



	COUNT	26	1	8	4	7	6	11	15	7	6	13	11	15
Housing	COL %	1%	1%	2%	0%	1%	1%	0%	2%	1%	1%	0%	1%	1%
	SIG								A					
	COUNT	19	2	12	1	3	1	3	16	8	8	3	6	13
European Integration	COL %	1%	2%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	2%
	SIG							B						A
	COUNT	20	5	7	3	5	0	14	5	5	5	10	4	16
Other	COL %	2%	2%	2%	2%	1%	0%	1%	2%	1%	2%	2%	2%	2%
	SIG													
	COUNT	31	6	11	7	7	0	12	18	5	14	12	16	15

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Table 8

2/2a. If a General Election were held tomorrow, which one of the following parties would you be most likely to vote/support in your constituency?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE		2,003	254	646	430	494	178	970	1,033	564	722	716	1,023	980
	UNWT		2,003	274	621	436	499	173	966	1,037	506	720	777	1,023	980
Labour	COL %		19%	22%	15%	15%	25%	25%	22%	17%	20%	18%	20%	18%	20%
	SIG						B C	B C	B						
Conservative	COUNT		386	56	97	63	124	45	212	173	111	131	143	185	201
	COL %		29%	31%	36%	32%	23%	11%	29%	30%	23%	29%	35%	34%	25%
Liberal Democrats	SIG			E	D E	D E	E					A	A	B	
	COUNT		587	80	236	139	113	20	282	305	128	211	247	345	241
Scottish National Party (SNP)	COL %		14%	13%	14%	13%	15%	13%	14%	13%	12%	12%	16%	15%	12%
	SIG													B	
Plaid Cymru	COUNT		276	32	90	57	74	23	138	138	68	90	118	156	119
	COL %		2%	0%	0%	0%	0%	20%	2%	2%	1%	2%	2%	1%	2%
Other (Net)	SIG														
	COUNT		36	0	0	0	0	36	21	16	6	16	15	14	23
-United Kingdom Independence Party (UKIP)	COL %		1%	0%	0%	2%	0%	0%	1%	0%	1%	1%	0%	0%	1%
	SIG								B						
-Green Party	COUNT		10	0	0	10	0	0	8	2	3	6	2	4	6
	COL %		11%	10%	10%	12%	12%	4%	12%	9%	10%	10%	11%	10%	11%
-British National Party (BNP)	SIG					E	E								
	COUNT		210	25	65	52	62	7	114	96	56	75	80	107	103
-Other party [Please Specify]	COL %		4%	4%	4%	6%	5%	2%	5%	4%	2%	4%	7%	4%	4%
	SIG												A B		
Would not vote	COUNT		87	10	23	25	26	3	49	38	13	26	48	45	41
	COL %		3%	3%	3%	3%	3%	1%	3%	2%	5%	3%	1%	3%	2%
Not Sure	SIG										C	C			
	COUNT		56	9	18	11	16	2	31	25	28	21	8	33	24
Not Sure	COL %		3%	1%	3%	3%	3%	0%	3%	2%	2%	3%	2%	2%	4%
	SIG														A
Not Sure	COUNT		53	2	21	13	17	0	28	25	13	23	17	19	34
	COL %		1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%
Not Sure	SIG														
	COUNT		14	3	3	3	4	2	6	8	3	4	7	11	4
Not Sure	COL %		9%	9%	8%	9%	10%	7%	8%	10%	14%	9%	5%	7%	11%
	SIG										B C	C			A
Not Sure	COUNT		179	22	55	40	50	12	80	99	81	65	33	67	112
	COL %		16%	16%	16%	16%	14%	20%	12%	20%	20%	18%	11%	14%	18%
Not Sure	SIG									A	C	C			A
	COUNT		319	40	103	70	71	35	117	202	111	129	79	144	175

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Table 9

3/3a. We've noticed you did not select a party. Is there a party you are currently leaning towards?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Would not Vote/ Not sure	BASE		498	62	158	110	121	47	196	302	192	194	112	211	287
	UNWT		473	69	141	108	111	44	183	290	164	188	121	199	274
Labour	COL %		8%	8%	9%	9%	7%	13%	9%	8%	8%	7%	11%	8%	9%
	SIG														
Conservative	COUNT		42	5	14	9	8	6	17	26	16	14	12	17	25
	COL %		8%	6%	10%	10%	8%	2%	11%	7%	4%	10%	13%	10%	7%
Liberal Democrats	SIG												A		
	COUNT		42	4	16	11	10	1	22	20	8	20	14	21	21
Scottish National Party (SNP)	COL %		5%	7%	4%	5%	5%	7%	4%	6%	5%	2%	10%	10%	2%
	SIG												B	B	
Plaid Cymru	COUNT		26	4	7	5	6	3	9	17	10	4	11	21	4
	COL %		1%	0%	0%	0%	0%	8%	0%	1%	1%	1%	0%	0%	1%
Other (Net)	SIG														
	COUNT		4	0	0	0	0	4	1	3	2	2	0	1	3
-United Kingdom Independence Party (UKIP)	COL %		0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%
	SIG														
-Green Party	COUNT		1	0	0	1	0	0	1	0	0	1	0	0	1
	COL %		3%	1%	3%	3%	4%	3%	3%	3%	1%	4%	5%	2%	4%
-British National Party (BNP)	SIG														
	COUNT		15	1	5	3	5	2	6	9	3	7	5	4	10
Would not vote	COL %		2%	0%	2%	1%	2%	3%	1%	2%	1%	2%	2%	1%	2%
	SIG														
Not Sure	COUNT		8	0	3	1	3	2	2	6	2	3	3	2	6
	COL %		1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	2%	0%	1%
Would not vote	SIG														
	COUNT		3	1	2	0	1	0	1	2	0	1	2	1	2
Not Sure	COL %		1%	0%	1%	2%	1%	0%	2%	0%	0%	1%	1%	1%	1%
	SIG														
Would not vote	COUNT		4	0	1	2	1	0	3	1	0	3	1	2	2
	COL %		32%	30%	32%	35%	35%	25%	36%	30%	39%	30%	25%	28%	36%
Not Sure	SIG														
	COUNT		162	19	50	39	42	12	71	91	74	59	28	59	103
Not Sure	COL %		42%	48%	42%	38%	42%	42%	36%	45%	41%	45%	37%	41%	42%
	SIG									A					
Not Sure	COUNT		208	30	66	41	51	20	71	136	79	87	41	87	120

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Table 10

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to vote/ support in your constituency?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE		2,003	254	646	430	494	178	970	1,033	564	722	716	1,023	980
	UNWT		2,003	274	621	436	499	173	966	1,037	506	720	777	1,023	980
Labour	COL %		21%	24%	17%	17%	27%	29%	24%	19%	23%	20%	22%	20%	23%
	SIG						B C	B C	B						
Conservative	COUNT		428	61	111	72	132	51	229	199	127	145	155	202	226
	COL %		31%	33%	39%	35%	25%	12%	31%	31%	24%	32%	37%	36%	27%
Liberal Democrats	SIG			E	D E	D E	E					A	A	B	
	COUNT		628	84	251	150	122	21	303	325	136	231	261	366	262
Scottish National Party (SNP)	COL %		15%	14%	15%	14%	16%	14%	15%	15%	14%	13%	18%	17%	13%
	SIG												B	B	
Plaid Cymru	COUNT		301	36	97	62	80	26	146	155	78	94	129	178	124
	COL %		2%	0%	0%	0%	0%	23%	2%	2%	1%	2%	2%	1%	3%
Other (Net)	SIG														
	COUNT		40	0	0	0	0	40	21	19	8	18	15	14	26
-United Kingdom Independence Party (UKIP)	COL %		1%	0%	0%	3%	0%	0%	1%	0%	1%	1%	0%	0%	1%
	SIG							B							
-Green Party	COUNT		11	0	0	11	0	0	9	2	3	7	2	4	7
	COL %		11%	10%	11%	13%	13%	5%	12%	10%	10%	11%	12%	11%	12%
-British National Party (BNP)	SIG				E	E									
	COUNT		225	25	71	55	66	8	120	105	59	81	85	112	114
-Other party [Please Specify]	COL %		5%	4%	4%	6%	6%	2%	5%	4%	3%	4%	7%	5%	5%
	SIG												A B		
Would not vote	COUNT		95	10	26	26	28	4	51	44	15	30	50	47	47
	COL %		3%	4%	3%	3%	3%	1%	3%	3%	5%	3%	1%	3%	3%
Not Sure	SIG										C				
	COUNT		59	9	20	11	17	2	31	28	28	22	9	33	26
Not Sure	COL %		3%	1%	3%	3%	4%	0%	3%	3%	2%	4%	2%	2%	4%
	SIG														A
Not Sure	COUNT		57	2	22	15	18	0	31	26	13	26	18	20	36
	COL %		1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%
Not Sure	SIG														
	COUNT		14	3	3	3	4	2	6	8	3	4	7	11	4
Not Sure	COL %		8%	7%	8%	9%	9%	7%	7%	9%	13%	8%	4%	6%	10%
	SIG										B C	C			A
Not Sure	COUNT		162	19	50	39	42	12	71	91	74	59	28	59	103
	COL %		10%	12%	10%	10%	10%	11%	7%	13%	14%	12%	6%	9%	12%
Not Sure	SIG									A	C	C			A
	COUNT		208	30	66	41	51	20	71	136	79	87	41	87	120

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 11

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to vote/support in your constituency?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Decided Voters	BASE		1,571	200	509	336	383	144	792	778	371	560	639	849	722
	UNWT		1,598	213	501	346	399	139	803	795	341	563	694	862	736
Labour	COL %		26%	28%	21%	21%	32%	36%	27%	24%	30%	26%	24%	23%	29%
	SIG						B C	B C							A
	COUNT		405	57	105	71	122	51	217	188	110	143	153	193	212
Conservative	COL %		39%	41%	48%	43%	32%	15%	37%	41%	34%	40%	40%	42%	35%
	SIG			E	D E	D E	E								B
	COUNT		611	83	244	143	121	21	294	317	126	227	258	358	253
Liberal Democrats	COL %		18%	18%	18%	18%	20%	17%	18%	19%	20%	16%	20%	20%	16%
	SIG														B
	COUNT		290	35	93	61	76	25	139	151	73	89	128	173	117
Scottish National Party (SNP)	COL %		3%	0%	0%	0%	0%	28%	3%	2%	2%	3%	2%	2%	4%
	SIG														A
	COUNT		40	0	0	0	0	40	21	19	8	18	15	14	26
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	0%	1%	1%	0%	0%	1%
	SIG								B						
	COUNT		11	0	0	11	0	0	9	2	3	6	2	4	6
Other (Net)	COL %		14%	13%	13%	15%	17%	4%	14%	13%	14%	14%	13%	12%	15%
	SIG				E	E	E								
	COUNT		213	25	67	50	65	6	112	101	51	78	84	106	107
-United Kingdom Independence Party (UKIP)	COL %		6%	5%	5%	7%	7%	2%	6%	5%	4%	5%	8%	5%	6%
	SIG													A	
	COUNT		92	10	26	24	28	3	51	40	13	28	50	46	46
-Green Party	COL %		3%	5%	3%	3%	4%	1%	3%	4%	6%	4%	1%	4%	3%
	SIG										C	C			
	COUNT		53	9	16	10	17	2	26	27	22	22	9	31	22
-British National Party (BNP)	COL %		3%	1%	4%	4%	4%	0%	4%	3%	4%	4%	3%	2%	5%
	SIG														A
	COUNT		54	2	22	14	16	0	29	25	13	24	17	18	36
-Other party [Please Specify]	COL %		1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	SIG														
	COUNT		14	3	3	3	4	2	6	8	3	4	7	11	4

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Table 12

PP1. And, how certain are you that you will vote/support for this party?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	Decided Voters	BASE	1,634	206	530	350	401	146	829	805	411	576	647	876	757
		UNWT	1,658	221	520	360	415	142	836	822	374	581	703	887	771
	I will definitely vote for this party	COL %	60%	60%	62%	55%	62%	60%	61%	60%	48%	62%	66%	61%	60%
		SIG										A	A		
		COUNT	982	123	331	193	247	88	503	480	197	359	427	532	451
	I could change my mind before the election takes place	COL %	40%	40%	38%	45%	38%	40%	39%	40%	52%	38%	34%	39%	40%
		SIG									B	C			
		COUNT	651	83	200	157	154	58	326	325	214	217	220	345	307

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Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 13

PP2. How likely are you to vote in the next General Election?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Likely to vote	Decided Voters	BASE	1,634	206	530	350	401	146	829	805	411	576	647	876	757
		UNWT	1,658	221	520	360	415	142	836	822	374	581	703	887	771
	Absolutely certain to vote	COL %	68%	61%	67%	68%	69%	78%	69%	68%	51%	69%	78%	70%	65%
		SIG						A			A	A B	B		
		COUNT	1,112	126	357	239	276	114	568	544	208	398	506	617	495
	Very likely to vote	COL %	25%	32%	28%	24%	24%	16%	25%	26%	33%	26%	20%	25%	26%
		SIG		E	E						B C	C			
		COUNT	416	66	147	84	95	23	206	209	137	151	127	220	196
	Very likely not to vote	COL %	3%	2%	3%	4%	4%	2%	4%	3%	8%	3%	1%	3%	4%
		SIG									B C	C			
		COUNT	53	5	17	14	16	3	30	23	33	15	5	22	31
	Absolutely certain not to vote	COL %	1%	1%	1%	0%	1%	0%	1%	0%	2%	0%	0%	1%	1%
		SIG													
		COUNT	10	2	5	0	3	0	6	4	6	1	2	5	5
	Not sure	COL %	3%	3%	1%	4%	3%	4%	2%	3%	6%	2%	1%	1%	4%
		SIG				B					B C			A	
		COUNT	43	7	5	13	12	6	18	25	26	11	6	12	31
	Likely (Net)	COL %	94%	94%	95%	92%	92%	94%	93%	94%	84%	95%	98%	95%	91%
		SIG									A	A B	B		
		COUNT	1,528	192	504	323	371	138	775	753	345	549	634	837	691
Not Likely (Net)	COL %	4%	3%	4%	4%	5%	2%	4%	3%	10%	3%	1%	3%	5%	
	SIG									B C					
	COUNT	63	6	22	14	18	3	36	27	40	16	7	28	36	

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Table 14

PP3. You mentioned that you would be most likely to vote/support [%Q2a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Select BNP/Green/UKIP at q2a	BASE		196	21	62	49	58	5	108	88	53	70	72	97	99
	UNWT		209	23	64	53	64	5	113	96	45	75	89	97	112
Labour	COL %		5%	0%	5%	5%	5%	19%	5%	4%	3%	4%	7%	5%	4%
	SIG														
	COUNT		10	0	3	3	3	1	6	4	2	3	5	5	4
Conservative	COL %		15%	15%	19%	19%	9%	0%	18%	12%	18%	15%	14%	17%	14%
	SIG														
	COUNT		30	3	12	9	5	0	19	11	9	11	10	16	14
Liberal Democrats	COL %		23%	30%	16%	21%	31%	0%	21%	25%	27%	18%	23%	26%	19%
	SIG														
	COUNT		44	6	10	10	18	0	22	22	15	13	17	25	19
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	54%	0%	3%	0%	4%	0%	1%	2%
	SIG														
	COUNT		3	0	0	0	0	3	0	3	0	3	0	1	2
Other party	COL %		28%	37%	27%	31%	25%	7%	33%	23%	24%	31%	28%	27%	29%
	SIG														
	COUNT		55	8	17	15	15	0	35	20	13	22	20	27	29
Would not vote	COL %		8%	11%	5%	7%	11%	0%	6%	10%	8%	8%	7%	4%	11%
	SIG														
	COUNT		15	2	3	3	7	0	6	9	4	6	5	4	11
Not sure	COL %		20%	7%	27%	17%	19%	20%	17%	23%	19%	20%	20%	19%	20%
	SIG														
	COUNT		39	2	17	8	11	1	19	20	10	14	15	19	20

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Table 15

PP4. You mentioned that you would be most likely to vote/support [%Q3a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	Select BNP/Green/UKIP at q3a	BASE	15	1	5	3	5	2	6	9	3	7	5	4	10
		UNWT	15	1	5	3	5	1	5	10	2	7	6	4	11
	Labour	COL %	6%	0%	0%	0%	18%	0%	0%	9%	0%	12%	0%	0%	8%
		SIG													
	Conservative	COUNT	1	0	0	0	1	0	0	1	0	1	0	0	1
		COL %	7%	0%	0%	0%	23%	0%	18%	0%	0%	0%	19%	0%	10%
	Liberal Democrats	SIG													
		COUNT	1	0	0	0	1	0	1	0	0	0	1	0	1
	Other party	COL %	21%	0%	40%	0%	21%	0%	36%	11%	82%	0%	18%	47%	9%
		SIG													
	Would not vote	COUNT	3	0	2	0	1	0	2	1	2	0	1	2	1
		COL %	17%	0%	0%	0%	21%	100%	0%	28%	0%	22%	18%	0%	24%
	Not sure	SIG													
		COUNT	2	0	0	0	1	2	0	2	0	2	1	0	2
	Would not vote	COL %	23%	0%	30%	39%	16%	0%	19%	25%	18%	16%	34%	25%	22%
		SIG													
	Not sure	COUNT	3	0	2	1	1	0	1	2	0	1	2	1	2
		COL %	27%	100%	31%	61%	0%	0%	26%	27%	0%	49%	11%	28%	26%
		SIG													
		COUNT	4	1	2	2	0	0	2	2	0	3	1	1	3

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e. Comparisons are not performed for some pairs where compared categories of a multiple response set contain identical sets of observations.

Table 18

O1. Which one of these outcomes would you personally prefer after the 2010 General Election?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	All Respondents	BASE	2,003	254	646	430	494	178	970	1,033	564	722	716	1,023	980
		UNWT	2,003	274	621	436	499	173	966	1,037	506	720	777	1,023	980
	A Labour majority	COL %	22%	24%	16%	19%	28%	31%	24%	20%	23%	20%	24%	21%	23%
		SIG					B C	B C	B						
		COUNT	440	60	104	81	140	56	235	204	127	142	171	219	221
	A hung Parliament	COL %	18%	15%	17%	18%	19%	22%	21%	15%	17%	17%	20%	21%	15%
		SIG							B					B	
		COUNT	360	38	112	78	93	39	205	154	97	121	141	210	150
	A Conservative majority	COL %	33%	34%	42%	36%	25%	15%	34%	32%	27%	32%	39%	38%	28%
		SIG		E	D E	D E							A B	B	
		COUNT	663	85	273	155	123	27	332	331	152	234	277	385	278
	Not sure	COL %	27%	28%	24%	27%	28%	31%	20%	33%	33%	31%	18%	20%	34%
		SIG							A	C	C				A
		COUNT	540	70	158	117	139	56	197	343	188	225	127	209	332

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Table 19

O2. And which of these outcomes do you think is most likely after the 2010 General Election?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	All Respondents	BASE	2,003	254	646	430	494	178	970	1,033	564	722	716	1,023	980
		UNWT	2,003	274	621	436	499	173	966	1,037	506	720	777	1,023	980
	A Labour majority	COL %	12%	14%	9%	9%	15%	20%	14%	10%	15%	9%	13%	10%	14%
		SIG					B	B C	B		B		B		A
		COUNT	244	35	61	39	74	35	137	107	85	64	95	106	137
	A hung Parliament	COL %	31%	30%	30%	31%	32%	34%	34%	28%	24%	30%	38%	34%	29%
		SIG							B			A	A B	B	
		COUNT	624	76	197	133	157	61	332	292	134	220	270	343	281
	A Conservative majority	COL %	28%	28%	30%	31%	26%	23%	31%	26%	28%	31%	26%	32%	25%
		SIG							B					B	
		COUNT	567	71	197	131	127	41	303	264	158	224	185	323	244
	Not sure	COL %	28%	28%	30%	29%	28%	23%	20%	36%	33%	30%	23%	24%	32%
		SIG							A		C	C			A
		COUNT	568	72	192	127	137	41	198	370	187	215	166	250	318

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