



ICM Poll for The Guardian

Fieldwork dates: 9-11th October 2015

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method, RDD: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sampling Method, Mobile RDD: A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number.

Sample size: 1,002

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2015 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election (2015) and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample)

are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted.

3. ICM takes the declared past votes on any new poll and adds it to the most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme. (Polls conducted just after the 2015 General Election will obviously rely on only those polls that have been conducted).

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2010, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election. Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2015 and which party they voted for in that election.

The vote figures shown in the tables are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for (but see below).

Adjustment process 1: 'Partial Refuser' Reallocation

- A.) 75% of 2015 Conservative and Labour voters who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.
- B.) 50% of 2015 voters for all other parties who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.

Adjustment process 2: 'Total Refuser' Reallocation

'Total refusers' are people who refuse/DK their future vote intention AND also refuse/DK who they voted for in the previous General Election (2015). Given the lack of any political information about such respondents to date, ICM has excluded them from the vote intention figures. However, our post-2015 Recall Survey revealed that Total Refusers (who were subsequently willing to tell us what they did in the 2015 General Election) split disproportionately across different parties. Indeed, one important observation was that more than half of all Total Refusers actually voted Conservative, with more than twice as many voting Conservative than Labour.

Our new adjustment thus reallocates some Total Refusers back into the poll sample. This is achieved in the following way:

1. The number of Total Refusers on any poll is multiplied by the proportion of Partial Refusers who were (already) re-allocated in Adjustment Process 1. (For example, if 60% of Partial Refusers were added back, then 60% of Total Refusals will be added back).
2. Total Refusers are then multiplied by each party's share of reallocated Partial Refusers. (For example, if 40% of already allocated Partial Refusals were 2015 Conservative voters, then 40% of remaining Total Refusals will be reallocated to the Conservatives).
3. ICM's default position is that Total Refusers *at least* look like Partial Refusers in terms of political make-up. However, given the findings of our Recall Poll, we believe that Total Refusals are probably even more pro-Conservative than pro-Labour. In order to allow for this, the share of Total Refusals added back to the Conservatives is increased by 20% (for example, from the 40% mentioned in (2, above) to 60%), with a corresponding reduction of 20% in the share of Total Refuser reallocation to Labour.

Our expectation is that the combined effects of Adjustments 1 +2 as described above will have the net effect of adding c.1-2 percentage points vote share to the Conservatives, and reduce the Labour vote share by c.0-1 percentage points compared to the pre-2015 ICM adjustment process.

Further methodological changes: ICM continues to analyse our data and expect to produce further methodological innovations in the future.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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British Polling Council: ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

Opinion Poll

CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. How certain is it that you would actually vote in a general election if it were held tomorrow?

Base: All respondents

	Gender			Age				Class				Voting Intention					Vote in 2015 General Election						Region					NET: Eng- land	
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands		South
Unweighted base	1002	507	495	241	168	350	243	366	229	160	247	261	271	52	61	93	242	245	53	71	37	61	218	90	49	240	250	373	863
Weighted base	1002	491	511	284	162	327	230	268	268	223	242	266	258	52	79	78	260	221	56	89	28	46	221	79	48	241	267	366	875
Certain to vote	(10) 610	296	314	150	84	207	169	191	164	117	138	194	173	26	57	57	193	155	40	62	25	39	33	55	31	145	157	221	524
	61%	60%	61%	53%	52%	63%	74%	71%	61%	52%	57%	73%	67%	51%	72%	74%	75%	70%	72%	70%	89%	83%	15%	69%	64%	60%	59%	60%	60%
(9)	48	26	22	16	9	16	7	19	13	10	6	17	16	6	2	3	17	16	2	2	2	2	4	2	3	13	11	18	43
	5%	5%	4%	6%	6%	5%	3%	7%	5%	4%	2%	6%	6%	12%	3%	4%	7%	7%	4%	3%	7%	5%	2%	3%	7%	5%	4%	5%	5%
(8)	76	35	41	32	14	20	10	14	20	28	14	26	25	4	7	4	26	12	6	7	-	3	18	1	2	13	23	37	73
	8%	7%	8%	11%	8%	6%	4%	5%	8%	12%	6%	10%	10%	7%	8%	6%	10%	5%	10%	7%	-	6%	8%	2%	4%	5%	9%	10%	8%
(7)	32	14	18	9	5	10	9	7	9	6	9	8	12	3	1	4	10	5	-	1	*	1	13	2	2	5	11	12	28
	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	4%	3%	4%	5%	2%	5%	4%	2%	-	2%	2%	2%	6%	3%	4%	2%	4%	3%	3%
(6)	18	11	7	2	7	6	4	2	7	5	5	1	7	4	2	-	2	6	-	2	-	-	8	-	-	7	2	9	18
	2%	2%	1%	1%	4%	2%	2%	1%	3%	2%	2%	*	3%	8%	3%	-	1%	3%	-	2%	-	-	4%	-	-	3%	1%	2%	2%
(5)	63	28	35	26	14	15	8	9	16	16	22	11	19	4	6	4	4	14	4	9	1	1	29	9	3	16	18	16	50
	6%	6%	7%	9%	9%	5%	3%	4%	6%	7%	9%	4%	7%	8%	7%	5%	1%	6%	7%	10%	2%	1%	13%	12%	7%	7%	7%	4%	6%
(4)	12	7	5	6	3	1	2	2	5	2	3	3	1	2	1	3	1	1	-	-	-	-	10	2	-	2	5	3	10
	1%	1%	1%	2%	2%	*	1%	1%	2%	1%	1%	1%	*	4%	2%	4%	*	*	-	-	-	-	5%	2%	-	1%	2%	1%	1%
(3)	18	12	6	7	3	4	4	2	7	6	4	5	3	1	1	1	4	1	1	-	-	-	12	1	-	6	4	7	17
	2%	2%	1%	3%	2%	1%	2%	1%	2%	3%	1%	2%	1%	2%	2%	1%	2%	*	1%	-	-	-	6%	2%	-	3%	1%	2%	2%
(2)	14	3	11	4	-	5	5	2	5	2	5	1	4	1	1	1	1	5	-	-	-	-	8	1	-	5	4	4	13
	1%	1%	2%	1%	-	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	*	2%	-	-	-	-	4%	1%	-	2%	2%	1%	1%
Certain not to vote	(1) 104	57	47	32	20	41	11	19	21	32	33	-	-	-	-	-	1	8	1	6	-	1	81	4	7	26	32	35	93
	10%	12%	9%	11%	12%	13%	5%	7%	8%	14%	13%	-	-	-	-	-	*	4%	1%	7%	-	3%	36%	5%	14%	11%	12%	10%	11%
Refused	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	-	*	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*
Don't know	6	2	4	-	2	2	2	1	2	1	3	-	-	-	-	-	1	-	2	-	-	-	3	1	-	1	-	4	6
	1%	*	1%	-	2%	1%	1%	*	1%	1%	1%	-	-	-	-	-	*	-	4%	-	-	-	2%	1%	-	*	-	1%	1%
Mean	8.06	7.98	8.14	7.72	7.68	8.07	8.74	8.75	8.17	7.59	7.60	9.19	8.92	8.25	8.93	9.03	9.32	8.79	9.14	8.61	9.76	9.46	4.50	8.41	8.13	7.93	7.88	8.20	8.03
Standard deviation	3.07	3.15	3.00	3.15	3.18	3.20	2.59	2.60	2.92	3.31	3.36	1.67	1.90	2.32	2.03	1.95	1.52	2.38	1.88	2.60	0.89	1.69	3.39	2.78	3.23	3.19	3.19	2.95	3.09
Standard error	0.10	0.14	0.14	0.20	0.25	0.17	0.17	0.14	0.19	0.26	0.22	0.10	0.12	0.32	0.26	0.20	0.10	0.15	0.26	0.31	0.15	0.22	0.23	0.30	0.46	0.21	0.20	0.15	0.11

Opinion Poll

CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats, UKIP and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

	Gender			Age				Class				Voting Intention					Vote in 2015 General Election							Region					NET: Eng- land
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands	South	
Unweighted base	1002	507	495	241	168	350	243	366	229	160	247	261	271	52	61	93	242	245	53	71	37	61	218	90	49	240	250	373	863
Weighted base	1002	491	511	284	162	327	230	268	268	223	242	266	258	52	79	78	260	221	56	89	28	46	221	79	48	241	267	366	875
Conservative	266 27%	143 29%	123 24%	70 25%	30 18%	80 25%	86 38%	92 34%	72 27%	63 28%	39 16%	266 100%	-	-	-	-	214 82%	11 5%	6 11%	5 6%	1 3%	-	25 11%	12 15%	6 12%	51 21%	80 30%	117 32%	249 28%
Labour	258 26%	109 22%	149 29%	92 32%	45 28%	71 22%	50 22%	67 25%	76 28%	43 19%	72 30%	-	258 100%	-	-	-	15 6%	170 77%	9 16%	6 7%	10 36%	4 9%	44 20%	13 17%	19 38%	89 37%	53 20%	84 23%	226 26%
Liberal Democrat/ Liberal	52 5%	28 6%	23 5%	10 3%	11 7%	22 7%	8 4%	14 5%	21 8%	3 1%	13 6%	-	-	52 100%	-	-	6 2%	7 3%	28 49%	-	-	1 1%	10 5%	1 1%	1 3%	13 5%	13 5%	24 6%	50 6%
Scottish National Party/SNP	35 3%	18 4%	17 3%	12 4%	5 3%	14 4%	4 2%	5 2%	10 4%	7 3%	13 5%	-	-	-	-	35 45%	-	1 1%	2 3%	-	-	24 52%	7 3%	34 43%	-	1 1%	-	-	1 *
Plaid Cymru	4 *	-	4 1%	-	-	3 1%	1 1%	2 1%	-	1 1%	1 1%	-	-	-	-	4 6%	-	-	-	-	*	4 9%	-	-	4 8%	-	-	-	1 *
Green Party	25 2%	13 3%	12 2%	11 4%	6 4%	4 1%	2 2%	11 4%	9 3%	1 1%	4 2%	-	-	-	-	25 32%	-	1 1%	1 1%	1 1%	15 54%	1 3%	5 2%	1 2%	1 2%	4 2%	9 3%	10 3%	23 3%
UK Independence Party (UKIP)	79 8%	43 9%	36 7%	16 5%	11 7%	27 8%	26 11%	8 3%	18 7%	31 14%	21 9%	-	-	-	79 100%	-	7 3%	1 *	-	60 67%	-	-	8 4%	1 1%	1 3%	13 5%	30 11%	34 9%	77 9%
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	14 1%	9 2%	5 1%	2 1%	5 3%	6 2%	2 1%	6 2%	6 2%	1 *	1 *	-	-	-	-	14 18%	2 1%	1 *	2 3%	1 1%	-	4 8%	3 1%	1 1%	1 2%	2 1%	6 2%	4 1%	12 1%
Will not vote	104 10%	57 12%	47 9%	32 11%	20 12%	41 13%	11 5%	19 7%	21 8%	32 14%	33 13%	-	-	-	-	-	1 *	8 4%	1 1%	6 7%	-	1 3%	81 36%	4 5%	7 14%	26 11%	32 12%	35 10%	93 11%
Don't know	102 10%	45 9%	56 11%	26 9%	22 14%	31 10%	22 9%	28 10%	23 9%	26 12%	24 10%	-	-	-	-	-	12 5%	19 9%	8 14%	9 10%	2 6%	4 9%	33 15%	8 10%	6 12%	19 8%	29 11%	40 11%	88 10%
Refused	64 6%	26 5%	38 8%	13 5%	8 5%	28 9%	15 7%	17 6%	14 5%	14 6%	20 8%	-	-	-	-	-	3 1%	1 *	-	-	-	3 6%	5 2%	5 6%	3 6%	23 9%	16 6%	18 5%	56 6%

Opinion Poll

CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 3

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (10%), don't know who they would vote for (10%) or refuse to answer (6%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age				Class				Voting Intention					Vote in 2015 General Election							Region					NET: Eng- land
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands	South	
Unweighted base	633	323	310	145	96	218	174	251	151	87	143	229	230	41	52	81	213	199	42	55	34	48	36	63	31	148	150	240	538
Weighted base	623	307	316	169	90	199	164	181	178	127	137	236	214	40	68	65	230	176	45	69	26	37	35	52	29	146	161	235	542
Conservative	236 38%	125 41%	112 35%	57 33%	27 30%	73 37%	79 48%	81 45%	63 36%	55 44%	36 26%	236 100%	-	-	-	203 88%	10 6%	6 14%	5 8%	1 2%	-	9 24%	-	9 18%	5 19%	44 30%	72 44%	106 45%	222 41%
Labour	214 34%	93 30%	121 38%	72 42%	37 41%	62 31%	43 26%	60 33%	64 36%	32 25%	58 42%	-	214 100%	-	-	-	13 6%	155 88%	9 20%	6 9%	10 38%	4 11%	16 46%	11 22%	15 54%	77 52%	40 25%	71 30%	187 35%
Liberal Democrat/ Liberal	40 6%	21 7%	18 6%	7 4%	7 8%	18 9%	7 4%	13 7%	16 9%	1 1%	9 7%	-	-	40 100%	-	5 2%	6 3%	25 56%	-	-	1 2%	3 8%	3 1%	1 5%	1 7%	10 7%	10 6%	18 8%	38 7%
Scottish National Party/SNP	29 5%	16 5%	14 4%	10 6%	4 4%	11 6%	4 2%	5 2%	8 4%	7 6%	10 7%	-	-	-	29 45%	-	1 1%	2 4%	-	-	23 64%	3 8%	28 54%	-	1 1%	-	-	-	1 *
Plaid Cymru	4 1%	-	4 1%	-	-	2 1%	1 1%	2 1%	-	1 1%	1 1%	-	-	-	4 6%	-	-	-	-	-	* 1%	3 9%	-	3 12%	-	-	-	* *	* *
Green Party	21 3%	10 3%	11 3%	9 5%	4 5%	4 2%	4 2%	9 5%	8 4%	1 1%	3 2%	-	-	-	21 32%	-	1 1%	1 2%	1 2%	15 58%	1 4%	2 5%	1 3%	1 2%	2 2%	9 5%	8 3%	19 3%	
UK Independence Party (UKIP)	68 11%	35 12%	32 10%	13 8%	7 8%	24 12%	23 14%	6 3%	15 8%	28 22%	19 14%	-	-	68 100%	-	7 3%	1 1%	-	55 80%	-	-	2 7%	1 2%	1 5%	10 7%	27 17%	29 12%	66 12%	
Other	11 2%	6 2%	5 1%	2 1%	2 3%	5 3%	2 1%	5 3%	4 2%	1 1%	1 1%	-	-	-	11 17%	2 1%	1 *	2 4%	1 2%	-	4 10%	1 2%	1 1%	1 3%	2 1%	4 2%	4 2%	9 2%	

Opinion Poll
CATI Fieldwork : 9th - 11th October 2015

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 761 respondents

	<u>Total</u>
Conservatives	38%
Labour	34%
Liberal Democrats	7%
UKIP	11%
Green	3%
SNP	5%
PC	1%
Other	2%

Opinion Poll
CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 5
Q.C/D Voting in May 7th 2015 General Election

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	242 24%	260 26%
Labour	245 24%	221 22%
Liberal Democrat/ Liberal	53 5%	56 6%
Scottish National Party/SNP	38 4%	29 3%
Plaid Cymru	7 1%	5 1%
Green Party	37 4%	28 3%
UK Independence Party (UKIP)	71 7%	89 9%
British National Party (BNP)	-	-
Other	16 2%	12 1%
Did not vote	218 22%	221 22%
Refused	67 7%	73 7%
Don't know	8 1%	8 1%

Opinion Poll
CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 6

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Yes	596 59%	603 60%
No	406 41%	399 40%

Opinion Poll
CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 7
Is the house or flat in which you live...?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Owners	630 63%	632 63%
Owned outright - without mortgage	307 31%	328 33%
Owned with a mortgage or loan	323 32%	303 30%
NET: Renters	359 36%	359 36%
Rented from the council	125 12%	142 14%
Rented from a housing association	88 9%	78 8%
Rented from someone else	146 15%	139 14%
Rent free	13 1%	11 1%

Opinion Poll
CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 8
How many cars are there in your household?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
None	221 22%	214 21%
1	403 40%	415 41%
2	261 26%	279 28%
3+	117 12%	93 9%
Mean	1.37	1.34
Standard deviation	1.36	1.34
Standard error	0.04	0.04

Opinion Poll
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Absolutes/col percents

Table 9
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Working	592 59%	565 56%
Working full time - working 30 hours per week or more	449 45%	448 45%
Working part time - working between 8 and 29 hours per week	143 14%	118 12%
NET: Not Working	410 41%	437 44%
Not working but seeking work or temporarily unemployed or sick	62 6%	69 7%
Not working and not seeking work/ student	56 6%	74 7%
Retired on a state pension only	125 12%	124 12%
Retired with a private pension	141 14%	139 14%
House person, housewife, househusband, etc.	26 3%	31 3%

Opinion Poll
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Absolutes/col percents

Table 10
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: AB	366 37%	268 27%
A	120 12%	89 9%
B	246 25%	180 18%
C1	229 23%	268 27%
C2	160 16%	223 22%
D	99 10%	97 10%
E	148 15%	145 14%
NET: DE	247 25%	242 24%

Opinion Poll
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Absolutes/col percents

Table 11
Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	85 8%	113 11%
25-34	156 16%	171 17%
35-44	168 17%	162 16%
45-54	190 19%	179 18%
55-64	160 16%	147 15%
65 or older	243 24%	230 23%
Average age	48.86	47.45

Opinion Poll
CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Male	507 51%	491 49%
Female	495 49%	511 51%

Opinion Poll
CATI Fieldwork : 9th - 11th October 2015

Absolutes/col percents

Table 13
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Scotland	90 9%	79 8%
North East	42 4%	42 4%
North West	106 11%	113 11%
Yorkshire & Humberside	92 9%	86 9%
West Midlands	86 9%	91 9%
East Midlands	67 7%	76 8%
Wales	49 5%	48 5%
Eastern	97 10%	100 10%
London	136 14%	134 13%
South East	150 15%	143 14%
South West	87 9%	90 9%