

ACS – Sunday Trading Hours

METHODOLOGY NOTE

ComRes interviewed 1,004 British adults by telephone between 13th and 15th February 2015. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Sunday Trading Study

CATI Fieldwork : 13th - 15th February 2015

Absolutes/col percents

Table 1
Q1. Under the Sunday Trading Act, large shops including supermarkets and department stores are allowed to open for up to 6 hours on a Sunday. Do you support or oppose this rule?

Base: All respondents

	Gender			Age					Class				Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	Wales	North	Mids	South
Unweighted base	1004	501	503	243	156	203	171	231	379	233	155	237	89	52	236	262	365
Weighted base	1004	492	512	288	169	179	149	219	268	278	219	239	90	50	241	261	361
Support	765	375	390	203	146	138	116	162	209	205	172	180	77	35	174	201	278
	76%	76%	76%	70%	86%	77%	78%	74%	78%	74%	78%	75%	86%	70%	72%	77%	77%
Oppose	207	105	102	79	19	36	29	45	52	68	38	49	11	14	58	54	71
	21%	21%	20%	27%	11%	20%	19%	20%	20%	24%	17%	21%	12%	28%	24%	21%	20%
Don't know	32	12	19	6	4	5	4	12	7	6	9	10	2	1	9	7	13
	3%	2%	4%	2%	3%	3%	3%	5%	3%	2%	4%	4%	2%	2%	4%	3%	4%

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Table 2

Q2. Which of the following changes would you support?**Base: All who oppose Sunday trading for large shops**

	Gender			Age					Class				Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	Wales	North	Mids	South
Unweighted base	200	106	94	63	19	40	30	48	74	55	25	46	11	14	54	52	69
Weighted base	207	105	102	79	19	36	29	45	52	68	38	49	11	14	58	54	71
No Sunday opening at all for large shops	96 46%	41 39%	56 54%	12 15%	11 56%	23 63%	21 74%	30 67%	26 49%	26 39%	18 48%	26 53%	4 38%	7 47%	29 50%	29 54%	28 39%
A reduction in the Sunday opening hours currently allowed for large shops	30 14%	9 9%	20 20%	10 13%	3 14%	6 17%	4 15%	7 15%	7 13%	11 16%	4 10%	8 17%	3 26%	* 4%	7 12%	6 12%	13 18%
A small increase in permitted Sunday opening hours for large shops	16 8%	8 8%	8 8%	15 19%	- -	1 3%	- -	- -	1 2%	5 7%	4 11%	7 13%	- -	- -	5 8%	1 2%	11 15%
A complete relaxation of Sunday Trading laws meaning any opening hours are allowed for large shops	65 31%	47 45%	18 18%	41 52%	6 30%	6 17%	3 11%	8 19%	19 36%	26 38%	12 32%	8 16%	4 36%	7 50%	17 29%	17 32%	20 28%