

YouGov / UCL Survey Results



Sample Size: 6905 adults in UK
Fieldwork: 8th - 12th June 2021

	Vote in 2019			2016 EU Ref		Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 6905	2265	1671	601	2562	2714	3363	3542	753	2879	1671	1602	3936	2969	801	2258	1478	1616	573
Unweighted Sample 6905	2337	1707	624	2806	2846	3055	3850	500	2902	1728	1775	4091	2814	713	2313	1472	1586	611
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before taking this survey, had you heard the phrase 'build back better'?

I had heard this phrase and know a lot about it	6	7	7	5	6	6	8	3	8	7	5	4	7	4	6	6	4	6	5
I had heard this phrase and know a little bit about it	23	25	25	30	28	23	28	18	20	23	24	21	27	18	23	25	23	20	22
TOTAL HEARD OF AND KNOW A LOT / A LITTLE	29	32	32	35	34	29	36	21	28	30	29	25	34	22	29	31	27	26	27
I had heard this phrase but do not know anything about it	18	18	19	20	20	18	18	19	17	16	20	20	19	17	21	18	17	17	19
I have never heard of this	47	45	44	41	42	49	41	53	44	47	46	50	42	54	40	46	50	50	50
TOTAL HEARD OF BUT KNOW NOTHING / NEVER HEARD OF	65	63	63	61	62	67	59	72	61	63	66	70	61	71	61	64	67	67	69
Not sure	6	5	4	3	4	5	5	7	11	6	5	4	5	7	9	5	6	7	5

Based on what you think 'build back better' means, which of the following areas, if any, should be the biggest priorities for investment in achieving 'build back better'? Please choose up to 2.

The NHS	37	35	42	38	40	36	33	41	32	34	39	41	37	37	35	38	34	38	36
Job creation	23	30	18	20	20	27	26	20	24	21	24	23	24	22	23	22	22	23	28
Local businesses/high streets	22	31	16	15	19	26	19	24	16	21	26	21	21	22	18	21	23	21	24
Climate change	20	14	26	30	26	14	21	19	28	21	16	17	23	15	20	22	19	18	19
Social care	15	15	18	23	18	15	13	17	6	11	20	21	16	14	17	17	14	15	8
Tackling inequalities	14	8	26	20	22	8	15	14	18	15	12	13	16	11	18	14	13	14	15
Creating a sense of community	7	8	6	5	6	8	7	7	6	6	7	7	7	6	5	7	8	7	5
Childcare	3	2	2	3	3	2	2	3	3	4	1	1	3	3	4	2	3	2	2
Other	1	2	1	2	2	1	2	1	1	1	2	1	1	1	1	1	1	1	2
Don't know	19	17	16	15	15	18	18	19	21	20	16	19	16	23	18	18	21	19	22
I do not feel there is a need to prioritise investment to 'build back to better'	7	8	4	4	4	8	9	5	7	8	6	6	6	8	7	7	7	7	4

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Sample Size: 6905 adults in UK
Fieldwork: 8th - 12th June 2021

	Region lived													Ethnicity	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	White	BAME
Weighted Sample	6905	321	677	618	535	597	619	801	960	679	345	573	180	6427	372
Unweighted Sample	6905	305	672	609	544	580	630	713	989	694	348	611	210	6474	335
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before taking this survey, had you heard the phrase 'build back better'?

I had heard this phrase and know a lot about it	6	4	7	5	4	5	7	6	5	6	4	5	11	6	6
I had heard this phrase and know a little bit about it	23	24	20	19	24	23	20	23	26	27	20	22	25	23	19
TOTAL HEARD OF AND KNOW A LOT / A LITTLE	29	28	27	24	28	28	27	29	31	33	24	27	36	29	25
I had heard this phrase but do not know anything about it	18	14	19	17	19	14	17	21	19	19	18	19	19	18	18
I have never heard of this	47	50	47	53	48	49	49	40	45	44	54	50	42	48	46
TOTAL HEARD OF BUT KNOW NOTHING / NEVER HEARD OF	65	64	66	70	67	63	66	61	64	63	72	69	61	66	64
Not sure	6	8	7	6	5	9	7	9	4	4	4	5	2	5	12

Based on what you think 'build back better' means, which of the following areas, if any, should be the biggest priorities for investment in achieving 'build back better'? Please choose up to 2.

The NHS	37	37	39	36	36	32	39	35	38	37	38	36	49	37	31
Job creation	23	26	22	23	24	24	21	23	23	21	18	28	24	23	25
Local businesses/high streets	22	21	24	19	23	24	22	18	22	18	22	24	25	22	18
Climate change	20	16	19	18	16	19	21	20	22	23	24	19	17	20	21
Social care	15	16	16	13	13	14	16	17	16	18	14	8	15	15	11
Tackling inequalities	14	16	13	15	12	13	13	18	14	14	15	15	10	14	24
Creating a sense of community	7	5	7	7	8	8	6	5	8	8	7	5	6	7	4
Childcare	3	3	2	3	4	3	3	4	2	2	1	2	3	2	5
Other	1	1	1	2	1	1	1	1	2	1	1	2	0	1	2
Don't know	19	20	18	20	20	21	17	18	19	18	22	22	12	19	18
I do not feel there is a need to prioritise investment to 'build back to better'	7	6	7	8	8	7	8	7	5	8	6	4	9	7	6

	Vote in 2019			2016 EU Ref		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	6905	2265	1671	601	2562	2714	3363	3542	753	2879	1671	1602	3936	2969	801	2258	1478	1616	573
Unweighted Sample	6905	2337	1707	624	2806	2846	3055	3850	500	2902	1728	1775	4091	2814	713	2313	1472	1586	611
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As a result of the coronavirus pandemic, 'Build Back Better' has emerged as a concept that aims to address inequalities in society.

How much responsibility, if any, do you think the following organisations or groups of people hold for achieving 'build back better'?

National government

A great deal	55	48	70	69	69	47	52	57	51	54	58	54	60	48	56	55	52	53	58
A fair amount	18	26	11	16	13	23	19	18	16	17	18	23	17	20	17	20	19	18	18
TOTAL A GREAT DEAL / A FAIR AMOUNT	73	74	81	85	82	70	71	75	67	71	76	77	77	68	73	75	71	71	76
A little bit	6	7	4	6	4	8	7	5	6	6	6	7	6	6	6	6	6	6	6
None	4	5	2	2	2	5	6	2	5	3	5	3	3	5	4	3	4	4	4
TOTAL A LITTLE BIT / NONE	10	12	6	8	6	13	13	7	11	9	11	10	9	11	10	9	10	10	10
Don't know	17	14	13	8	12	17	16	18	22	19	13	13	13	22	16	16	19	19	15

Local government

A great deal	37	35	42	40	42	34	34	40	35	37	39	37	38	36	34	37	37	36	39
A fair amount	32	35	35	38	36	32	33	32	30	32	32	35	35	29	35	33	32	31	32
TOTAL A GREAT DEAL / A FAIR AMOUNT	69	70	77	78	78	66	67	72	65	69	71	72	73	65	69	70	69	67	71
A little bit	10	11	8	11	8	11	12	8	9	9	10	11	10	9	10	10	9	9	9
None	4	5	2	2	3	5	6	2	5	4	5	3	4	4	4	3	4	4	6
TOTAL A LITTLE BIT / NONE	14	16	10	13	11	16	18	10	14	13	15	14	14	13	14	13	13	13	15
Don't know	17	15	13	9	12	17	16	18	22	19	14	14	13	22	17	16	19	19	14

Businesses

A great deal	23	20	29	22	26	21	21	25	21	22	24	26	24	22	26	23	22	23	20
A fair amount	36	39	36	45	40	36	35	38	30	35	38	40	38	34	35	38	35	35	40
TOTAL A GREAT DEAL / A FAIR AMOUNT	59	59	65	67	66	57	56	63	51	57	62	66	62	56	61	61	57	58	60
A little bit	18	19	16	21	17	18	20	15	21	18	17	15	19	15	15	19	18	16	20
None	5	6	4	2	3	7	8	3	6	5	7	4	5	5	5	4	5	6	5
TOTAL A LITTLE BIT / NONE	23	25	20	23	20	25	28	18	27	23	24	19	24	20	20	23	23	22	25
Don't know	18	15	15	10	13	17	16	19	22	20	15	15	14	23	18	16	20	20	15

Local communities

A great deal	22	22	24	24	24	23	20	24	18	21	24	25	23	21	20	23	22	23	18
A fair amount	36	37	39	38	40	35	34	38	34	34	36	39	37	34	36	37	35	35	37
TOTAL A GREAT DEAL / A FAIR AMOUNT	58	59	63	62	64	58	54	62	52	55	60	64	60	55	56	60	57	58	55
A little bit	20	20	20	27	21	19	22	17	19	21	20	18	21	17	21	21	18	18	23
None	5	6	4	2	3	6	8	2	7	4	6	3	4	5	4	4	5	5	6
TOTAL A LITTLE BIT / NONE	25	26	24	29	24	25	30	19	26	25	26	21	25	22	25	25	23	23	29
Don't know	17	15	14	9	12	17	16	18	22	20	14	14	14	22	18	16	19	19	15

	Region lived												Ethnicity		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	White	BAME
Weighted Sample	6905	321	677	618	535	597	619	801	960	679	345	573	180	6427	372
Unweighted Sample	6905	305	672	609	544	580	630	713	989	694	348	611	210	6474	335
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As a result of the coronavirus pandemic, 'Build Back Better' has emerged as a concept that aims to address inequalities in society.

How much responsibility, if any, do you think the following organisations or groups of people hold for achieving 'build back better'?

National government

A great deal	55	59	52	52	51	53	52	56	57	56	53	58	68	55	54
A fair amount	18	16	19	17	21	17	21	17	19	19	18	18	13	18	19
TOTAL A GREAT DEAL / A FAIR AMOUNT	73	75	71	69	72	70	73	73	76	75	71	76	81	73	73
A little bit	6	5	6	7	7	7	6	6	7	6	4	6	6	6	7
None	4	4	4	4	5	4	4	4	3	4	3	4	5	4	2
TOTAL A LITTLE BIT / NONE	10	9	10	11	12	11	10	10	10	10	7	10	11	10	9
Don't know	17	16	19	20	16	19	18	16	14	16	22	15	8	17	18

Local government

A great deal	37	40	35	35	34	39	37	34	37	37	36	39	53	37	40
A fair amount	32	31	32	31	37	28	30	35	35	34	32	32	25	33	32
TOTAL A GREAT DEAL / A FAIR AMOUNT	69	71	67	66	71	67	67	69	72	71	68	71	78	70	72
A little bit	10	9	10	9	9	10	11	10	10	9	7	9	9	10	8
None	4	4	4	4	4	4	3	4	3	4	4	6	5	4	2
TOTAL A LITTLE BIT / NONE	14	13	14	13	13	14	14	14	13	13	11	15	14	14	10
Don't know	17	17	19	20	17	19	18	17	14	16	21	14	7	17	19

Businesses

A great deal	23	24	22	24	21	23	22	26	24	22	23	20	28	23	28
A fair amount	36	35	37	33	38	33	37	35	38	38	34	40	39	37	31
TOTAL A GREAT DEAL / A FAIR AMOUNT	59	59	59	57	59	56	59	61	62	60	57	60	67	60	59
A little bit	18	17	16	16	16	20	19	15	19	18	16	20	17	18	18
None	5	7	5	7	6	5	4	5	4	5	4	5	6	5	5
TOTAL A LITTLE BIT / NONE	23	24	21	23	22	25	23	20	23	23	20	25	23	23	23
Don't know	18	17	20	21	19	20	18	18	15	17	22	15	9	17	19

Local communities

A great deal	22	24	23	23	20	25	21	20	24	22	22	18	33	22	27
A fair amount	36	31	36	35	39	32	37	36	38	34	35	37	36	36	33
TOTAL A GREAT DEAL / A FAIR AMOUNT	58	55	59	58	59	57	58	56	62	56	57	55	69	58	60
A little bit	20	21	17	17	19	18	19	21	21	22	17	23	17	20	19
None	5	6	4	6	5	5	4	4	3	5	5	6	6	5	3
TOTAL A LITTLE BIT / NONE	25	27	21	23	24	23	23	25	24	27	22	29	23	25	22
Don't know	17	17	19	19	18	20	19	18	14	16	21	15	8	17	18

	Vote in 2019			2016 EU Ref		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	6905	2265	1671	601	2562	2714	3363	3542	753	2879	1671	1602	3936	2969	801	2258	1478	1616	573
Unweighted Sample	6905	2337	1707	624	2806	2846	3055	3850	500	2902	1728	1775	4091	2814	713	2313	1472	1586	611
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how much responsibility, if any, do you think the following organisations or groups of people should hold for achieving 'build back better'?

National government

A great deal	56	49	71	70	69	50	54	59	51	55	59	57	60	51	58	56	55	55	57
A fair amount	19	25	12	17	15	22	19	18	16	17	18	23	19	18	17	20	18	18	19
TOTAL A GREAT DEAL / A FAIR AMOUNT	75	74	83	87	84	72	73	77	67	72	77	80	79	69	75	76	73	73	76
A little bit	6	7	3	3	4	6	7	5	8	6	6	5	6	6	6	5	6	5	6
None	3	5	1	2	2	5	5	2	4	3	4	3	3	4	4	3	3	3	4
TOTAL A LITTLE BIT / NONE	9	12	4	5	6	11	12	7	12	9	10	8	9	10	10	8	9	8	10
Don't know	16	14	12	8	11	16	15	17	20	19	13	13	12	22	15	15	19	18	15

Local government

A great deal	40	37	46	45	46	37	36	44	35	40	43	41	42	38	39	40	38	40	44
A fair amount	32	35	33	36	35	32	33	31	29	31	32	36	34	30	33	34	32	30	29
TOTAL A GREAT DEAL / A FAIR AMOUNT	72	72	79	81	81	69	69	75	64	71	75	77	76	68	72	74	70	70	73
A little bit	8	9	6	10	6	9	10	6	10	7	8	7	8	7	7	8	8	8	9
None	4	5	2	2	2	5	6	2	5	4	4	3	4	4	5	3	3	4	4
TOTAL A LITTLE BIT / NONE	12	14	8	12	8	14	16	8	15	11	12	10	12	11	12	11	11	12	13
Don't know	16	14	13	8	11	17	16	17	21	19	14	13	12	22	15	15	19	18	15

Businesses

A great deal	27	25	33	27	31	25	25	28	25	24	28	31	27	26	29	27	24	28	27
A fair amount	36	38	36	42	40	35	33	38	28	34	36	41	37	33	35	37	35	33	36
TOTAL A GREAT DEAL / A FAIR AMOUNT	63	63	69	69	71	60	58	66	53	58	64	72	64	59	64	64	59	61	63
A little bit	16	16	15	18	15	16	18	14	21	17	16	11	17	14	15	16	16	15	17
None	5	6	2	3	3	7	7	2	6	5	5	4	5	5	6	4	5	5	5
TOTAL A LITTLE BIT / NONE	21	22	17	21	18	23	25	16	27	22	21	15	22	19	21	20	21	20	22
Don't know	17	15	13	9	11	17	16	18	21	20	14	14	13	22	15	16	20	19	15

Local communities

A great deal	24	23	26	27	26	24	22	26	18	23	26	26	25	22	22	24	21	26	24
A fair amount	37	39	39	38	41	36	36	38	35	34	37	43	38	35	39	38	36	35	39
TOTAL A GREAT DEAL / A FAIR AMOUNT	61	62	65	65	67	60	58	64	53	57	63	69	63	57	61	62	57	61	63
A little bit	18	17	19	23	19	17	20	16	21	19	18	14	19	16	18	19	18	16	17
None	4	6	3	3	3	6	7	2	5	5	5	3	4	4	4	4	5	4	5
TOTAL A LITTLE BIT / NONE	22	23	22	26	22	23	27	18	26	24	23	17	23	20	22	23	23	20	22
Don't know	17	15	13	9	11	17	16	18	22	19	14	13	13	22	16	16	19	19	15

	Region lived												Ethnicity		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	White	BAME
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Unweighted Sample	6905	305	672	609	544	580	630	713	989	694	348	611	210	6474	335
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how much responsibility, if any, do you think the following organisations or groups of people should hold for achieving 'build back better'?

National government

A great deal	56	60	54	53	54	54	53	58	59	55	57	57	69	56	57
A fair amount	19	16	18	19	19	17	20	17	21	19	17	19	14	19	17
TOTAL A GREAT DEAL / A FAIR AMOUNT	75	76	72	72	73	71	73	75	80	74	74	76	83	75	74
A little bit	6	5	5	6	7	7	6	6	5	5	4	6	3	6	7
None	3	3	4	3	2	3	3	4	2	4	3	4	6	3	2
TOTAL A LITTLE BIT / NONE	9	8	9	9	9	10	9	10	7	9	7	10	9	9	9
Don't know	16	16	18	19	17	20	18	15	12	16	19	15	7	16	18

Local government

A great deal	40	40	41	39	37	39	39	39	41	39	37	44	53	40	43
A fair amount	32	31	29	30	34	29	31	33	36	34	34	29	29	32	30
TOTAL A GREAT DEAL / A FAIR AMOUNT	72	71	70	69	71	68	70	72	77	73	71	73	82	72	73
A little bit	8	8	8	7	8	8	8	7	7	8	7	9	5	8	7
None	4	4	4	4	3	3	3	5	3	4	4	4	5	4	3
TOTAL A LITTLE BIT / NONE	12	12	12	11	11	11	11	12	10	12	11	13	10	12	10
Don't know	16	17	18	19	18	20	18	15	12	16	19	15	8	16	17

Businesses

A great deal	27	26	26	31	22	24	26	29	28	25	26	27	28	27	30
A fair amount	36	35	35	31	39	32	34	35	38	38	34	36	39	36	34
TOTAL A GREAT DEAL / A FAIR AMOUNT	63	61	61	62	61	56	60	64	66	63	60	63	67	63	64
A little bit	16	15	16	14	15	18	17	15	17	15	14	17	20	16	17
None	5	7	4	5	5	6	4	6	4	5	5	5	5	5	2
TOTAL A LITTLE BIT / NONE	21	22	20	19	20	24	21	21	21	20	19	22	25	21	19
Don't know	17	17	19	19	18	20	19	15	13	16	21	15	9	17	17

Local communities

A great deal	24	25	24	27	18	24	23	22	26	23	24	24	29	24	28
A fair amount	37	37	37	32	41	33	38	39	39	35	36	39	35	37	32
TOTAL A GREAT DEAL / A FAIR AMOUNT	61	62	61	59	59	57	61	61	65	58	60	63	64	61	60
A little bit	18	15	16	18	19	19	16	18	18	21	17	17	23	18	19
None	4	5	4	5	4	5	4	4	3	5	5	5	5	4	2
TOTAL A LITTLE BIT / NONE	22	20	20	23	23	24	20	22	21	26	22	22	28	22	21
Don't know	17	17	19	19	18	20	19	16	13	16	19	15	8	17	18

	Vote in 2019			2016 EU Ref		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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Unweighted Sample	6905	2337	1707	624	2806	2846	3055	3850	500	2902	1728	1775	4091	2814	713	2313	1472	1586	611
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How confident are you, if at all, that 'build back better' can be delivered after the coronavirus pandemic?

Very confident	3	4	1	1	2	4	3	3	3	3	2	3	2	3	3	3	3	3	2
Fairly confident	22	31	14	16	17	26	20	23	25	19	22	24	21	22	19	24	21	21	18
TOTAL CONFIDENT	25	35	15	17	19	30	23	26	28	22	24	27	23	25	22	27	24	24	20
Not very confident	33	30	38	47	40	31	32	35	30	32	33	38	37	29	37	34	32	31	38
Not at all confident	17	11	25	20	22	15	22	13	10	18	21	15	19	15	18	16	15	20	20
TOTAL NOT CONFIDENT	50	41	63	67	62	46	54	48	40	50	54	53	56	44	55	50	47	51	58
Don't know	25	23	21	16	18	25	23	26	32	27	22	21	21	30	23	24	29	25	23

How important, if at all, is it to you personally that 'build back better' is achieved?

Very important	19	14	27	24	25	14	18	20	20	17	19	20	20	16	21	18	16	19	19
Fairly important	34	37	36	38	38	34	31	37	29	34	36	37	35	33	33	36	36	33	32
TOTAL IMPORTANT	53	51	63	62	63	48	49	57	49	51	55	57	55	49	54	54	52	52	51
Not very important	14	17	10	15	11	17	16	12	14	12	15	16	15	13	13	14	13	14	14
Not at all important	8	11	4	3	5	11	12	4	7	8	9	8	8	9	7	7	8	9	10
TOTAL NOT IMPORTANT	22	28	14	18	16	28	28	16	21	20	24	24	23	22	20	21	21	23	24
Don't know	25	21	23	19	21	23	23	27	31	29	20	20	22	29	26	24	27	25	25

	Region lived												Ethnicity		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	White	BAME
Weighted Sample	6905	321	677	618	535	597	619	801	960	679	345	573	180	6427	372
Unweighted Sample	6905	305	672	609	544	580	630	713	989	694	348	611	210	6474	335
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How confident are you, if at all, that 'build back better' can be delivered after the coronavirus pandemic?

Very confident	3	2	3	2	2	3	2	3	3	3	5	2	7	3	4
Fairly confident	22	17	23	22	20	22	23	19	26	22	21	18	21	21	27
TOTAL CONFIDENT	25	19	26	24	22	25	25	22	29	25	26	20	28	24	31
Not very confident	33	34	31	30	33	31	33	37	34	33	33	38	36	34	31
Not at all confident	17	20	19	20	16	15	15	18	15	18	15	20	19	18	14
TOTAL NOT CONFIDENT	50	54	50	50	49	46	48	55	49	51	48	58	55	52	45
Don't know	25	28	24	26	28	30	27	23	22	24	27	23	17	25	24

How important, if at all, is it to you personally that 'build back better' is achieved?

Very important	19	19	19	19	14	18	17	21	18	21	17	19	23	18	23
Fairly important	34	34	33	32	37	35	36	33	37	33	37	32	34	35	37
TOTAL IMPORTANT	53	53	52	51	51	53	53	54	55	54	54	51	57	53	60
Not very important	14	15	14	14	15	11	15	13	13	16	12	14	15	14	11
Not at all important	8	6	9	11	8	9	7	7	8	7	7	10	9	8	6
TOTAL NOT IMPORTANT	22	21	23	25	23	20	22	20	21	23	19	24	24	22	17
Don't know	25	26	25	24	26	27	26	26	23	24	27	25	18	25	23