	Nationally rep. (N=1143)	Proactive (N=2388)	Overall (N=3531)
Age group			
18-24	125 (10.9%)	133 (5.6%)	258 (7.3%)
25-34	173 (15.1%)	333 (13.9%)	506 (14.3%)
35-44	182 (15.9%)	395 (16.5%)	577 (16.3%)
45-54	204 (17.8%)	488 (20.4%)	692 (19.6%)
55-64	193 (16.9%)	578 (24.2%)	771 (21.8%)
65+	266 (23.3%)	449 (18.8%)	715 (20.2%)
Prefer not to answer	0 (0%)	12 (0.5%)	12 (0.3%)
Gender			
Female	578 (50.6%)	1438 (60.2%)	2016 (57.1%)
Male	562 (49.2%)	917 (38.4%)	1479 (41.9%)
Prefer not to answer	1 (0.1%)	21 (0.9%)	22 (0.6%)
Prefer to self-describe	2 (0.2%)	12 (0.5%)	14 (0.4%)
Education			
Postgraduate degree	153 (13.4%)	744 (31.2%)	897 (25.4%)
Undergraduate degree	325 (28.4%)	876 (36.7%)	1201 (34.0%)
Further Education	212 (18.5%)	329 (13.8%)	541 (15.3%)
Secondary school	398 (34.8%)	346 (14.5%)	744 (21.1%)
No formal qualifications	36 (3.1%)	31 (1.3%)	67 (1.9%)
Prefer not to answer	18 (1.6%)	27 (1.1%)	45 (1.3%)
Other	1 (0.1%)	35 (1.5%)	36 (1.0%)
Occupation			
Architecture, Energy & Engineering	29 (2.5%)	40 (1.7%)	69 (2.0%)
Arts, Sport & Media	20 (1.7%)	112 (4.7%)	132 (3.7%)
Building & Maintenance	21 (1.8%)	22 (0.9%)	43 (1.2%)
Business & Finance	73 (6.4%)	128 (5.4%)	201 (5.7%)
Community & Social Service	16 (1.4%)	52 (2.2%)	68 (1.9%)
Computer & Mathematical	31 (2.7%)	70 (2.9%)	101 (2.9%)
Education	65 (5.7%)	285 (11.9%)	350 (9.9%)
Environment, Nature & Wildlife	5 (0.4%)	339 (14.2%)	344 (9.7%)
Farming & Agriculture	6 (0.5%)	33 (1.4%)	39 (1.1%)
Fisheries & Aquaculture	1 (0.1%)	10 (0.4%)	11 (0.3%)
Forestry & Woodland Management	0 (0%)	16 (0.7%)	16 (0.5%)
Healthcare	88 (7.7%)	165 (6.9%)	253 (7.2%)
Homemaker / Carer	16 (1.4%)	27 (1.1%)	43 (1.2%)
Horticulture/Gardening/Landscaping	2 (0.2%)	18 (0.8%)	20 (0.6%)
Hospitality	40 (3.5%)	31 (1.3%)	71 (2.0%)
Law/Legal	4 (0.3%)	12 (0.5%)	16 (0.5%)
Office and Administrative Support	81 (7.1%)	119 (5.0%)	200 (5.7%)
Other	85 (7.4%)	223 (9.3%)	308 (8.7%)
Physical and Social Science	5 (0.4%)	18 (0.8%)	23 (0.7%)
Prefer not to answer	33 (2.9%)	47 (2.0%)	80 (2.3%)
Production	14 (1.2%)	20 (0.8%)	34 (1.0%)
Retired	265 (23.2%)	382 (16.0%)	647 (18.3%)
Sales	49 (4.3%)	31 (1.3%)	80 (2.3%)
Student	54 (4.7%)	81 (3.4%)	135 (3.8%)
Tourism	6 (0.5%)	15 (0.6%)	21 (0.6%)
Transport	27 (2.4%)	30 (1.3%)	57 (1.6%)
Unemployed	107 (9.4%)	62 (2.6%)	169 (4.8%)
Region			
East Midlands	65 (5.7%)	61 (2.6%)	126 (3.6%)
East of England	99 (8.7%)	132 (5.5%)	231 (6.5%)
Greater London	209 (18.3%)	118 (4.9%)	327 (9.3%)
North East	45 (3.9%)	29 (1.2%)	74 (2.1%)
North West	112 (9.8%)	61 (2.6%)	173 (4.9%)
Scotland	93 (8.1%)	56 (2.3%)	149 (4.2%)
South East	171 (15.0%)	1553 (65.0%)	1724 (48.8%)
South West	103 (9.0%)	209 (8.8%)	312 (8.8%)
Wales	56 (4.9%)	40 (1.7%)	96 (2.7%)
West Midlands	102 (8.9%)	54 (2.3%)	156 (4.4%)
Yorkshire and the Humber	88 (7.7%)	75 (3.1%)	163 (4.6%)
Area type			
Rural	221 (19.3%)	1044 (43.7%)	1265 (35.8%)
Sub-urban	540 (47.2%)	856 (35.8%)	1396 (39.5%)
Urban	382 (33.4%)	488 (20.4%)	870 (24.6%)
Release site			
Knepp	5 (0.4%)	431 (18.0%)	436 (12.3%)
Knepp-Wintershall	5 (0.4%)	265 (11.1%)	270 (7.6%)
No	1125 (98.4%)	1374 (57.5%)	2499 (70.8%)
Wadhurst Park	5 (0.4%)	193 (8.1%)	198 (5.6%)
Wintershall	3 (0.3%)	125 (5.2%)	128 (3.6%)