

Demographic characteristic	Week 1		Week 2		Week 3		Week 4		Week 5		Week 6		Cumulative		Census 2011
	%	n	%	n	%	n	%	n	%	n	%	n	%	n	
Ethnicity															
White	93.92	881	94.43	5,683	92.19	2,515	89.26	1,430	96.56	1,179	89.4	683	93.19	12,383	83.50%
Mixed or Multiple ethnic groups	3.84	36	2.73	164	3.15	86	4.06	65	1.72	21	4.06	31	3.04	404	2.60%
Asian or Asian British	1.39	13	2.11	127	2.57	70	3.5	56	0.74	9	2.23	17	2.2	292	8.80%
Black British, Caribbean or African	0.75	7	0.71	43	1.98	54	3	48	0.9	11	4.06	31	1.49	198	4%
Other ethnic group	0.11	1	0.02	1	0.11	3	0.19	3	0.08	1	0.26	2	0.08	11	1.10%
N		938		6,018		2,728		1,602		1,221		764		13,288	
Has a degree or equivalent															
No	28.57	262	25.61	1,516	20.41	549	16.77	265	42.4	508	33.6	252	25.68	3,356	54%
Yes	71.43	655	74.39	4,403	79.59	2,141	83.23	1,315	57.6	690	66.4	498	74.32	9,715	46%
N		917		5,919		2,690		1,580		1,198		750		13,071	
Region															
North East	3.73	34	5.74	330	8.87	233	16.75	263	4.85	56	4.26	31	7.43	948	4.6%
North West	10.09	92	10.91	628	7.04	185	3.89	61	9.27	107	10.04	73	8.98	1,146	12.9%
Yorkshire and Humber	11.4	104	10.41	599	5.45	143	2.93	46	10.05	116	10.32	75	8.5	1,084	9.7%
East Midlands	7.89	72	8.79	506	7.5	197	4.71	74	11.96	138	7.43	54	8.16	1,041	8.4%
West Midlands	8.99	82	8.64	497	9.79	257	9.94	156	9.79	113	8.39	61	9.16	1,169	10.4%
East	10.64	97	11.85	682	9.1	239	3.82	60	11.79	136	11.14	81	10.17	1,298	10.7%
London	17.32	158	12.83	738	30.39	798	51.72	812	11.09	128	17.33	126	21.67	2,765	17.9%
South East	18.42	168	18.6	1,070	14.85	390	4.27	67	18.89	218	20.91	152	16.2	2,066	15.9%
South West	11.51	105	12.23	704	7.01	184	1.97	31	12.31	142	10.18	74	9.72	1,240	9.4%
N		912		5,754		2,626		1,570		1,154		727		12,757	
Age group															
16-19	14.11	134	5.28	322	3.92	109	1.47	24	0.73	9	1.3	10	4.51	608	8.3%
20-24	8.21	78	8.28	505	5.22	145	6.17	101	3.33	41	8.06	62	6.93	934	11.7%
25-29	18.95	180	14.03	856	12.95	360	14.67	240	11.95	147	22.37	172	14.52	1,958	12.9%
30-34	22.32	212	17.61	1,074	17.84	496	20.17	330	16.91	208	16.25	125	18.19	2,452	13.1%
35-39	13.16	125	14.36	876	16.22	451	17.79	291	13.74	169	13.13	101	14.94	2,014	13.0%

40-44	8.74	83	13.25	808	14.5	403	13.63	223	12.76	157	11.05	85	13.05	1,760	11.8%
45-49	6.63	63	11.74	716	12.3	342	11.74	192	14.07	173	10.79	83	11.65	1,571	12.9%
50-55	7.89	75	15.46	943	17.05	474	14.36	235	26.5	326	17.04	131	16.21	2,185	16.4%
N		950		6,100		2,780		1,636		1,230		769		13,482	