



Q.1 Whether ever buy cheese

Base: All respondents

	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	908	439	469	19	96	159	175	459	307	304	297	120	214	574	562	346
Weighted Base	1000	483	517	21	106	175	193	506	338	335	327	132	236	632	619	381
Yes	813 81%	393 81%	420 81%	19 89%	84 79%	144 82%	159 82%	407 81%	271 80%	280 84%	262 80%	101 77%	195 83%	517 82%	508 82%	305 80%
No	187 19%	90 19%	97 19%	2 11%	22 21%	31 18%	34 18%	98 19%	67 20%	55 16%	65 20%	31 23%	41 17%	116 18%	111 18%	76 20%

Table 2

CHEESE - PRE-CAMPAIGN SURVEY

Q.2a Frequency of buying cheese

Base: All buying cheese



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	738	357	381	17	76	131	144	370	246	254	238	92	177	469	461	277
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
Daily	124 15%	57 15%	67 16%	6 29%	13 16%	22 15%	19 12%	65 16%	42 15%	52 19%	31 12%	14 14%	25 13%	85 16%	80 16%	44 14%
2-3 times a week	132 16%	63 16%	69 17%	- -	17 20%	28 19%	15 10%	73 18%	36 13%	50 18%	46 18%	21 21%	35 18%	76 15%	84 16%	48 16%
Once a week	143 18%	59 15%	84 20%	3 18%	17 20%	24 17%	31 19%	68 17%	53 20%	37 13%	53 20%	20 20%	37 19%	86 17%	85 17%	58 19%
Once every 2-3 weeks	143 18%	74 19%	69 17%	4 24%	18 21%	23 16%	32 20%	66 16%	44 16%	56 20%	43 16%	10 10%	35 18%	98 19%	90 18%	53 17%
Once a month	137 17%	69 18%	67 16%	4 24%	9 11%	23 16%	34 22%	66 16%	50 18%	41 15%	46 18%	19 18%	28 14%	90 17%	87 17%	50 16%
Less often	133 16%	70 18%	63 15%	1 6%	11 13%	24 17%	28 17%	69 17%	46 17%	44 16%	43 16%	18 17%	34 18%	81 16%	81 16%	52 17%

Table 3

CHEESE - PRE-CAMPAIGN SURVEY

Q.2b Frequency of eating cheese

Base: All buying cheese



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	738	357	381	17	76	131	144	370	246	254	238	92	177	469	461	277
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
Daily	144 18%	65 17%	79 19%	2 12%	8 9%	30 21%	29 18%	76 19%	57 21%	42 15%	45 17%	9 9%	35 18%	100 19%	86 17%	58 19%
2-3 times a week	144 18%	73 18%	72 17%	1 6%	13 16%	19 13%	36 23%	75 18%	46 17%	58 21%	40 15%	20 20%	37 19%	87 17%	94 18%	51 17%
Once a week	128 16%	63 16%	65 15%	1 6%	11 13%	26 18%	26 17%	63 15%	48 18%	41 15%	39 15%	17 16%	29 15%	83 16%	84 16%	44 14%
Once every 2-3 weeks	139 17%	75 19%	64 15%	4 24%	19 22%	28 19%	29 18%	59 15%	44 16%	44 16%	51 19%	15 15%	36 19%	87 17%	81 16%	57 19%
Once a month	140 17%	65 17%	75 18%	4 24%	17 20%	19 13%	21 13%	79 19%	40 15%	52 19%	48 18%	25 25%	26 14%	88 17%	88 17%	52 17%
Less often	118 14%	53 13%	65 15%	6 29%	17 20%	23 16%	18 11%	55 14%	35 13%	43 15%	40 15%	15 15%	31 16%	72 14%	75 15%	43 14%

Table 4

CHEESE - PRE-CAMPAIGN SURVEY

Amount of cheese consume per week

Base: All buying cheese



	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer		
	Total	Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	738	357	381	17	76	131	144	370	246	254	238	92	177	469	461	277
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
51-100	47 6%	21 5%	26 6%	1 6%	6 7%	6 4%	7 4%	29 7%	19 7%	12 4%	17 6%	47 47%	-	-	36 7%	11 4%
101-150	19 2%	10 3%	9 2%	-	1 1%	1 1%	4 3%	12 3%	4 2%	8 3%	7 3%	19 18%	-	-	12 2%	7 2%
151-200	19 2%	9 2%	10 2%	-	2 3%	6 4%	2 1%	9 2%	7 2%	10 4%	2 1%	19 18%	-	-	9 2%	10 3%
201-250	17 2%	9 2%	8 2%	1 6%	1 1%	3 2%	2 1%	9 2%	8 3%	4 2%	4 2%	17 16%	-	-	9 2%	8 3%
251-300	21 3%	11 3%	10 2%	-	3 4%	3 2%	2 1%	12 3%	6 2%	8 3%	8 3%	-	21 11%	-	11 2%	10 3%
301-350	21 3%	10 3%	11 3%	1 6%	3 4%	1 1%	6 3%	10 2%	7 2%	10 4%	4 2%	-	21 11%	-	13 3%	8 3%
351-400	25 3%	17 4%	9 2%	-	2 3%	4 3%	1 1%	18 4%	8 3%	10 4%	8 3%	-	25 13%	-	14 3%	11 4%
401-450	21 3%	7 2%	14 3%	-	1 1%	4 3%	2 1%	13 3%	8 3%	8 3%	6 2%	-	21 11%	-	8 2%	13 4%
451-500	22 3%	14 4%	8 2%	-	1 1%	4 3%	3 2%	13 3%	9 3%	6 2%	8 3%	-	22 11%	-	13 3%	9 3%
501-550	14 2%	9 2%	6 1%	3 18%	2 3%	1 1%	2 1%	6 1%	6 2%	4 2%	4 2%	-	14 7%	-	10 2%	4 1%
551-600	22 3%	12 3%	10 2%	1 6%	1 1%	3 2%	3 2%	13 3%	8 3%	6 2%	9 3%	-	22 11%	-	12 2%	10 3%
601-650	11 1%	3 1%	8 2%	-	3 4%	2 2%	1 1%	4 1%	-	7 2%	4 2%	-	11 6%	-	6 1%	6 2%
651-700	18 2%	7 2%	11 3%	-	-	3 2%	3 2%	11 3%	7 2%	4 2%	7 3%	-	18 9%	-	8 2%	10 3%
701-750	20 2%	10 3%	10 2%	-	2 3%	4 3%	3 2%	10 2%	9 3%	4 2%	7 3%	-	20 10%	-	13 3%	7 2%
751-800	17 2%	9 2%	8 2%	-	-	4 3%	4 3%	8 2%	4 2%	6 2%	7 3%	-	-	17 3%	14 3%	2 1%
801-850	21 3%	11 3%	10 2%	1 6%	2 3%	1 1%	3 2%	13 3%	8 3%	6 2%	8 3%	-	-	21 4%	12 2%	9 3%
851-900	20 2%	9 2%	11 3%	-	2 3%	3 2%	6 3%	9 2%	6 2%	11 4%	3 1%	-	-	20 4%	14 3%	6 2%
901-950	21 3%	8 2%	13 3%	-	2 3%	4 3%	6 3%	9 2%	11 4%	6 2%	4 2%	-	-	21 4%	13 3%	8 3%

Table 4

CHEESE - PRE-CAMPAIGN SURVEY

Amount of cheese consume per week

Base: All buying cheese



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
951-1000	24 3%	12	12	1	2	6	3	12	12	7	6	-	-	24	15	9
		3%	3%	6%	3%	4%	2%	3%	4%	2%	2%	-	-	5%	3%	3%
1001-1125	42 5%	24	18	2	2	10	10	18	18	10	14	-	-	42	26	15
		6%	4%	12%	3%	7%	6%	4%	7%	4%	5%	-	-	8%	5%	5%
1126-1250	52 6%	25	26	2	7	9	12	22	17	18	18	-	-	52	35	17
		6%	6%	12%	8%	6%	8%	5%	6%	6%	7%	-	-	10%	7%	5%
1251-1375	65 8%	28	37	-	11	15	9	30	18	28	20	-	-	65	42	23
		7%	9%	-	13%	11%	6%	7%	7%	10%	8%	-	-	13%	8%	8%
1376-1500	48 6%	23	25	-	3	12	10	23	18	14	17	-	-	48	32	17
		6%	6%	-	4%	8%	6%	6%	7%	5%	6%	-	-	9%	6%	5%
1501-2000	207 25%	97	110	4	22	32	53	96	58	76	73	-	-	207	129	78
		25%	26%	24%	26%	22%	33%	24%	22%	27%	28%	-	-	40%	25%	26%

Table 5

CHEESE - PRE-CAMPAIGN SURVEY

Cheese types regularly consume

Base: All buying cheese



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	738	357	381	17	76	131	144	370	246	254	238	92	177	469	461	277
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
English	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cheddar	69 9%	35 9%	34 8%	2 12%	8 9%	12 8%	13 8%	34 8%	28 10%	22 8%	20 8%	14 14%	15 8%	40 8%	34 7%	35 12%
Cheshire	87 11%	48 12%	39 9%	3 18%	20 24%	11 8%	21 13%	32 8%	31 11%	34 12%	22 8%	7 7%	25 13%	55 11%	39 8%	48 16%
Derby	89 11%	46 12%	43 10%	- -	7 8%	18 12%	8 5%	57 14%	25 9%	26 9%	37 14%	13 13%	26 14%	50 10%	51 10%	39 13%
Double Gloucester	94 12%	47 12%	46 11%	1 6%	8 9%	15 11%	23 15%	46 11%	32 12%	30 11%	32 12%	17 16%	25 13%	52 10%	48 10%	45 15%
Lancashire	97 12%	47 12%	50 12%	2 12%	9 11%	17 11%	19 12%	51 12%	37 14%	30 11%	30 11%	9 9%	25 13%	63 12%	48 10%	48 16%
Lymswold	96 12%	33 8%	63 15%	2 12%	13 16%	18 12%	17 10%	46 11%	30 11%	35 13%	31 12%	14 14%	20 10%	62 12%	96 19%	- -
Red Leicester	79 10%	35 9%	44 10%	2 12%	2 3%	15 11%	14 9%	45 11%	29 11%	26 9%	24 9%	7 7%	21 11%	52 10%	36 7%	43 14%
Sheen Blue	105 13%	56 14%	48 12%	2 12%	13 16%	20 14%	24 15%	45 11%	33 12%	44 16%	28 11%	8 8%	21 11%	76 15%	105 21%	- -
Somerset Brie	97 12%	44 11%	53 13%	3 18%	4 5%	19 13%	20 13%	51 12%	26 10%	32 11%	39 15%	13 13%	15 8%	68 13%	51 10%	46 15%
Stilton	84 10%	40 10%	44 10%	- -	8 9%	14 10%	21 13%	41 10%	25 9%	29 10%	30 11%	11 11%	18 9%	55 11%	84 16%	- -
Wiltshire	90 11%	43 11%	47 11%	1 6%	12 14%	14 10%	25 16%	37 9%	29 11%	34 12%	28 11%	9 9%	25 13%	56 11%	47 9%	43 14%
Wensleydale	109 13%	57 15%	52 12%	3 18%	19 22%	17 11%	21 13%	50 12%	42 15%	32 11%	35 13%	20 20%	20 10%	69 13%	69 14%	40 13%
Other	163 20%	95 24%	68 16%	6 29%	12 14%	28 19%	32 20%	86 21%	50 18%	58 21%	55 21%	24 24%	40 20%	99 19%	87 17%	76 25%
French	475	233	241	12	47	81	97	237	160	157	157	57	117	301	324	151
	58%	59%	57%	65%	57%	56%	61%	58%	59%	56%	60%	57%	60%	58%	64%	49%
Brie	102 13%	50 13%	53 13%	2 12%	11 13%	18 12%	20 13%	52 13%	32 12%	40 14%	31 12%	10 10%	32 16%	61 12%	59 12%	43 14%
Camembert	75 9%	44 11%	31 7%	3 18%	4 5%	8 5%	22 14%	37 9%	26 10%	25 9%	23 9%	10 10%	18 9%	47 9%	42 8%	33 11%
Roquefort	99 12%	41 10%	58 14%	- -	10 12%	17 11%	19 12%	54 13%	37 14%	33 12%	29 11%	18 17%	18 9%	64 12%	99 20%	- -

Table 5

CHEESE - PRE-CAMPAIGN SURVEY

Cheese types regularly consume

Base: All buying cheese



	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer		
	Total	Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
Bresse Bleu	14 2%	10 3%	4 1%	1 6%	1 1%	3 2%	4 3%	4 1%	2 1%	3 1%	9 3%	2 2%	4 2%	8 1%	14 3%	-
Other	184 23%	89 23%	95 23%	6 29%	21 25%	36 25%	32 20%	89 22%	62 23%	56 20%	66 25%	18 17%	45 23%	121 23%	109 21%	75 25%
Italian	708 87%	347 88%	361 86%	17 88%	78 93%	132 92%	137 86%	345 85%	229 85%	249 89%	230 88%	89 88%	161 82%	458 89%	467 92%	241 79%
Bel Paese	95 12%	51 13%	44 10%	1 6%	13 16%	14 10%	14 9%	52 13%	31 11%	40 14%	24 9%	15 15%	21 11%	58 11%	42 8%	53 17%
Cambozola	84 10%	35 9%	48 12%	3 18%	12 14%	19 13%	17 10%	33 8%	20 7%	34 12%	30 11%	7 7%	28 14%	50 10%	44 9%	40 13%
Dolcelate	86 11%	43 11%	43 10%	- -	9 11%	25 18%	10 6%	42 10%	26 10%	28 10%	32 12%	10 10%	17 8%	59 12%	86 17%	-
Gorgonzola	72 9%	33 8%	39 9%	2 12%	9 11%	11 8%	10 6%	40 10%	30 11%	15 6%	26 10%	9 9%	19 10%	44 9%	72 14%	-
Motzarella	90 11%	45 11%	45 11%	4 24%	6 7%	19 13%	21 13%	41 10%	31 11%	30 11%	30 11%	10 10%	18 9%	63 12%	37 7%	53 17%
Mycela	91 11%	51 13%	41 10%	2 12%	6 7%	8 5%	28 17%	48 12%	29 11%	34 12%	29 11%	11 11%	20 10%	61 12%	91 18%	-
Other	191 23%	89 23%	101 24%	3 18%	24 29%	36 25%	37 24%	89 22%	63 23%	68 24%	59 23%	28 27%	40 20%	123 24%	95 19%	96 31%
Other	537 66%	257 65%	281 67%	11 59%	57 68%	95 66%	108 68%	267 65%	184 68%	177 63%	176 67%	64 63%	127 65%	347 67%	349 69%	188 62%
Danish Blue	78 10%	35 9%	43 10%	1 6%	8 9%	10 7%	14 9%	45 11%	28 10%	29 10%	22 8%	11 11%	14 7%	53 10%	78 15%	-
Edam	93 11%	50 13%	43 10%	2 12%	12 14%	13 9%	20 13%	45 11%	32 12%	29 10%	32 12%	10 10%	23 12%	59 12%	53 10%	40 13%
Emmental	101 12%	50 13%	52 12%	3 18%	9 11%	21 15%	24 15%	44 11%	34 13%	32 11%	35 13%	10 10%	22 11%	69 13%	61 12%	41 13%
Gouda	80 10%	39 10%	42 10%	- -	7 8%	12 8%	19 12%	43 11%	30 11%	28 10%	23 9%	9 9%	18 9%	54 10%	54 11%	26 9%
Other	185 23%	84 21%	101 24%	4 24%	22 26%	39 27%	31 19%	89 22%	61 22%	61 22%	64 24%	24 24%	50 25%	111 22%	104 20%	81 27%

Prompted awareness of types of cheese

Base: All buying cheese



	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer		
	Total	Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	738	357	381	17	76	131	144	370	246	254	238	92	177	469	461	277
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
English	794	384	410	19	81	139	155	400	265	273	256	99	193	502	498	296
	98%	98%	98%	100%	97%	96%	98%	98%	98%	98%	97%	98%	99%	97%	98%	97%
Cheddar	78	35	43	1	10	10	23	34	22	26	30	11	17	51	52	26
	10%	9%	10%	6%	12%	7%	15%	8%	8%	9%	11%	11%	8%	10%	10%	9%
Cheshire	81	35	46	4	7	12	19	40	28	28	26	11	17	54	55	26
	10%	9%	11%	24%	8%	8%	12%	10%	10%	10%	10%	11%	8%	10%	11%	9%
Derby	70	33	37	1	10	11	14	34	19	25	26	8	14	48	43	28
	9%	8%	9%	6%	12%	8%	9%	8%	7%	9%	10%	8%	7%	9%	8%	9%
Double Gloucester	73	35	37	6	7	12	17	32	25	22	25	15	18	40	43	30
	9%	9%	9%	29%	8%	8%	10%	8%	9%	8%	10%	15%	9%	8%	8%	10%
Lancashire	76	40	36	-	3	17	19	37	20	29	28	9	17	51	46	30
	9%	10%	9%	-	4%	11%	12%	9%	7%	10%	11%	9%	8%	10%	9%	10%
Lymswold	80	40	41	3	3	19	8	47	33	29	19	15	22	43	45	35
	10%	10%	10%	18%	4%	13%	5%	12%	12%	10%	7%	15%	11%	8%	9%	12%
Red Leicester	70	32	39	-	10	11	9	41	29	19	23	13	18	40	51	20
	9%	8%	9%	-	12%	8%	6%	10%	11%	7%	9%	13%	9%	8%	10%	6%
Sheen Blue	101	58	43	1	13	22	14	51	33	41	28	3	33	65	51	51
	12%	15%	10%	6%	16%	15%	9%	12%	12%	15%	11%	3%	17%	13%	10%	17%
Somerset Brie	101	48	53	2	12	18	21	48	36	34	31	8	29	65	68	33
	12%	12%	13%	12%	14%	12%	13%	12%	13%	12%	12%	8%	15%	13%	13%	11%
Stilton	93	50	43	2	15	17	21	37	26	28	39	11	25	56	58	34
	11%	13%	10%	12%	18%	11%	13%	9%	10%	10%	15%	11%	13%	11%	11%	11%
Wiltshire	95	45	50	2	9	19	14	51	26	40	29	11	17	67	56	39
	12%	11%	12%	12%	11%	13%	9%	12%	10%	14%	11%	11%	8%	13%	11%	13%
Wensleydale	78	39	40	2	10	15	13	37	29	26	23	12	17	50	42	36
	10%	10%	9%	12%	12%	11%	8%	9%	11%	9%	9%	12%	8%	10%	8%	12%
Other	347	159	188	7	31	63	73	174	128	109	110	42	89	216	237	110
	43%	40%	45%	35%	37%	44%	46%	43%	47%	39%	42%	41%	46%	42%	47%	36%
French	615	300	315	12	63	107	111	322	204	217	194	84	145	385	388	227
	76%	76%	75%	65%	75%	74%	70%	79%	75%	78%	74%	83%	75%	75%	76%	74%
Brie	84	37	46	3	8	17	15	41	29	33	22	19	14	51	55	29
	10%	10%	11%	18%	9%	11%	10%	10%	11%	12%	8%	18%	7%	10%	11%	9%
Camembert	94	42	52	1	9	14	14	55	33	26	34	11	23	59	50	44
	12%	11%	12%	6%	11%	10%	9%	14%	12%	9%	13%	11%	12%	12%	10%	14%
Roquefort	101	50	52	1	9	24	18	50	36	37	28	18	24	59	59	42
	12%	13%	12%	6%	11%	17%	11%	12%	13%	13%	11%	17%	12%	12%	12%	14%

Table 6

CHEESE - PRE-CAMPAIGN SURVEY

Prompted awareness of types of cheese

Base: All buying cheese



	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer		
	Total	Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
Other	336	171	165	7	37	52	64	176	106	120	110	36	84	216	224	112
	41%	43%	39%	35%	45%	36%	40%	43%	39%	43%	42%	36%	43%	42%	44%	37%
Italian	628	297	330	18	65	115	122	308	218	216	194	75	150	403	395	232
	77%	76%	79%	94%	78%	79%	77%	76%	80%	77%	74%	74%	77%	78%	78%	76%
Bel Paese	94	41	53	3	13	15	21	41	42	30	22	6	28	61	58	35
	12%	10%	13%	18%	16%	11%	13%	10%	15%	11%	8%	5%	14%	12%	11%	12%
Cambozola	85	44	41	-	8	15	18	44	23	41	21	17	19	50	63	22
	10%	11%	10%	-	9%	11%	11%	11%	9%	15%	8%	16%	10%	10%	12%	7%
Dolcelate	70	33	37	3	10	14	14	29	25	23	22	3	18	50	41	30
	9%	8%	9%	18%	12%	10%	9%	7%	9%	8%	8%	3%	9%	10%	8%	10%
Gorgonzola	80	45	35	2	6	15	20	37	26	23	31	11	18	52	47	33
	10%	11%	8%	12%	7%	11%	13%	9%	10%	8%	12%	11%	9%	10%	9%	11%
Motzarella	81	32	50	4	6	12	13	46	25	26	30	13	18	51	50	32
	10%	8%	12%	24%	7%	8%	8%	11%	9%	9%	11%	13%	9%	10%	10%	10%
Mycela	86	43	43	2	10	18	12	44	26	28	32	9	18	59	55	31
	11%	11%	10%	12%	12%	12%	8%	11%	10%	10%	12%	9%	9%	12%	11%	10%
Other	131	59	72	2	13	24	24	67	50	45	36	17	33	81	81	50
	16%	15%	17%	12%	16%	17%	15%	16%	18%	16%	14%	16%	17%	16%	16%	16%
Other	600	287	313	12	56	100	127	305	203	197	200	74	145	381	376	225
	74%	73%	75%	65%	67%	69%	80%	75%	75%	70%	76%	73%	75%	74%	74%	74%
Danish Blue	79	37	42	1	6	14	15	43	33	20	26	13	18	48	47	32
	10%	10%	10%	6%	7%	10%	10%	11%	12%	7%	10%	13%	9%	9%	9%	10%
Edam	77	32	45	2	8	15	11	41	29	25	23	8	25	44	52	25
	9%	8%	11%	12%	9%	11%	7%	10%	11%	9%	9%	8%	13%	9%	10%	8%
Emmental	78	41	37	3	4	9	20	42	28	20	31	11	20	47	51	28
	10%	10%	9%	18%	5%	6%	13%	10%	10%	7%	12%	11%	10%	9%	10%	9%
Gouda	81	44	37	1	8	9	20	44	18	36	28	14	14	53	57	24
	10%	11%	9%	6%	9%	6%	13%	11%	7%	13%	11%	14%	7%	10%	11%	8%
Other	284	133	151	4	31	53	61	135	96	96	93	28	68	188	169	116
	35%	34%	36%	24%	37%	37%	38%	33%	35%	34%	35%	27%	35%	36%	33%	38%

Total awareness of types of cheese

Base: All buying cheese



	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer		
	Total	Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	738	357	381	17	76	131	144	370	246	254	238	92	177	469	461	277
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
English	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cheddar	148	70	77	3	18	22	36	68	50	48	50	25	32	90	86	62
	18%	18%	18%	18%	21%	15%	23%	17%	18%	17%	19%	25%	16%	17%	17%	20%
Cheshire	169	84	85	8	26	23	40	72	58	62	48	18	42	109	94	75
	21%	21%	20%	41%	32%	16%	25%	18%	22%	22%	18%	17%	21%	21%	18%	25%
Derby	160	79	80	1	17	29	22	91	44	52	64	21	41	98	94	66
	20%	20%	19%	6%	20%	20%	14%	22%	16%	19%	24%	21%	21%	19%	18%	22%
Double Gloucester	166	83	84	7	14	28	40	78	57	52	57	32	43	91	91	75
	20%	21%	20%	35%	17%	19%	25%	19%	21%	19%	22%	32%	22%	18%	18%	25%
Lancashire	173	87	86	2	12	33	37	88	57	58	57	18	42	113	95	78
	21%	22%	20%	12%	14%	23%	24%	22%	21%	21%	22%	17%	21%	22%	19%	26%
Lymswold	176	73	104	6	17	36	24	94	63	64	50	30	42	105	141	35
	22%	18%	25%	29%	20%	25%	15%	23%	23%	23%	19%	29%	21%	20%	28%	12%
Red Leicester	150	67	83	2	12	26	23	86	57	45	47	20	39	91	87	63
	18%	17%	20%	12%	14%	18%	15%	21%	21%	16%	18%	20%	20%	18%	17%	21%
Sheen Blue	206	115	91	3	26	42	39	96	66	85	55	11	54	141	155	51
	25%	29%	22%	18%	32%	29%	24%	24%	24%	30%	21%	11%	28%	27%	31%	17%
Somerset Brie	198	93	106	6	17	36	41	99	63	66	69	21	44	133	119	79
	24%	24%	25%	29%	20%	25%	26%	24%	23%	24%	26%	21%	23%	26%	23%	26%
Stilton	176	89	87	2	23	31	42	78	52	56	68	22	43	111	142	34
	22%	23%	21%	12%	28%	21%	26%	19%	19%	20%	26%	22%	22%	22%	28%	11%
Wiltshire	185	88	97	3	21	33	40	88	55	74	56	20	42	123	104	81
	23%	22%	23%	18%	25%	23%	25%	22%	20%	26%	21%	20%	21%	24%	20%	27%
Wensleydale	187	96	91	6	29	32	34	87	70	58	58	32	36	119	111	76
	23%	24%	22%	29%	34%	22%	22%	21%	26%	21%	22%	32%	19%	23%	22%	25%
Other	510	253	257	12	43	90	105	260	177	167	165	66	129	315	324	186
	63%	64%	61%	65%	51%	63%	66%	64%	65%	60%	63%	65%	66%	61%	64%	61%
French	792	385	406	19	80	142	154	396	259	274	259	99	191	502	497	295
	97%	98%	97%	100%	96%	98%	97%	97%	96%	98%	99%	98%	98%	97%	98%	97%
Brie	186	87	99	6	19	34	35	93	61	73	53	29	46	111	115	72
	23%	22%	24%	29%	22%	24%	22%	23%	22%	26%	20%	28%	24%	22%	23%	23%
Camembert	169	86	83	4	13	22	36	93	59	52	57	21	41	107	91	77
	21%	22%	20%	24%	16%	15%	23%	23%	22%	19%	22%	21%	21%	21%	18%	25%
Roquefort	200	90	110	1	19	41	36	104	74	70	56	35	42	123	159	42
	25%	23%	26%	6%	22%	28%	23%	25%	27%	25%	21%	35%	21%	24%	31%	14%

Table 7

CHEESE - PRE-CAMPAIGN SURVEY

Total awareness of types of cheese

Base: All buying cheese



	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer		
	Total	Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
Bresse Bleu	14 2%	10 3%	4 1%	1 6%	1 1%	3 2%	4 3%	4 1%	2 1%	3 1%	9 3%	2 2%	4 2%	8 1%	14 3%	- -
Other	520 64%	260 66%	260 62%	12 65%	58 70%	88 61%	96 60%	265 65%	167 62%	176 63%	176 67%	54 53%	129 66%	337 65%	333 66%	187 61%
Italian	801 99%	389 99%	412 98%	19 100%	84 100%	143 99%	157 99%	398 98%	263 97%	278 99%	260 99%	100 99%	189 97%	511 99%	501 99%	300 98%
Bel Paese	188 23%	91 23%	97 23%	4 24%	26 32%	30 21%	35 22%	93 23%	73 27%	69 25%	46 18%	21 21%	48 25%	119 23%	100 20%	88 29%
Cambozola	169 21%	79 20%	89 21%	3 18%	20 24%	34 24%	34 22%	77 19%	43 16%	75 27%	51 19%	23 23%	46 24%	99 19%	107 21%	62 20%
Dolcelate	156 19%	76 19%	80 19%	3 18%	19 22%	40 27%	24 15%	70 17%	52 19%	51 18%	54 21%	13 13%	34 18%	109 21%	127 25%	30 10%
Gorgonzola	152 19%	78 20%	74 18%	4 24%	14 17%	26 18%	30 19%	77 19%	56 21%	39 14%	57 22%	20 20%	36 19%	96 19%	119 23%	33 11%
Motzarella	172 21%	77 20%	95 23%	9 47%	11 13%	31 21%	34 22%	87 21%	56 21%	56 20%	59 23%	23 23%	35 18%	113 22%	87 17%	85 28%
Mycela	177 22%	94 24%	84 20%	4 24%	15 18%	25 18%	40 25%	93 23%	55 20%	62 22%	61 23%	20 20%	37 19%	120 23%	146 29%	31 10%
Other	322 40%	149 38%	173 41%	6 29%	37 45%	61 42%	62 39%	156 38%	112 41%	113 41%	96 37%	44 43%	73 37%	205 40%	176 35%	145 48%
Other	781 96%	373 95%	407 97%	18 94%	79 95%	141 98%	154 97%	389 95%	261 96%	265 95%	254 97%	98 97%	186 95%	497 96%	488 96%	293 96%
Danish Blue	157 19%	73 18%	85 20%	2 12%	13 16%	24 17%	30 19%	88 22%	61 22%	48 17%	48 18%	24 24%	32 16%	101 20%	126 25%	32 10%
Edam	170 21%	81 21%	88 21%	4 24%	20 24%	29 20%	31 19%	86 21%	61 22%	54 19%	55 21%	18 17%	48 25%	104 20%	105 21%	65 21%
Emmental	180 22%	90 23%	89 21%	7 35%	13 16%	30 21%	44 28%	86 21%	62 23%	52 19%	66 25%	21 21%	42 21%	117 23%	111 22%	68 22%
Gouda	162 20%	83 21%	79 19%	1 6%	14 17%	21 15%	39 24%	87 21%	47 17%	64 23%	51 19%	23 23%	32 16%	107 21%	111 22%	51 17%
Other	469 58%	217 55%	252 60%	9 47%	53 63%	91 63%	91 58%	225 55%	156 58%	156 56%	156 60%	52 51%	118 60%	300 58%	272 54%	197 65%

Table 8

CHEESE - PRE-CAMPAIGN SURVEY

Ratings for Sheen Blue - means

Base: All buying cheese



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	738	357	381	17	76	131	144	370	246	254	238	92	177	469	461	277
Weighted Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
Flavour	4329 533%	2057 523%	2272 541%	97 518%	446 533%	804 557%	855 539%	2128 522%	1455 537%	1491 533%	1383 528%	628 620%	1023 525%	2678 519%	2699 532%	1630 534%
Smell	4450 548%	2200 560%	2250 536%	107 571%	482 576%	780 540%	847 534%	2235 548%	1503 555%	1497 535%	1450 553%	574 566%	1044 536%	2833 548%	2768 545%	1683 552%
Texture	4402 542%	2117 538%	2285 545%	110 588%	469 561%	781 541%	865 545%	2177 534%	1449 535%	1452 519%	1501 573%	569 562%	1032 529%	2801 542%	2778 547%	1624 532%
Colour	4490 552%	2177 554%	2313 551%	105 559%	468 559%	813 563%	807 509%	2297 564%	1435 530%	1529 546%	1526 582%	569 562%	1022 524%	2899 561%	2822 556%	1668 547%
Shape of Cheese	4478 551%	2159 549%	2319 553%	90 482%	478 571%	816 566%	933 588%	2161 530%	1554 574%	1525 545%	1399 534%	568 561%	1054 541%	2856 553%	2772 546%	1706 559%
Size of Cheese	4497 553%	2156 548%	2340 558%	96 512%	506 604%	778 539%	871 549%	2247 551%	1475 544%	1552 555%	1470 561%	577 570%	1062 545%	2858 553%	2732 538%	1764 578%
Shape of Box	4443 547%	2170 552%	2273 542%	120 641%	403 482%	789 547%	889 560%	2242 550%	1450 535%	1604 573%	1389 530%	558 551%	1033 530%	2851 552%	2769 545%	1674 549%
Colour of Box	4494 553%	2129 541%	2366 564%	108 576%	452 539%	775 537%	866 546%	2294 563%	1557 575%	1520 543%	1417 541%	564 557%	1036 532%	2894 560%	2869 565%	1626 533%
Lid of Box	4426 545%	2129 541%	2297 548%	104 553%	465 555%	803 556%	896 565%	2159 530%	1476 545%	1509 539%	1442 550%	547 540%	1057 542%	2822 546%	2812 554%	1615 529%
Packaging Material	4529 557%	2217 564%	2312 551%	122 653%	491 587%	802 556%	850 536%	2263 555%	1597 589%	1525 545%	1406 537%	568 561%	1040 533%	2921 565%	2844 560%	1685 552%
Packaging Design	4394 541%	2106 536%	2289 545%	83 441%	456 545%	725 502%	851 537%	2280 559%	1465 541%	1508 539%	1422 542%	509 502%	1061 544%	2825 547%	2750 542%	1644 539%
Packaging Text Clarity	4507 554%	2138 544%	2369 565%	105 559%	489 584%	747 518%	902 569%	2264 556%	1509 557%	1584 566%	1414 539%	551 543%	1029 528%	2927 567%	2847 561%	1660 544%
Colour of Packaging	4497 553%	2220 565%	2276 543%	99 529%	450 538%	784 544%	921 581%	2242 550%	1492 551%	1539 550%	1466 559%	585 577%	1020 523%	2892 560%	2823 556%	1674 549%
Nutritional Information	4319 531%	2174 553%	2145 511%	85 453%	454 542%	709 492%	835 526%	2237 549%	1431 528%	1454 520%	1435 547%	492 486%	1105 567%	2722 527%	2705 533%	1615 529%
Value for Money	4478 551%	2206 561%	2272 541%	122 653%	444 530%	790 547%	857 540%	2265 556%	1581 584%	1443 516%	1454 555%	566 559%	1079 554%	2833 548%	2784 548%	1694 555%
Compared to other 'Blues'	4496 553%	2235 568%	2261 539%	98 524%	409 488%	804 557%	888 560%	2297 564%	1446 534%	1539 550%	1511 576%	557 550%	1108 568%	2830 548%	2833 558%	1663 545%

Table 8

CHEESE - PRE-CAMPAIGN SURVEY

Ratings for Sheen Blue - means

Base: All buying cheese



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Base	813	393	420	19	84	144	159	407	271	280	262	101	195	517	508	305
Likelihood of purchase	4487 552%	2074 527%	2413 575%	90 482%	437 522%	742 515%	978 617%	2239 549%	1426 526%	1532 548%	1529 583%	531 524%	1127 578%	2829 548%	2813 554%	1674 549%
Too mild a taste	4498 553%	2084 530%	2414 575%	120 641%	454 542%	747 518%	880 555%	2297 564%	1436 530%	1613 577%	1448 553%	557 550%	1058 543%	2882 558%	2796 551%	1702 558%
Too mild a smell	4349 535%	2048 521%	2301 548%	72 382%	430 513%	784 544%	900 567%	2164 531%	1515 559%	1494 534%	1339 511%	548 541%	1031 529%	2770 536%	2756 543%	1594 522%
Soft	4539 558%	2210 562%	2328 555%	100 535%	434 518%	807 560%	923 582%	2274 558%	1467 541%	1562 558%	1510 576%	580 573%	1055 541%	2903 562%	2859 563%	1680 551%
Too pale	4409 542%	2123 540%	2285 545%	97 518%	457 546%	805 558%	795 501%	2254 553%	1547 571%	1477 528%	1384 528%	568 561%	1041 534%	2800 542%	2672 526%	1737 569%

Table 9

CHEESE - PRE-CAMPAIGN SURVEY

Sex

Base: All respondents



	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer		
	Total	Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	908	439	469	19	96	159	175	459	307	304	297	120	214	574	562	346
Weighted Base	1000	483	517	21	106	175	193	506	338	335	327	132	236	632	619	381
Male	483	483	-	11	54	90	84	244	169	169	146	63	121	300	292	192
	48%	100%	-	53%	51%	52%	43%	48%	50%	50%	45%	48%	51%	47%	47%	50%
Female	517	-	517	10	52	85	109	261	170	166	181	69	115	333	327	189
	52%	-	100%	47%	49%	48%	57%	52%	50%	50%	55%	53%	49%	53%	53%	50%

Table 10

CHEESE - PRE-CAMPAIGN SURVEY

Age

Base: All respondents



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	908	439	469	19	96	159	175	459	307	304	297	120	214	574	562	346
Weighted Base	1000	483	517	21	106	175	193	506	338	335	327	132	236	632	619	381
18-20	21 2%	11	10	21	-	-	-	-	13	4	3	3	7	11	10	11
		2%	2%	100%	-	-	-	-	4%	1%	1%	3%	3%	2%	2%	3%
21-25	61 6%	31	30	-	61	-	-	-	14	24	22	8	10	43	42	19
		6%	6%	-	57%	-	-	-	4%	7%	7%	6%	4%	7%	7%	5%
26-30	45 5%	23	22	-	45	-	-	-	13	22	10	4	12	29	26	19
		5%	4%	-	43%	-	-	-	4%	7%	3%	3%	5%	5%	4%	5%
31-35	81 8%	41	41	-	-	81	-	-	30	23	29	9	19	54	52	30
		8%	8%	-	-	47%	-	-	9%	7%	9%	7%	8%	9%	8%	8%
36-40	94 9%	50	44	-	-	94	-	-	31	37	25	11	22	61	53	41
		10%	9%	-	-	53%	-	-	9%	11%	8%	8%	9%	10%	9%	11%
41-45	99 10%	41	58	-	-	-	99	-	35	29	35	12	19	68	57	42
		8%	11%	-	-	-	51%	-	10%	9%	11%	9%	8%	11%	9%	11%
46-50	94 9%	43	51	-	-	-	94	-	34	23	36	10	15	68	61	33
		9%	10%	-	-	-	49%	-	10%	7%	11%	8%	7%	11%	10%	9%
51+	506 51%	244	261	-	-	-	-	506	167	172	166	75	132	298	318	187
		51%	51%	-	-	-	-	100%	50%	51%	51%	57%	56%	47%	51%	49%

Table 11

CHEESE - PRE-CAMPAIGN SURVEY

Class

Base: All respondents



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	908	439	469	19	96	159	175	459	307	304	297	120	214	574	562	346
Weighted Base	1000	483	517	21	106	175	193	506	338	335	327	132	236	632	619	381
A	174 17%	77 16%	97 19%	4 21%	21 20%	28 16%	39 20%	83 16%	57 17%	61 18%	56 17%	24 18%	39 16%	111 18%	111 18%	63 16%
B	211 21%	100 21%	111 22%	2 11%	20 19%	37 21%	36 19%	116 23%	76 22%	63 19%	73 22%	25 19%	55 23%	131 21%	137 22%	75 20%
C1	194 19%	93 19%	101 20%	6 26%	14 14%	34 19%	44 23%	96 19%	64 19%	68 20%	62 19%	21 16%	48 21%	124 20%	116 19%	78 21%
C2	209 21%	106 22%	104 20%	6 26%	21 20%	44 25%	35 18%	104 20%	68 20%	72 21%	69 21%	19 14%	53 22%	138 22%	123 20%	86 23%
DE	211 21%	108 22%	104 20%	3 16%	30 28%	32 18%	39 20%	108 21%	73 21%	72 21%	67 21%	43 33%	41 17%	128 20%	132 21%	79 21%

Table 12

CHEESE - PRE-CAMPAIGN SURVEY

Marital Status

Base: All respondents



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	908	439	469	19	96	159	175	459	307	304	297	120	214	574	562	346
Weighted Base	1000	483	517	21	106	175	193	506	338	335	327	132	236	632	619	381
Single	338 34%	169 35%	170 33%	13 63%	28 26%	61 35%	69 36%	167 33%	338 100%	-	-	50 38%	80 34%	208 33%	215 35%	123 32%
Married	335 33%	169 35%	166 32%	4 21%	46 44%	61 35%	52 27%	172 34%	-	335 100%	-	40 30%	81 35%	214 34%	200 32%	134 35%
Divorced/widowed/ separated	327 33%	146 30%	181 35%	3 16%	32 30%	54 31%	72 37%	166 33%	-	-	327 100%	43 33%	74 31%	210 33%	204 33%	123 32%

Table 13

CHEESE - PRE-CAMPAIGN SURVEY

Number in Household

Base: All respondents



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	908	439	469	19	96	159	175	459	307	304	297	120	214	574	562	346
Weighted Base	1000	483	517	21	106	175	193	506	338	335	327	132	236	632	619	381
1	188 19%	91 19%	97 19%	2 11%	20 19%	29 16%	39 20%	99 20%	58 17%	65 19%	65 20%	24 18%	42 18%	122 19%	119 19%	69 18%
2	162 16%	76 16%	86 17%	3 16%	17 16%	28 16%	30 15%	85 17%	58 17%	57 17%	46 14%	23 18%	43 18%	96 15%	91 15%	70 18%
3	172 17%	74 15%	98 19%	4 21%	20 19%	30 17%	33 17%	85 17%	55 16%	59 18%	57 18%	23 18%	36 15%	112 18%	110 18%	62 16%
4	183 18%	87 18%	96 19%	2 11%	23 22%	23 13%	39 20%	96 19%	66 20%	52 15%	65 20%	22 17%	47 20%	113 18%	119 19%	64 17%
5	48 5%	28 6%	21 4%	1 5%	4 4%	10 6%	8 4%	25 5%	12 4%	17 5%	20 6%	4 3%	13 6%	31 5%	28 4%	21 5%
6	54 5%	30 6%	24 5%	1 5%	4 4%	9 5%	11 6%	29 6%	18 5%	21 6%	15 5%	6 4%	12 5%	36 6%	40 6%	14 4%
7	48 5%	24 5%	24 5%	2 11%	6 5%	11 6%	8 4%	22 4%	18 5%	13 4%	18 5%	8 6%	12 5%	29 5%	28 4%	21 5%
8	41 4%	20 4%	21 4%	2 11%	7 6%	10 6%	4 2%	18 3%	20 6%	17 5%	4 1%	6 4%	7 3%	29 5%	24 4%	17 4%
9	46 5%	20 4%	26 5%	1 5%	4 4%	15 9%	6 3%	20 4%	17 5%	15 5%	14 4%	9 7%	11 5%	26 4%	29 5%	18 5%
10+	57 6%	34 7%	23 4%	1 5%	1 1%	11 6%	17 9%	28 5%	17 5%	19 6%	22 7%	8 6%	12 5%	37 6%	32 5%	25 7%

Table 14

CHEESE - PRE-CAMPAIGN SURVEY

Region

Base: All respondents



	Total	Sex		Age					Marital Status			Weekly Consumption			Blue Cheese Consumer	
		Male	Female	1-20	21-30	31-40	41-50	51+	Single	Married	Other	Low	Medium	High	Yes	No
Unweighted Base	908	439	469	19	96	159	175	459	307	304	297	120	214	574	562	346
Weighted Base	1000	483	517	21	106	175	193	506	338	335	327	132	236	632	619	381
London	108 11%	52 11%	56 11%	2 11%	4 4%	21 12%	22 11%	58 12%	35 10%	31 9%	42 13%	20 15%	19 8%	69 11%	67 11%	41 11%
South East	119 12%	55 11%	64 12%	2 11%	13 13%	22 13%	23 12%	58 12%	36 11%	39 12%	44 13%	19 14%	19 8%	81 13%	81 13%	37 10%
South West	105 10%	56 12%	48 9%	3 16%	9 8%	19 11%	19 10%	55 11%	34 10%	37 11%	33 10%	15 12%	25 11%	64 10%	69 11%	35 9%
East Anglia	104 10%	53 11%	51 10%	6 26%	19 18%	21 12%	19 10%	40 8%	42 12%	34 10%	28 8%	7 5%	23 10%	74 12%	73 12%	31 8%
Midlands	109 11%	48 10%	61 12%	1 5%	12 11%	12 7%	23 12%	61 12%	31 9%	42 13%	36 11%	11 8%	31 13%	67 11%	58 9%	51 13%
North East	106 11%	56 12%	50 10%	1 5%	9 8%	22 13%	19 10%	55 11%	37 11%	37 11%	31 9%	10 8%	28 12%	68 11%	66 11%	40 10%
North West	109 11%	50 10%	59 12%	4 21%	10 9%	25 14%	24 13%	45 9%	37 11%	35 11%	36 11%	11 8%	32 14%	66 10%	54 9%	55 14%
Wales	115 11%	51 10%	64 12%	- -	15 15%	15 9%	23 12%	61 12%	40 12%	40 12%	35 11%	10 8%	28 12%	77 12%	79 13%	35 9%
Scotland	127 13%	63 13%	64 12%	1 5%	14 14%	18 10%	21 11%	73 14%	45 13%	40 12%	42 13%	30 23%	32 14%	65 10%	70 11%	56 15%