



BMG UK Omnibus Results

05/05/16

On behalf of:



Fieldwork Dates

22nd-26th April 2016

Data Collection Method

Omnibus fieldwork was conducted online. Invitations to participate were sent to members of online panels. Non-response from different demographic groups was taken into account during the fieldwork phase and post-fieldwork adjustments.

Sample

All residents aged 18+ in Great Britain. The sample size is 1521 respondents.

Weighting

Results were weighted to reflect the profile of adults 18+. Targets were Age/Sex, Government Office Region (GOR), Indices of Multiple Deprivation (IMD). All targets are based on Official Statistics from the ONS that are awarded National Statistics status.

Margin of Error

As a sample of the population was interviewed, the results are subject to a margin of error around various estimates. This means that, given the random nature of the sampling process, we can be confident that the actual result lies somewhere within the margin of error. For example, where 50% of a given population (the worst case scenario) responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 2.5% either side of the result. However, where 90% of a given population responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 1.5% of the estimate. Users should note that subsamples within cross-breaks will be subject to a higher margin of error, so any conclusions drawn should be treated with caution.

Questions & Presentation

All results are shown in full below, in order, and using the wording that was put to respondents. For questions where the list of responses is names of parties, names or statements, these will typically have been displayed to respondents in a random order, but be ordered in the attached tables. Questions typically not shown in a random order are those where there is a natural or accepted order to maintain i.e. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10, or questions that have a factual, rather than opinion-related answer, such as key demographic information. Responses such as “Other”, “Don't know” and “Refused” are not usually randomised.

Data were collected, analysed and weighted by BMG Research.



BMG is a Company Partner of the Market Research Society (MRS), member of the British Polling Council (BPC) and abides by their rules.

Contact Us

For further information, or to place your questions on our next omnibus, please contact:

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Table 1
Who do you think will win the Premier League?

Base: All Respondents

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1521	718	803	195	257	211	260	232	366
Effective Weighted Sample	1349	639	711	175	218	189	232	211	340
Weighted Bases	1521	740	781	176	261	251	273	220	341
Leicester	651 43%	415 56%	236 30%	51 29%	92 35%	115 46%	123 45%	119 54%	151 44%
Tottenham	69 5%	42 6%	27 3%	12 7%	10 4%	16 6%	11 4%	7 3%	14 4%
Man City	38 2%	15 2%	23 3%	7 4%	8 3%	6 3%	4 1%	5 2%	8 2%
I am not interested in football	574 38%	211 28%	363 46%	77 44%	109 42%	80 32%	109 40%	72 33%	127 37%
Don't know	189 12%	57 8%	132 17%	29 16%	43 16%	34 13%	26 9%	17 8%	41 12%

Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1521	827	694	386	351	97	139	129	291
Effective Weighted Sample	1349	734	616	368	334	94	133	124	278
Weighted Bases	1521	821	700	354	292	76	121	95	428
Leicester	651 43%	393 48%	258 37%	184 52%	152 52%	29 39%	47 39%	40 43%	151 35%
Tottenham	69 5%	44 5%	25 4%	14 4%	11 4%	5 6%	5 4%	2 2%	24 6%
Man City	38 2%	20 2%	18 3%	5 1%	8 3%	1 2%	2 1%	0 0%	17 4%
I am not interested in football	574 38%	276 34%	297 43%	111 31%	98 34%	32 42%	56 46%	45 47%	162 38%
Don't know	189 12%	88 11%	101 14%	41 11%	23 8%	9 11%	12 10%	7 8%	74 17%

Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Vote Intention									
	Total	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1521	335	395	69	208	10	58	69	8	248
Effective Weighted Sample	1349	311	354	61	189	9	50	61	7	224
Weighted Bases	1521	328	359	63	203	9	56	59	10	277
Leicester	651 43%	174 53%	167 47%	23 37%	93 46%	4 45%	22 39%	20 34%	4 39%	87 31%
Tottenham	69 5%	13 4%	19 5%	3 5%	9 4%	0 0%	1 2%	4 6%	2 18%	12 4%
Man City	38 2%	7 2%	9 2%	2 4%	7 3%	0 0%	1 2%	1 2%	0 0%	9 3%
I am not interested in football	574 38%	97 29%	129 36%	28 45%	75 37%	3 31%	23 41%	27 46%	4 43%	116 42%
Don't know	189 12%	38 11%	34 10%	6 10%	20 10%	2 25%	9 16%	7 11%	0 0%	53 19%

Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1521	1283	130	79	29
Effective Weighted Sample	1349	1151	116	69	23
Weighted Bases	1521	1276	129	74	42
Leicester	651 43%	553 43%	52 41%	28 38%	18 42%
Tottenham	69 5%	56 4%	7 5%	3 4%	4 9%
Man City	38 2%	31 2%	3 3%	2 3%	1 3%
I am not interested in football	574 38%	475 37%	52 40%	31 43%	15 36%
Don't know	189 12%	161 13%	15 12%	9 12%	4 10%

Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	GOR								Yorkshire and The Humber
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	
Unweighted Bases	1521	123	153	160	66	170	201	134	136	140
Effective Weighted Sample	1349	108	139	146	60	155	183	122	124	124
Weighted Bases	1521	110	141	198	63	168	208	130	133	126
Leicester	651 43%	50 45%	57 40%	75 38%	33 53%	79 47%	94 45%	43 33%	62 46%	61 49%
Tottenham	69 5%	3 3%	7 5%	12 6%	4 7%	7 4%	10 5%	1 1%	6 4%	5 4%
Man City	38 2%	0 0%	1 1%	9 4%	0 0%	12 7%	5 2%	2 2%	1 1%	1 *%
I am not interested in football	574 38%	42 39%	56 39%	73 37%	16 26%	58 35%	77 37%	62 47%	52 39%	40 31%
Don't know	189 12%	14 13%	20 14%	29 15%	9 15%	11 7%	22 11%	22 17%	12 9%	20 16%



Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1521	470	424	309	137	119	7	5	45	5
Effective Weighted Sample	1349	430	378	266	120	105	6	4	41	4
Weighted Bases	1521	448	423	322	138	125	7	4	49	6
Leicester	651 43%	193 43%	202 48%	125 39%	52 38%	55 44%	4 59%	1 14%	20 40%	0 0%
Tottenham	69 5%	17 4%	27 6%	10 3%	7 5%	4 3%	0 0%	0 0%	2 4%	2 32%
Man City	38 2%	13 3%	7 2%	13 4%	0 0%	5 4%	0 0%	0 0%	0 0%	0 0%
I am not interested in football	574 38%	182 41%	132 31%	125 39%	54 40%	47 38%	3 41%	3 63%	24 50%	2 34%
Don't know	189 12%	43 10%	54 13%	49 15%	24 17%	14 11%	0 0%	1 22%	3 6%	2 34%



Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	Political interest		Top issue		Likelihood to Vote				
		Interested	Not interested	Immigration & Asylum	Not Immigration & Asylum	I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1521	1016	505	468	1053	934	249	133	111	94
Effective Weighted Sample	1349	904	452	425	925	854	222	118	101	85
Weighted Bases	1521	964	557	473	1048	844	251	162	145	118
Leicester	651 43%	462 48%	189 34%	207 44%	445 42%	424 50%	88 35%	46 28%	53 36%	40 34%
Tottenham	69 5%	50 5%	19 3%	22 5%	48 5%	33 4%	14 5%	11 7%	10 7%	3 2%
Man City	38 2%	24 3%	14 2%	13 3%	25 2%	10 1%	15 6%	6 4%	7 5%	1 1%
I am not interested in football	574 38%	328 34%	246 44%	180 38%	394 38%	301 36%	103 41%	63 39%	49 34%	58 49%
Don't know	189 12%	100 10%	89 16%	52 11%	137 13%	77 9%	31 12%	37 23%	26 18%	17 14%



Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1521	54	160	226	749	201	105	26
Effective Weighted Sample	1349	47	145	202	660	180	97	24
Weighted Bases	1521	49	139	226	784	199	100	24
Leicester	651 43%	16 33%	73 52%	115 51%	282 36%	112 56%	44 44%	10 43%
Tottenham	69 5%	5 10%	6 4%	16 7%	28 4%	11 5%	3 3%	1 2%
Man City	38 2%	3 6%	1 1%	3 1%	26 3%	2 1%	2 2%	1 6%
I am not interested in football	574 38%	21 44%	47 34%	73 33%	328 42%	55 28%	38 39%	10 43%
Don't know	189 12%	4 8%	12 9%	19 8%	121 15%	20 10%	12 12%	2 6%

Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1521	343	380	798	352	371	416	382
Effective Weighted Sample	1349	309	339	702	319	331	365	339
Weighted Bases	1521	342	393	787	391	369	386	375
Leicester	651 43%	161 47%	162 41%	328 42%	177 45%	154 42%	165 43%	156 42%
Tottenham	69 5%	14 4%	23 6%	32 4%	15 4%	19 5%	15 4%	20 5%
Man City	38 2%	14 4%	7 2%	16 2%	7 2%	5 1%	11 3%	14 4%
I am not interested in football	574 38%	113 33%	136 35%	325 41%	152 39%	142 38%	138 36%	141 38%
Don't know	189 12%	40 12%	64 16%	85 11%	40 10%	49 13%	56 15%	44 12%

Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	Likelihood to Vote EU					EU Referendum		
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote	Remain	Leave	Undecided
Unweighted Bases	1521	959	213	144	86	119	592	619	310
Effective Weighted Sample	1349	864	191	128	77	106	518	558	276
Weighted Bases	1521	887	227	170	107	130	574	613	334
Leicester	651 43%	430 48%	80 35%	42 24%	41 38%	59 46%	247 43%	281 46%	122 37%
Tottenham	69 5%	39 4%	10 4%	9 6%	7 6%	5 4%	30 5%	29 5%	11 3%
Man City	38 2%	15 2%	10 4%	5 3%	6 6%	2 2%	21 4%	15 2%	2 1%
I am not interested in football	574 38%	327 37%	88 39%	77 45%	36 34%	45 35%	210 37%	228 37%	135 40%
Don't know	189 12%	77 9%	39 17%	37 22%	17 16%	19 15%	65 11%	60 10%	64 19%

Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	Health Satisfaction			Environment/Economy		
		Dissatisfied	Neither	Satisfied	Pro Environment	Neither	Pro Economy
Unweighted Bases	1521	538	153	830	730	462	283
Effective Weighted Sample	1349	479	136	734	639	412	258
Weighted Bases	1521	539	154	828	722	470	279
Leicester	651 43%	235 44%	61 40%	355 43%	318 44%	188 40%	131 47%
Tottenham	69 5%	22 4%	5 3%	43 5%	32 4%	26 6%	10 4%
Man City	38 2%	12 2%	6 4%	20 2%	24 3%	5 1%	6 2%
I am not interested in football	574 38%	201 37%	68 44%	305 37%	268 37%	181 39%	102 37%
Don't know	189 12%	69 13%	15 10%	105 13%	80 11%	70 15%	30 11%

Table 1 (continuation)

Who do you think will win the Premier League?

Base: All Respondents

	Total	View of Government		View of Welfare	
		Government should do more to solve problems	Government does too much	Does more harm than good	Does more good than harm
Unweighted Bases	1521	804	398	628	692
Effective Weighted Sample	1349	708	358	557	618
Weighted Bases	1521	797	386	630	677
Leicester	651 43%	370 46%	169 44%	287 46%	282 42%
Tottenham	69 5%	36 5%	21 5%	29 5%	28 4%
Man City	38 2%	29 4%	4 1%	16 3%	21 3%
I am not interested in football	574 38%	275 34%	148 38%	212 34%	277 41%
Don't know	189 12%	86 11%	43 11%	87 14%	69 10%

Table 2

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	942	513	429	106	149	141	157	158	231
Effective Weighted Sample	837	456	381	96	127	125	139	146	216
Weighted Bases	947	530	418	99	152	170	163	148	214
Leicester	651 69%	415 78%	236 57%	51 51%	92 60%	115 67%	123 75%	119 80%	151 71%
Tottenham	69 7%	42 8%	27 6%	12 13%	10 6%	16 9%	11 6%	7 5%	14 7%
Man City	38 4%	15 3%	23 5%	7 7%	8 5%	6 4%	4 2%	5 3%	8 4%
Don't know	189 20%	57 11%	132 32%	29 29%	43 28%	34 20%	26 16%	17 11%	41 19%



Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	942	550	392	266	231	56	76	66	178
Effective Weighted Sample	837	488	349	254	220	55	73	64	171
Weighted Bases	947	545	402	244	194	44	65	50	266
Leicester	651 69%	393 72%	258 64%	184 75%	152 78%	29 66%	47 72%	40 81%	151 57%
Tottenham	69 7%	44 8%	25 6%	14 6%	11 6%	5 11%	5 7%	2 5%	24 9%
Man City	38 4%	20 4%	18 4%	5 2%	8 4%	1 3%	2 3%	0 0%	17 6%
Don't know	189 20%	88 16%	101 25%	41 17%	23 12%	9 20%	12 18%	7 15%	74 28%

Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Vote Intention									
	Total	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	942	234	249	39	129	6	32	36	4	146
Effective Weighted Sample	837	217	224	34	116	5	27	32	4	133
Weighted Bases	947	231	229	35	129	6	33	31	6	161
Leicester	651 69%	174 75%	167 73%	23 66%	93 72%	4 65%	22 66%	20 64%	4 68%	87 54%
Tottenham	69 7%	13 6%	19 8%	3 8%	9 7%	0 0%	1 4%	4 12%	2 32%	12 8%
Man City	38 4%	7 3%	9 4%	2 7%	7 5%	0 0%	1 3%	1 3%	0 0%	9 6%
Don't know	189 20%	38 16%	34 15%	6 18%	20 16%	2 35%	9 26%	7 21%	0 0%	53 33%

Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	942	802	76	46	18
Effective Weighted Sample	837	720	68	41	14
Weighted Bases	947	801	77	42	27
Leicester	651 69%	553 69%	52 68%	28 65%	18 66%
Tottenham	69 7%	56 7%	7 8%	3 8%	4 14%
Man City	38 4%	31 4%	3 4%	2 5%	1 4%
Don't know	189 20%	161 20%	15 19%	9 22%	4 16%

Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	GOR								Yorkshire and The Humber
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	
Unweighted Bases	942	75	94	99	48	109	127	72	83	95
Effective Weighted Sample	837	66	86	91	43	100	117	65	76	83
Weighted Bases	947	67	86	125	47	110	131	68	81	86
Leicester	651 69%	50 74%	57 67%	75 60%	33 71%	79 72%	94 72%	43 63%	62 76%	61 71%
Tottenham	69 7%	3 5%	7 9%	12 10%	4 9%	7 7%	10 8%	1 1%	6 7%	5 5%
Man City	38 4%	0 0%	1 2%	9 7%	0 0%	12 11%	5 4%	2 4%	1 1%	1 1%
Don't know	189 20%	14 21%	20 23%	29 23%	9 20%	11 10%	22 17%	22 32%	12 15%	20 23%



Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	942	281	290	185	81	73	4	2	23	3
Effective Weighted Sample	837	262	258	159	71	64	4	2	21	3
Weighted Bases	947	266	290	196	83	78	4	1	25	4
Leicester	651 69%	193 72%	202 70%	125 64%	52 63%	55 71%	4 100%	1 39%	20 80%	0 0%
Tottenham	69 7%	17 7%	27 9%	10 5%	7 9%	4 5%	0 0%	0 0%	2 8%	2 48%
Man City	38 4%	13 5%	7 3%	13 7%	0 0%	5 6%	0 0%	0 0%	0 0%	0 0%
Don't know	189 20%	43 16%	54 19%	49 25%	24 28%	14 18%	0 0%	1 61%	3 12%	2 52%



Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	Political interest		Top issue		Likelihood to Vote				
		Interested	Not interested	Immigration & Asylum	Not Immigration & Asylum	I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	942	663	279	291	651	596	147	77	72	50
Effective Weighted Sample	837	591	250	265	572	547	131	70	66	45
Weighted Bases	947	636	311	294	654	544	148	100	96	61
Leicester	651 69%	462 73%	189 61%	207 70%	445 68%	424 78%	88 60%	46 46%	53 55%	40 67%
Tottenham	69 7%	50 8%	19 6%	22 7%	48 7%	33 6%	14 9%	11 11%	10 10%	3 4%
Man City	38 4%	24 4%	14 4%	13 4%	25 4%	10 2%	15 10%	6 6%	7 7%	1 1%
Don't know	189 20%	100 16%	89 29%	52 18%	137 21%	77 14%	31 21%	37 37%	26 28%	17 28%



Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	942	31	102	150	433	144	66	16
Effective Weighted Sample	837	27	93	134	382	128	62	15
Weighted Bases	947	28	92	152	456	144	61	14
Leicester	651 69%	16 58%	73 79%	115 76%	282 62%	112 77%	44 71%	10 75%
Tottenham	69 7%	5 18%	6 6%	16 10%	28 6%	11 7%	3 5%	1 4%
Man City	38 4%	3 10%	1 1%	3 2%	26 6%	2 1%	2 4%	1 10%
Don't know	189 20%	4 13%	12 13%	19 12%	121 26%	20 14%	12 20%	2 11%

Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	942	228	248	466	219	223	266	234
Effective Weighted Sample	837	205	224	408	200	198	232	208
Weighted Bases	947	229	256	462	239	228	247	234
Leicester	651 69%	161 70%	162 63%	328 71%	177 74%	154 68%	165 67%	156 67%
Tottenham	69 7%	14 6%	23 9%	32 7%	15 6%	19 9%	15 6%	20 8%
Man City	38 4%	14 6%	7 3%	16 3%	7 3%	5 2%	11 5%	14 6%
Don't know	189 20%	40 17%	64 25%	85 18%	40 17%	49 22%	56 23%	44 19%

Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	Likelihood to Vote EU					EU Referendum		
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote	Remain	Leave	Undecided
Unweighted Bases	942	601	129	78	55	79	371	383	188
Effective Weighted Sample	837	540	116	70	50	71	330	341	167
Weighted Bases	947	560	139	93	71	85	363	385	199
Leicester	651 69%	430 77%	80 58%	42 45%	41 57%	59 70%	247 68%	281 73%	122 62%
Tottenham	69 7%	39 7%	10 7%	9 10%	7 10%	5 6%	30 8%	29 7%	11 5%
Man City	38 4%	15 3%	10 7%	5 5%	6 8%	2 2%	21 6%	15 4%	2 1%
Don't know	189 20%	77 14%	39 28%	37 40%	17 25%	19 22%	65 18%	60 16%	64 32%



Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	Health Satisfaction			Environment/Economy		
		Dissatisfied	Neither	Satisfied	Pro Environment	Neither	Pro Economy
Unweighted Bases	942	338	85	519	454	281	182
Effective Weighted Sample	837	302	76	459	401	249	165
Weighted Bases	947	339	87	522	454	289	177
Leicester	651 69%	235 69%	61 71%	355 68%	318 70%	188 65%	131 74%
Tottenham	69 7%	22 6%	5 6%	43 8%	32 7%	26 9%	10 6%
Man City	38 4%	12 4%	6 7%	20 4%	24 5%	5 2%	6 3%
Don't know	189 20%	69 20%	15 17%	105 20%	80 18%	70 24%	30 17%

Table 2 (continuation)

Who do you think will win the Premier League?

Base: Where the respondent is interested in football

	Total	View of Government		View of Welfare	
		Government should do more to solve problems	Government does too much	Does more harm than good	Does more good than harm
Unweighted Bases	942	520	245	413	407
Effective Weighted Sample	837	457	221	364	366
Weighted Bases	947	522	238	418	400
Leicester	651 69%	370 71%	169 71%	287 69%	282 70%
Tottenham	69 7%	36 7%	21 9%	29 7%	28 7%
Man City	38 4%	29 6%	4 2%	16 4%	21 5%
Don't know	189 20%	86 17%	43 18%	87 21%	69 17%