

How much, to the nearest £100,000, do you think the CEO of Sainsbury's is paid? (e.g. please enter 10 if you think £1,000,000)

Total sample size: 2,250

Nationally representative sample size: 2,042

GB Sample Spec	Percentage	Quota	Completes	% Complete	Less than £1,000,000		£2,000,000-£3,999,999		£1,000,000-£1,999,999		£4,000,000 or more	
<b>TOTALS</b>					<b>923 - 45%</b>		<b>349 - 17%</b>		<b>605 - 30%</b>		<b>165 - 8%</b>	
<b>Gender</b>	<b>Quotas</b>		<b>Raw counts</b>		<b>Results</b>							
Male	49.1%	1,002	1002	100%	416	42%	199	20%	292	29%	95	9%
Female	51.0%	1,040	1040	100%	507	49%	150	14%	313	30%	70	7%
<b>AgeRange</b>	<b>Quotas</b>		<b>Raw counts</b>		<b>Results</b>							
18-24	11.4%	234	226	97%	97	43%	36	16%	73	32%	20	9%
25-34	16.6%	338	340	101%	149	44%	55	16%	107	31%	29	9%
35-44	17.8%	363	364	100%	173	48%	69	19%	88	24%	34	9%
45-54	17.8%	362	364	101%	164	45%	71	20%	104	29%	25	7%
55-64	15.2%	310	311	100%	141	45%	47	15%	92	30%	31	10%
65+	21.3%	435	437	100%	199	46%	71	16%	141	32%	26	6%
<b>SocialGrade</b>	<b>Quotas</b>		<b>Raw counts</b>		<b>Results</b>							
AB	22.8%	465	465	100%	205	44%	96	21%	127	27%	37	8%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Less than £1,000,000		£2,000,000–£3,999,999		£1,000,000–£1,999,999		£4,000,000 or more	
C1	30.9%	632	632	100%	268	42%	113	18%	198	31%	53	8%
C2	21.2%	433	433	100%	214	49%	62	14%	124	29%	33	8%
DE	25.1%	512	512	100%	236	46%	78	15%	156	30%	42	8%
Region	Quotas		Raw counts		Results							
East of England	9.7%	199	199	100%	83	42%	43	22%	54	27%	19	10%
East Midlands	7.5%	154	154	100%	82	53%	17	11%	41	27%	14	9%
Greater London	12.0%	244	244	100%	96	39%	43	18%	87	36%	18	7%
North East	4.2%	86	86	100%	36	42%	15	17%	24	28%	11	13%
North West	11.6%	237	237	100%	108	46%	46	19%	72	30%	11	5%
Scotland	8.7%	178	178	100%	77	43%	38	21%	52	29%	11	6%
South East	14.3%	293	293	100%	130	44%	54	18%	81	28%	28	10%
South West	9.2%	188	188	100%	92	49%	25	13%	54	29%	17	9%
Wales	5.1%	103	103	100%	40	39%	21	20%	31	30%	11	11%
West Midlands	9.1%	185	185	100%	90	49%	22	12%	58	31%	15	8%
Yorkshire and The Humber	8.6%	175	175	100%	89	51%	25	14%	51	29%	10	6%