

YouGov Survey Results

Sample Size: 4136 Adults in GB
Fieldwork: 28th October - 4th November 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age					Social Grade		Country		Region in England					Region in GB									
	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	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Weighted Sample	4136	745	1063	381	447	1457	1540	2002	2134	434	1708	1022	970	2358	1778	3578	199	360	980	678	500	1419	171	451	358	336	342	416	500	615	388	199	360
Unweighted Sample	4136	639	1270	467	554	1658	1588	1872	2264	255	1625	1088	1167	2485	1651	3558	234	344	1028	717	377	1436	181	463	384	354	363	429	377	609	398	234	344
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What would you say is the single most distinctive thing about [REGION LIVED IN]? Please be specific.

Respondents answered in their own words, with results then categorised.

Countryside/scenery	16	19	18	21	15	19	17	20	13	12	15	17	21	17	16	14	30	34	19	8	2	18	14	7	36	12	3	14	2	16	26	30	34	
Specifically: Mountains	1	0	1	0	0	1	0	1	1	1	1	0	0	0	1	0	6	3	0	0	0	0	0	0	0	0	0	0	0	0	0	6	3	
Specifically: Moors/Dales	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	2	0	0	0	1	0	4	0	0	0	0	0	0	0	0	
Specifically: Peak District	0	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0	0	4	0	0	0	0	0	0	0	
Beaches/coast/sea	6	8	5	11	6	6	6	7	5	7	6	6	7	5	6	7	2	2	1	0	0	16	5	1	1	0	0	15	0	13	24	2	0	
Specifically: White/chalk cliffs	1	0	0	3	0	0	1	1	1	0	1	0	0	1	1	1	0	0	0	0	0	2	0	0	0	0	0	0	0	5	0	0	0	
The people/community	6	5	6	4	7	6	6	6	6	3	5	7	7	5	6	5	6	13	14	3	1	2	18	14	11	1	6	2	1	2	1	6	13	
Friendliness/sense of humour	5	3	6	3	5	5	5	5	4	1	4	6	6	5	4	5	5	5	15	2	0	0	20	19	9	1	2	0	0	0	0	5	5	
Diversity/multicultural	4	2	5	4	3	6	3	4	5	6	5	4	3	5	3	5	0	0	1	5	27	0	0	1	1	5	6	1	27	0	0	0	0	
Attractions	4	3	4	3	3	3	3	4	3	4	4	2	4	4	3	4	1	1	3	4	11	2	8	2	1	2	7	0	11	2	6	1	1	
Specifically: Angel of the North	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	7	0	0	0	0	0	0	0	0	0	0	
Accent	4	3	4	3	3	3	3	4	3	6	5	2	1	4	3	4	2	4	7	7	0	1	7	7	6	2	12	1	0	0	3	2	4	
Weather	3	4	2	2	4	2	4	3	4	2	2	4	4	3	3	3	4	5	3	0	1	5	3	6	0	0	0	4	1	6	5	4	5	
Cities/towns/urban areas	3	2	3	4	2	2	2	3	2	5	3	2	2	2	3	3	0	0	2	7	0	2	0	4	1	4	10	3	0	2	2	0	0	
Specifically: Birmingham	1	0	1	1	1	0	0	1	0	1	0	0	0	0	1	0	1	0	0	3	0	0	0	0	0	0	5	0	0	0	0	0	0	
High cost of living/house prices	2	3	2	3	2	3	2	2	2	1	2	2	3	2	2	2	1	1	0	0	2	5	0	0	0	1	0	2	2	9	1	1	1	
Deprivation/poor/ignored	2	1	2	1	2	1	3	2	2	1	2	2	2	2	3	2	0	0	5	3	0	1	7	7	1	2	3	1	0	1	2	0	0	
Is wealthy	2	2	2	4	1	2	2	1	3	5	2	2	1	2	1	2	0	0	0	0	3	4	0	0	0	0	0	2	3	9	0	0	0	
History/Heritage	2	3	1	2	2	1	2	2	2	0	2	2	2	2	2	2	1	1	1	2	7	1	0	0	1	2	1	1	7	1	1	1	1	
Negativity	2	2	1	2	2	1	2	1	2	3	2	1	2	2	2	2	1	1	2	2	3	1	1	2	2	4	1	0	3	2	1	1	1	
Its culture	2	1	2	1	1	2	1	2	1	3	2	1	1	2	2	2	5	2	1	1	5	1	1	1	1	0	2	0	5	1	1	5	2	
Travel links/access	2	2	2	1	2	2	1	1	2	3	2	2	2	2	2	2	0	0	1	6	2	1	1	1	0	6	5	0	2	2	1	0	0	
Food and Drink	2	1	2	3	1	2	1	1	2	3	2	1	0	2	2	1	0	6	2	1	0	1	0	1	3	1	2	0	0	0	5	0	6	
Flatness	2	2	2	2	2	2	2	1	2	0	1	2	2	2	2	2	0	0	0	0	0	4	0	0	0	1	0	15	0	0	0	0	0	
Infrastructure	1	2	1	1	2	1	2	2	1	1	2	2	1	1	2	2	0	0	3	4	0	1	1	0	7	6	2	0	0	1	1	0	0	
Specifically: Humber Bridge	1	0	0	0	1	0	1	0	1	0	1	1	0	1	1	1	0	0	2	0	0	0	0	0	7	0	0	0	0	0	0	0	0	
Specifically: East Midlands Airport	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0	0	0	3	0	0	0	0	0	5	0	0	0	0	0	0	0	
Too many immigrants	1	2	0	1	7	1	3	1	2	0	1	2	2	1	2	2	0	0	1	2	1	2	0	2	1	2	2	1	1	3	1	0	0	
Poor public services/infrastructure	1	2	1	1	1	2	2	1	1	0	1	1	2	1	2	1	2	0	1	2	1	2	0	1	0	1	2	2	1	1	3	2	0	
Proximity to London	1	2	1	4	1	1	1	1	1	1	2	2	1	1	2	1	2	0	0	0	0	4	0	0	0	0	0	2	0	8	0	0	0	
Good place to live/Quality of life	1	1	2	0	2	1	1	2	0	1	2	1	1	3	2	1	1	1	1	0	0	2	2	1	1	1	0	3	1	1	4	1	1	
Overpopulated/busy	1	2	1	1	2	1	2	1	1	0	1	2	3	2	2	1	1	0	0	0	1	2	3	0	0	0	0	1	1	2	5	0	0	
Industry/Industrial heritage	1	1	1	1	0	2	1	1	1	1	1	1	1	1	1	1	0	2	1	4	0	0	1	2	0	2	7	0	0	0	0	0	2	
Architecture/buildings in general	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	0	0	1	6	0	1	0	0	1	2	0	6	0	0	1	0	
Public transport	1	1	2	1	1	1	1	1	1	3	1	0	1	1	1	1	0	0	0	1	8	0	0	0	0	0	1	0	0	8	0	0	0	
Proud/strong identity	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1	0	0	4	6	1	0	0	0	1	0	2	0	0	0	0	0	4	6	
Misc political comment	1	1	1	0	2	1	1	1	1	0	0	2	1	1	1	1	0	5	4	0	0	2	0	1	0	0	0	0	2	0	1	5	4	
Rivers/lakes	1	1	1	3	1	1	1	1	1	1	0	1	1	1	1	1	1	0	0	2	0	1	1	0	4	0	0	0	4	1	0	0	0	
Specifically: Lake District	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	
Specifically: Broadlands/Fens	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Variety/range of urban and rural areas	1	1	1	2	0	1	0	1	1	1	1	1	1	1	1	1	0	0	0	1	1	2	0	0	1	2	2	1	0	2	1	0	0	
Agriculture/farming	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	2	0	2	0	0	0	0	3	0	3	0	1	0	0	
Welsh language	1	0	1	0	0	1	0	1	0	1	1	1	1	0	1	1	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	0
Middle of the country	1	1	1	0	0	1	0	0	1	0	0	1	1	1	0	1	0	0	0	3	0	0	0	0	0	4	2	0	0	0	0	0	0	0
Crime	1	0	1	0	1	0	1	0	1	0	1	0	0	1	0	1	0	0	0	1	3	0	0	0	0	0	0	1	0	3	0	0	0	0
Better than elsewhere/Not somewhere else	0	0	0	0	1	1	0	0	1	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0
Housebuilding/urban/development	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	
Tartan/Kilts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Welsh flag/dragon	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0
Other	4	3	4	2	2	4	2	3	5	5	4	3	3	3	3	4	4	5	5	3	6	3	3	1	3	4	8	4	5	3	1	4	5	5
Nothing	3	3	2	2	3	2	3	2	3	1	3	4	2	3	3	3	2	0	2	7	0	3	2	2	3	9	5	4	0	2	1	2	0	0
Don't know	8	7	6	4	7	5	7	8	7	16	8	6	5	6	10	8	3	3	8	11	5	9	4	10	7	14	9	13	5	8	4	3	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How strongly, if at all, would you say you are attached to the following areas?
The United Kingdom

	Very strongly	27	41	26	24	31	27	33	26	27	14	23	28	38	27	26	28	21	20	25	29	27	28	23	26	26	31	28	25	27	32	26	21	20	
	Fairly strongly	44	44	48	51	41	44	42	43	44	48	43	46	40	45	41	44	43	37	40	46	44	46	44	37	43	44	47	44	44	46	48	43	37	
	TOTAL VERY / FAIRLY STRONGLY	71	85	74	75	72	71	75	69	71	62	66	74	78	72	67	72	64	57	65	75	71	74	67	63	69	75	75	69	71	78	74	64	57	
	Not very strongly	21	12	19	21	19	22	17	21	20	23	24	19	16	20	21	20	21	29	23	15	22	19	24	25	19	14	17	24	22	16	17	21	29	
	Not at all	7	2	5	3	6	6	6	7	6	6	8	6	5	5	8	6	10	12	9	7	4	4	9	8	10	8	6	4	4	6	10	12		
	TOTAL NOT VERY / AT ALL STRONGLY	28	14	24	24	25	28	23	28	26	29	32	25	21	25	29	26	31	41	32	22	26	23	33	33	29	22	23	28	26	20	23	31	41	
	Don't know	3	1	1	1	2	1	2	2	3	9	3	1	1	2	4	3	4	2	3	2	3	3	1	4	3	3	1	3	3	2	3	4	2	
[ENGLAND / SCOTLAND / WALES]																																			
	Very strongly	36	48	33	27	47	34	46	37	34	19	29	40	50	35	37	32	49	61	33	33	29	33	32	32	35	35	31	32	29	35	31	49	61	
	Fairly strongly	39	40	40	45	33	40	36	37	41	44	40	38	36	41	37	40	33	29	37	44	43	40	39	37	35	41	46	39	43	40	41	33	29	
	TOTAL VERY / FAIRLY STRONGLY	75	88	73	72	80	74	82	74	75	63	69	78	86	76	74	72	82	90	70	77	72	73	71	69	70	76	77	71	72	75	72	82	90	
	Not very strongly	17	8	19	23	13	20	12	17	18	23	21	15	11	18	16	19	10	8	19	15	21	20	17	20	18	15	15	22	21	19	19	10	8	
	Not at all	6	2	6	3	5	5	5	7	5	8	7	6	3	5	7	6	7	1	8	7	6	5	10	7	8	7	6	4	6	5	7	7	1	
	TOTAL NOT VERY / AT ALL STRONGLY	23	10	25	26	18	25	17	24	23	31	28	21	14	23	23	25	17	9	27	22	27	25	27	27	26	22	21	26	27	24	26	17	9	
	Don't know	2	0	1	1	2	1	1	2	2	6	3	1	1	2	3	2	1	2	3	2	1	2	1	3	4	2	2	1	3	1	2	3	1	2

The county in which you live

Very strongly	28	36	28	23	33	28	34	27	28	14	22	31	40	27	28	27	29	33	32	23	24	27	30	29	37	24	22	25	24	26	29	29	33
Fairly strongly	42	46	41	42	40	42	42	41	44	46	42	42	40	43	42	42	42	45	39	46	44	41	43	39	37	41	51	44	41	42	42	45	
TOTAL VERY / FAIRLY STRONGLY	70	82	69	65	73	70	76	68	72	60	64	73	80	70	70	69	71	78	71	69	68	68	73	68	74	65	73	66	68	67	71	71	78
Not very strongly	21	13	23	28	18	24	16	23	20	23	24	21	15	22	20	22	17	16	19	21	23	23	16	22	17	23	20	27	23	23	20	17	16
Not at all	6	3	5	4	7	5	6	7	6	8	8	5	4	6	7	6	8	3	7	7	6	6	9	7	6	9	5	4	6	8	5	8	3
TOTAL NOT VERY / AT ALL STRONGLY	27	16	28	32	25	29	22	30	26	31	32	26	19	28	27	28	25	19	26	28	29	29	25	29	23	32	25	31	29	31	25	25	19
Don't know	3	1	2	2	2	2	2	3	3	8	4	1	1	2	4	3	3	2	3	3	4	3	2	4	4	2	3	2	4	3	3	3	2

The town, city or village in which you live

Very strongly	26	32	28	27	25	26	28	25	27	22	23	27	33	26	26	26	21	29	29	23	27	25	29	30	27	25	22	24	27	23	30	21	29
Fairly strongly	42	45	41	42	42	43	43	41	42	38	42	42	43	44	39	42	46	42	39	46	41	42	40	38	39	43	49	42	41	43	40	46	42
TOTAL VERY / FAIRLY STRONGLY	68	77	69	69	67	69	71	66	69	60	65	69	76	70	65	68	67	71	68	69	68	67	69	68	66	68	71	66	68	66	70	67	71
Not very strongly	23	18	24	25	23	25	20	25	21	21	25	24	19	23	22	23	20	23	21	23	24	24	19	21	23	24	23	27	24	25	20	20	23
Not at all	7	5	5	5	9	4	7	7	7	11	8	7	4	5	9	7	11	4	8	6	5	7	11	7	9	8	4	6	5	8	7	11	4
TOTAL NOT VERY / AT ALL STRONGLY	30	23	29	30	32	29	27	32	28	32	33	31	23	28	31	30	31	27	29	29	29	31	30	28	32	32	27	33	29	33	27	31	27
Don't know	2	1	1	1	2	1	1	2	2	7	3	1	1	1	3	2	3	2	3	2	2	2	1	3	3	2	2	2	2	2	3	3	2

Europe

Very strongly	11	4	18	16	2	18	3	12	10	11	12	10	8	13	7	11	8	10	8	9	18	11	10	8	8	9	9	12	18	11	9	8	10
Fairly strongly	27	18	35	40	16	42	14	27	28	25	32	26	21	32	21	26	26	40	23	23	30	28	18	23	26	23	23	24	30	29	28	26	40
TOTAL VERY / FAIRLY STRONGLY	38	22	53	56	18	60	17	39	38	36	44	36	29	45	28	37	34	50	31	32	48	39	28	31	34	32	32	36	48	40	37	34	50
Not very strongly	37	48	32	32	36	30	42	36	38	42	35	34	40	36	38	37	34	32	39	38	34	37	40	39	38	38	39	36	34	37	39	34	32
Not at all	21	29	12	9	42	7	38	23	19	11	16	27	28	16	27	21	25	15	24	25	14	20	29	22	24	25	25	22	14	20	20	25	15
TOTAL NOT VERY / AT ALL STRONGLY	58	77	44	41	78	37	80	59	57	53	51	61	68	52	65	58	59	47	63	63	48	57	69	61	62	63	64	58	48	57	59	59	47
Don't know	4	2	3	4	3	2	3	3	5	11	5	2	3	3	6	4	7	4	5	4	3	4	3	7	4	5	4	5	3	3	4	7	4

And how strongly, if at all, would you say you are attached to (REGION LIVED IN)?
[Asked only to those who live in England; n=3558]

Very strongly	27	30	29	26	28	28	29	26	28	20	24	28	34	26	28	27	0	0	37	12	38	23	48	35	34	11	13	16	38	22	32	0	0
Fairly strongly	41	46	41	40	39	41	43	40	43	39	43	41	41	43	39	41	0	0	39	41	38	45	31	41	39	39	43	44	38	46	44	0	0
TOTAL VERY / FAIRLY STRONGLY	68	76	70	66	67	69	72	66	71	59	67	69	75	69	67	68	0	0	76	53	76	68	79	76	73	50	56	60	76	68	76	0	0
Not very strongly	22	17	21	28	22	24	19	23	21	24	24	22	18	23	20	22	0	0	15	31	18	23	11	15	17	33	30	28	18	24	17	0	0
Not at all	7	6	6	4	8	6	7	9	6	10	7	7	6	5	10	7	0	0	5	13	5	6	7	4	6	14	12	9	5	6	3	0	0
TOTAL NOT VERY / AT ALL STRONGLY	29	23	27	32	30	30	26	32	27	34	31	29	24	28	30	29	0	0	20	44	23	29	18	19	23	47	42	37	23	30	20	0	0
Don't know	3	1	2	1	3	1	2	2	3	7	3	2	1	2	3	3	0	0	4	2	1	3	2	4	4	3	2	3	1	2	3	0	0

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	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	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Weighted Sample	4136	745	1063	381	447	1457	1540	2002	2134	434	1708	1022	970	2358	1778	3578	199	360	980	678	500	1419	171	451	358	336	342	416	500	615	388	199	360
Unweighted Sample	4136	639	1270	467	554	1658	1588	1872	2264	255	1625	1088	1167	2485	1651	3558	234	344	1028	717	377	1436	181	463	384	354	363	429	377	609	398	234	344
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that [REGION LIVED IN] is a better or worse place to live than other parts of the UK?

A lot better	22	23	22	23	17	23	21	21	22	21	20	22	24	22	21	20	22	33	22	7	25	24	30	17	25	7	7	19	25	20	36	22	33
A little better	42	44	44	48	43	46	41	42	42	43	45	40	39	44	39	42	44	43	41	38	34	47	35	43	41	39	37	48	34	47	47	44	43
TOTAL BETTER	64	67	66	71	60	69	62	63	64	64	65	62	63	66	60	62	66	76	63	45	59	71	65	60	66	46	44	67	59	67	83	66	76
A little worse	14	13	14	11	17	12	15	15	14	16	13	15	15	14	15	15	16	9	16	22	20	9	15	20	11	17	27	10	20	10	5	16	9
A lot worse	5	7	5	3	9	4	7	6	5	2	5	7	5	4	7	5	8	4	6	7	10	3	8	4	6	3	10	2	10	4	0	8	4
TOTAL WORSE	19	20	19	14	26	16	22	21	19	18	18	22	20	18	22	20	24	13	22	29	30	12	23	24	17	20	37	12	30	14	5	24	13
Don't know	17	14	15	15	13	15	15	17	16	18	17	15	17	15	18	18	10	12	15	26	11	17	12	15	17	33	19	21	11	19	11	10	12

How strongly, if at all, would you say you are attached to the [NORTH OF ENGLAND (in North East, North West, Yorkshire and the Humber) / MIDLANDS (in East Midlands, West Midlands) / SOUTH OF ENGLAND (in East of England, London, South East, South West)]?

Very strongly	18	22	21	14	19	18	20	17	19	15	15	18	23	17	19	18	0	0	31	8	14	14	38	27	33	6	11	8	14	18	14	0	0
Fairly strongly	43	48	41	47	41	43	45	42	43	38	42	43	46	45	40	43	0	0	43	40	44	43	41	46	39	37	42	30	44	51	46	0	0
TOTAL VERY / FAIRLY STRONGLY	61	70	62	61	60	61	65	59	62	53	57	61	69	62	59	61	0	0	74	48	58	57	79	73	72	43	53	38	58	69	60	0	0
Not very strongly	25	21	25	29	25	27	22	27	23	25	26	27	20	26	23	25	0	0	16	34	23	27	11	17	16	33	35	37	23	20	27	0	0
Not at all	10	7	9	6	11	9	9	11	9	12	11	9	8	8	12	10	0	0	6	14	11	10	8	5	7	18	10	16	11	8	7	0	0
TOTAL NOT VERY / AT ALL STRONGLY	35	28	34	35	36	36	31	38	32	37	37	36	28	34	35	35	0	0	22	48	34	37	19	22	23	51	45	53	34	28	34	0	0
Don't know	5	2	4	4	3	3	4	4	6	10	6	4	2	4	7	5	0	0	4	4	8	5	3	5	5	6	2	8	8	2	5	0	0

And how strongly, if at all, would you say you are attached to [NORTHUMBRIA (in North East, North West) / YORKSHIRE (in Yorkshire) / MERCA (in East Midlands, West Midlands) / EAST ANGLIA (in East of England) / SOUTH EAST ENGLAND (in London) / WESSEX (in South East, South West)]?

Very strongly	9	12	10	8	11	9	10	8	10	7	7	11	12	10	9	9	0	0	18	1	11	6	15	1	40	1	2	14	11	2	4	0	0
Fairly strongly	20	23	20	23	21	20	22	20	21	13	20	21	24	20	21	20	0	0	20	10	37	20	27	7	34	5	15	37	37	11	15	0	0
TOTAL VERY / FAIRLY STRONGLY	29	35	30	31	32	29	32	28	31	20	27	32	36	30	30	29	0	0	38	11	48	26	42	8	74	6	17	51	48	13	19	0	0
Not very strongly	25	24	27	25	24	27	23	27	23	25	26	24	25	26	23	25	0	0	21	23	31	26	32	22	16	17	29	29	31	24	27	0	0
Not at all	35	33	33	36	34	35	35	36	34	39	37	35	30	34	36	35	0	0	36	42	14	39	23	63	6	50	35	14	14	53	44	0	0
TOTAL NOT VERY / AT ALL STRONGLY	60	57	60	61	58	62	58	63	57	64	63	59	55	60	59	60	0	0	57	65	45	65	55	85	22	67	64	43	45	77	71	0	0
Don't know	10	9	10	8	10	9	9	9	12	16	9	10	10	9	11	10	0	0	5	24	7	9	3	7	3	28	19	6	7	10	10	0	0

*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.