



Public First Poll for More in Common

Fieldwork:

Interview Method:

Population represented:

Sample size:

27th May - 1st Jun 2022

Online Survey

GB Adults

2000

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First polling team:

polling@publicfirst.co.uk

In your opinion, which are the most IMPORTANT issues facing the country today? Select the top three

	Total	Gender		Age						Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	2000	952	1038	252	332	326	336	300	454	561	463	443	524
Weighted	2000	983	1007	283	339	341	339	280	418	538	518	438	497
Cost of living	67%	63%	72%	62%	66%	65%	75%	70%	67%	66%	70%	65%	70%
Supporting the NHS	28%	25%	31%	21%	26%	27%	28%	31%	32%	26%	27%	29%	29%
Climate change and the environment	27%	29%	26%	21%	25%	29%	27%	29%	30%	33%	27%	22%	25%
The war in Ukraine	26%	28%	25%	18%	22%	22%	23%	30%	38%	29%	26%	26%	23%
Affordable housing	18%	15%	21%	27%	27%	16%	17%	12%	14%	14%	21%	20%	19%
Crime	18%	19%	17%	16%	16%	18%	20%	18%	18%	17%	15%	20%	18%
Mental health	17%	14%	19%	31%	23%	19%	18%	11%	5%	14%	16%	19%	21%
Asylum seekers crossing the channel	17%	17%	16%	7%	9%	11%	18%	25%	29%	12%	16%	19%	20%
Brexit	14%	17%	10%	14%	17%	15%	14%	10%	10%	17%	15%	13%	9%
Jobs and unemployment	13%	14%	13%	25%	17%	17%	9%	7%	6%	13%	15%	11%	13%
Covid-19	13%	14%	12%	12%	15%	17%	10%	15%	10%	14%	12%	15%	11%
Gap between haves and have nots	13%	15%	10%	10%	9%	16%	17%	16%	10%	13%	14%	11%	12%
Social care for the elderly	12%	11%	13%	4%	6%	7%	15%	16%	20%	13%	10%	11%	13%
Racism in society	8%	8%	8%	18%	10%	11%	3%	3%	4%	8%	7%	9%	7%
School standards	5%	5%	5%	8%	8%	4%	6%	3%	3%	5%	5%	7%	4%
The debate about transgender people	3%	4%	2%	7%	4%	4%	1%	2%	1%	3%	3%	2%	4%

Fieldwork: 27th May - 1st Jun 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Region											EU 2016 Vote			2019		
London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat
293	281	169	180	137	188	168	85	211	191	97	807	824	238	757	529	179
289	268	165	185	144	186	165	82	227	186	103	786	825	244	744	539	173
58%	66%	68%	72%	73%	68%	62%	72%	67%	75%	73%	68%	66%	73%	70%	64%	64%
20%	26%	29%	35%	28%	23%	30%	32%	27%	34%	37%	29%	29%	22%	28%	32%	24%
32%	25%	36%	25%	26%	28%	26%	19%	25%	26%	26%	22%	34%	20%	23%	29%	41%
24%	30%	25%	31%	27%	26%	26%	19%	22%	26%	26%	29%	26%	22%	34%	20%	32%
20%	20%	32%	16%	17%	16%	18%	19%	15%	10%	21%	17%	15%	29%	15%	19%	19%
22%	18%	10%	19%	16%	19%	19%	17%	23%	10%	14%	22%	13%	18%	23%	13%	10%
15%	15%	19%	13%	22%	16%	17%	19%	22%	17%	16%	14%	18%	20%	13%	22%	14%
13%	20%	16%	17%	19%	16%	18%	18%	19%	10%	20%	31%	7%	10%	27%	6%	6%
18%	15%	11%	12%	11%	12%	10%	9%	13%	18%	15%	7%	20%	12%	8%	18%	23%
16%	11%	10%	13%	11%	15%	11%	14%	16%	16%	5%	11%	11%	20%	11%	13%	13%
19%	11%	9%	13%	14%	15%	12%	12%	9%	14%	9%	11%	15%	14%	13%	15%	11%
10%	10%	12%	8%	11%	14%	14%	22%	12%	19%	15%	10%	17%	10%	7%	17%	17%
9%	17%	14%	11%	13%	12%	14%	9%	11%	13%	4%	15%	12%	8%	15%	10%	13%
14%	7%	4%	7%	9%	7%	11%	6%	8%	4%	4%	5%	9%	8%	5%	13%	6%
5%	5%	3%	6%	1%	6%	9%	6%	5%	5%	9%	5%	4%	8%	5%	4%	3%
4%	2%	3%	2%	2%	3%	3%	6%	4%	1%	4%	4%	2%	3%	2%	4%	1%

		Voting Intention			Education					Segment						
The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher/Advanced Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone conservatives
29	235	502	617	183	463	342	457	207	50	248	359	449	164	496	166	118
29	236	493	628	179	453	353	467	207	47	255	354	459	169	487	163	114
58%	75%	66%	67%	64%	69%	68%	68%	63%	56%	60%	74%	73%	62%	63%	70%	68%
14%	21%	25%	32%	21%	29%	26%	26%	28%	22%	30%	32%	27%	23%	28%	24%	22%
16%	20%	24%	29%	35%	23%	20%	34%	27%	38%	44%	30%	18%	36%	25%	18%	28%
28%	22%	36%	21%	31%	25%	26%	28%	26%	22%	19%	30%	21%	32%	24%	31%	41%
3%	27%	14%	21%	23%	18%	20%	19%	15%	21%	21%	17%	25%	16%	14%	18%	12%
35%	19%	24%	14%	12%	23%	19%	13%	14%	17%	4%	15%	17%	14%	24%	26%	25%
8%	18%	12%	21%	16%	18%	19%	16%	12%	8%	21%	22%	20%	17%	14%	10%	7%
50%	15%	31%	5%	8%	25%	15%	9%	8%	16%	2%	5%	13%	8%	30%	36%	31%
6%	11%	8%	17%	23%	7%	15%	17%	22%	17%	23%	13%	13%	16%	10%	12%	11%
8%	19%	12%	13%	14%	11%	14%	13%	18%	11%	13%	10%	17%	18%	12%	10%	7%
5%	13%	14%	15%	7%	13%	16%	12%	15%	19%	7%	12%	13%	18%	14%	14%	15%
13%	13%	6%	16%	16%	12%	10%	16%	17%	17%	25%	14%	15%	9%	9%	5%	2%
35%	8%	15%	8%	14%	14%	12%	10%	11%	9%	6%	12%	10%	11%	14%	15%	19%
4%	8%	6%	12%	7%	6%	10%	9%	10%	13%	14%	8%	8%	9%	7%	4%	3%
6%	7%	5%	5%	4%	4%	6%	6%	7%	9%	5%	4%	6%	8%	5%	4%	4%
3%	3%	2%	4%	3%	2%	4%	3%	4%	2%	7%	1%	3%	1%	4%	2%	2%

How well off do you feel financially?

	Gender		Age						Social Grade				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	2000	952	1038	252	332	326	336	300	454	561	463	443	524
Weighted	2000	983	1007	283	339	341	339	280	418	538	518	438	497
Very comfortable financially	8%	11%	5%	7%	10%	11%	4%	4%	9%	15%	5%	6%	3%
Relatively comfortable financially	38%	43%	34%	30%	33%	26%	35%	42%	58%	51%	35%	41%	24%
Do not have money for luxuries but can normally cover the essentials	35%	31%	39%	38%	33%	42%	35%	35%	27%	26%	39%	33%	42%
Can only just afford my costs and struggle to make ends meet	14%	12%	17%	17%	19%	16%	18%	15%	4%	6%	16%	15%	21%
Cannot afford my costs and often have to go without essentials like food and heating	5%	4%	6%	8%	6%	5%	7%	3%	2%	2%	5%	4%	9%

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Region											EU 2016 Vote			2019		
London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat
293	281	169	180	137	188	168	85	211	191	97	807	824	238	757	529	179
289	268	165	185	144	186	165	82	227	186	103	786	825	244	744	539	173
18%	6%	8%	4%	4%	6%	7%	3%	8%	6%	1%	6%	11%	5%	8%	7%	15%
38%	46%	33%	35%	37%	40%	40%	40%	34%	41%	33%	43%	39%	23%	47%	33%	39%
30%	34%	41%	41%	36%	36%	34%	33%	33%	32%	41%	34%	33%	40%	32%	37%	34%
9%	9%	14%	18%	16%	13%	16%	18%	20%	14%	21%	12%	13%	25%	10%	19%	9%
5%	5%	4%	2%	7%	5%	4%	6%	6%	7%	4%	5%	4%	8%	3%	5%	3%

		Voting Intention			Education					Segment						
The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher/Advanced Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone conservatives
29	235	502	617	183	463	342	457	207	50	248	359	449	164	496	166	118
29	236	493	628	179	453	353	467	207	47	255	354	459	169	487	163	114
7%	2%	11%	6%	13%	5%	4%	10%	15%	29%	6%	5%	3%	15%	12%	7%	12%
36%	28%	51%	32%	40%	32%	38%	44%	43%	35%	39%	39%	30%	50%	35%	44%	55%
30%	39%	28%	39%	31%	36%	35%	33%	31%	29%	37%	40%	36%	25%	34%	33%	30%
18%	22%	8%	18%	12%	19%	17%	10%	9%	6%	13%	15%	21%	9%	15%	10%	3%
10%	10%	3%	5%	4%	8%	6%	3%	2%	2%	5%	2%	10%	1%	4%	6%	1%

Which of the following actions have you taken in recent months to deal with the rising cost of living, if any? Select all that apply

	Gender		Age							Social Grade			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	2000	952	1038	252	332	326	336	300	454	561	463	443	524
Weighted	2000	983	1007	283	339	341	339	280	418	538	518	438	497
I've cut down my electricity/heating usage	48%	42%	54%	32%	40%	44%	55%	64%	52%	43%	49%	46%	54%
I'm shopping around more for my groceries to find better deals	39%	33%	44%	36%	39%	43%	44%	48%	27%	35%	36%	40%	43%
I'm not going out for dinner/drinks as much	36%	32%	40%	38%	29%	40%	38%	43%	31%	32%	38%	36%	38%
I'm driving less to save money on fuel	28%	27%	30%	18%	27%	30%	29%	32%	33%	28%	26%	30%	29%
I'm not eating as much	18%	16%	19%	26%	19%	17%	21%	16%	10%	12%	18%	20%	22%
I'm using services like moneysupermarket.com to get advice on saving money	14%	14%	14%	12%	17%	17%	16%	13%	9%	18%	15%	13%	10%
I've cancelled my holiday plans	13%	14%	13%	16%	12%	14%	15%	12%	10%	13%	13%	13%	14%
I'm eating less healthily	12%	11%	13%	22%	14%	12%	11%	12%	4%	8%	12%	12%	16%
I don't think I need to take any actions	9%	12%	7%	5%	5%	7%	7%	9%	20%	12%	9%	9%	7%
I've asked friends or family for money	8%	7%	9%	17%	13%	10%	6%	3%	1%	6%	6%	9%	11%
I've taken out loans or used credit cards more often	7%	7%	6%	9%	11%	11%	6%	2%	1%	7%	8%	6%	5%
I've started using a food bank	5%	6%	4%	10%	8%	7%	3%	3%	1%	4%	3%	5%	7%
Don't know	3%	3%	2%	7%	6%	2%	1%	1%	1%	2%	2%	3%	4%
None of the above	10%	11%	9%	7%	8%	8%	11%	11%	14%	12%	11%	11%	6%

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293	281	169	180	137	188	168	85	211	191	97	807	824	238	757	529	179
289	268	165	185	144	186	165	82	227	186	103	786	825	244	744	539	173
39%	48%	41%	49%	53%	53%	47%	59%	50%	48%	54%	52%	49%	43%	51%	49%	44%
37%	37%	37%	43%	35%	45%	36%	44%	39%	40%	36%	37%	41%	40%	34%	45%	34%
32%	35%	28%	42%	36%	39%	28%	38%	39%	42%	46%	36%	36%	36%	34%	39%	35%
17%	31%	32%	34%	31%	33%	28%	35%	23%	29%	34%	30%	30%	23%	31%	27%	28%
17%	14%	17%	17%	17%	20%	19%	24%	21%	20%	10%	16%	17%	23%	13%	20%	14%
14%	13%	11%	15%	12%	21%	13%	17%	12%	14%	12%	13%	16%	13%	13%	17%	11%
14%	12%	10%	14%	13%	13%	14%	11%	15%	16%	11%	13%	13%	14%	11%	15%	13%
15%	9%	10%	6%	11%	13%	14%	19%	12%	14%	10%	10%	11%	19%	8%	14%	11%
10%	10%	10%	7%	6%	10%	10%	5%	10%	13%	10%	11%	10%	6%	13%	6%	15%
10%	8%	6%	4%	4%	6%	9%	12%	10%	11%	6%	4%	10%	13%	4%	11%	5%
7%	6%	6%	3%	9%	9%	6%	13%	8%	7%	1%	5%	8%	7%	5%	9%	5%
8%	4%	7%	3%	2%	3%	5%	8%	4%	5%	3%	4%	6%	5%	3%	7%	4%
4%	3%	4%	2%	5%	1%	3%	3%	2%	2%	1%	2%	2%	3%	2%	3%	1%
8%	11%	14%	11%	9%	10%	8%	6%	11%	12%	8%	11%	9%	10%	11%	7%	12%

		Voting Intention			Education					Segment						
The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher/Advanced Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone conservatives
29	235	502	617	183	463	342	457	207	50	248	359	449	164	496	166	118
29	236	493	628	179	453	353	467	207	47	255	354	459	169	487	163	114
52%	46%	49%	50%	45%	55%	44%	47%	37%	47%	52%	57%	47%	28%	50%	40%	46%
35%	43%	33%	45%	36%	41%	37%	38%	35%	36%	49%	45%	39%	22%	40%	31%	27%
35%	38%	30%	40%	36%	36%	36%	35%	35%	27%	46%	43%	33%	24%	38%	28%	27%
24%	23%	29%	30%	30%	27%	26%	30%	31%	25%	27%	36%	24%	24%	31%	26%	25%
22%	23%	13%	20%	13%	18%	19%	16%	14%	14%	22%	19%	20%	9%	19%	12%	8%
11%	9%	13%	17%	11%	10%	11%	15%	22%	25%	23%	16%	14%	11%	12%	7%	8%
19%	12%	10%	16%	11%	14%	10%	14%	15%	16%	14%	17%	12%	9%	15%	11%	8%
19%	20%	7%	15%	10%	13%	13%	10%	10%	11%	11%	10%	17%	6%	15%	7%	4%
13%	8%	13%	6%	11%	9%	11%	9%	8%	6%	6%	8%	7%	20%	7%	15%	20%
7%	13%	5%	11%	4%	8%	9%	8%	8%	7%	8%	9%	10%	4%	9%	4%	4%
6%	6%	5%	9%	3%	5%	6%	6%	10%	11%	5%	6%	7%	3%	10%	4%	4%
11%	5%	3%	6%	4%	6%	4%	5%	7%	4%	5%	3%	5%	3%	8%	4%	2%
0%	4%	2%	3%	1%	3%	4%	3%	3%	0%	1%	2%	4%	4%	2%	4%	1%
20%	11%	12%	7%	12%	9%	9%	11%	9%	12%	10%	5%	9%	16%	8%	18%	16%

Which of the following do you trust most to tackle the rising cost of living?

	Gender		Age						Social Grade				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	2000	952	1038	252	332	326	336	300	454	561	463	443	524
Weighted	2000	983	1007	283	339	341	339	280	418	538	518	438	497
The Labour Party	58%	55%	60%	76%	74%	64%	56%	49%	34%	56%	59%	51%	64%
The Conservative Party	42%	45%	40%	24%	26%	36%	44%	51%	66%	44%	41%	49%	36%

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293	281	169	180	137	188	168	85	211	191	97	807	824	238	757	529	179
289	268	165	185	144	186	165	82	227	186	103	786	825	244	744	539	173
62%	49%	47%	52%	56%	55%	52%	74%	59%	72%	69%	38%	68%	70%	20%	94%	73%
38%	51%	53%	48%	44%	45%	48%	26%	41%	28%	31%	62%	32%	30%	80%	6%	27%

		Voting Intention			Education					Segment						
The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher/Advanced Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone conservatives
29	235	502	617	183	463	342	457	207	50	248	359	449	164	496	166	118
29	236	493	628	179	453	353	467	207	47	255	354	459	169	487	163	114
37%	69%	5%	97%	65%	51%	58%	63%	65%	55%	92%	68%	64%	47%	49%	30%	19%
63%	31%	95%	3%	35%	49%	42%	37%	35%	45%	8%	32%	36%	53%	51%	70%	81%

	Gender		Age						Social Grade				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	2000	952	1038	252	332	326	336	300	454	561	463	443	524
Weighted	2000	983	1007	283	339	341	339	280	418	538	518	438	497
It's a good thing when politicians change their mind on big issues	43%	47%	40%	26%	32%	41%	45%	49%	61%	49%	38%	38%	46%
It's neither a good thing nor bad thing when politicians change their mind on big issues	41%	37%	44%	53%	46%	38%	42%	39%	31%	37%	44%	45%	38%
It's a bad thing when politicians change their mind on big issues	16%	16%	16%	21%	22%	21%	14%	12%	8%	13%	18%	18%	16%

Fieldwork: 27th May - 1st Jun 2022

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Isn't. Some people call this a u-turn whenever politicians change their mind on big issues. Thinking about politicians changing their mind, which of the following best describes your view?

Region											EU 2016 Vote			2019		
London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat
293	281	169	180	137	188	168	85	211	191	97	807	824	238	757	529	179
289	268	165	185	144	186	165	82	227	186	103	786	825	244	744	539	173
46%	45%	43%	40%	43%	45%	44%	43%	45%	42%	33%	47%	47%	29%	49%	41%	51%
37%	43%	43%	48%	41%	40%	42%	39%	36%	36%	50%	38%	36%	55%	37%	40%	39%
17%	13%	14%	13%	16%	15%	14%	18%	19%	22%	17%	15%	16%	16%	14%	19%	10%

		Voting Intention			Education					Segment						
The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher/Advanced Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone conservatives
29	235	502	617	183	463	342	457	207	50	248	359	449	164	496	166	118
29	236	493	628	179	453	353	467	207	47	255	354	459	169	487	163	114
53%	30%	51%	40%	51%	45%	38%	44%	45%	46%	49%	43%	36%	44%	47%	38%	49%
33%	52%	36%	42%	37%	41%	46%	40%	39%	41%	41%	42%	44%	47%	34%	45%	34%
13%	18%	13%	18%	12%	14%	16%	17%	17%	13%	9%	14%	20%	10%	19%	17%	17%

Thinking about Britain today, do you feel that too little, too much or the right amount is being done to help people cope with the rising cost of living?

	Gender		Age						Social Grade				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	2000	952	1038	252	332	326	336	300	454	561	463	443	524
Weighted	2000	983	1007	283	339	341	339	280	418	538	518	438	497
Too little	59%	54%	64%	57%	59%	59%	68%	67%	49%	53%	58%	61%	65%
About the right amount	29%	33%	25%	29%	27%	29%	22%	23%	39%	34%	29%	27%	25%
Too much	5%	6%	3%	7%	7%	6%	3%	3%	3%	5%	5%	4%	4%
Don't Know	7%	7%	8%	6%	8%	6%	8%	7%	9%	7%	9%	7%	6%

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51%	53%	60%	57%	58%	55%	59%	72%	65%	70%	67%	55%	62%	60%	48%	69%	59%
35%	31%	26%	33%	30%	33%	30%	20%	23%	22%	21%	33%	27%	24%	39%	23%	30%
7%	5%	5%	4%	4%	5%	6%	1%	4%	3%	3%	4%	5%	6%	5%	4%	4%
7%	11%	8%	7%	9%	8%	4%	7%	7%	4%	8%	8%	6%	10%	8%	3%	7%

		Voting Intention			Education					Segment						
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29	236	493	628	179	453	353	467	207	47	255	354	459	169	487	163	114
69%	60%	38%	74%	54%	59%	61%	59%	49%	37%	77%	69%	64%	31%	61%	42%	29%
23%	21%	47%	19%	32%	31%	27%	29%	33%	47%	17%	20%	23%	51%	29%	40%	52%
8%	3%	7%	3%	7%	3%	4%	6%	8%	8%	2%	2%	5%	6%	4%	8%	11%
0%	15%	7%	4%	6%	7%	8%	5%	10%	9%	3%	8%	8%	12%	6%	10%	8%