

CEO of Sainsbury's is actually paid £3.8m annually. In your opinion is this too high or low?

Total sample size: 2,250

Nationally representative sample size: 2,042

GB Sample Spec	Percentage	Quota	Completes	% Complete	About right	Much too high	Much too low	Somewhat high	Somewhat low	
TOTALS					112 - 5%	1561 - 76%	11 - 1%	343 - 17%	15 - 1%	
Gender	Quotas		Raw counts		Results					
Male	49.1%	1,002	1002	100%	63 6%	742 74%	5 0%	187 19%	5 0%	
Female	51.0%	1,040	1040	100%	49 5%	819 79%	6 1%	156 15%	10 1%	
AgeRange	Quotas		Raw counts		Results					
18-24	11.4%	234	226	97%	24 11%	146 65%	2 1%	49 22%	5 2%	
25-34	16.6%	338	340	101%	25 7%	228 67%	3 1%	79 23%	5 1%	
35-44	17.8%	363	364	100%	17 5%	289 79%	1 0%	56 15%	1 0%	
45-54	17.8%	362	364	101%	15 4%	295 81%	0 0%	52 14%	2 1%	
55-64	15.2%	310	311	100%	14 5%	246 79%	5 2%	45 14%	1 0%	
65+	21.3%	435	437	100%	17 4%	357 82%	0 0%	62 14%	1 0%	
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	465	465	100%	32 7%	323 69%	3 1%	103 22%	4 1%	
C1	30.9%	632	632	100%	32 5%	487 77%	2 0%	106 17%	5 1%	

GB Sample Spec	Percentage	Quota	Completes	% Complete	About right	Much too high	Much too low	Somewhat high	Somewhat low	
C2	21.2%	433	433	100%	15 3%	355 82%	0 0%	60 14%	3 1%	
DE	25.1%	512	512	100%	33 6%	396 77%	6 1%	74 14%	3 1%	
Region	Quotas		Raw counts		Results					
East of England	9.7%	199	199	100%	16 8%	140 70%	1 1%	42 21%	0 0%	
East Midlands	7.5%	154	154	100%	8 5%	116 75%	0 0%	29 19%	1 1%	
Greater London	12.0%	244	244	100%	13 5%	183 75%	1 0%	47 19%	0 0%	
North East	4.2%	86	86	100%	5 6%	67 78%	1 1%	11 13%	2 2%	
North West	11.6%	237	237	100%	15 6%	188 79%	1 0%	29 12%	4 2%	
Scotland	8.7%	178	178	100%	4 2%	148 83%	1 1%	25 14%	0 0%	
South East	14.3%	293	293	100%	13 4%	224 76%	3 1%	49 17%	4 1%	
South West	9.2%	188	188	100%	14 7%	136 72%	0 0%	38 20%	0 0%	
Wales	5.1%	103	103	100%	1 1%	83 81%	1 1%	16 16%	2 2%	
West Midlands	9.1%	185	185	100%	14 8%	143 77%	1 1%	26 14%	1 1%	
Yorkshire and The Humber	8.6%	175	175	100%	9 5%	133 76%	1 1%	31 18%	1 1%	