%</b> | 177<br>37% | 193<br>38% | 36<br>28%  | 46<br>32%  | 69<br>37%  | 60<br>35%  | 74<br>49%  | 86<br>39%  | 81<br>37%    | 118<br>38% | 77<br>35%  | 95<br>38%  |
| THESE SERVICES SHOULD BE FREE ONLY TO PEOPLE ON BENEFITS                                      | <b>102<br/>10%</b> | 48<br>10%  | 54<br>10%  | 10<br>8%   | 13<br>9%   | 11<br>6%   | 15<br>9%   | 17<br>11%  | 35<br>16%  | 22<br>10%    | 28<br>9%   | 20<br>9%   | 32<br>13%  |
| THESE SERVICES SHOULD NOT BE FREE TO ANYONE   | <b>58<br/>6%</b>   | 32<br>7%   | 26<br>5%   | 3<br>2%    | 8<br>6%    | 9<br>5%    | 15<br>9%   | 8<br>5%    | 15<br>7%   | 20<br>9%     | 19<br>6%   | 9<br>4%    | 10<br>4%   |
| DON'T KNOW  | <b>23<br/>2%</b>   | 14<br>3%   | 9<br>2%    | 1<br>1%    | 2<br>1%    | 3<br>2%    | 4<br>3%    | 4<br>2%    | 9<br>4%    | 6<br>3%      | 8<br>3%    | 2<br>1%    | 6<br>3%    |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.8 GOOD LEGAL ADVICE IS VERY IMPORTANT TO ANYONE IN A COURT CASE, BUT IT CAN BE VERY EXPENSIVE. WHEN PEOPLE CANNOT AFFORD TO COVER THE COST IT IS MAINLY PAID FOR BY LEGAL AID AND OTHER GOVERNMENT FUNDING, BUT AS YOU MAY BE AWARE THERE IS PRESSURE ON LEGAL AID AND OTHER PUBLIC SERVICES DUE TO BUDGET CUTS. PLEASE TELL ME WHICH ONE OF THE FOLLOWING YOU AGREE WITH.**

BASE : ALL ADULTS AGED 16+

|   | TOTAL              | GOVERNMENT OFFICE REGION |            |            |                        |               |           |                 |               |            |            |            |                  |
|---|--------------------|--------------------------|------------|------------|------------------------|---------------|-----------|-----------------|---------------|------------|------------|------------|------------------|
|   |                    | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES     | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON     | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL  | <b>1000</b>        | 83<br>8%                 | 42<br>4%   | 113<br>11% | 82<br>8%               | 71<br>7%      | 49<br>5%  | 111<br>11%      | 81<br>8%      | 96<br>10%  | 120<br>12% | 124<br>12% | 28<br>3%         |
| WEIGHTED TOTAL  | <b>1000</b>        | 84<br>8%                 | 40<br>4%   | 109<br>11% | 84<br>8%               | 71<br>7%      | 47<br>5%  | 95<br>9%        | 88<br>9%      | 89<br>9%   | 124<br>12% | 141<br>14% | 28<br>3%         |
| EVERYONE SHOULD BE ENTITLED TO FREE ADVICE REGARDLESS OF HOW MUCH THEY EARN                   | <b>447<br/>45%</b> | 33<br>40%                | 19<br>47%  | 54<br>50%  | 36<br>42%              | 29<br>41%     | 23<br>48% | 41<br>43%       | 42<br>48%     | 42<br>48%  | 58<br>47%  | 61<br>43%  | 9<br>33%         |
| ADVICE SHOULD BE FREE ONLY TO PEOPLE WHO EARN LESS THAN THE AVERAGE NATIONAL INCOME (£25,000) | <b>371<br/>37%</b> | 36<br>42%                | 14<br>35%  | 32<br>29%  | 35<br>41%              | 30<br>42%     | 17<br>36% | 36<br>38%       | 32<br>36%     | 32<br>36%  | 40<br>32%  | 58<br>41%  | 10<br>35%        |
| THESE SERVICES SHOULD BE FREE ONLY TO PEOPLE ON BENEFITS                                      | <b>102<br/>10%</b> | 8<br>9%                  | 5<br>11%   | 13<br>12%  | 7<br>8%                | 5<br>7%       | 4<br>9%   | 8<br>9%         | 8<br>9%       | 8<br>9%    | 18<br>15%  | 15<br>11%  | 2<br>8%          |
| THESE SERVICES SHOULD NOT BE FREE TO ANYONE   | <b>58<br/>6%</b>   | 4<br>5%                  | 1<br>2%    | 9<br>8%    | 5<br>5%                | 6<br>8%       | 2<br>4%   | 9<br>9%         | 7<br>8%       | 6<br>7%    | 4<br>3%    | 2<br>2%    | 5<br>17%         |
| DON'T KNOW  | <b>23<br/>2%</b>   | 3<br>4%                  | 2<br>4%    | 1<br>1%    | 2<br>3%                | 1<br>2%       | 1<br>2%   | 1<br>2%         | -             | 1<br>1%    | 4<br>3%    | 4<br>3%    | 2<br>7%          |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.8 GOOD LEGAL ADVICE IS VERY IMPORTANT TO ANYONE IN A COURT CASE, BUT IT CAN BE VERY EXPENSIVE. WHEN PEOPLE CANNOT AFFORD TO COVER THE COST IT IS MAINLY PAID FOR BY LEGAL AID AND OTHER GOVERNMENT FUNDING, BUT AS YOU MAY BE AWARE THERE IS PRESSURE ON LEGAL AID AND OTHER PUBLIC SERVICES DUE TO BUDGET CUTS. PLEASE TELL ME WHICH ONE OF THE FOLLOWING YOU AGREE WITH.**

BASE : ALL ADULTS AGED 16+

|   | TOTAL              | MARITAL STATUS                   |            |                                    | WORKING STATUS |              |                |
|---|--------------------|----------------------------------|------------|------------------------------------|----------------|--------------|----------------|
|   |                    | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE     | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL  | <b>1000</b>        | 573<br>57%                       | 239<br>24% | 188<br>19%                         | 433<br>43%     | 134<br>13%   | 433<br>43%     |
| WEIGHTED TOTAL  | <b>1000</b>        | 571<br>57%                       | 246<br>25% | 183<br>18%                         | 455<br>45%     | 144<br>14%   | 402<br>40%     |
| EVERYONE SHOULD BE ENTITLED TO FREE ADVICE REGARDLESS OF HOW MUCH THEY EARN                   | <b>447<br/>45%</b> | 263<br>46%                       | 115<br>47% | 68<br>37%                          | 229<br>50%     | 60<br>42%    | 158<br>39%     |
| ADVICE SHOULD BE FREE ONLY TO PEOPLE WHO EARN LESS THAN THE AVERAGE NATIONAL INCOME (£25,000) | <b>371<br/>37%</b> | 215<br>38%                       | 86<br>35%  | 69<br>38%                          | 146<br>32%     | 70<br>49%    | 154<br>38%     |
| THESE SERVICES SHOULD BE FREE ONLY TO PEOPLE ON BENEFITS                                      | <b>102<br/>10%</b> | 44<br>8%                         | 29<br>12%  | 29<br>16%                          | 36<br>8%       | 8<br>6%      | 57<br>14%      |
| THESE SERVICES SHOULD NOT BE FREE TO ANYONE   | <b>58<br/>6%</b>   | 38<br>7%                         | 9<br>4%    | 11<br>6%                           | 32<br>7%       | 5<br>3%      | 22<br>5%       |
| DON'T KNOW  | <b>23<br/>2%</b>   | 10<br>2%                         | 6<br>3%    | 6<br>3%                            | 12<br>3%       | 1<br>1%      | 10<br>3%       |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.9 IF YOU HAD TO PRIORITISE THREE DIFFERENT AREAS OF ADVICE FOR THE GOVERNMENT TO PAY OUT FOR, WHICH AREAS ARE MOST IMPORTANT?  
PLEASE GIVE ME YOUR TOP 3.**

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   | <b>1000</b>              | 487<br>49% | 513<br>51% | 117<br>12% | 133<br>13% | 192<br>19% | 167<br>17% | 157<br>16% | 234<br>23% | 212<br>21%   | 316<br>32% | 210<br>21% | 262<br>26% |
| WEIGHTED TOTAL   | <b>1000</b>              | 485<br>49% | 515<br>51% | 127<br>13% | 143<br>14% | 187<br>19% | 171<br>17% | 153<br>15% | 219<br>22% | 220<br>22%   | 313<br>31% | 218<br>22% | 249<br>25% |
| DIVORCE AND RELATIONSHIP<br>BREAKDOWN  | <b>161</b><br><b>16%</b> | 65<br>13%  | 96<br>19%  | 22<br>18%  | 24<br>16%  | 36<br>19%  | 27<br>16%  | 21<br>14%  | 31<br>14%  | 48<br>22%    | 49<br>16%  | 34<br>16%  | 29<br>12%  |
| HOUSING (FOR EXAMPLE<br>ADVICE ON HOMELESSNESS,<br>EVICTIONS AND DISREPAIR<br>CLAIMS AGAINST<br>LANDLORDS) | <b>629</b><br><b>63%</b> | 310<br>64% | 320<br>62% | 85<br>67%  | 90<br>63%  | 120<br>64% | 105<br>62% | 97<br>63%  | 132<br>61% | 136<br>62%   | 211<br>67% | 139<br>64% | 143<br>57% |
| CHILD PROTECTION   | <b>686</b><br><b>69%</b> | 318<br>66% | 368<br>71% | 86<br>68%  | 97<br>67%  | 142<br>76% | 108<br>63% | 114<br>74% | 139<br>63% | 170<br>77%   | 209<br>67% | 161<br>74% | 147<br>59% |
| DEBT   | <b>348</b><br><b>35%</b> | 168<br>35% | 180<br>35% | 46<br>36%  | 61<br>43%  | 61<br>33%  | 66<br>39%  | 48<br>32%  | 66<br>30%  | 88<br>40%    | 109<br>35% | 63<br>29%  | 89<br>36%  |
| BENEFITS   | <b>352</b><br><b>35%</b> | 179<br>37% | 172<br>33% | 35<br>28%  | 46<br>32%  | 59<br>31%  | 72<br>42%  | 52<br>34%  | 88<br>40%  | 53<br>24%    | 111<br>36% | 82<br>38%  | 105<br>42% |
| EMPLOYMENT   | <b>593</b><br><b>59%</b> | 300<br>62% | 293<br>57% | 93<br>73%  | 99<br>69%  | 118<br>63% | 107<br>63% | 90<br>59%  | 86<br>39%  | 133<br>61%   | 187<br>60% | 145<br>66% | 129<br>52% |
| NONE OF THESE  | <b>15</b><br><b>2%</b>   | 11<br>2%   | 5<br>1%    | 1<br>1%    | 3<br>2%    | 2<br>1%    | -<br>-     | 1<br>*     | 8<br>4%    | 3<br>2%      | 7<br>2%    | 1<br>*     | 4<br>2%    |
| DON'T KNOW   | <b>25</b><br><b>3%</b>   | 9<br>2%    | 16<br>3%   | 1<br>1%    | -<br>-     | -<br>-     | 2<br>1%    | 4<br>3%    | 17<br>8%   | 2<br>1%      | 5<br>2%    | 4<br>2%    | 14<br>6%   |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.9 IF YOU HAD TO PRIORITISE THREE DIFFERENT AREAS OF ADVICE FOR THE GOVERNMENT TO PAY OUT FOR, WHICH AREAS ARE MOST IMPORTANT?  
PLEASE GIVE ME YOUR TOP 3.**

BASE : ALL ADULTS AGED 16+

|  | TOTAL                    | GOVERNMENT OFFICE REGION |            |            |                        |               |           |                 |               |            |            |            |                  |
|--|--------------------------|--------------------------|------------|------------|------------------------|---------------|-----------|-----------------|---------------|------------|------------|------------|------------------|
|  |                          | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES     | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON     | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL   | <b>1000</b>              | 83<br>8%                 | 42<br>4%   | 113<br>11% | 82<br>8%               | 71<br>7%      | 49<br>5%  | 111<br>11%      | 81<br>8%      | 96<br>10%  | 120<br>12% | 124<br>12% | 28<br>3%         |
| WEIGHTED TOTAL   | <b>1000</b>              | 84<br>8%                 | 40<br>4%   | 109<br>11% | 84<br>8%               | 71<br>7%      | 47<br>5%  | 95<br>9%        | 88<br>9%      | 89<br>9%   | 124<br>12% | 141<br>14% | 28<br>3%         |
| DIVORCE AND RELATIONSHIP BREAKDOWN   | <b>161</b><br><b>16%</b> | 10<br>12%                | 3<br>7%    | 16<br>14%  | 13<br>16%              | 9<br>13%      | 10<br>20% | 25<br>27%       | 9<br>11%      | 15<br>17%  | 24<br>19%  | 23<br>16%  | 3<br>10%         |
| HOUSING (FOR EXAMPLE ADVICE ON HOMELESSNESS, EVICTIONS AND DISREPAIR CLAIMS AGAINST LANDLORDS) | <b>629</b><br><b>63%</b> | 55<br>66%                | 25<br>62%  | 68<br>62%  | 53<br>64%              | 38<br>53%     | 22<br>47% | 58<br>61%       | 63<br>72%     | 48<br>54%  | 84<br>68%  | 99<br>70%  | 16<br>57%        |
| CHILD PROTECTION   | <b>686</b><br><b>69%</b> | 62<br>74%                | 24<br>60%  | 79<br>72%  | 64<br>76%              | 45<br>64%     | 36<br>76% | 66<br>70%       | 67<br>76%     | 50<br>57%  | 78<br>63%  | 96<br>68%  | 19<br>67%        |
| DEBT   | <b>348</b><br><b>35%</b> | 30<br>35%                | 16<br>39%  | 45<br>41%  | 31<br>37%              | 22<br>31%     | 20<br>43% | 30<br>31%       | 26<br>29%     | 37<br>42%  | 32<br>25%  | 43<br>31%  | 16<br>58%        |
| BENEFITS   | <b>352</b><br><b>35%</b> | 25<br>30%                | 20<br>50%  | 41<br>37%  | 24<br>29%              | 26<br>37%     | 15<br>33% | 25<br>27%       | 35<br>40%     | 41<br>46%  | 45<br>37%  | 44<br>31%  | 9<br>31%         |
| EMPLOYMENT   | <b>593</b><br><b>59%</b> | 53<br>64%                | 26<br>64%  | 69<br>63%  | 48<br>58%              | 41<br>57%     | 27<br>58% | 50<br>53%       | 53<br>61%     | 52<br>58%  | 75<br>61%  | 87<br>62%  | 12<br>42%        |
| NONE OF THESE  | <b>15</b><br><b>2%</b>   | -<br>-                   | -<br>-     | -<br>-     | 4<br>4%                | 4<br>5%       | 1<br>3%   | 2<br>2%         | -<br>-        | *<br>*     | 2<br>1%    | 2<br>1%    | 1<br>5%          |
| DON'T KNOW   | <b>25</b><br><b>3%</b>   | 1<br>2%                  | -<br>-     | -<br>-     | -<br>-                 | 3<br>4%       | *<br>1%   | 5<br>5%         | 1<br>1%       | 5<br>6%    | 5<br>4%    | 4<br>3%    | -<br>-           |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.9 IF YOU HAD TO PRIORITISE THREE DIFFERENT AREAS OF ADVICE FOR THE GOVERNMENT TO PAY OUT FOR, WHICH AREAS ARE MOST IMPORTANT?  
PLEASE GIVE ME YOUR TOP 3.**

BASE : ALL ADULTS AGED 16+

|  | TOTAL             | MARITAL STATUS                   |            |                                    | WORKING STATUS |              |                |
|--|-------------------|----------------------------------|------------|------------------------------------|----------------|--------------|----------------|
|  |                   | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE     | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL   | <b>1000</b>       | 573<br>57%                       | 239<br>24% | 188<br>19%                         | 433<br>43%     | 134<br>13%   | 433<br>43%     |
| WEIGHTED TOTAL   | <b>1000</b>       | 571<br>57%                       | 246<br>25% | 183<br>18%                         | 455<br>45%     | 144<br>14%   | 402<br>40%     |
| DIVORCE AND RELATIONSHIP<br>BREAKDOWN  | <b>161</b><br>16% | 78<br>14%                        | 47<br>19%  | 36<br>20%                          | 75<br>17%      | 25<br>17%    | 61<br>15%      |
| HOUSING (FOR EXAMPLE<br>ADVICE ON HOMELESSNESS,<br>EVICTIONS AND DISREPAIR<br>CLAIMS AGAINST<br>LANDLORDS) | <b>629</b><br>63% | 345<br>60%                       | 172<br>70% | 112<br>61%                         | 279<br>61%     | 98<br>68%    | 252<br>63%     |
| CHILD PROTECTION   | <b>686</b><br>69% | 415<br>73%                       | 155<br>63% | 116<br>63%                         | 313<br>69%     | 102<br>71%   | 270<br>67%     |
| DEBT   | <b>348</b><br>35% | 209<br>37%                       | 83<br>34%  | 56<br>31%                          | 173<br>38%     | 48<br>33%    | 128<br>32%     |
| BENEFITS   | <b>352</b><br>35% | 212<br>37%                       | 79<br>32%  | 60<br>33%                          | 145<br>32%     | 53<br>37%    | 154<br>38%     |
| EMPLOYMENT   | <b>593</b><br>59% | 350<br>61%                       | 162<br>66% | 82<br>45%                          | 287<br>63%     | 100<br>69%   | 206<br>51%     |
| NONE OF THESE  | <b>15</b><br>2%   | 6<br>1%                          | 2<br>1%    | 7<br>4%                            | 7<br>2%        | -            | 8<br>2%        |
| DON'T KNOW   | <b>25</b><br>3%   | 8<br>1%                          | 3<br>1%    | 14<br>8%                           | 6<br>1%        | -            | 19<br>5%       |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.10 WHAT HAPPENED AS A RESULT OF THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|   | TOTAL                   | SEX       |            | AGE       |           |           |           |           |           | SOCIAL CLASS |           |           |           |
|---|-------------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
|   |                         | MALE      | FEMALE     | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL  | <b>205</b>              | 97<br>47% | 108<br>53% | 34<br>17% | 34<br>17% | 44<br>21% | 45<br>22% | 23<br>11% | 25<br>12% | 32<br>16%    | 62<br>30% | 36<br>18% | 75<br>37% |
| WEIGHTED TOTAL  | <b>203</b>              | 97<br>48% | 105<br>52% | 38<br>19% | 37<br>18% | 42<br>21% | 45<br>22% | 22<br>11% | 19<br>9%  | 34<br>17%    | 61<br>30% | 37<br>18% | 71<br>35% |
| STABILISED MY FINANCIAL SITUATION   | <b>45</b><br><b>22%</b> | 25<br>26% | 20<br>19%  | 8<br>21%  | 10<br>26% | 9<br>21%  | 8<br>17%  | 7<br>34%  | 3<br>18%  | 5<br>16%     | 14<br>24% | 9<br>24%  | 16<br>23% |
| I STAYED IN WORK OR GOT A NEW JOB   | <b>29</b><br><b>14%</b> | 15<br>15% | 14<br>13%  | 12<br>31% | 5<br>15%  | 4<br>10%  | 3<br>7%   | 4<br>19%  | 1<br>4%   | 7<br>22%     | 5<br>9%   | 7<br>19%  | 9<br>13%  |
| I STAYED IN MY HOME   | <b>10</b><br><b>5%</b>  | 4<br>5%   | 6<br>6%    | 1<br>2%   | 2<br>6%   | 2<br>4%   | 3<br>7%   | 2<br>9%   | 1<br>3%   | 3<br>10%     | 1<br>2%   | 2<br>5%   | 4<br>6%   |
| AVOIDED BAILIFF/ COURT ACTION, HOMELESSNESS OR OTHER CRISIS SITUATION             | <b>8</b><br><b>4%</b>   | 5<br>5%   | 3<br>3%    | 1<br>4%   | 1<br>2%   | 1<br>2%   | 2<br>5%   | 1<br>4%   | 2<br>13%  | 3<br>8%      | 2<br>4%   | -<br>-    | 3<br>4%   |
| I GOT JUSTICE FOR BEING TREATED UNFAIRLY / MY DISPUTE WAS RESOLVED SATISFACTORILY | <b>18</b><br><b>9%</b>  | 13<br>13% | 6<br>5%    | 2<br>6%   | 5<br>15%  | 2<br>6%   | 3<br>7%   | 2<br>7%   | 3<br>18%  | 2<br>5%      | 9<br>14%  | 2<br>7%   | 5<br>7%   |
| NO RESULT FROM THE ADVICE I RECEIVED  | <b>51</b><br><b>25%</b> | 18<br>19% | 32<br>31%  | 10<br>25% | 6<br>18%  | 9<br>20%  | 16<br>36% | 5<br>24%  | 5<br>24%  | 5<br>14%     | 14<br>22% | 11<br>29% | 22<br>30% |
| OTHERS  | <b>49</b><br><b>24%</b> | 24<br>25% | 25<br>24%  | 5<br>14%  | 7<br>19%  | 16<br>37% | 12<br>28% | 4<br>21%  | 4<br>21%  | 9<br>28%     | 17<br>27% | 5<br>15%  | 18<br>25% |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.10 WHAT HAPPENED AS A RESULT OF THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|   | TOTAL             | GOVERNMENT OFFICE REGION |            |            |                        |               |          |                 |               |            |           |            |                  |
|---|-------------------|--------------------------|------------|------------|------------------------|---------------|----------|-----------------|---------------|------------|-----------|------------|------------------|
|   |                   | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES    | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL  | <b>205</b>        | 17<br>8%                 | 12<br>6%   | 18<br>9%   | 12<br>6%               | 13<br>6%      | 8<br>4%  | 25<br>12%       | 17<br>8%      | 27<br>13%  | 22<br>11% | 30<br>15%  | 4<br>2%          |
| WEIGHTED TOTAL  | <b>203</b>        | 15<br>7%                 | 11<br>6%   | 14<br>7%   | 12<br>6%               | 14<br>7%      | 7<br>3%  | 22<br>11%       | 18<br>9%      | 27<br>13%  | 24<br>12% | 35<br>17%  | 3<br>1%          |
| STABILISED MY FINANCIAL SITUATION   | <b>45<br/>22%</b> | 7<br>46%                 | 2<br>16%   | 3<br>20%   | 2<br>19%               | 2<br>15%      | *<br>7%  | 6<br>27%        | 4<br>24%      | 2<br>6%    | 5<br>20%  | 11<br>32%  | 1<br>20%         |
| I STAYED IN WORK OR GOT A NEW JOB   | <b>29<br/>14%</b> | 1<br>7%                  | -          | 1<br>7%    | 1<br>10%               | 3<br>18%      | 3<br>41% | 4<br>19%        | 5<br>25%      | 4<br>13%   | 4<br>18%  | 4<br>11%   | -                |
| I STAYED IN MY HOME   | <b>10<br/>5%</b>  | 1<br>4%                  | -          | *<br>3%    | 1<br>9%                | 1<br>7%       | -        | -               | -             | 3<br>11%   | 3<br>12%  | 1<br>4%    | -                |
| AVOIDED BAILIFF/ COURT ACTION, HOMELESSNESS OR OTHER CRISIS SITUATION             | <b>8<br/>4%</b>   | 1<br>4%                  | -          | *<br>3%    | *<br>4%                | 2<br>16%      | -        | 1<br>7%         | -             | -          | -         | 2<br>6%    | 1<br>26%         |
| I GOT JUSTICE FOR BEING TREATED UNFAIRLY / MY DISPUTE WAS RESOLVED SATISFACTORILY | <b>18<br/>9%</b>  | -                        | 1<br>8%    | 1<br>10%   | 1<br>10%               | -             | 1<br>14% | 3<br>12%        | 2<br>12%      | 1<br>5%    | 2<br>9%   | 5<br>15%   | -                |
| NO RESULT FROM THE ADVICE I RECEIVED  | <b>51<br/>25%</b> | 2<br>11%                 | 2<br>15%   | 6<br>39%   | 5<br>39%               | 1<br>10%      | 1<br>14% | 8<br>36%        | 2<br>13%      | 10<br>38%  | 6<br>25%  | 8<br>23%   | -                |
| OTHERS  | <b>49<br/>24%</b> | 4<br>28%                 | 7<br>60%   | 3<br>18%   | 1<br>8%                | 7<br>48%      | 2<br>25% | -               | 6<br>30%      | 7<br>26%   | 8<br>35%  | 3<br>9%    | 2<br>54%         |

**NOP/422003 ADVICE**  
**FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.10 WHAT HAPPENED AS A RESULT OF THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|  | TOTAL                   | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|--|-------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|  |                         | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL   | <b>205</b>              | 107<br>52%                       | 65<br>32% | 33<br>16%                          | 81<br>40%      | 29<br>14%    | 95<br>46%      |
| WEIGHTED TOTAL   | <b>203</b>              | 108<br>53%                       | 67<br>33% | 28<br>14%                          | 87<br>43%      | 34<br>17%    | 81<br>40%      |
| STABILISED MY FINANCIAL<br>SITUATION   | <b>45</b><br><b>22%</b> | 23<br>21%                        | 15<br>23% | 7<br>26%                           | 19<br>21%      | 9<br>26%     | 17<br>21%      |
| I STAYED IN WORK OR GOT<br>A NEW JOB   | <b>29</b><br><b>14%</b> | 11<br>10%                        | 17<br>25% | 2<br>6%                            | 15<br>17%      | 6<br>19%     | 7<br>9%        |
| I STAYED IN MY HOME  | <b>10</b><br><b>5%</b>  | 5<br>4%                          | 5<br>7%   | 1<br>4%                            | 7<br>8%        | 1<br>3%      | 2<br>3%        |
| AVOIDED BAILIFF/ COURT<br>ACTION, HOMELESSNESS OR<br>OTHER CRISIS SITUATION                | <b>8</b><br><b>4%</b>   | 4<br>4%                          | 3<br>4%   | 2<br>6%                            | 2<br>2%        | -<br>-       | 7<br>8%        |
| I GOT JUSTICE FOR BEING<br>TREATED UNFAIRLY / MY<br>DISPUTE WAS RESOLVED<br>SATISFACTORILY | <b>18</b><br><b>9%</b>  | 13<br>12%                        | 1<br>1%   | 4<br>15%                           | 11<br>12%      | 1<br>3%      | 6<br>8%        |
| NO RESULT FROM THE<br>ADVICE I RECEIVED  | <b>51</b><br><b>25%</b> | 28<br>26%                        | 15<br>22% | 7<br>27%                           | 16<br>18%      | 6<br>18%     | 29<br>35%      |
| OTHERS   | <b>49</b><br><b>24%</b> | 26<br>24%                        | 17<br>25% | 6<br>23%                           | 24<br>27%      | 11<br>32%    | 15<br>18%      |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.11 WOULD ADVICE FROM A PHONE LINE/ INTERNET HAVE GOT THE SAME RESULT, BETTER OR WORSE?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE FROM TELEPHONE/INTERNET

|                  | TOTAL                   | SEX       |           | AGE       |           |           |           |           |           | SOCIAL CLASS |           |           |           |
|------------------|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
|                  |                         | MALE      | FEMALE    | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL | <b>122</b>              | 60<br>49% | 62<br>51% | 15<br>12% | 22<br>18% | 25<br>20% | 27<br>22% | 13<br>11% | 20<br>16% | 18<br>15%    | 35<br>29% | 17<br>14% | 52<br>43% |
| WEIGHTED TOTAL   | <b>116</b>              | 59<br>51% | 57<br>49% | 16<br>14% | 23<br>20% | 23<br>20% | 26<br>22% | 13<br>11% | 15<br>13% | 19<br>17%    | 34<br>29% | 17<br>15% | 46<br>39% |
| SAME             | <b>50</b><br><b>43%</b> | 28<br>47% | 22<br>39% | 8<br>48%  | 12<br>50% | 10<br>45% | 10<br>37% | 7<br>53%  | 4<br>26%  | 8<br>42%     | 20<br>60% | 5<br>31%  | 16<br>35% |
| BETTER           | <b>18</b><br><b>15%</b> | 12<br>20% | 6<br>11%  | 4<br>23%  | 3<br>14%  | 3<br>12%  | 7<br>27%  | -<br>-    | 1<br>6%   | 3<br>16%     | 3<br>10%  | 1<br>6%   | 10<br>23% |
| WORSE            | <b>36</b><br><b>31%</b> | 15<br>26% | 21<br>37% | 4<br>28%  | 8<br>36%  | 7<br>31%  | 6<br>25%  | 4<br>27%  | 6<br>43%  | 7<br>36%     | 8<br>22%  | 11<br>64% | 11<br>24% |
| DON'T KNOW       | <b>12</b><br><b>10%</b> | 5<br>8%   | 8<br>13%  | -<br>-    | -<br>-    | 3<br>12%  | 3<br>11%  | 3<br>20%  | 4<br>25%  | 1<br>6%      | 3<br>8%   | -<br>-    | 8<br>18%  |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.11 WOULD ADVICE FROM A PHONE LINE/ INTERNET HAVE GOT THE SAME RESULT, BETTER OR WORSE?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE FROM TELEPHONE/INTERNET

|                  | TOTAL             | GOVERNMENT OFFICE REGION |            |            |                        |               |          |                 |               |            |           |            |                  |
|------------------|-------------------|--------------------------|------------|------------|------------------------|---------------|----------|-----------------|---------------|------------|-----------|------------|------------------|
|                  |                   | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES    | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL | <b>122</b>        | 8<br>7%                  | 9<br>7%    | 11<br>9%   | 6<br>5%                | 8<br>7%       | 6<br>5%  | 14<br>11%       | 11<br>9%      | 17<br>14%  | 11<br>9%  | 18<br>15%  | 3<br>2%          |
| WEIGHTED TOTAL   | <b>116</b>        | 7<br>6%                  | 8<br>7%    | 8<br>7%    | 7<br>6%                | 10<br>8%      | 4<br>4%  | 11<br>10%       | 11<br>10%     | 15<br>13%  | 13<br>11% | 21<br>18%  | 2<br>2%          |
| SAME             | <b>50<br/>43%</b> | 2<br>38%                 | 3<br>37%   | 4<br>56%   | 3<br>46%               | 4<br>38%      | 3<br>82% | 7<br>59%        | 4<br>35%      | 6<br>41%   | 4<br>32%  | 9<br>44%   | -<br>-           |
| BETTER           | <b>18<br/>15%</b> | 3<br>46%                 | 1<br>12%   | 1<br>14%   | -<br>-                 | 4<br>45%      | -<br>-   | *<br>4%         | 1<br>8%       | 2<br>12%   | 3<br>22%  | 2<br>11%   | -<br>-           |
| WORSE            | <b>36<br/>31%</b> | 1<br>8%                  | 3<br>32%   | 2<br>24%   | 4<br>54%               | 2<br>17%      | 1<br>18% | 3<br>26%        | 6<br>57%      | 6<br>42%   | 3<br>22%  | 5<br>23%   | 2<br>100%        |
| DON'T KNOW       | <b>12<br/>10%</b> | 1<br>8%                  | 2<br>19%   | *<br>6%    | -<br>-                 | -<br>-        | -<br>-   | 1<br>11%        | -<br>-        | 1<br>5%    | 3<br>23%  | 5<br>22%   | -<br>-           |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.11 WOULD ADVICE FROM A PHONE LINE/ INTERNET HAVE GOT THE SAME RESULT, BETTER OR WORSE?**

BASE : ALL ADULTS AGED 16+ NOT SEEKING ADVICE FROM TELEPHONE/INTERNET

|                  | TOTAL                   | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|------------------|-------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|                  |                         | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL | <b>122</b>              | 62<br>51%                        | 36<br>30% | 24<br>20%                          | 47<br>39%      | 12<br>10%    | 63<br>52%      |
| WEIGHTED TOTAL   | <b>116</b>              | 61<br>52%                        | 35<br>30% | 20<br>17%                          | 50<br>43%      | 15<br>13%    | 51<br>44%      |
| SAME             | <b>50</b><br><b>43%</b> | 27<br>45%                        | 18<br>50% | 5<br>25%                           | 26<br>52%      | 6<br>39%     | 18<br>35%      |
| BETTER           | <b>18</b><br><b>15%</b> | 11<br>18%                        | 5<br>16%  | 1<br>5%                            | 6<br>13%       | 3<br>21%     | 8<br>16%       |
| WORSE            | <b>36</b><br><b>31%</b> | 18<br>30%                        | 9<br>26%  | 9<br>46%                           | 16<br>31%      | 3<br>17%     | 18<br>36%      |
| DON'T KNOW       | <b>12</b><br><b>10%</b> | 4<br>7%                          | 3<br>8%   | 5<br>25%                           | 2<br>4%        | 4<br>23%     | 7<br>13%       |

**NOP/422003 ADVICE**  
**FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.12A DID YOU HAVE ANY OTHER OPTIONS FOR WHERE YOU COULD HAVE GOT ADVICE?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                  | TOTAL                    | SEX       |            | AGE       |           |           |           |           |           | SOCIAL CLASS |           |           |           |
|------------------|--------------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
|                  |                          | MALE      | FEMALE     | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL | <b>205</b>               | 97<br>47% | 108<br>53% | 34<br>17% | 34<br>17% | 44<br>21% | 45<br>22% | 23<br>11% | 25<br>12% | 32<br>16%    | 62<br>30% | 36<br>18% | 75<br>37% |
| WEIGHTED TOTAL   | <b>203</b>               | 97<br>48% | 105<br>52% | 38<br>19% | 37<br>18% | 42<br>21% | 45<br>22% | 22<br>11% | 19<br>9%  | 34<br>17%    | 61<br>30% | 37<br>18% | 71<br>35% |
| YES              | <b>86</b><br><b>42%</b>  | 43<br>44% | 43<br>41%  | 15<br>39% | 18<br>49% | 12<br>29% | 21<br>46% | 12<br>53% | 8<br>43%  | 16<br>48%    | 26<br>43% | 15<br>41% | 28<br>40% |
| NO               | <b>112</b><br><b>55%</b> | 53<br>54% | 59<br>56%  | 23<br>61% | 19<br>51% | 29<br>71% | 22<br>48% | 9<br>42%  | 10<br>50% | 18<br>52%    | 34<br>55% | 21<br>57% | 39<br>55% |
| DON'T KNOW       | <b>5</b><br><b>3%</b>    | 2<br>2%   | 3<br>3%    | -         | -         | -         | 3<br>6%   | 1<br>5%   | 1<br>7%   | -            | 1<br>2%   | 1<br>2%   | 3<br>5%   |



GfK NOP

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.12A DID YOU HAVE ANY OTHER OPTIONS FOR WHERE YOU COULD HAVE GOT ADVICE?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                  | TOTAL              | GOVERNMENT OFFICE REGION |            |            |                        |               |          |                 |               |            |           |            |                  |
|------------------|--------------------|--------------------------|------------|------------|------------------------|---------------|----------|-----------------|---------------|------------|-----------|------------|------------------|
|                  |                    | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES    | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL | <b>205</b>         | 17<br>8%                 | 12<br>6%   | 18<br>9%   | 12<br>6%               | 13<br>6%      | 8<br>4%  | 25<br>12%       | 17<br>8%      | 27<br>13%  | 22<br>11% | 30<br>15%  | 4<br>2%          |
| WEIGHTED TOTAL   | <b>203</b>         | 15<br>7%                 | 11<br>6%   | 14<br>7%   | 12<br>6%               | 14<br>7%      | 7<br>3%  | 22<br>11%       | 18<br>9%      | 27<br>13%  | 24<br>12% | 35<br>17%  | 3<br>1%          |
| YES              | <b>86<br/>42%</b>  | 7<br>45%                 | 7<br>59%   | 5<br>38%   | 4<br>31%               | 6<br>44%      | 3<br>43% | 7<br>30%        | 9<br>49%      | 13<br>49%  | 8<br>34%  | 16<br>47%  | 1<br>21%         |
| NO               | <b>112<br/>55%</b> | 8<br>51%                 | 2<br>21%   | 9<br>62%   | 8<br>69%               | 8<br>56%      | 4<br>57% | 14<br>64%       | 9<br>51%      | 14<br>51%  | 16<br>66% | 18<br>50%  | 2<br>79%         |
| DON'T KNOW       | <b>5<br/>3%</b>    | 1<br>4%                  | 2<br>20%   | -          | -                      | -             | -        | 1<br>6%         | -             | -          | -         | 1<br>3%    | -                |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.12A DID YOU HAVE ANY OTHER OPTIONS FOR WHERE YOU COULD HAVE GOT ADVICE?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                  | TOTAL                    | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|------------------|--------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|                  |                          | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL | <b>205</b>               | 107<br>52%                       | 65<br>32% | 33<br>16%                          | 81<br>40%      | 29<br>14%    | 95<br>46%      |
| WEIGHTED TOTAL   | <b>203</b>               | 108<br>53%                       | 67<br>33% | 28<br>14%                          | 87<br>43%      | 34<br>17%    | 81<br>40%      |
| YES              | <b>86</b><br><b>42%</b>  | 44<br>41%                        | 30<br>45% | 12<br>42%                          | 42<br>48%      | 13<br>39%    | 31<br>38%      |
| NO               | <b>112</b><br><b>55%</b> | 60<br>56%                        | 37<br>55% | 15<br>52%                          | 44<br>51%      | 19<br>57%    | 48<br>59%      |
| DON'T KNOW       | <b>5</b><br><b>3%</b>    | 4<br>3%                          | -         | 2<br>6%                            | 1<br>1%        | 2<br>5%      | 3<br>3%        |



GfK NOP

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.12B WHAT WERE THE MOST IMPORTANT TWO FACTORS IN CHOOSING WHERE TO GO FOR ADVICE?**

BASE : ALL ADULTS 16+ WHO HAD OTHER OPTIONS FOR GETTING ADVICE

|  | TOTAL                   | SEX       |           | AGE       |           |           |           |           |          | SOCIAL CLASS |           |           |           |
|--|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|--------------|-----------|-----------|-----------|
|  |                         | MALE      | FEMALE    | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+      | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL   | <b>83</b>               | 41<br>49% | 42<br>51% | 14<br>17% | 16<br>19% | 13<br>16% | 21<br>25% | 10<br>12% | 9<br>11% | 15<br>18%    | 26<br>31% | 15<br>18% | 27<br>33% |
| WEIGHTED TOTAL   | <b>86</b>               | 43<br>50% | 43<br>50% | 15<br>17% | 18<br>21% | 12<br>14% | 21<br>24% | 12<br>14% | 8<br>10% | 16<br>19%    | 26<br>30% | 15<br>18% | 28<br>33% |
| BEING ABLE TO SPEAK TO<br>AN ADVISER FACE-TO-FACE  | <b>40</b><br><b>47%</b> | 28<br>64% | 13<br>29% | 7<br>46%  | 5<br>30%  | 7<br>61%  | 13<br>65% | 5<br>43%  | 2<br>26% | 7<br>43%     | 11<br>43% | 8<br>53%  | 14<br>49% |
| KNOWING I COULD GET<br>ADVICE QUICKLY OR AT A<br>CONVENIENT TIME                         | <b>28</b><br><b>33%</b> | 13<br>31% | 15<br>34% | 8<br>55%  | 8<br>46%  | 2<br>14%  | 4<br>20%  | 4<br>37%  | 2<br>19% | 4<br>25%     | 10<br>37% | 8<br>55%  | 6<br>22%  |
| KNOWING I WOULD BE DEALT<br>WITH BY A HIGHLY<br>QUALIFIED ADVISER                        | <b>37</b><br><b>43%</b> | 16<br>36% | 21<br>50% | 4<br>29%  | 10<br>56% | 5<br>42%  | 9<br>42%  | 5<br>39%  | 4<br>53% | 9<br>55%     | 13<br>50% | 4<br>28%  | 11<br>38% |
| KNOWING THE ADVICE IS<br>FREE  | <b>28</b><br><b>32%</b> | 11<br>25% | 17<br>39% | 4<br>28%  | 6<br>34%  | 3<br>25%  | 7<br>33%  | 4<br>36%  | 3<br>39% | 5<br>29%     | 11<br>42% | 6<br>37%  | 6<br>22%  |
| KNOWING THE ADVISER IS<br>INDEPENDENT (IE: NOT<br>WORKING FOR THE JOB<br>CENTRE/COUNCIL) | <b>19</b><br><b>22%</b> | 10<br>22% | 9<br>22%  | 1<br>7%   | 5<br>29%  | 3<br>25%  | 3<br>14%  | 3<br>27%  | 3<br>42% | 6<br>34%     | 6<br>22%  | 2<br>14%  | 5<br>19%  |
| OTHERS   | -                       | -         | -         | -         | -         | -         | -         | -         | -        | -            | -         | -         | -         |
| DON'T KNOW   | <b>3</b><br><b>4%</b>   | -         | 3<br>8%   | -         | -         | 2<br>14%  | -         | 1<br>6%   | 1<br>11% | -            | -         | -         | 3<br>12%  |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.12B WHAT WERE THE MOST IMPORTANT TWO FACTORS IN CHOOSING WHERE TO GO FOR ADVICE?**

BASE : ALL ADULTS 16+ WHO HAD OTHER OPTIONS FOR GETTING ADVICE

|   | TOTAL                   | GOVERNMENT OFFICE REGION |            |            |                        |               |          |                 |               |            |          |            |                  |
|---|-------------------------|--------------------------|------------|------------|------------------------|---------------|----------|-----------------|---------------|------------|----------|------------|------------------|
|   |                         | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES    | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON   | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL  | <b>83</b>               | 7<br>8%                  | 7<br>8%    | 6<br>7%    | 3<br>4%                | 5<br>6%       | 4<br>5%  | 9<br>11%        | 8<br>10%      | 13<br>16%  | 7<br>8%  | 13<br>16%  | 1<br>1%          |
| WEIGHTED TOTAL  | <b>86</b>               | 7<br>8%                  | 7<br>8%    | 5<br>6%    | 4<br>4%                | 6<br>7%       | 3<br>3%  | 7<br>8%         | 9<br>10%      | 13<br>16%  | 8<br>9%  | 16<br>19%  | 1<br>1%          |
| BEING ABLE TO SPEAK TO AN ADVISER FACE-TO-FACE                                  | <b>40</b><br><b>47%</b> | 2<br>37%                 | 5<br>74%   | 2<br>31%   | 1<br>33%               | 4<br>66%      | 2<br>68% | 3<br>40%        | 3<br>33%      | 8<br>56%   | 3<br>36% | 7<br>42%   | 1<br>100%        |
| KNOWING I COULD GET ADVICE QUICKLY OR AT A CONVENIENT TIME                      | <b>28</b><br><b>33%</b> | 1<br>16%                 | 4<br>53%   | 2<br>36%   | 1<br>33%               | -             | 1<br>32% | 4<br>56%        | 4<br>44%      | 3<br>24%   | 2<br>23% | 7<br>41%   | -                |
| KNOWING I WOULD BE DEALT WITH BY A HIGHLY QUALIFIED ADVISER                     | <b>37</b><br><b>43%</b> | 4<br>55%                 | 2<br>30%   | 3<br>53%   | 2<br>67%               | 3<br>51%      | 1<br>24% | 2<br>36%        | 4<br>46%      | 5<br>39%   | 3<br>44% | 7<br>41%   | -                |
| KNOWING THE ADVICE IS FREE  | <b>28</b><br><b>32%</b> | 1<br>13%                 | -          | 3<br>47%   | 1<br>33%               | 1<br>23%      | 2<br>61% | 2<br>35%        | 7<br>77%      | 4<br>29%   | 2<br>29% | 4<br>25%   | -                |
| KNOWING THE ADVISER IS INDEPENDENT (IE: NOT WORKING FOR THE JOB CENTRE/COUNCIL) | <b>19</b><br><b>22%</b> | 3<br>49%                 | 1<br>12%   | 2<br>33%   | 1<br>33%               | 2<br>26%      | *<br>15% | 1<br>22%        | -             | 1<br>7%    | 3<br>37% | 4<br>27%   | -                |
| OTHERS  | -                       | -                        | -          | -          | -                      | -             | -        | -               | -             | -          | -        | -          | -                |
| DON'T KNOW  | <b>3</b><br><b>4%</b>   | -                        | -          | -          | -                      | -             | -        | -               | -             | 2<br>13%   | 1<br>11% | 1<br>4%    | -                |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.12B WHAT WERE THE MOST IMPORTANT TWO FACTORS IN CHOOSING WHERE TO GO FOR ADVICE?**

BASE : ALL ADULTS 16+ WHO HAD OTHER OPTIONS FOR GETTING ADVICE

|  | TOTAL                   | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|--|-------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|  |                         | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL   | <b>83</b>               | 43<br>52%                        | 27<br>33% | 13<br>16%                          | 38<br>46%      | 11<br>13%    | 34<br>41%      |
| WEIGHTED TOTAL   | <b>86</b>               | 44<br>51%                        | 30<br>35% | 12<br>14%                          | 42<br>49%      | 13<br>15%    | 31<br>36%      |
| BEING ABLE TO SPEAK TO<br>AN ADVISER FACE-TO-FACE  | <b>40</b><br><b>47%</b> | 21<br>48%                        | 15<br>49% | 4<br>35%                           | 22<br>53%      | 6<br>42%     | 12<br>40%      |
| KNOWING I COULD GET<br>ADVICE QUICKLY OR AT A<br>CONVENIENT TIME                         | <b>28</b><br><b>33%</b> | 12<br>28%                        | 13<br>43% | 3<br>26%                           | 11<br>25%      | 9<br>66%     | 9<br>29%       |
| KNOWING I WOULD BE DEALT<br>WITH BY A HIGHLY<br>QUALIFIED ADVISER                        | <b>37</b><br><b>43%</b> | 21<br>49%                        | 11<br>36% | 5<br>42%                           | 21<br>51%      | 1<br>8%      | 15<br>48%      |
| KNOWING THE ADVICE IS<br>FREE  | <b>28</b><br><b>32%</b> | 16<br>36%                        | 6<br>21%  | 6<br>47%                           | 16<br>38%      | 6<br>43%     | 6<br>19%       |
| KNOWING THE ADVISER IS<br>INDEPENDENT (IE: NOT<br>WORKING FOR THE JOB<br>CENTRE/COUNCIL) | <b>19</b><br><b>22%</b> | 11<br>26%                        | 6<br>20%  | 1<br>13%                           | 10<br>23%      | 1<br>7%      | 8<br>27%       |
| OTHERS   | -                       | -                                | -         | -                                  | -              | -            | -              |
| DON'T KNOW   | <b>3</b><br><b>4%</b>   | -                                | 2<br>6%   | 2<br>14%                           | -              | 2<br>13%     | 2<br>5%        |



**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.13 HOW DID YOU FIND OUT WHERE TO GO FOR ADVICE?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|  | TOTAL                   | SEX       |            | AGE       |           |           |           |           |           | SOCIAL CLASS |           |           |           |
|--|-------------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
|  |                         | MALE      | FEMALE     | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL   | <b>205</b>              | 97<br>47% | 108<br>53% | 34<br>17% | 34<br>17% | 44<br>21% | 45<br>22% | 23<br>11% | 25<br>12% | 32<br>16%    | 62<br>30% | 36<br>18% | 75<br>37% |
| WEIGHTED TOTAL   | <b>203</b>              | 97<br>48% | 105<br>52% | 38<br>19% | 37<br>18% | 42<br>21% | 45<br>22% | 22<br>11% | 19<br>9%  | 34<br>17%    | 61<br>30% | 37<br>18% | 71<br>35% |
| WAS TOLD BY A FRIEND/<br>NEIGHBOUR/RELATIVE  | <b>48</b><br><b>24%</b> | 29<br>29% | 19<br>18%  | 7<br>19%  | 14<br>37% | 10<br>24% | 6<br>14%  | 7<br>32%  | 3<br>18%  | 6<br>16%     | 24<br>39% | 9<br>24%  | 10<br>14% |
| WAS TOLD BY A<br>PROFESSIONAL (FOR<br>EXAMPLE COUNCIL STAFF,<br>SOCIAL WORKER, DOCTOR)                       | <b>26</b><br><b>13%</b> | 14<br>14% | 12<br>11%  | 3<br>9%   | 4<br>12%  | 5<br>12%  | 5<br>11%  | 3<br>15%  | 5<br>24%  | -            | 7<br>12%  | 4<br>10%  | 15<br>21% |
| WAS TOLD BY A LOCAL<br>CHARITY OR GROUP THAT<br>I'M A MEMBER OF (FOR<br>EXAMPLE CHURCH,<br>COMMUNITY CENTRE) | <b>17</b><br><b>8%</b>  | 9<br>9%   | 8<br>8%    | 2<br>6%   | 2<br>6%   | 1<br>2%   | 8<br>18%  | 2<br>9%   | 1<br>7%   | 5<br>14%     | -         | -         | 12<br>17% |
| SAW A POSTER OR ADVERT<br>LOCALLY  | <b>8</b><br><b>4%</b>   | 4<br>4%   | 3<br>3%    | 2<br>5%   | -         | 2<br>4%   | 1<br>3%   | 1<br>5%   | 2<br>9%   | 1<br>3%      | 2<br>3%   | 2<br>5%   | 3<br>4%   |
| SEARCHED ON THE INTERNET   | <b>70</b><br><b>34%</b> | 31<br>32% | 39<br>37%  | 20<br>52% | 13<br>36% | 14<br>33% | 17<br>38% | 3<br>15%  | 2<br>13%  | 16<br>48%    | 21<br>34% | 18<br>50% | 14<br>20% |
| SAW THE ADVICE CENTRE<br>BUILDING LOCALLY  | <b>8</b><br><b>4%</b>   | 2<br>2%   | 6<br>6%    | 2<br>5%   | -         | 3<br>7%   | 1<br>2%   | 1<br>6%   | 1<br>5%   | 2<br>5%      | 2<br>3%   | 1<br>4%   | 3<br>5%   |
| OTHERS   | <b>27</b><br><b>13%</b> | 8<br>9%   | 18<br>17%  | 2<br>4%   | 3<br>9%   | 7<br>18%  | 6<br>13%  | 4<br>18%  | 4<br>23%  | 5<br>14%     | 6<br>9%   | 3<br>8%   | 13<br>19% |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.13 HOW DID YOU FIND OUT WHERE TO GO FOR ADVICE?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|  | TOTAL                   | GOVERNMENT OFFICE REGION |            |            |                        |               |          |                 |               |            |           |            |                  |
|--|-------------------------|--------------------------|------------|------------|------------------------|---------------|----------|-----------------|---------------|------------|-----------|------------|------------------|
|  |                         | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES    | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL   | <b>205</b>              | 17<br>8%                 | 12<br>6%   | 18<br>9%   | 12<br>6%               | 13<br>6%      | 8<br>4%  | 25<br>12%       | 17<br>8%      | 27<br>13%  | 22<br>11% | 30<br>15%  | 4<br>2%          |
| WEIGHTED TOTAL   | <b>203</b>              | 15<br>7%                 | 11<br>6%   | 14<br>7%   | 12<br>6%               | 14<br>7%      | 7<br>3%  | 22<br>11%       | 18<br>9%      | 27<br>13%  | 24<br>12% | 35<br>17%  | 3<br>1%          |
| WAS TOLD BY A FRIEND/<br>NEIGHBOUR/RELATIVE  | <b>48</b><br><b>24%</b> | 5<br>31%                 | 1<br>8%    | 5<br>36%   | 3<br>28%               | 2<br>13%      | 1<br>19% | 6<br>28%        | 5<br>27%      | 6<br>23%   | 7<br>28%  | 7<br>19%   | -<br>-           |
| WAS TOLD BY A<br>PROFESSIONAL (FOR<br>EXAMPLE COUNCIL STAFF,<br>SOCIAL WORKER, DOCTOR)                       | <b>26</b><br><b>13%</b> | 2<br>12%                 | 6<br>49%   | 1<br>10%   | -<br>-                 | -<br>-        | 1<br>18% | 1<br>3%         | 2<br>11%      | 2<br>8%    | 2<br>10%  | 7<br>20%   | 1<br>41%         |
| WAS TOLD BY A LOCAL<br>CHARITY OR GROUP THAT<br>I'M A MEMBER OF (FOR<br>EXAMPLE CHURCH,<br>COMMUNITY CENTRE) | <b>17</b><br><b>8%</b>  | -<br>-                   | -<br>-     | 1<br>3%    | -<br>-                 | 2<br>15%      | -<br>-   | 5<br>21%        | -<br>-        | 3<br>10%   | 4<br>15%  | 3<br>10%   | -<br>-           |
| SAW A POSTER OR ADVERT<br>LOCALLY  | <b>8</b><br><b>4%</b>   | -<br>-                   | -<br>-     | 1<br>7%    | -<br>-                 | -<br>-        | -<br>-   | 1<br>4%         | 2<br>13%      | 2<br>6%    | -<br>-    | 1<br>2%    | 1<br>33%         |
| SEARCHED ON THE INTERNET   | <b>70</b><br><b>34%</b> | 7<br>47%                 | 1<br>9%    | 5<br>33%   | 5<br>45%               | 4<br>31%      | 3<br>42% | 9<br>40%        | 5<br>28%      | 10<br>37%  | 8<br>34%  | 12<br>35%  | -<br>-           |
| SAW THE ADVICE CENTRE<br>BUILDING LOCALLY  | <b>8</b><br><b>4%</b>   | -<br>-                   | -<br>-     | 1<br>4%    | 3<br>27%               | 2<br>12%      | -<br>-   | 1<br>4%         | -<br>-        | 1<br>2%    | -<br>-    | 1<br>4%    | -<br>-           |
| OTHERS   | <b>27</b><br><b>13%</b> | 1<br>10%                 | 4<br>33%   | 1<br>6%    | -<br>-                 | 4<br>29%      | 1<br>21% | -<br>-          | 4<br>21%      | 4<br>14%   | 3<br>13%  | 3<br>9%    | 1<br>26%         |



GfK NOP

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.13 HOW DID YOU FIND OUT WHERE TO GO FOR ADVICE?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|  | TOTAL                   | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|--|-------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|  |                         | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL   | <b>205</b>              | 107<br>52%                       | 65<br>32% | 33<br>16%                          | 81<br>40%      | 29<br>14%    | 95<br>46%      |
| WEIGHTED TOTAL   | <b>203</b>              | 108<br>53%                       | 67<br>33% | 28<br>14%                          | 87<br>43%      | 34<br>17%    | 81<br>40%      |
| WAS TOLD BY A FRIEND/<br>NEIGHBOUR/RELATIVE  | <b>48</b><br><b>24%</b> | 31<br>28%                        | 15<br>22% | 2<br>8%                            | 25<br>28%      | 5<br>13%     | 19<br>23%      |
| WAS TOLD BY A<br>PROFESSIONAL (FOR<br>EXAMPLE COUNCIL STAFF,<br>SOCIAL WORKER, DOCTOR)                       | <b>26</b><br><b>13%</b> | 12<br>11%                        | 9<br>13%  | 5<br>17%                           | 6<br>7%        | 6<br>18%     | 14<br>17%      |
| WAS TOLD BY A LOCAL<br>CHARITY OR GROUP THAT<br>I'M A MEMBER OF (FOR<br>EXAMPLE CHURCH,<br>COMMUNITY CENTRE) | <b>17</b><br><b>8%</b>  | 10<br>9%                         | 4<br>5%   | 4<br>13%                           | 5<br>6%        | 4<br>12%     | 8<br>9%        |
| SAW A POSTER OR ADVERT<br>LOCALLY  | <b>8</b><br><b>4%</b>   | 3<br>3%                          | 2<br>4%   | 2<br>8%                            | 3<br>3%        | -            | 5<br>6%        |
| SEARCHED ON THE INTERNET   | <b>70</b><br><b>34%</b> | 38<br>35%                        | 25<br>37% | 7<br>26%                           | 32<br>37%      | 15<br>44%    | 22<br>28%      |
| SAW THE ADVICE CENTRE<br>BUILDING LOCALLY  | <b>8</b><br><b>4%</b>   | 5<br>5%                          | 1<br>2%   | 1<br>5%                            | 3<br>3%        | 2<br>6%      | 3<br>4%        |
| OTHERS   | <b>27</b><br><b>13%</b> | 10<br>9%                         | 11<br>16% | 6<br>22%                           | 14<br>15%      | 2<br>7%      | 11<br>13%      |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.14 HOW EASY WAS IT TO GET THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                              | TOTAL                   | SEX       |            | AGE       |           |           |           |           |           | SOCIAL CLASS |           |           |           |
|------------------------------|-------------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
|                              |                         | MALE      | FEMALE     | 16-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        |
| UNWEIGHTED TOTAL             | <b>205</b>              | 97<br>47% | 108<br>53% | 34<br>17% | 34<br>17% | 44<br>21% | 45<br>22% | 23<br>11% | 25<br>12% | 32<br>16%    | 62<br>30% | 36<br>18% | 75<br>37% |
| WEIGHTED TOTAL               | <b>203</b>              | 97<br>48% | 105<br>52% | 38<br>19% | 37<br>18% | 42<br>21% | 45<br>22% | 22<br>11% | 19<br>9%  | 34<br>17%    | 61<br>30% | 37<br>18% | 71<br>35% |
| VERY EASY                    | <b>80</b><br><b>40%</b> | 46<br>48% | 34<br>32%  | 14<br>38% | 12<br>33% | 13<br>31% | 19<br>42% | 12<br>56% | 10<br>51% | 15<br>44%    | 28<br>45% | 15<br>40% | 23<br>32% |
| EASY                         | <b>92</b><br><b>46%</b> | 38<br>39% | 54<br>51%  | 19<br>49% | 17<br>47% | 24<br>58% | 21<br>46% | 6<br>27%  | 6<br>29%  | 16<br>47%    | 23<br>38% | 18<br>49% | 35<br>50% |
| NEITHER EASY OR<br>DIFFICULT | <b>17</b><br><b>8%</b>  | 8<br>8%   | 9<br>9%    | 3<br>8%   | 5<br>13%  | 1<br>1%   | 4<br>8%   | 3<br>12%  | 3<br>13%  | 2<br>5%      | 6<br>10%  | 2<br>6%   | 7<br>10%  |
| DIFFICULT                    | <b>8</b><br><b>4%</b>   | 4<br>4%   | 4<br>4%    | 2<br>5%   | 3<br>8%   | 2<br>5%   | 1<br>1%   | 1<br>2%   | *<br>2%   | -<br>-       | 3<br>5%   | 2<br>5%   | 3<br>5%   |
| VERY DIFFICULT               | <b>5</b><br><b>2%</b>   | 1<br>1%   | 4<br>4%    | -<br>-    | -<br>-    | 2<br>5%   | 1<br>3%   | 1<br>3%   | 1<br>4%   | 1<br>3%      | 1<br>2%   | -<br>-    | 3<br>4%   |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.14 HOW EASY WAS IT TO GET THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                           | TOTAL             | GOVERNMENT OFFICE REGION |            |            |                        |               |          |                 |               |            |           |            |                  |
|---------------------------|-------------------|--------------------------|------------|------------|------------------------|---------------|----------|-----------------|---------------|------------|-----------|------------|------------------|
|                           |                   | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES    | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON    | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL          | <b>205</b>        | 17<br>8%                 | 12<br>6%   | 18<br>9%   | 12<br>6%               | 13<br>6%      | 8<br>4%  | 25<br>12%       | 17<br>8%      | 27<br>13%  | 22<br>11% | 30<br>15%  | 4<br>2%          |
| WEIGHTED TOTAL            | <b>203</b>        | 15<br>7%                 | 11<br>6%   | 14<br>7%   | 12<br>6%               | 14<br>7%      | 7<br>3%  | 22<br>11%       | 18<br>9%      | 27<br>13%  | 24<br>12% | 35<br>17%  | 3<br>1%          |
| VERY EASY                 | <b>80<br/>40%</b> | 6<br>40%                 | 5<br>44%   | 7<br>48%   | 3<br>29%               | 2<br>17%      | 2<br>33% | 11<br>50%       | 8<br>47%      | 11<br>39%  | 12<br>52% | 11<br>31%  | 1<br>33%         |
| EASY                      | <b>92<br/>46%</b> | 5<br>37%                 | 6<br>56%   | 6<br>39%   | 7<br>57%               | 10<br>66%     | 4<br>59% | 8<br>36%        | 9<br>49%      | 12<br>45%  | 6<br>27%  | 17<br>50%  | 2<br>67%         |
| NEITHER EASY OR DIFFICULT | <b>17<br/>8%</b>  | 2<br>16%                 | -          | 2<br>14%   | 1<br>10%               | 1<br>6%       | -        | 2<br>7%         | 1<br>4%       | 2<br>7%    | 2<br>8%   | 4<br>12%   | -                |
| DIFFICULT                 | <b>8<br/>4%</b>   | -                        | -          | -          | *<br>4%                | 1<br>7%       | 1<br>7%  | 1<br>4%         | -             | 2<br>9%    | 2<br>8%   | 1<br>3%    | -                |
| VERY DIFFICULT            | <b>5<br/>2%</b>   | 1<br>7%                  | -          | -          | -                      | 1<br>4%       | -        | 1<br>3%         | -             | -          | 1<br>5%   | 1<br>4%    | -                |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.14 HOW EASY WAS IT TO GET THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SEEKING ADVICE

|                              | TOTAL                   | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|------------------------------|-------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|                              |                         | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL             | <b>205</b>              | 107<br>52%                       | 65<br>32% | 33<br>16%                          | 81<br>40%      | 29<br>14%    | 95<br>46%      |
| WEIGHTED TOTAL               | <b>203</b>              | 108<br>53%                       | 67<br>33% | 28<br>14%                          | 87<br>43%      | 34<br>17%    | 81<br>40%      |
| VERY EASY                    | <b>80</b><br><b>40%</b> | 41<br>38%                        | 27<br>40% | 13<br>46%                          | 37<br>43%      | 15<br>45%    | 27<br>34%      |
| EASY                         | <b>92</b><br><b>46%</b> | 52<br>48%                        | 32<br>48% | 8<br>30%                           | 36<br>41%      | 15<br>44%    | 41<br>51%      |
| NEITHER EASY OR<br>DIFFICULT | <b>17</b><br><b>8%</b>  | 7<br>6%                          | 6<br>8%   | 5<br>17%                           | 7<br>8%        | 3<br>9%      | 7<br>8%        |
| DIFFICULT                    | <b>8</b><br><b>4%</b>   | 6<br>6%                          | 1<br>2%   | *<br>2%                            | 5<br>5%        | 1<br>2%      | 3<br>3%        |
| VERY DIFFICULT               | <b>5</b><br><b>2%</b>   | 3<br>2%                          | 1<br>1%   | 1<br>5%                            | 2<br>2%        | -            | 3<br>3%        |

**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.15 WHY WASN'T IT EASY TO GET THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SAYING ADVICE RECEIVED WAS NOT EASY

|  | TOTAL                   | SEX       |           | AGE      |          |          |          |          |          | SOCIAL CLASS |           |          |           |
|--|-------------------------|-----------|-----------|----------|----------|----------|----------|----------|----------|--------------|-----------|----------|-----------|
|  |                         | MALE      | FEMALE    | 16-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      | AB           | C1        | C2       | DE        |
| UNWEIGHTED TOTAL   | <b>34</b>               | 14<br>41% | 20<br>59% | 4<br>12% | 8<br>24% | 5<br>15% | 7<br>21% | 4<br>12% | 6<br>18% | 3<br>9%      | 10<br>29% | 4<br>12% | 17<br>50% |
| WEIGHTED TOTAL   | <b>30</b>               | 13<br>42% | 17<br>58% | 5<br>16% | 8<br>25% | 5<br>15% | 5<br>18% | 4<br>13% | 4<br>12% | 3<br>10%     | 10<br>33% | 4<br>13% | 13<br>43% |
| I WAS REFERRED ON TO SOMEONE ELSE ONCE OR MORE   | <b>12</b><br><b>39%</b> | 8<br>62%  | 4<br>23%  | 2<br>35% | 4<br>55% | 1<br>11% | 1<br>14% | 3<br>72% | 2<br>52% | 2<br>61%     | 2<br>19%  | 1<br>25% | 7<br>55%  |
| I HAD TO TRAVEL A LONG DISTANCE  | <b>3</b><br><b>9%</b>   | *<br>3%   | 2<br>13%  | -<br>-   | 2<br>23% | -<br>-   | -<br>-   | -<br>-   | 1<br>24% | -<br>-       | 2<br>17%  | -<br>-   | 1<br>7%   |
| I HAD TO WAIT A LONG TIME FOR AN APPOINTMENT   | <b>9</b><br><b>29%</b>  | 3<br>21%  | 6<br>35%  | 2<br>40% | 3<br>37% | 1<br>20% | 2<br>40% | 1<br>19% | -<br>-   | -<br>-       | 4<br>38%  | 2<br>58% | 3<br>19%  |
| IT WAS HARD TO PROVE I WAS ELIGIBLE FOR THE ADVICE (I.E. PROOF OF INCOME, RESIDENCE OR IMMIGRATION STATUS) | <b>5</b><br><b>18%</b>  | 2<br>13%  | 4<br>22%  | 1<br>27% | 1<br>10% | 1<br>20% | 1<br>13% | 1<br>19% | 1<br>24% | -<br>-       | 2<br>17%  | 1<br>34% | 2<br>18%  |
| OTHERS   | <b>9</b><br><b>30%</b>  | 1<br>12%  | 8<br>43%  | 1<br>25% | 1<br>18% | 3<br>69% | 2<br>33% | 1<br>28% | *<br>11% | 1<br>39%     | 4<br>42%  | 2<br>42% | 2<br>16%  |



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**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.15 WHY WASN'T IT EASY TO GET THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SAYING ADVICE RECEIVED WAS NOT EASY

|  | TOTAL             | GOVERNMENT OFFICE REGION |            |            |                        |               |           |                 |               |            |          |            |                  |
|--|-------------------|--------------------------|------------|------------|------------------------|---------------|-----------|-----------------|---------------|------------|----------|------------|------------------|
|  |                   | SCOTLAND                 | NORTH EAST | NORTH WEST | YORKSHIRE & THE HUMBER | EAST MIDLANDS | WALES     | EAST OF ENGLAND | WEST MIDLANDS | SOUTH WEST | LONDON   | SOUTH EAST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL   | <b>34</b>         | 4<br>12%                 | -          | 3<br>9%    | 2<br>6%                | 3<br>9%       | 1<br>3%   | 4<br>12%        | 1<br>3%       | 5<br>15%   | 5<br>15% | 6<br>18%   | -                |
| WEIGHTED TOTAL   | <b>30</b>         | 3<br>11%                 | -          | 2<br>6%    | 2<br>6%                | 2<br>8%       | 1<br>2%   | 3<br>10%        | 1<br>2%       | 4<br>15%   | 5<br>17% | 7<br>23%   | -                |
| I WAS REFERRED ON TO SOMEONE ELSE ONCE OR MORE   | <b>12<br/>39%</b> | 1<br>38%                 | -          | -          | *<br>27%               | 1<br>40%      | -         | 2<br>73%        | -             | 2<br>52%   | 1<br>22% | 3<br>51%   | -                |
| I HAD TO TRAVEL A LONG DISTANCE  | <b>3<br/>9%</b>   | -                        | -          | 1<br>46%   | -                      | 1<br>38%      | -         | 1<br>25%        | -             | -          | -        | -          | -                |
| I HAD TO WAIT A LONG TIME FOR AN APPOINTMENT   | <b>9<br/>29%</b>  | -                        | -          | 1<br>54%   | -                      | 1<br>62%      | -         | 1<br>25%        | -             | 1<br>29%   | 1<br>18% | 3<br>46%   | -                |
| IT WAS HARD TO PROVE I WAS ELIGIBLE FOR THE ADVICE (I.E. PROOF OF INCOME, RESIDENCE OR IMMIGRATION STATUS) | <b>5<br/>18%</b>  | -                        | -          | -          | -                      | -             | -         | 1<br>25%        | 1<br>100%     | -          | 2<br>36% | 2<br>31%   | -                |
| OTHERS   | <b>9<br/>30%</b>  | 2<br>62%                 | -          | *<br>20%   | 1<br>73%               | -             | 1<br>100% | 1<br>27%        | -             | 1<br>20%   | 2<br>42% | 1<br>14%   | -                |



**NOP/422003 ADVICE  
FIELDWORK DATES : 13TH - 15TH JANUARY 2012**

**Q.15 WHY WASN'T IT EASY TO GET THE ADVICE YOU RECEIVED?**

BASE : ALL ADULTS AGED 16+ SAYING ADVICE RECEIVED WAS NOT EASY

|  | TOTAL                   | MARITAL STATUS                   |           |                                    | WORKING STATUS |              |                |
|--|-------------------------|----------------------------------|-----------|------------------------------------|----------------|--------------|----------------|
|  |                         | MARRIED/<br>LIVING AS<br>MARRIED | SINGLE    | WIDOWED/<br>DIVORCED/<br>SEPARATED | FULL<br>TIME   | PART<br>TIME | NOT<br>WORKING |
| UNWEIGHTED TOTAL   | <b>34</b>               | 16<br>47%                        | 10<br>29% | 8<br>24%                           | 13<br>38%      | 3<br>9%      | 18<br>53%      |
| WEIGHTED TOTAL   | <b>30</b>               | 15<br>51%                        | 8<br>26%  | 7<br>22%                           | 14<br>47%      | 4<br>12%     | 12<br>40%      |
| I WAS REFERRED ON TO<br>SOMEONE ELSE ONCE OR<br>MORE   | <b>12</b><br><b>39%</b> | 5<br>30%                         | 3<br>33%  | 5<br>69%                           | 5<br>33%       | 2<br>52%     | 5<br>43%       |
| I HAD TO TRAVEL A LONG<br>DISTANCE   | <b>3</b><br><b>9%</b>   | 1<br>6%                          | 1<br>15%  | *<br>7%                            | 1<br>7%        | -            | 2<br>14%       |
| I HAD TO WAIT A LONG<br>TIME FOR AN APPOINTMENT  | <b>9</b><br><b>29%</b>  | 5<br>33%                         | 3<br>35%  | 1<br>11%                           | 3<br>23%       | -            | 5<br>44%       |
| IT WAS HARD TO PROVE I<br>WAS ELIGIBLE FOR THE<br>ADVICE (I.E. PROOF OF<br>INCOME, RESIDENCE OR<br>IMMIGRATION STATUS) | <b>5</b><br><b>18%</b>  | 1<br>6%                          | 2<br>27%  | 2<br>35%                           | 2<br>16%       | -            | 3<br>26%       |
| OTHERS   | <b>9</b><br><b>30%</b>  | 6<br>37%                         | 3<br>42%  | -                                  | 5<br>37%       | 2<br>48%     | 2<br>17%       |