

# YouGov Survey Results

Sample Size: 2171 Adults in GB  
Fieldwork: 13th - 14th May 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2171	391	558	200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745
Unweighted Sample	2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	5	8	5	5	4	5	4	7	4	8	4	5	7	7	3	6	5	3	4	7	7	5
I am relatively comfortable financially	34	46	36	37	31	39	34	36	32	32	32	33	40	42	24	34	37	34	34	34	28	36
I do not often have money for luxuries, but can normally comfortably cover the essentials	37	33	38	45	41	38	38	33	40	30	37	37	39	33	42	37	30	39	38	35	41	36
I can only just afford my costs and often struggle to make ends meet	16	9	15	10	17	13	18	16	17	15	20	16	12	13	21	16	17	19	17	17	11	17
I cannot afford my costs, and often have to go without essentials like food and heating	4	2	4	2	6	3	4	4	4	5	5	6	1	2	6	4	7	2	3	4	8	3
Don't know	3	1	2	1	2	2	1	4	3	10	3	3	1	3	4	3	4	4	4	3	5	2

In general, do you think it is or is not vulgar or tacky to talk about money (i.e. how much a person earns or their financial situation)?

It is	38	51	36	36	41	40	44	36	41	19	31	47	50	39	38	38	43	35	43	36	32	39
It is not	50	42	55	51	46	51	46	52	49	61	58	42	39	51	49	50	46	51	46	54	54	51
Don't know	12	7	9	13	13	9	9	13	11	20	10	11	10	10	14	11	11	14	12	10	14	11

How comfortable or uncomfortable would you feel asking each of the following how much they earn or about their financial situation?

A family member

Very comfortable	20	11	22	21	19	19	15	23	18	32	25	15	12	21	18	20	21	16	18	19	24	21
Somewhat comfortable	37	38	38	36	35	39	36	36	38	39	41	35	31	38	36	36	40	40	36	41	37	34
<b>TOTAL COMFORTABLE</b>	<b>57</b>	<b>49</b>	<b>60</b>	<b>57</b>	<b>54</b>	<b>58</b>	<b>51</b>	<b>59</b>	<b>56</b>	<b>71</b>	<b>66</b>	<b>50</b>	<b>43</b>	<b>59</b>	<b>54</b>	<b>56</b>	<b>61</b>	<b>56</b>	<b>54</b>	<b>60</b>	<b>61</b>	<b>55</b>
Somewhat uncomfortable	25	28	26	27	24	26	28	22	27	13	21	30	31	25	24	25	21	25	27	21	23	26
Very uncomfortable	15	22	11	15	19	14	19	13	16	6	10	17	23	13	17	15	14	15	16	15	10	15
<b>TOTAL UNCOMFORTABLE</b>	<b>40</b>	<b>50</b>	<b>37</b>	<b>42</b>	<b>43</b>	<b>40</b>	<b>47</b>	<b>35</b>	<b>43</b>	<b>19</b>	<b>31</b>	<b>47</b>	<b>54</b>	<b>38</b>	<b>41</b>	<b>40</b>	<b>35</b>	<b>40</b>	<b>43</b>	<b>36</b>	<b>33</b>	<b>41</b>
Don't know	4	1	2	1	3	2	2	6	2	9	4	3	2	3	5	4	4	4	4	3	6	3

A friend

Very comfortable	11	4	13	9	10	11	9	13	9	16	15	7	5	11	11	11	10	11	9	9	11	13
Somewhat comfortable	31	25	35	37	28	31	25	33	30	46	38	27	19	34	28	32	31	24	29	38	36	31
TOTAL COMFORTABLE	42	29	48	46	38	42	34	46	39	62	53	34	24	45	39	43	41	35	38	47	44	44
Somewhat uncomfortable	28	33	30	27	30	32	29	26	30	24	26	31	32	28	29	28	30	31	30	26	25	29
Very uncomfortable	25	36	20	26	27	24	33	21	29	4	18	32	41	24	27	25	24	28	28	25	21	24
TOTAL UNCOMFORTABLE	53	69	50	53	57	56	62	47	59	28	44	63	73	52	56	53	54	59	58	51	46	53
Don't know	4	2	3	1	4	2	4	6	2	10	4	4	2	3	6	4	5	6	4	2	8	3

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Sample Size: 2171 Adults in GB  
Fieldwork: 13th - 14th May 2025

	Thinking about your finances, which of the following best reflects your position?						Generation			
	Total	I am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Gen Z (18-28)	Millennials (29-44)	Gen X (45-60)	Boomer (61-79)
Weighted Sample	2171	115	740	801	356	87	329	620	556	627
Unweighted Sample	2171	111	776	808	333	82	202	558	583	776
	%	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	5	100	0	0	0	0	6	4	4	6
I am relatively comfortable financially	34	0	100	0	0	0	33	32	32	38
I do not often have money for luxuries, but can normally comfortably cover the essentials	37	0	0	100	0	0	32	36	38	39
I can only just afford my costs and often struggle to make ends meet	16	0	0	0	100	0	16	19	19	13
I cannot afford my costs, and often have to go without essentials like food and heating	4	0	0	0	0	100	4	6	5	2
Don't know	3	0	0	0	0	0	9	3	3	2

In general, do you think it is or is not vulgar or tacky to talk about money (i.e. how much a person earns or their financial situation)?

It is	38	36	41	40	32	33	17	34	42	50
It is not	50	57	50	50	54	51	67	56	46	40
Don't know	12	7	9	10	14	16	16	10	12	10

How comfortable or uncomfortable would you feel asking each of the following how much they earn or about their financial situation?

A family member

Very comfortable	20	33	22	19	18	19	36	22	16	13
Somewhat comfortable	37	35	37	38	38	30	38	43	34	33
<b>TOTAL COMFORTABLE</b>	<b>57</b>	<b>68</b>	<b>59</b>	<b>57</b>	<b>56</b>	<b>49</b>	<b>74</b>	<b>65</b>	<b>50</b>	<b>46</b>
Somewhat uncomfortable	25	14	26	26	28	18	14	20	29	31
Very uncomfortable	15	18	13	14	12	29	5	11	16	22
<b>TOTAL UNCOMFORTABLE</b>	<b>40</b>	<b>32</b>	<b>39</b>	<b>40</b>	<b>40</b>	<b>47</b>	<b>19</b>	<b>31</b>	<b>45</b>	<b>53</b>
Don't know	4	0	2	3	4	4	8	4	4	1

A friend

Very comfortable	11	14	10	11	11	16	20	13	9	6
Somewhat comfortable	31	37	33	31	30	16	44	38	28	22
<b>TOTAL COMFORTABLE</b>	<b>42</b>	<b>51</b>	<b>43</b>	<b>42</b>	<b>41</b>	<b>32</b>	<b>64</b>	<b>51</b>	<b>37</b>	<b>28</b>
Somewhat uncomfortable	28	26	32	27	29	28	23	27	29	32
Very uncomfortable	25	22	22	27	26	37	4	18	30	38
<b>TOTAL UNCOMFORTABLE</b>	<b>53</b>	<b>48</b>	<b>54</b>	<b>54</b>	<b>55</b>	<b>65</b>	<b>27</b>	<b>45</b>	<b>59</b>	<b>70</b>
Don't know	4	1	3	4	4	3	8	3	5	3

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Fieldwork: 13th - 14th May 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2171</b>	<b>391</b>	<b>558</b>	<b>200</b>	<b>234</b>	<b>762</b>	<b>775</b>	<b>1051</b>	<b>1120</b>	<b>228</b>	<b>897</b>	<b>536</b>	<b>510</b>	<b>1237</b>	<b>934</b>	<b>1878</b>	<b>104</b>	<b>189</b>	<b>515</b>	<b>356</b>	<b>263</b>	<b>745</b>
<b>Unweighted Sample</b>	<b>2171</b>	<b>378</b>	<b>628</b>	<b>221</b>	<b>261</b>	<b>911</b>	<b>830</b>	<b>963</b>	<b>1208</b>	<b>114</b>	<b>813</b>	<b>594</b>	<b>650</b>	<b>1294</b>	<b>877</b>	<b>1861</b>	<b>122</b>	<b>188</b>	<b>492</b>	<b>339</b>	<b>241</b>	<b>789</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

#### A colleague

Very comfortable	6	2	8	6	8	7	6	9	4	10	8	5	3	6	7	7	9	4	7	5	6	7
Somewhat comfortable	21	19	22	17	22	20	19	24	18	25	25	20	12	22	19	21	19	22	17	24	19	22
<b>TOTAL COMFORTABLE</b>	<b>27</b>	<b>21</b>	<b>30</b>	<b>23</b>	<b>30</b>	<b>27</b>	<b>25</b>	<b>33</b>	<b>22</b>	<b>35</b>	<b>33</b>	<b>25</b>	<b>15</b>	<b>28</b>	<b>26</b>	<b>28</b>	<b>28</b>	<b>26</b>	<b>24</b>	<b>29</b>	<b>25</b>	<b>29</b>
Somewhat uncomfortable	31	31	35	27	30	33	30	31	32	29	32	32	31	32	31	31	28	35	34	30	30	30
Very uncomfortable	36	43	31	47	36	35	40	29	42	20	31	39	48	36	36	36	35	32	36	38	34	37
<b>TOTAL UNCOMFORTABLE</b>	<b>67</b>	<b>74</b>	<b>66</b>	<b>74</b>	<b>66</b>	<b>68</b>	<b>70</b>	<b>60</b>	<b>74</b>	<b>49</b>	<b>63</b>	<b>71</b>	<b>79</b>	<b>68</b>	<b>67</b>	<b>67</b>	<b>63</b>	<b>67</b>	<b>70</b>	<b>68</b>	<b>64</b>	<b>67</b>
Don't know	6	5	5	3	4	4	5	8	4	16	4	5	5	5	7	6	8	6	6	3	11	5

#### Someone you had just met (e.g. at an event or party)

Very comfortable	5	2	6	4	6	4	5	6	3	6	6	4	2	5	4	5	5	2	4	4	4	6
Somewhat comfortable	6	5	5	5	7	5	6	9	4	7	8	5	4	7	6	6	8	6	5	6	7	7
<b>TOTAL COMFORTABLE</b>	<b>11</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>9</b>	<b>11</b>	<b>15</b>	<b>7</b>	<b>13</b>	<b>14</b>	<b>9</b>	<b>6</b>	<b>12</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>13</b>
Somewhat uncomfortable	18	15	21	20	12	18	15	19	17	21	21	17	12	20	16	18	13	19	19	18	18	18
Very uncomfortable	65	72	64	68	70	68	69	58	73	53	60	69	77	65	67	65	67	68	67	67	61	64
<b>TOTAL UNCOMFORTABLE</b>	<b>83</b>	<b>87</b>	<b>85</b>	<b>88</b>	<b>82</b>	<b>86</b>	<b>84</b>	<b>77</b>	<b>90</b>	<b>74</b>	<b>81</b>	<b>86</b>	<b>89</b>	<b>85</b>	<b>83</b>	<b>83</b>	<b>80</b>	<b>87</b>	<b>86</b>	<b>85</b>	<b>79</b>	<b>82</b>
Don't know	6	6	4	3	5	4	6	8	3	13	4	4	6	4	7	5	7	5	4	4	10	5

#### And how comfortable or uncomfortable would you feel talking about how much you earn or your financial situation if you were asked by each of the following?

##### A family member

Very comfortable	26	18	29	29	28	26	23	28	24	35	30	19	21	28	23	26	26	21	24	26	28	27
Somewhat comfortable	39	40	38	40	37	38	38	37	40	38	42	36	35	39	38	38	44	41	40	40	36	36
TOTAL COMFORTABLE	65	58	67	69	65	64	61	65	64	73	72	55	56	67	61	64	70	62	64	66	64	63
Somewhat uncomfortable	19	22	20	18	18	20	19	19	19	16	13	25	23	20	18	19	12	23	15	19	20	21
Very uncomfortable	13	19	10	12	15	13	17	12	14	4	10	16	19	10	17	13	15	11	16	12	10	13
TOTAL UNCOMFORTABLE	32	41	30	30	33	33	36	31	33	20	23	41	42	30	35	32	27	34	31	31	30	34
Don't know	4	2	3	2	1	2	2	5	2	7	4	2	2	3	4	4	4	4	4	3	6	3

##### A friend

Very comfortable	17	9	19	14	18	18	14	18	16	22	23	13	10	19	15	17	19	17	17	14	17	19
Somewhat comfortable	38	36	41	44	35	37	35	38	37	46	41	34	31	37	38	38	36	31	35	43	38	39
<b>TOTAL COMFORTABLE</b>	<b>55</b>	<b>45</b>	<b>60</b>	<b>58</b>	<b>53</b>	<b>55</b>	<b>49</b>	<b>56</b>	<b>53</b>	<b>68</b>	<b>64</b>	<b>47</b>	<b>41</b>	<b>56</b>	<b>53</b>	<b>55</b>	<b>55</b>	<b>48</b>	<b>52</b>	<b>57</b>	<b>55</b>	<b>58</b>
Somewhat uncomfortable	22	27	21	24	23	23	23	22	22	19	18	25	27	23	20	21	22	29	20	22	20	22
Very uncomfortable	19	26	15	17	23	19	24	17	21	6	13	26	30	17	23	20	18	18	23	19	18	18
<b>TOTAL UNCOMFORTABLE</b>	<b>41</b>	<b>53</b>	<b>36</b>	<b>41</b>	<b>46</b>	<b>42</b>	<b>47</b>	<b>39</b>	<b>43</b>	<b>25</b>	<b>31</b>	<b>51</b>	<b>57</b>	<b>40</b>	<b>43</b>	<b>41</b>	<b>40</b>	<b>47</b>	<b>43</b>	<b>41</b>	<b>38</b>	<b>40</b>
Don't know	4	2	3	2	1	3	3	5	3	8	5	3	2	3	5	4	5	5	5	3	7	2

##### A colleague

Very comfortable	10	6	9	10	11	11	7	11	9	17	12	8	5	11	9	10	16	8	9	7	8	12
Somewhat comfortable	23	20	29	20	20	25	21	25	22	20	30	22	15	24	23	24	18	25	25	26	22	23
<b>TOTAL COMFORTABLE</b>	<b>33</b>	<b>26</b>	<b>38</b>	<b>30</b>	<b>31</b>	<b>36</b>	<b>28</b>	<b>36</b>	<b>31</b>	<b>37</b>	<b>42</b>	<b>30</b>	<b>20</b>	<b>35</b>	<b>32</b>	<b>34</b>	<b>34</b>	<b>33</b>	<b>34</b>	<b>33</b>	<b>30</b>	<b>35</b>
Somewhat uncomfortable	28	30	30	28	30	28	27	28	29	39	25	27	32	29	28	29	27	28	28	29	30	28
Very uncomfortable	33	40	28	39	34	32	39	31	35	14	29	39	42	33	33	33	33	32	35	33	32	32
<b>TOTAL UNCOMFORTABLE</b>	<b>61</b>	<b>70</b>	<b>58</b>	<b>67</b>	<b>64</b>	<b>60</b>	<b>66</b>	<b>59</b>	<b>64</b>	<b>53</b>	<b>54</b>	<b>66</b>	<b>74</b>	<b>62</b>	<b>61</b>	<b>62</b>	<b>60</b>	<b>60</b>	<b>63</b>	<b>62</b>	<b>62</b>	<b>60</b>
Don't know	5	4	3	3	4	4	5	6	5	10	4	4	6	4	6	5	7	7	4	5	8	4

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		Thinking about your finances, which of the following best reflects your position?						Generation			
		Total	I am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Gen Z (18-28)	Millennials (29-44)	Gen X (45-60)	Boomer (61-79)
Weighted Sample	2171	115	740	801	356	87	329	620	556	627	
Unweighted Sample	2171	111	776	808	333	82	202	558	583	776	
		%	%	%	%	%	%	%	%	%	
A colleague											
	Very comfortable	6	12	5	6	7	18	10	8	6	4
	Somewhat comfortable	21	27	23	21	17	7	27	24	19	15
	TOTAL COMFORTABLE	27	39	28	27	24	25	37	32	25	19
	Somewhat uncomfortable	31	23	36	28	34	24	31	30	34	30
	Very uncomfortable	36	33	31	39	37	49	19	34	36	46
	TOTAL UNCOMFORTABLE	67	56	67	67	71	73	50	64	70	76
	Don't know	6	5	4	6	5	3	12	4	5	5
Someone you had just met (e.g. at an event or party)											
	Very comfortable	5	5	4	4	6	6	7	4	5	3
	Somewhat comfortable	6	11	7	6	6	3	7	9	5	4
	TOTAL COMFORTABLE	11	16	11	10	12	9	14	13	10	7
	Somewhat uncomfortable	18	22	20	18	17	13	22	20	19	13
	Very uncomfortable	65	59	64	67	67	75	54	62	66	75
	TOTAL UNCOMFORTABLE	83	81	84	85	84	88	76	82	85	88
	Don't know	6	2	5	5	5	3	10	4	5	4
And how comfortable or uncomfortable would you feel talking about how much you earn or your financial situation if you were asked by each of the following?											
A family member											
	Very comfortable	26	42	26	26	24	26	38	29	21	21
	Somewhat comfortable	39	31	42	38	40	31	38	44	36	35
	TOTAL COMFORTABLE	65	73	68	64	64	57	76	73	57	56
	Somewhat uncomfortable	19	18	19	21	17	14	14	14	24	23
	Very uncomfortable	13	9	13	12	13	25	4	9	17	18
	TOTAL UNCOMFORTABLE	32	27	32	33	30	39	18	23	41	41
	Don't know	4	0	1	3	5	3	6	4	3	2
A friend											
	Very comfortable	17	23	17	16	19	22	28	21	14	11
	Somewhat comfortable	38	41	41	37	37	28	42	44	34	32
	TOTAL COMFORTABLE	55	64	58	53	56	50	70	65	48	43
	Somewhat uncomfortable	22	21	23	23	20	15	17	19	24	26
	Very uncomfortable	19	15	17	21	19	32	7	12	24	28
	TOTAL UNCOMFORTABLE	41	36	40	44	39	47	24	31	48	54
	Don't know	4	1	1	3	5	3	7	4	4	2
A colleague											
	Very comfortable	10	17	9	9	11	20	18	12	9	6
	Somewhat comfortable	23	25	27	23	22	11	23	31	22	18
	TOTAL COMFORTABLE	33	42	36	32	33	31	41	43	31	24
	Somewhat uncomfortable	28	24	32	28	25	26	36	23	27	31
	Very uncomfortable	33	31	28	35	36	39	14	30	38	40
	TOTAL UNCOMFORTABLE	61	55	60	63	61	65	50	53	65	71
	Don't know	5	3	3	4	5	4	9	3	5	4

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	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2171	391	558	200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745
Unweighted Sample	2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Someone you had just met (e.g. at an event or party)

Very comfortable	5	5	5	6	7	5	5	7	4	12	6	4	2	6	4	6	6	2	6	4	5	7
Somewhat comfortable	8	5	8	7	10	8	7	9	8	7	12	6	5	9	8	9	11	6	8	7	7	11
<b>TOTAL COMFORTABLE</b>	<b>13</b>	<b>10</b>	<b>13</b>	<b>13</b>	<b>17</b>	<b>13</b>	<b>12</b>	<b>16</b>	<b>12</b>	<b>19</b>	<b>18</b>	<b>10</b>	<b>7</b>	<b>15</b>	<b>12</b>	<b>15</b>	<b>17</b>	<b>8</b>	<b>14</b>	<b>11</b>	<b>12</b>	<b>18</b>
Somewhat uncomfortable	18	18	23	18	13	22	15	20	17	17	22	15	15	19	17	18	12	20	17	22	21	16
Very uncomfortable	63	68	61	66	67	61	69	59	67	53	55	70	74	62	65	63	62	67	64	62	61	62
<b>TOTAL UNCOMFORTABLE</b>	<b>81</b>	<b>86</b>	<b>84</b>	<b>84</b>	<b>80</b>	<b>83</b>	<b>84</b>	<b>79</b>	<b>84</b>	<b>70</b>	<b>77</b>	<b>85</b>	<b>89</b>	<b>81</b>	<b>82</b>	<b>81</b>	<b>74</b>	<b>87</b>	<b>81</b>	<b>84</b>	<b>82</b>	<b>78</b>
Don't know	5	4	3	3	3	4	4	6	4	11	4	4	4	4	6	5	9	5	5	4	6	4

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2171 Adults in GB  
Fieldwork: 13th - 14th May 2025

	Thinking about your finances, which of the following best reflects your position?						Generation			
	Total	I am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Gen Z (18-28)	Millennials (29-44)	Gen X (45-60)	Boomers (61-79)
Weighted Sample	2171	115	740	801	356	87	329	620	556	627
Unweighted Sample	2171	111	776	808	333	82	202	558	583	776
	%	%	%	%	%	%	%	%	%	%

Someone you had just met (e.g. at an event or party)

Very comfortable	5	10	6	5	5	8	13	5	4	3
Somewhat comfortable	8	15	10	6	11	4	8	14	7	5
<b>TOTAL COMFORTABLE</b>	<b>13</b>	<b>25</b>	<b>16</b>	<b>11</b>	<b>16</b>	<b>12</b>	<b>21</b>	<b>19</b>	<b>11</b>	<b>8</b>
Somewhat uncomfortable	18	19	20	19	14	9	18	22	18	14
Very uncomfortable	63	56	61	66	65	75	52	55	67	74
<b>TOTAL UNCOMFORTABLE</b>	<b>81</b>	<b>75</b>	<b>81</b>	<b>85</b>	<b>79</b>	<b>84</b>	<b>70</b>	<b>77</b>	<b>85</b>	<b>88</b>
Don't know	5	0	4	4	5	4	9	4	4	4

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.