YouGov / Centre for Cities

Cities Outlook

Sample Size: 1688 Adults
Fieldwork: 11th - 19th March 2014

For the following set of questions, if you have never been to London, please base your answers on the perceptions you have of this city as we are still interested in your opinion.

Which FIVE, if any, of the following words/ phrases do you think BEST describe London? (Please tick up to five options)

	City															
	Newcastle	Kingston-Upon-Hull	Nottingham	Birmingham	Bristol	Cardiff	Glasgow	Leeds	Liverpool	Manchester	Sheffield	Brighton & Hove	Leicester	Southampton	Southend	Milton Keynes
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Lively	32%	36%	29%	28%	31%	21%	32%	35%	21%	24%	30%	38%	22%	37%	38%	37%
Cosmopolitan	33%	35%	31%	29%	31%	44%	36%	38%	26%	33%	30%	43%	34%	36%	44%	31%
Cultural	36%	39%	36%	32%	37%	28%	35%	41%	27%	41%	33%	48%	28%	35%	52%	39%
Dynamic	11%	15%	20%	8%	19%	16%	18%	15%	10%	11%	15%	25%	22%	18%	25%	11%
Innovative	5%	4%	5%	7%	6%	4%	6%	1%	3%	1%	3%	8%	5%	3%	7%	4%
Competitive	10%	5%	13%	8%	10%	7%	6%	9%	11%	15%	11%	11%	9%	4%	10%	11%
Rich	13%	19%	9%	14%	13%	9%	15%	11%	7%	17%	17%	5%	14%	7%	5%	9%
Fashionable	20%	12%	10%	12%	16%	11%	12%	13%	12%	13%	10%	16%	16%	16%	13%	17%
Crowded	61%	52%	52%	54%	58%	57%	48%	53%	63%	55%	53%	50%	54%	57%	55%	65%
Expensive	61%	66%	58%	63%	66%	71%	56%	67%	66%	66%	64%	55%	63%	62%	50%	58%
Elitist	9%	8%	8%	8%	5%	6%	10%	9%	15%	14%	11%	5%	5%	4%	3%	4%
Impersonal	23%	32%	22%	24%	24%	28%	31%	24%	30%	20%	30%	15%	20%	20%	21%	22%
Chaotic	24%	26%	21%	24%	32%	29%	29%	18%	34%	30%	36%	25%	22%	22%	21%	38%
Too big	17%	17%	13%	12%	19%	23%	18%	19%	25%	18%	17%	7%	16%	11%	7%	15%
Selfish	15%	19%	8%	13%	10%	17%	24%	14%	21%	16%	14%	10%	11%	9%	8%	7%
Dirty	19%	17%	16%	18%	21%	25%	19%	19%	19%	16%	20%	13%	20%	20%	17%	27%
Diverse	37%	39%	41%	31%	43%	34%	34%	41%	28%	39%	34%	48%	39%	38%	46%	43%
Traditional	10%	9%	13%	11%	4%	3%	6%	6%	7%	9%	7%	8%	9%	9%	12%	10%
Modern	10%	6%	16%	9%	9%	9%	8%	13%	8%	14%	11%	15%	17%	15%	11%	14%
Global	15%	12%	22%	14%	19%	14%	19%	13%	13%	21%	15%	17%	18%	20%	23%	18%
None of these	1%	1%	-	3%	1%	3%	-	1%	-	-	-	2%	-	1%	1%	-
Don't know	2%	2%	2%	5%	1%	2%	2%	3%	2%	3%	4%	1%	2%	4%	-	1%

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	City															
	Newcastle	Kingston-Upon-Hull	Nottingham	Birmingham	Bristol	Cardiff	Glasgow	Leeds	Liverpool	Manchester	Sheffield	Brighton & Hove	Leicester	Southampton	Southend	Milton Keynes
Overall to what extent, if at all, do you think London has a negative or positive impact on each of the following? (Please tick one option on each row)																
The economy in the city that I live in																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Very positive impact	4%	2%	4%	3%	4%	-	2%	2%	2%	3%	2%	18%	3%	6%	24%	14%
Fairly positive impact	10%	7%	23%	23%	28%	15%	10%	11%	7%	15%	6%	49%	20%	24%	37%	44%
No impact	33%	42%	37%	30%	36%	44%	22%	32%	29%	24%	36%	6%	34%	41%	25%	25%
Fairly negative impact	29%	19%	22%	24%	16%	23%	32%	32%	32%	33%	36%	12%	24%	12%	4%	6%
Very negative impact	16%	25%	4%	6%	6%	7%	23%	12%	19%	12%	10%	4%	8%	3%	3%	1%
Don't know	8%	6%	11%	13%	10%	11%	11%	12%	11%	13%	10%	11%	11%	14%	8%	11%
The economy in the UK as a whole																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Very positive impact	18%	25%	27%	23%	29%	20%	10%	22%	10%	21%	16%	28%	17%	26%	34%	34%
Fairly positive impact	45%	42%	41%	35%	44%	39%	39%	35%	41%	42%	48%	41%	47%	45%	46%	43%
No impact	11%	11%	7%	8%	8%	11%	5%	13%	14%	6%	5%	4%	10%	11%	3%	5%
Fairly negative impact	17%	6%	13%	16%	9%	16%	21%	19%	15%	18%	21%	12%	12%	7%	6%	5%
Very negative impact	4%	10%	2%	7%	4%	7%	16%	7%	10%	4%	2%	5%	6%	4%	4%	4%
Don't know	5%	6%	10%	9%	6%	7%	9%	5%	10%	9%	8%	10%	7%	7%	7%	8%
To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)																
The location of Whitehall and Parliament means that political decisions are too focused on London in comparison to the rest of the UK																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Strongly agree	31%	41%	26%	25%	17%	23%	50%	35%	42%	36%	28%	13%	22%	13%	16%	12%
Tend to agree	42%	30%	33%	43%	46%	40%	28%	44%	30%	38%	51%	36%	45%	36%	33%	40%
Neither agree nor disagree	14%	11%	18%	14%	16%	14%	10%	11%	16%	10%	12%	19%	14%	25%	19%	13%
Tend to disagree	8%	12%	12%	3%	12%	16%	6%	5%	3%	7%	2%	19%	6%	12%	21%	22%
Strongly disagree	1%	-	7%	2%	5%	3%	2%	1%	1%	-	2%	6%	3%	3%	8%	5%
Don't know	4%	6%	5%	13%	3%	4%	5%	4%	8%	8%	6%	7%	9%	11%	3%	7%

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	City															
	Newcastle	Kingston-Upon-Hull	Nottingham	Birmingham	Bristol	Cardiff	Glasgow	Leeds	Liverpool	Manchester	Sheffield	Brighton & Hove	Leicester	Southampton	Southend	Milton Keynes
Whitehall and Parliament are responsive to the issues in the city where I live																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Strongly agree	3%	2%	-	5%	3%	-	2%	1%	3%	1%	2%	3%	2%	2%	7%	1%
Tend to agree	11%	12%	16%	7%	14%	10%	7%	7%	5%	20%	5%	22%	10%	15%	18%	24%
Neither agree nor disagree	17%	16%	27%	24%	24%	30%	17%	18%	22%	20%	22%	22%	21%	23%	37%	24%
Tend to disagree	34%	40%	23%	28%	39%	35%	23%	43%	30%	32%	39%	30%	41%	37%	22%	28%
Strongly disagree	28%	27%	24%	19%	13%	19%	45%	24%	31%	18%	25%	10%	17%	14%	9%	11%
Don't know	7%	3%	9%	16%	7%	6%	6%	7%	9%	9%	8%	13%	10%	9%	7%	12%
Would you say the overall quality of each of the following services is better in your city compared to London, or vice versa, or would you say they are about the same? (Please tick one option on each row)																
Healthcare																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Much better in my city than London	16%	-	4%	7%	6%	5%	20%	6%	9%	4%	6%	5%	3%	3%	3%	7%
A little better in my city than London	16%	16%	19%	10%	12%	17%	31%	16%	16%	15%	16%	16%	19%	21%	24%	9%
About the same in my city and London	35%	30%	42%	32%	36%	29%	20%	26%	22%	31%	32%	40%	22%	34%	32%	30%
A little better in London than my city	6%	17%	11%	11%	11%	19%	11%	14%	14%	15%	12%	8%	14%	12%	16%	19%
Much better in London than my city	7%	17%	2%	3%	4%	4%	1%	9%	6%	5%	6%	8%	5%	5%	8%	14%
Don't know	19%	21%	23%	37%	32%	26%	17%	29%	33%	30%	29%	24%	37%	25%	17%	21%
Schools																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Much better in my city than London	16%	1%	3%	10%	6%	4%	17%	7%	3%	3%	5%	16%	3%	5%	12%	17%
A little better in my city than London	22%	9%	13%	8%	25%	23%	22%	24%	15%	14%	26%	24%	27%	19%	33%	21%
About the same in my city and London	24%	32%	39%	31%	22%	17%	24%	17%	25%	28%	20%	24%	24%	36%	27%	22%
A little better in London than my city	12%	23%	14%	10%	9%	18%	9%	9%	11%	15%	14%	4%	6%	7%	5%	3%
Much better in London than my city	5%	16%	4%	6%	4%	8%	3%	8%	5%	7%	8%	1%	5%	3%	2%	6%
Don't know	22%	19%	28%	35%	35%	31%	27%	34%	41%	33%	28%	32%	35%	29%	23%	31%

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	City															
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Public transport																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Much better in my city than London	11%	4%	15%	5%	2%	5%	10%	5%	3%	7%	3%	12%	5%	2%	4%	3%
A little better in my city than London	15%	13%	22%	9%	9%	9%	10%	6%	16%	11%	11%	15%	9%	11%	8%	7%
About the same in my city and London	18%	13%	16%	19%	6%	16%	22%	12%	22%	24%	13%	17%	11%	14%	21%	9%
A little better in London than my city	21%	20%	13%	19%	15%	20%	25%	17%	18%	21%	17%	30%	20%	21%	25%	21%
Much better in London than my city	23%	41%	18%	32%	59%	38%	24%	53%	25%	28%	38%	17%	39%	41%	33%	52%
Don't know	13%	9%	16%	15%	9%	12%	9%	8%	14%	10%	16%	8%	17%	11%	8%	9%
Leadership of local councillors																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Much better in my city than London	6%	4%	6%	6%	6%	4%	5%	3%	7%	4%	2%	7%	4%	2%	6%	4%
A little better in my city than London	9%	7%	18%	8%	10%	18%	10%	15%	13%	9%	7%	12%	15%	11%	13%	10%
About the same in my city and London	30%	27%	22%	25%	24%	26%	33%	19%	27%	25%	29%	25%	26%	30%	36%	28%
A little better in London than my city	16%	17%	12%	14%	12%	7%	10%	14%	12%	18%	17%	9%	12%	21%	6%	17%
Much better in London than my city	11%	15%	5%	12%	12%	9%	11%	14%	5%	7%	10%	13%	4%	7%	9%	8%
Don't know	28%	31%	37%	35%	36%	37%	31%	35%	35%	36%	36%	35%	38%	29%	30%	34%

The following question is about the roles of mayors in the UK.

Some places in the UK have mayors that represent their local council. The Mayor of London (currently held by Boris Johnson) represents and co-ordinates the whole of London and the councils within it.

He sets the visions, plans and policies covering all of the London boroughs including things like transportation, housing, planning and economic development. The Mayor of London has more powers than mayors that represent their local council.

Based on the description above, how beneficial, if at all, do you think a mayor position like The Mayor of London would be to your city?

Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Very beneficial	5%	10%	15%	11%	18%	11%	7%	12%	11%	14%	9%	14%	19%	11%	13%	10%
Fairly beneficial	38%	30%	28%	25%	40%	36%	28%	22%	29%	31%	34%	17%	33%	32%	29%	31%
Not very beneficial	27%	23%	21%	15%	24%	22%	31%	25%	21%	22%	26%	27%	14%	26%	33%	30%
Not beneficial at all	17%	19%	21%	26%	13%	23%	25%	25%	20%	14%	17%	25%	21%	16%	18%	21%
Don't know	13%	18%	15%	23%	5%	8%	9%	16%	20%	18%	14%	16%	13%	14%	7%	8%

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	City															
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Just to remind you, if you have never been to London, please base your answers on the perceptions you have of this city as we are still interested in your opinion.																
Overall, to what extent, if at all, do you think London is a good or poor place to raise a family?																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Very good	2%	1%	5%	2%	1%	3%	3%	2%	1%	4%	3%	5%	2%	4%	6%	3%
Fairly good	28%	45%	31%	28%	30%	30%	29%	27%	22%	31%	28%	40%	32%	35%	35%	38%
Fairly poor	40%	29%	35%	38%	41%	37%	41%	44%	43%	36%	47%	36%	33%	39%	45%	34%
Very poor	17%	16%	19%	12%	16%	20%	19%	17%	20%	20%	16%	10%	21%	11%	9%	18%
Don't know	12%	10%	11%	20%	12%	9%	9%	11%	14%	9%	7%	8%	12%	10%	5%	6%
Which of the following BEST applies to you?																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
I have lived in London and I would consider living there again in the future	11%	2%	18%	7%	11%	8%	9%	8%	4%	7%	6%	26%	8%	14%	11%	14%
I have lived in London, but I wouldn't consider living there again in the future	13%	11%	13%	5%	18%	15%	13%	14%	13%	15%	12%	25%	12%	14%	29%	31%
I haven't lived in London, but I would consider living there in the future	17%	23%	18%	21%	21%	25%	27%	20%	18%	20%	21%	14%	21%	23%	14%	14%
I haven't lived in London and I wouldn't consider living there in the future	57%	61%	46%	59%	47%	51%	49%	57%	59%	53%	58%	36%	53%	45%	41%	40%
Don't know	2%	3%	5%	7%	3%	2%	2%	1%	6%	5%	3%	-	5%	4%	5%	1%
Thinking about the national coverage of news stories in the UK (e.g. newspapers, on TV etc.)…																
To what extent, if at all, do you think the national coverage of news stories in the UK is or is not focussed on London?																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Very focussed on London	21%	36%	25%	34%	22%	25%	35%	33%	29%	27%	30%	17%	23%	13%	21%	13%
Fairly focussed on London	60%	48%	51%	40%	59%	54%	51%	52%	47%	48%	53%	59%	57%	55%	60%	52%
Not very focussed on London	13%	11%	17%	12%	17%	14%	8%	8%	10%	16%	8%	22%	12%	22%	9%	27%
Not focussed on London at all	-	2%	2%	3%	-	2%	2%	1%	2%	-	1%	1%	1%	1%	6%	2%
Don't know	5%	3%	6%	11%	2%	6%	5%	6%	12%	8%	8%	2%	8%	10%	4%	7%

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	City															
	Newcastle	Kingston-Upon-Hull	Nottingham	Birmingham	Bristol	Cardiff	Glasgow	Leeds	Liverpool	Manchester	Sheffield	Brighton & Hove	Leicester	Southampton	Southend	Milton Keynes
Thinking generally about the annual gross salary (i.e. before tax and other deductions) of people who currently work in London...																
Approximately what do you think is the current <u>average</u> annual salary of workers in London? (Please enter your answer in numbers to the nearest pound (£) in the box below)																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Up to 10,000	8%	9%	10%	11%	6%	6%	11%	12%	8%	7%	5%	7%	7%	8%	8%	2%
10,001 to 20,000	8%	7%	11%	12%	8%	11%	6%	10%	11%	7%	5%	7%	6%	11%	8%	10%
20,001 to 30,000	39%	36%	34%	33%	49%	42%	41%	38%	40%	48%	41%	38%	34%	38%	41%	48%
30,001 to 40,000	31%	30%	35%	30%	20%	26%	26%	20%	23%	19%	30%	26%	32%	25%	29%	22%
40,001 to 50,000	13%	6%	7%	9%	8%	10%	8%	10%	11%	13%	11%	13%	14%	6%	9%	12%
50,001 to 60,000	1%	4%	3%	1%	4%	2%	4%	4%	4%	2%	4%	5%	2%	4%	5%	4%
60,001 to 70,000	-	-	-	1%	1%	2%	2%	-	1%	-	2%	1%	1%	2%	-	-
70,001 to 80,000	1%	1%	-	1%	3%	1%	1%	3%	1%	2%	-	-	2%	1%	1%	1%
80,001 to 90,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
90,001 to 100,000	-	3%	1%	-	1%	-	-	1%	1%	-	1%	-	-	3%	-	1%
More than 100,000	-	5%	-	1%	-	-	2%	3%	1%	2%	-	4%	1%	2%	-	1%
In general, how often, if at all, do you visit London for each of the following activities? (Please tick one option on each row)																
Work purposes																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Every day	-	-	-	1%	1%	-	-	2%	1%	1%	-	7%	2%	2%	4%	-
Not every day, but at least once a week	1%	-	2%	-	3%	1%	-	-	-	1%	-	5%	-	-	1%	3%
Not once a week, but at least once a month	3%	-	4%	1%	3%	-	1%	-	1%	2%	4%	7%	2%	2%	8%	2%
Not once a month, but at least once every three months	4%	2%	5%	5%	10%	5%	1%	4%	4%	4%	3%	10%	4%	8%	5%	9%
Not once every three months, but at least once every six months	7%	2%	7%	7%	4%	9%	4%	6%	4%	6%	2%	5%	7%	6%	8%	4%
Not once every six months, but at least once a year	5%	3%	8%	6%	7%	8%	14%	8%	2%	10%	4%	9%	10%	3%	6%	8%
Less often than once a year	15%	19%	9%	7%	14%	13%	22%	12%	15%	10%	15%	14%	13%	19%	4%	10%
Never	65%	72%	64%	71%	56%	62%	56%	64%	70%	61%	70%	43%	58%	56%	64%	63%
Don't know	1%	2%	2%	2%	2%	2%	1%	4%	4%	5%	3%	-	4%	5%	1%	2%

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	City															
	Newcastle	Kingston-Upon-Hull	Nottingham	Birmingham	Bristol	Cardiff	Glasgow	Leeds	Liverpool	Manchester	Sheffield	Brighton & Hove	Leicester	Southampton	Southend	Milton Keynes
Holiday/ leisure purposes																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Every day	-	-	-	-	-	2%	-	-	1%	-	-	-	1%	1%	-	-
Not every day, but at least once a week	2%	-	2%	1%	2%	-	-	-	-	1%	-	5%	-	-	5%	-
Not once a week, but at least once a month	2%	1%	8%	1%	3%	2%	-	1%	-	2%	-	13%	5%	2%	14%	6%
Not once a month, but at least once every three months	3%	6%	8%	8%	14%	8%	1%	9%	5%	9%	6%	25%	11%	14%	21%	24%
Not once every three months, but at least once every six months	11%	9%	13%	5%	11%	7%	11%	11%	12%	10%	12%	21%	15%	18%	19%	19%
Not once every six months, but at least once a year	19%	14%	18%	15%	20%	19%	23%	17%	10%	16%	14%	17%	19%	21%	18%	18%
Less often than once a year	40%	49%	33%	38%	33%	46%	45%	34%	46%	33%	36%	11%	30%	31%	14%	19%
Never	22%	20%	16%	30%	16%	14%	19%	23%	23%	25%	29%	9%	16%	10%	10%	11%
Don't know	1%	2%	2%	2%	2%	2%	1%	4%	4%	5%	3%	-	3%	4%	-	3%
To see family																
Unweighted base	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Base: All (CITY) Adults	105	100	100	106	105	109	105	106	109	110	106	104	105	112	101	105
Every day	-	-	1%	-	1%	-	-	-	1%	1%	-	1%	-	1%	1%	-
Not every day, but at least once a week	1%	-	3%	-	-	-	-	-	-	-	-	-	2%	-	4%	1%
Not once a week, but at least once a month	4%	-	3%	1%	3%	1%	-	-	-	2%	-	7%	-	3%	7%	5%
Not once a month, but at least once every three months	1%	3%	3%	2%	8%	6%	2%	7%	5%	6%	6%	11%	8%	10%	11%	4%
Not once every three months, but at least once every six months	5%	4%	9%	3%	7%	3%	5%	7%	5%	5%	5%	6%	10%	5%	7%	10%
Not once every six months, but at least once a year	10%	1%	4%	8%	9%	11%	10%	4%	3%	7%	5%	6%	6%	4%	4%	9%
Less often than once a year	9%	13%	12%	13%	10%	9%	11%	9%	11%	9%	8%	6%	13%	6%	7%	15%
Never	68%	77%	62%	70%	61%	67%	70%	68%	71%	66%	73%	60%	58%	68%	58%	54%
Don't know	1%	2%	3%	2%	2%	2%	1%	4%	4%	4%	3%	1%	3%	4%	-	3%

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