

YouGov/ London First Survey Results

Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

	Gender		Age				Social Grade		Work status		
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Full time	Part time	
Weighted Sample	1000	550	450	120	430	360	90	705	295	800	200
Unweighted Sample	1000	519	481	130	415	363	92	797	203	837	163
	%	%	%	%	%	%	%	%	%	%	%

How difficult do your rent/mortgage costs make it for you to live and work in London?

Very difficult	18	20	15	18	23	14	6	13	29	19	14
Fairly difficult	38	34	43	38	47	33	17	38	37	41	25
TOTAL DIFFICULT	56	54	58	56	70	47	23	51	66	60	39
Fairly easy	19	21	16	10	19	22	15	22	12	20	14
Very easy	5	5	4	2	5	7	5	6	2	5	5
TOTAL EASY	24	26	20	12	24	29	20	28	14	25	19
I don't pay rent/mortgage costs	20	20	21	32	7	24	57	21	20	15	43

Would you currently consider moving out of London and taking a job in a different city or region in order to take advantage of lower rent/mortgage costs?

[To those who find it very or fairly difficult with rent/mortgage costs to live and work in London. N=546]

Very likely	14	18	10	16	17	10	4	14	14	16	5
Fairly likely	27	25	29	26	33	17	36	27	27	26	37
TOTAL LIKELY	41	43	39	42	50	27	40	41	41	42	42
Fairly unlikely	30	28	32	26	29	34	24	35	21	31	22
Very unlikely	22	22	21	28	15	29	30	18	27	22	20
TOTAL UNLIKELY	52	50	53	54	44	63	54	53	48	53	42
Don't know	7	6	8	4	7	10	7	6	11	6	16

Imagine house prices and rents in London continue to rise at present rates over the next ten years... How likely or unlikely would you then be to consider moving out of London and taking a job in a different city or region to take advantage of lower housing costs?

Very likely	22	23	22	24	31	14	10	22	23	24	15
Fairly likely	27	25	29	36	29	22	23	27	25	26	30
TOTAL LIKELY	49	48	51	60	60	36	33	49	48	50	45
Fairly unlikely	23	23	22	9	23	27	18	23	21	25	14
Very unlikely	21	22	19	15	10	27	49	21	20	18	29
TOTAL UNLIKELY	44	45	41	24	33	54	67	44	41	43	43
Don't know	8	8	8	16	7	8	1	7	10	7	12

YouGov/ London First Survey Results

Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

		Employment status							
Total	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other	
Weighted Sample 1000	800	166	34	0	0	0	0	0	
Unweighted Sample 1000	837	139	24	0	0	0	0	0	
	%	%	%	%	%	%	%	%	

How difficult do your rent/mortgage costs make it for you to live and work in London?

Very difficult	18	19	15	7	0	0	0	0	0
Fairly difficult	38	41	25	28	0	0	0	0	0
TOTAL DIFFICULT	56	60	40	35	0	0	0	0	0
Fairly easy	19	20	13	16	0	0	0	0	0
Very easy	5	5	5	3	0	0	0	0	0
TOTAL EASY	24	25	18	19	0	0	0	0	0
I don't pay rent/mortgage costs	20	15	42	46	0	0	0	0	0

Would you currently consider moving out of London and taking a job in a different city or region in order to take advantage of lower rent/mortgage costs?

[To those who find it very or fairly difficult with rent/mortgage costs to live and work in London. N=546]

Very likely	14	16	2	23	0	0	0	0	0
Fairly likely	27	26	42	11	0	0	0	0	0
TOTAL LIKELY	41	42	44	34	0	0	0	0	0
Fairly unlikely	30	31	23	16	0	0	0	0	0
Very unlikely	22	22	16	40	0	0	0	0	0
TOTAL UNLIKELY	52	53	39	56	0	0	0	0	0
Don't know	7	6	17	9	0	0	0	0	0

Imagine house prices and rents in London continue to rise at present rates over the next ten years... How likely or unlikely would you then be to consider moving out of London and taking a job in a different city or region to take advantage of lower housing costs?

Very likely	22	24	14	15	0	0	0	0	0
Fairly likely	27	26	30	30	0	0	0	0	0
TOTAL LIKELY	49	50	44	45	0	0	0	0	0
Fairly unlikely	23	25	13	21	0	0	0	0	0
Very unlikely	21	18	30	24	0	0	0	0	0
TOTAL UNLIKELY	44	43	43	45	0	0	0	0	0
Don't know	8	7	12	10	0	0	0	0	0

YouGov/ London First Survey Results

Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

		Home ownership					
	Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
Weighted Sample	1000	125	223	39	169	34	36
Unweighted Sample	1000	118	232	37	175	30	38
	%	%	%	%	%	%	%

How difficult do your rent/mortgage costs make it for you to live and work in London?

Very difficult	18	3	11	23	26	30	11
Fairly difficult	38	13	37	41	50	51	38
TOTAL DIFFICULT	56	16	48	64	76	81	49
Fairly easy	19	7	35	24	13	15	23
Very easy	5	3	9	4	5	3	0
TOTAL EASY	24	10	44	28	18	18	23
I don't pay rent/mortgage costs	20	74	8	7	6	2	28

Would you currently consider moving out of London and taking a job in a different city or region in order to take advantage of lower rent/mortgage costs?

[To those who find it very or fairly difficult with rent/mortgage costs to live and work in London. N=546]

Very likely	14	21	7	25	21	10	6
Fairly likely	27	22	25	17	26	34	33
TOTAL LIKELY	41	43	32	42	47	44	39
Fairly unlikely	30	31	32	26	31	23	22
Very unlikely	22	14	23	28	14	14	34
TOTAL UNLIKELY	52	45	55	54	45	37	56
Don't know	7	12	13	3	7	20	5

Imagine house prices and rents in London continue to rise at present rates over the next ten years... How likely or unlikely would you then be to consider moving out of London and taking a job in a different city or region to take advantage of lower housing costs?

Very likely	22	13	11	32	33	31	29
Fairly likely	27	21	24	17	29	27	26
TOTAL LIKELY	49	34	35	49	62	58	55
Fairly unlikely	23	24	34	17	16	11	16
Very unlikely	21	36	22	15	11	12	20
TOTAL UNLIKELY	44	60	56	32	27	23	36
Don't know	8	7	8	20	10	18	9

YouGov/ London First Survey Results

Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

		Gross personal income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	
Weighted Sample 1000	21	33	55	57	106	121	113	67	60	42	50	44	39	
Unweighted Sample 1000	22	27	51	57	101	120	111	69	65	43	54	45	45	
	%	%	%	%	%	%	%	%	%	%	%	%	%	

How difficult do your rent/mortgage costs make it for you to live and work in London?

Very difficult	18	34	28	31	19	29	18	21	13	16	4	11	4	2
Fairly difficult	38	5	42	36	44	34	44	44	56	39	42	41	43	23
TOTAL DIFFICULT	56	39	70	67	63	63	62	65	69	55	46	52	47	25
Fairly easy	19	0	10	8	15	10	18	18	19	26	32	21	25	39
Very easy	5	0	0	1	0	5	4	5	3	6	8	11	4	18
TOTAL EASY	24	0	10	9	15	15	22	23	22	32	40	32	29	57
I don't pay rent/mortgage costs	20	61	20	24	22	22	16	12	10	12	13	17	24	18

Would you currently consider moving out of London and taking a job in a different city or region in order to take advantage of lower rent/mortgage costs?

[To those who find it very or fairly difficult with rent/mortgage costs to live and work in London. N=546]

Very likely	14	10	9	20	19	12	16	9	27	13	4	17	0	38
Fairly likely	27	63	46	34	18	29	25	27	22	22	54	14	21	10
TOTAL LIKELY	41	73	55	54	37	41	41	36	49	35	58	31	21	48
Fairly unlikely	30	13	11	18	38	25	41	31	30	28	9	51	57	26
Very unlikely	22	0	24	26	19	25	14	20	18	32	28	18	22	18
TOTAL UNLIKELY	52	13	35	44	57	50	55	51	48	60	37	69	79	44
Don't know	7	14	10	2	6	9	4	13	4	5	5	0	0	8

Imagine house prices and rents in London continue to rise at present rates over the next ten years... How likely or unlikely would you then be to consider moving out of London and taking a job in a different city or region to take advantage of lower housing costs?

Very likely	22	40	39	35	19	25	27	24	29	21	19	14	8	12
Fairly likely	27	34	35	26	34	25	32	29	27	21	23	27	18	21
TOTAL LIKELY	49	74	74	61	53	50	59	53	56	42	42	41	26	33
Fairly unlikely	23	7	8	14	23	20	25	20	24	21	30	36	43	32
Very unlikely	21	15	6	18	12	20	13	15	19	31	24	20	28	33
TOTAL UNLIKELY	44	22	14	32	35	40	38	35	43	52	54	56	71	65
Don't know	8	5	12	7	13	11	2	12	1	6	5	3	2	2

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Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

	Total	£100,000 and over	Don't know	Prefer not to answer	Advertising/Marketing/ PR	Aerospace	Agriculture/Chemicals/Forest Products	Automotive	Computers/Electronics	Construction	Consumer Goods	Education
Weighted Sample	1000	22	32	138	6	0	2	4	12	16	0	91
Unweighted Sample	1000	24	28	138	7	0	2	4	13	16	0	93
	%	%	%	%	%	%	%	%	%	%	%	%

How difficult do your rent/mortgage costs make it for you to live and work in London?

Very difficult	18	12	13	17	14	0	0	20	24	24	0	14
Fairly difficult	38	12	31	31	44	0	50	59	8	33	0	36
TOTAL DIFFICULT	56	24	44	48	58	0	50	79	32	57	0	50
Fairly easy	19	31	12	21	13	0	0	21	30	21	0	13
Very easy	5	17	0	4	14	0	0	0	7	5	0	5
TOTAL EASY	24	48	12	25	27	0	0	21	37	26	0	18
I don't pay rent/mortgage costs	20	28	44	28	14	0	50	0	31	17	0	32

Would you currently consider moving out of London and taking a job in a different city or region in order to take advantage of lower rent/mortgage costs?

[To those who find it very or fairly difficult with rent/mortgage costs to live and work in London. N=546]

Very likely	14	34	0	14	0	0	0	0	0	20	0	4
Fairly likely	27	0	43	25	47	0	100	100	45	31	0	15
TOTAL LIKELY	41	34	43	39	47	0	100	100	45	51	0	19
Fairly unlikely	30	32	17	23	53	0	0	0	25	18	0	38
Very unlikely	22	34	14	27	0	0	0	0	30	9	0	25
TOTAL UNLIKELY	52	66	31	50	53	0	0	0	55	27	0	63
Don't know	7	0	27	11	0	0	0	0	0	22	0	17

Imagine house prices and rents in London continue to rise at present rates over the next ten years... How likely or unlikely would you then be to consider moving out of London and taking a job in a different city or region to take advantage of lower housing costs?

Very likely	22	8	16	16	14	0	0	39	16	41	0	14
Fairly likely	27	20	30	24	45	0	50	61	39	21	0	23
TOTAL LIKELY	49	28	46	40	59	0	50	100	55	62	0	37
Fairly unlikely	23	24	7	20	27	0	0	0	28	20	0	36
Very unlikely	21	48	14	29	14	0	50	0	17	6	0	17
TOTAL UNLIKELY	44	72	21	49	41	0	50	0	45	26	0	53
Don't know	8	0	32	12	0	0	0	0	0	13	0	9

YouGov/ London First Survey Results

Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

	Work industry												
Total	Energy/ Mining	Finance/ Insurance/ Real Estate	Government/ Military/ Public Service	Hospitality/R ecreation	Media/Publishing/E ntertainment	Medical/Health Services	Pharmaceuticals	Retail	Service	Telecomms./ Networking	Travel/ Transportation	Other	Have never worked
Weighted Sample 1000	7	74	76	42	68	58	1	60	55	3	40	116	6
Unweighted Sample 1000	7	79	82	42	71	56	1	54	57	4	31	118	6
	%	%	%	%	%	%	%	%	%	%	%	%	%

How difficult do your rent/mortgage costs make it for you to live and work in London?

Very difficult	18	15	19	8	23	10	16	100	29	17	25	13	18	11
Fairly difficult	38	26	25	46	42	44	41	0	31	33	26	33	39	49
TOTAL DIFFICULT	56	41	44	54	65	54	57	100	60	50	51	46	57	60
Fairly easy	19	31	28	24	15	22	18	0	18	20	49	18	16	19
Very easy	5	14	6	5	2	7	0	0	2	7	0	11	7	0
TOTAL EASY	24	45	34	29	17	29	18	0	20	27	49	29	23	19
I don't pay rent/mortgage costs	20	14	22	17	18	17	24	0	19	24	0	24	20	20

Would you currently consider moving out of London and taking a job in a different city or region in order to take advantage of lower rent/mortgage costs?

[To those who find it very or fairly difficult with rent/mortgage costs to live and work in London. N=546]

Very likely	14	36	10	13	18	22	23	100	22	3	49	15	19	0
Fairly likely	27	0	31	20	27	21	16	0	21	17	0	14	32	62
TOTAL LIKELY	41	36	41	33	45	43	39	100	43	20	49	29	51	62
Fairly unlikely	30	64	21	31	27	33	33	0	30	55	51	25	22	38
Very unlikely	22	0	26	30	23	13	17	0	22	24	0	31	16	0
TOTAL UNLIKELY	52	64	47	61	50	46	50	0	52	79	51	56	38	38
Don't know	7	0	11	6	5	10	11	0	6	2	0	15	10	0

Imagine house prices and rents in London continue to rise at present rates over the next ten years... How likely or unlikely would you then be to consider moving out of London and taking a job in a different city or region to take advantage of lower housing costs?

Very likely	22	15	13	18	32	29	21	100	34	11	25	7	24	47
Fairly likely	27	0	23	24	21	26	25	0	25	24	19	23	28	31
TOTAL LIKELY	49	15	36	42	53	55	46	100	59	35	44	30	52	78
Fairly unlikely	23	41	25	23	20	16	27	0	17	36	26	14	19	23
Very unlikely	21	14	31	26	20	19	19	0	11	26	0	47	18	0
TOTAL UNLIKELY	44	55	56	49	40	35	46	0	28	62	26	61	37	23
Don't know	8	31	9	10	7	9	8	0	13	3	29	9	11	0

Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

	Gender		Age				Social Grade		Work status		
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Full time	Part time
Weighted Sample	1000	550	450	120	430	360	90	705	295	800	200
Unweighted Sample	1000	519	481	130	415	363	92	797	203	837	163

What is the maximum commuting time you would consider to be worth travelling in/around London for work purposes? (Please think about the maximum time you'd be willing to spend travelling just to get TO work, not the total travel time there and back)

Less than 30 minutes a day	9	9	9	5	5	11	24	7	14	7	15
30 – 45 minutes a day	17	16	20	21	18	15	21	16	21	18	16
45 – 60 minutes a day	36	36	36	37	37	38	25	38	32	36	36
60 – 75 minutes a day	19	18	20	15	20	20	11	21	14	19	18
75 – 90 minutes a day	9	9	9	11	10	8	7	10	7	10	5
90 – 100 minutes a day	3	3	3	4	4	2	2	3	4	3	3
100 – 120 minutes a day	3	5	2	4	3	3	5	3	4	3	3
120 minutes – 150 minutes a day	1	1	1	1	1	1	0	1	1	1	1
More than 150 minutes a day	0	1	0	0	0	1	0	0	1	1	0
Don't know	2	3	0	2	1	2	4	2	2	2	2

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

	Employment status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other
Weighted Sample Total	800	166	34	0	0	0	0	0
Unweighted Sample	837	139	24	0	0	0	0	0

What is the maximum commuting time you would consider to be worth travelling in/around London for work purposes? (Please think about the maximum time you'd be willing to spend travelling just to get TO work, not the total travel time there and back)

Less than 30 minutes a day	9	7	15	14	0	0	0	0	0
30 – 45 minutes a day	17	18	17	11	0	0	0	0	0
45 – 60 minutes a day	36	36	35	42	0	0	0	0	0
60 – 75 minutes a day	19	19	17	27	0	0	0	0	0
75 – 90 minutes a day	9	10	5	7	0	0	0	0	0
90 – 100 minutes a day	3	3	3	0	0	0	0	0	0
100 – 120 minutes a day	3	3	4	0	0	0	0	0	0
120 minutes – 150 minutes a day	1	1	1	0	0	0	0	0	0
More than 150 minutes a day	0	1	0	0	0	0	0	0	0
Don't know	2	2	2	0	0	0	0	0	0

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Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

		Home ownership					
	Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
Weighted Sample	1000	125	223	39	169	34	36
Unweighted Sample	1000	118	232	37	175	30	38

What is the maximum commuting time you would consider to be worth travelling in/around London for work purposes? (Please think about the maximum time you'd be willing to spend travelling just to get TO work, not the total travel time there and back)

Less than 30 minutes a day	9	16	6	20	8	6	5
30 – 45 minutes a day	17	20	12	15	18	35	29
45 – 60 minutes a day	36	35	40	32	31	34	30
60 – 75 minutes a day	19	14	21	15	20	12	13
75 – 90 minutes a day	9	10	11	2	12	0	12
90 – 100 minutes a day	3	1	2	0	4	0	9
100 – 120 minutes a day	3	2	5	2	3	5	0
120 minutes – 150 minutes a day	1	0	0	0	1	3	0
More than 150 minutes a day	0	1	0	5	1	0	3
Don't know	2	1	2	8	3	4	0

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Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

		Gross personal income											
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year
Weighted Sample 1000	21	33	55	57	106	121	113	67	60	42	50	44	39
Unweighted Sample 1000	22	27	51	57	101	120	111	69	65	43	54	45	45

What is the maximum commuting time you would consider to be worth travelling in/around London for work purposes? (Please think about the maximum time you'd be willing to spend travelling just to get TO work, not the total travel time there and back)

Less than 30 minutes a day	9	5	19	13	10	17	7	14	3	1	6	3	6	7
30 – 45 minutes a day	17	11	15	19	24	26	16	12	11	17	22	16	15	21
45 – 60 minutes a day	36	61	36	27	37	27	38	34	44	37	40	41	50	42
60 – 75 minutes a day	19	4	9	20	15	17	20	20	25	22	17	17	13	17
75 – 90 minutes a day	9	3	8	5	5	6	11	11	14	9	0	13	10	11
90 – 100 minutes a day	3	4	0	7	7	2	5	1	0	6	5	4	0	0
100 – 120 minutes a day	3	10	4	7	0	2	2	5	4	3	6	3	4	2
120 minutes – 150 minutes a day	1	3	0	0	0	3	1	0	0	1	2	0	2	0
More than 150 minutes a day	0	0	0	0	0	0	0	0	0	0	2	4	0	0
Don't know	2	0	8	2	3	1	0	3	0	3	0	0	0	0

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Fieldwork: 13th - 19th August 2014

	Total	£100,000 and over	Don't know	Prefer not to answer	Advertising/Marketing/ PR	Aerospace	Agriculture/Chemicals/Forest Products	Automotive	Computers/Electronics	Construction	Consumer Goods	Education
Weighted Sample	1000	22	32	138	6	0	2	4	12	16	0	91
Unweighted Sample	1000	24	28	138	7	0	2	4	13	16	0	93

What is the maximum commuting time you would consider to be worth travelling in/around London for work purposes? (Please think about the maximum time you'd be willing to spend travelling just to get TO work, not the total travel time there and back)

Less than 30 minutes a day	9	9	3	9	0	0	0	0	8	5	0	12
30 – 45 minutes a day	17	8	18	19	31	0	50	20	16	16	0	18
45 – 60 minutes a day	36	43	23	32	27	0	0	0	16	22	0	29
60 – 75 minutes a day	19	19	34	19	13	0	50	80	32	28	0	18
75 – 90 minutes a day	9	8	12	10	28	0	0	0	28	6	0	12
90 – 100 minutes a day	3	0	6	2	0	0	0	0	0	4	0	5
100 – 120 minutes a day	3	4	4	1	0	0	0	0	0	19	0	5
120 minutes – 150 minutes a day	1	4	0	1	0	0	0	0	0	0	0	1
More than 150 minutes a day	0	4	0	1	0	0	0	0	0	0	0	0
Don't know	2	0	0	6	0	0	0	0	0	0	0	0

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

Sample Size: 1000 London employees
Fieldwork: 13th - 19th August 2014

	Work industry												
Total	Energy/ Mining	Finance/ Insurance/ Real Estate	Government/ Military/ Public Service	Hospitality/R ecreation	Media/Publishing/E ntertainment	Medical/Health Services	Pharmaceuticals	Retail	Service	Telecomms./ Networking	Travel/ Transportation	Other	Have never worked
Weighted Sample 1000	7	74	76	42	68	58	1	60	55	3	40	116	6
Unweighted Sample 1000	7	79	82	42	71	56	1	54	57	4	31	118	6

What is the maximum commuting time you would consider to be worth travelling in/around London for work purposes? (Please think about the maximum time you'd be willing to spend travelling just to get TO work, not the total travel time there and back)

Less than 30 minutes a day	9	<i>14</i>	13	3	8	5	7	0	16	9	0	11	10	0
30 – 45 minutes a day	17	0	16	14	14	12	17	0	21	13	26	32	19	23
45 – 60 minutes a day	36	46	37	40	45	46	36	100	44	33	49	20	36	48
60 – 75 minutes a day	19	13	15	20	12	25	16	0	9	29	25	8	17	29
75 – 90 minutes a day	9	26	8	14	9	5	17	0	4	8	0	7	8	0
90 – 100 minutes a day	3	0	1	4	4	5	2	0	0	3	0	2	2	0
100 – 120 minutes a day	3	0	8	2	2	1	3	0	4	2	0	9	1	0
120 minutes – 150 minutes a day	1	0	2	0	0	0	0	0	0	4	0	0	0	0
More than 150 minutes a day	0	0	1	1	0	0	0	0	0	0	0	7	0	0
Don't know	2	0	0	1	4	2	2	0	3	0	0	4	6	0

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*