ukactive, Active School Hero Poll – 26 May 2021

*Savanta ComRes interviewed 2,152 UK adults aged 18+ online from 7-9 May 2021. Data were weighted to be representative of population by age, gender, region, and socio-economic characteristics such as social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at **www.comresglobal.com**.*

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Q1. Do you have a child or children who are of primary school age (4-11 years)?
BASE: All respondents

		Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2152	1011	1141	318	423	354	330	392	335	741	684	727
Total	2152	1050	1102	239	372	344	381	318	497	611	725	816
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	1587	784	803	156	189	169	295	300	477	345	464	777
	74%	75%	73%	65%	51%	49%	77%	94%	96%	56%	64%	95%
				bcg			abcgh	abcdgh	abcdgh	c	bcg	abcdgh
Yes	509	244	265	69	172	160	72	18	18	240	232	37
	24%	23%	24%	29%	46%	46%	19%	6%	4%	39%	32%	4%
				defi	adefghi	adefghi	efi			adefhi	defi	
Prefer not to answer	57	22	34	14	12	15	14	-	2	26	29	2
	3%	2%	3%	6%	3%	4%	4%	-	*	4%	4%	*
				efi	efi	efi	efi			efi	efi	

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Q1. Do you have a child or children who are of primary school age (4-11 years)?

BASE: All respondents

	Total																		
						Regions										Social grade		Parents of children of primary school age (4-11)	
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b
Unweighted Total	2152	51	164	262	101	187	116	228	150	168	308	136	281	1821	1073	1079	555	1536
Total	2152	65	182	240	88	175	104	186	152	186	292	200	282	1801	1192	960	509	1587
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	1587	49	137	184	66	124	79	119	107	145	239	156	182	1321	847	740	-	1587
	74%	76%	75%	77%	75%	71%	76%	64%	70%	78%	82%	78%	65%	73%	71%	77%	-	100%
			gl	gl	g		gl				gl	eghlm	gl		gl		a	a
Yes	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	24%	21%	25%	21%	24%	26%	20%	32%	27%	20%	17%	19%	31%	24%	26%	20%	100%	-
			j			j		cfijkm	j				cfijkm	j	b		b	
Prefer not to answer	57	2	-	6	1	6	4	8	4	4	3	7	12	50	30	26	-	-
	3%	3%	-	3%	1%	3%	4%	4%	3%	2%	1%	3%	4%	3%	3%	3%	-	-
		b		b		b	b	bj	b			b	bj	b				

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Q2. On average, how much time, if at all, does your child / do your children aged 4-11 engage in physical activity in a week? If you have more than one child aged 4-11, please select the average hours across all of your children.

BASE: All parents of children aged 4-11

		Total	Gender		Age								
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%			a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total		555	246	309	94	196	166	63	26	10	290	229	36
Total		509 100%	244 100%	265 100%	69 100%	172 100%	160 100%	72 100%	18 100%	18 100%	240 100%	232 100%	37 100%
Less than an hour	(0.5)	12 2%	5 2%	8 3%	5 7% bch	4 2%	3 2%	1 1%	- -	- -	8 4%	4 2%	- -
1 hour	(1.0)	48 9%	25 10%	23 9%	8 12%	21 12% c	9 6%	7 10%	2 11%	- -	29 12% c	16 7%	2 6%
2 hours	(2.0)	101 20%	46 19%	55 21%	21 31% bgh	20 12%	32 20% b	15 20%	9 50%	3 19%	41 17%	47 20% b	13 35% bg
3 hours	(3.0)	101 20%	48 20%	52 20%	8 12%	47 28% ach	26 16%	13 18%	1 6%	5 26%	55 23% a	39 17%	6 16%
4 hours	(4.0)	83 16% b	49 20%	34 13%	8 12%	27 16% i	36 23% agi	11 15%	1 5%	- -	35 15% i	47 20% i	1 2%
5 hours	(5.0)	44 9%	16 7%	27 10%	6 9%	18 10%	13 8%	3 5%	1 6%	1 8%	24 10%	17 7%	3 7%
6 hours	(6.0)	20 4%	13 5%	7 3%	3 4%	5 3%	5 3%	7 10% bcg	* 1%	- -	8 3%	12 5%	* *
7 hours	(7.0)	18 4%	7 3%	11 4%	1 1%	6 4%	8 5%	3 4%	* 1%	- -	7 3%	11 5%	* 1%
More than 7 hours	(10.0)	41 8%	13 5%	28 11% a	2 3%	16 9%	15 9%	5 7%	1 5%	2 14%	18 7%	20 9%	3 9%
Don't know		42 8%	23 9%	19 7%	6 9%	8 4%	12 7%	8 11%	2 13%	6 33%	14 6%	19 8%	8 23% abcgh
Net: 3 hours or less		261 51%	123 50%	138 52%	42 61% ch	92 54%	71 45%	35 49%	13 68%	8 45%	134 56% ch	106 46%	21 57%
Net: 1-3 hours		249 49%	119 49%	130 49%	37 54%	89 52%	68 43%	35 48%	13 68%	8 45%	126 52% c	103 44%	21 57%
Net: 4-5 hours		126 25%	65 27%	61 23%	14 21%	45 26% i	50 31% i	14 20%	2 11%	1 8%	59 25% i	64 27% i	3 10%

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Q2. On average, how much time, if at all, does your child / do your children aged 4-11 engage in physical activity in a week? If you have more than one child aged 4-11, please select the average hours across all of your children.

BASE: All parents of children aged 4-11

	Total	Gender		Age						NET: 18-34	NET: 35-54	NET: 55+
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+			
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 6-7 hours	38	20	18	4	11	13	10	*	-	15	23	*
	8%	8%	7%	6%	7%	8%	14%	2%	-	6%	10%	1%
							i					
Base for stats	467	222	246	62	164	148	64	16	12	226	213	28
Mean Score	3.78	3.61	3.94	3.01	3.86	4.03	3.87	2.87	4.39	3.62	3.98	3.53
					a	a	a			a	a	
Standard Deviation	2.465	2.211	2.668	2.100	2.500	2.485	2.459	2.252	3.106	2.422	2.473	2.712
Standard Error	.110	.149	.159	.231	.186	.202	.329	.480	1.174	.149	.171	.504
Error variance	.01	.02	.03	.05	.03	.04	.11	.23	1.38	.02	.03	.25

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Q2. On average, how much time, if at all, does your child / do your children aged 4-11 engage in physical activity in a week? If you have more than one child aged 4-11, please select the average hours across all of your children.

BASE: All parents of children aged 4-11

							Regions									Social grade		Parents of children of primary school age (4-11)	
		Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%			*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total		555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total		509 100%	14 100%	45 100%	50 100%	21 100%	46 100%	21 100%	59 100%	42 100%	37 100%	50 100%	38 100%	88 100%	430 100%	315 100%	193 100%	509 100%	-
Less than an hour	(0.5)	12 2%	1 8%	- -	1 2%	- -	1 3%	1 3%	3 6%	1 1%	1 2%	* *	- -	3 4%	10 2%	8 3%	4 2%	12 2%	-
1 hour	(1.0)	48 9%	2 16%	5 12%	3 7%	2 10%	3 6%	2 10%	3 6%	3 8%	4 11%	2 4%	4 11%	14 16% gjm	38 9%	32 10%	16 8%	48 9%	-
2 hours	(2.0)	101 20%	1 6%	10 22%	11 22%	6 27%	9 19%	4 19%	10 17%	6 14%	5 15%	9 18%	14 36%	17 19%	86 20%	57 18%	43 22%	101 20%	-
3 hours	(3.0)	101 20%	3 21%	8 18%	9 19%	7 34%	14 29% i	4 18%	10 16%	7 16%	3 8%	13 26% i	6 15%	18 20%	86 20%	67 21%	34 17%	101 20%	-
4 hours	(4.0)	83 16%	1 4%	9 21%	8 16%	3 13%	6 12%	3 16%	10 17%	8 19%	9 25%	7 14%	6 15%	14 15%	70 16%	57 18%	26 13%	83 16%	-
5 hours	(5.0)	44 9%	2 17%	4 9%	1 2%	* 2%	2 4%	* 1%	6 10%	10 25% bcegijm	- -	4 8%	3 7%	11 13% ci	37 9%	26 8%	18 9%	44 9%	-
6 hours	(6.0)	20 4%	- -	- -	5 11% bhlm	2 10%	1 2%	1 7%	3 5% l	- -	4 11% bl	3 6%	1 2% l	- -	19 4% l	9 3%	11 6%	20 4%	-
7 hours	(7.0)	18 4%	2 16%	1 1%	1 2%	1 3%	4 8%	2 8%	3 6%	- -	2 7%	* 1%	* 1%	2 2%	14 3%	11 4%	7 4%	18 4%	-
More than 7 hours	(10.0)	41 8%	2 12%	1 3%	2 5%	* 2%	5 10%	2 7%	4 7%	6 14%	4 10%	8 15% bl	3 9%	4 5%	37 9%	28 9%	13 7%	41 8%	-
Don't know		42 8%	- -	7 15%	8 16% lm	- -	4 8%	2 11%	6 11%	1 3%	4 12%	3 7%	2 5%	5 5%	33 8%	21 7%	21 11%	42 8%	-
Net: 3 hours or less		261 51%	7 51%	23 52%	24 49%	15 71%	26 57%	10 50%	26 44%	16 39%	13 36%	24 49%	23 62%	52 59% ghi	221 51%	164 52%	97 50%	261 51%	-
Net: 1-3 hours		249 49%	6 43%	23 52%	23 47%	15 71%	25 54%	10 47%	23 39%	16 38%	12 34%	24 48%	23 62%	49 56% gi	210 49%	156 50%	93 48%	249 49%	-
Net: 4-5 hours		126 25%	3 21%	13 29%	9 18%	3 14%	7 16%	4 17%	16 27%	19 44% cejm	9 25%	11 22%	8 22%	25 28%	107 25%	82 26%	44 23%	126 25%	-

Prepared by Savanta: ComRes ~ Fieldwork Conducted 7th - 9th May 2021

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Q2. On average, how much time, if at all, does your child / do your children aged 4-11 engage in physical activity in a week? If you have more than one child aged 4-11, please select the average hours across all of your children.

BASE: All parents of children aged 4-11

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
								Regions							Social grade		Parents of children of primary school age (4-11)	
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Net: 6-7 hours	38	2	1	6	3	4	3	6	-	6	3	1	2	33	20	18	38	-
	8%	16%	1%	13%	13%	9%	15%	11%	-	17%	7%	3%	2%	8%	6%	9%	8%	-
				bhl					hl	bhlm								
Base for stats	467	14	38	42	21	43	19	53	41	32	46	36	83	397	295	172	467	-
Mean Score	3.78	4.29	3.24	3.66	3.21	3.95	3.85	3.94	4.35	4.29	4.41	3.47	3.25	3.81	3.79	3.76	3.78	-
									bl	l	bl			l				
Standard Deviation	2.465	3.085	1.889	2.248	1.762	2.645	2.628	2.498	2.643	2.744	2.804	2.514	2.185	2.484	2.499	2.411	2.465	-
Standard Error	.110	.825	.311	.321	.360	.403	.515	.297	.453	.501	.371	.503	.229	.121	.144	.171	.110	-
Error variance	.01	.68	.10	.10	.13	.16	.27	.09	.21	.25	.14	.25	.05	.01	.02	.03	.01	-

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Q3. Thinking back to your childhood, would you say that as a child, you were more, or less, physically active than your child or children aged 4-11?
BASE: All parents of children aged 4-11

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I was more physically active than my child/children	206	101	106	21	57	72	34	12	10	78	106	23
	41%	41%	40%	31%	33%	45%	47%	66%	58%	32%	46%	62%
						abg	abg				abg	abg
I was just as physically active as my child/children	160	82	78	21	59	54	17	4	5	80	71	9
	31%	33%	30%	31%	34%	34%	24%	22%	26%	33%	31%	24%
I was less physically active than my child/children	107	44	63	17	43	26	16	2	3	61	42	5
	21%	18%	24%	25%	25%	16%	22%	9%	16%	25%	18%	13%
					c					ch		
Don't know	36	18	18	9	13	8	5	*	-	22	13	*
	7%	7%	7%	13%	7%	5%	7%	3%	-	9%	6%	1%
				chi								

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Q3. Thinking back to your childhood, would you say that as a child, you were more, or less, physically active than your child or children aged 4-11?

BASE: All parents of children aged 4-11

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
								Regions							Social grade		Parents of children of primary school age (4-11)	
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
I was more physically active than my child/children	206	3	23	25	8	19	7	27	17	19	16	22	20	173	112	94	206	-
	41%	25%	50%	51%	36%	42%	33%	45%	41%	50%	33%	58%	23%	40%	35%	49%	41%	-
			l	jl		l		l	l	l				l		a		
I was just as physically active as my child/children	160	5	10	13	11	13	9	19	14	9	18	2	37	136	113	47	160	-
	31%	34%	23%	26%	52%	28%	43%	32%	33%	24%	36%	6%	43%	32%	36%	24%	31%	-
													bcm		b			
I was less physically active than my child/children	107	3	9	7	3	11	4	10	7	6	12	13	22	91	67	40	107	-
	21%	24%	20%	15%	12%	24%	17%	17%	17%	15%	24%	36%	25%	21%	21%	21%	21%	-
Don't know	36	2	3	4	-	3	1	3	3	4	3	-	8	29	24	12	36	-
	7%	17%	6%	8%	-	6%	6%	6%	8%	10%	7%	-	9%	7%	7%	6%	7%	-

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Q4. Summary: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total	Scale					Net: Often / Sometimes	Net: Ever
		Often	Sometimes	Hardly ever	Never	Don't know		
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g
At home	509	184	192	87	20	25	377	463
	100%	36%	38%	17%	4%	5%	74%	91%
At the park	509	189	194	64	31	30	384	448
	100%	37%	38%	13%	6%	6%	75%	88%
At school during the school day	509	202	176	73	28	29	378	452
	100%	40%	35%	14%	6%	6%	74%	89%
At school outside of the school day e.g. after school clubs taking place at school	509	135	188	92	63	31	323	414
	100%	27%	37%	18%	12%	6%	63%	81%
At a friend's house	509	102	208	108	58	33	310	417
	100%	20%	41%	21%	11%	7%	61%	82%
At a club outside school	509	136	174	97	68	34	310	407
	100%	27%	34%	19%	13%	7%	61%	80%

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Q4_1. At home: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total	Gender		Age						NET: 18-34	NET: 35-54	NET: 55+
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+			
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Often	184	82	103	19	71	55	28	2	10	89	83	12
	36%	34%	39%	27%	41%	34%	39%	10%	57%	37%	36%	33%
					a							
Sometimes	192	91	101	24	57	70	28	8	6	81	98	14
	38%	37%	38%	34%	33%	44%	39%	44%	31%	33%	42%	38%
						bg					g	
Hardly ever	87	46	41	16	32	23	9	6	1	48	32	7
	17%	19%	15%	23%	19%	14%	13%	30%	8%	20%	14%	19%
				h								
Never	20	13	7	7	7	5	2	-	1	13	6	1
	4%	5%	3%	10%	4%	3%	3%	-	4%	6%	3%	2%
				ch								
Don't know	25	13	12	4	5	8	5	3	-	9	13	3
	5%	5%	5%	6%	3%	5%	7%	16%	-	4%	5%	8%
Net: Often / Sometimes	377	173	204	42	128	125	56	10	16	170	181	26
	74%	71%	77%	61%	74%	78%	78%	54%	88%	71%	78%	71%
					a	a	a				a	
Net: Ever	463	218	245	58	160	148	65	15	17	218	213	33
	91%	89%	93%	84%	93%	92%	91%	84%	96%	91%	92%	90%
					a	a					a	

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Q4_1. At home: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total							Regions							Social grade		Parents of children of primary school age (4-11)	
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509 100%	14 100%	45 100%	50 100%	21 100%	46 100%	21 100%	59 100%	42 100%	37 100%	50 100%	38 100%	88 100%	430 100%	315 100%	193 100%	509 100%	- -
Often	184 36%	4 29%	13 29%	17 35%	9 41%	13 29%	6 28%	21 36%	19 46%	10 27%	24 49% bei	15 39%	33 38%	162 38%	112 35%	73 38%	184 36%	- -
Sometimes	192 38%	4 29%	23 51%	19 39%	5 22%	21 46%	8 38%	20 34%	14 33%	17 46%	17 34%	12 31%	33 37%	157 37%	120 38%	73 38%	192 38%	- -
Hardly ever	87 17%	4 26%	6 13%	4 9%	7 35%	9 19%	4 19%	14 24% cj	5 13%	7 19%	4 9%	6 17%	16 18%	73 17%	60 19%	27 14%	87 17%	- -
Never	20 4%	2 16%	- -	3 7%	1 3%	1 3%	2 11%	2 3%	2 5%	- -	1 2%	3 8%	2 3%	16 4%	9 3%	12 6% a	20 4%	- -
Don't know	25 5%	- -	3 7%	5 11%	- -	2 3%	1 3%	2 3%	1 3%	3 8%	3 6%	2 5%	4 4%	21 5%	16 5%	9 5%	25 5%	- -
Net: Often / Sometimes	377 74%	8 58%	36 80%	37 74%	13 63%	35 75%	14 66%	41 69%	33 79%	27 72%	41 84%	27 70%	66 75%	319 74%	231 73%	146 75%	377 74%	- -
Net: Ever	463 91%	12 84%	42 93%	41 83%	20 97%	43 94%	18 85%	55 93% c	38 92%	34 92%	46 93%	33 87%	82 93% c	392 91% c	291 92%	172 89%	463 91%	- -

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ukactive - Public Polling - May 2021

Q4_2. At the park: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Often	189	84	106	24	69	54	30	6	7	93	84	12
	37%	34%	40%	35%	40%	34%	42%	31%	37%	39%	36%	34%
Sometimes	194	84	110	22	68	67	27	8	3	90	94	10
	38%	34%	42%	33%	40%	42%	37%	41%	15%	38%	40%	28%
Hardly ever	64	35	29	16	20	16	8	2	2	36	24	4
	13%	14%	11%	23%	12%	10%	11%	12%	12%	15%	10%	12%
				bch								
Never	31	24	7	2	9	13	2	-	6	10	15	6
	6%	10%	3%	2%	5%	8%	2%	-	32%	4%	6%	16%
		b										abdgh
Don't know	30	18	12	5	6	10	6	3	1	10	16	4
	6%	7%	5%	7%	3%	6%	8%	16%	4%	4%	7%	10%
Net: Often / Sometimes	384	168	216	47	137	121	56	13	9	183	178	23
	75%	69%	82%	68%	80%	76%	78%	72%	52%	76%	77%	62%
			a		ai							
Net: Ever	448	203	246	62	157	137	64	15	11	220	202	27
	88%	83%	93%	91%	92%	86%	90%	84%	63%	91%	87%	74%
			a	i	i		i			i	i	

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Q4_2. At the park: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
								Regions							Social grade		Parents of children of primary school age (4-11)	
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Often	189	8	15	17	7	20	5	23	12	15	25	16	25	161	112	77	189	-
	37%	60%	34%	34%	34%	43%	24%	39%	28%	42%	51% chlm	43%	29%	37%	36%	40%	37%	-
Sometimes	194	3	19	24	9	17	8	22	23	11	14	11	33	164	121	73	194	-
	38%	23%	42%	48% j	45%	37%	39%	38%	54% ij	31%	28%	30%	37%	38%	38%	38%	38%	-
Hardly ever	64	2	4	5	3	5	3	10	2	6	4	3	16	55	45	19	64	-
	13%	17%	9%	11%	16%	10%	13%	17%	5%	17%	8%	9%	19% h	13%	14%	10%	13%	-
Never	31	-	1	-	1	2	4	1	4	1	4	4	9	25	18	13	31	-
	6%	-	3%	-	5%	5%	20% cg	1%	10% c	2%	8%	11% cg	10%	6%	6%	7%	6%	-
Don't know	30	-	6	4	-	2	1	3	1	3	3	3	5	24	19	11	30	-
	6%	-	12%	8%	-	5%	3%	5%	3%	8%	6%	7%	5%	6%	6%	6%	6%	-
Net: Often / Sometimes	384	11	34	40	17	37	13	45	35	27	39	28	58	325	233	150	384	-
	75%	83%	76%	81% l	79%	79%	63%	77%	83%	72%	79%	73%	66%	76%	74%	78%	75%	-
Net: Ever	448	14	38	46	20	41	16	55	37	33	43	31	74	380	278	170	448	-
	88%	100%	85%	92%	95%	90%	76%	94%	88%	90%	87%	82%	85%	89%	88%	88%	88%	-

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Q4_3. At school during the school day: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

		Gender		Age						NET: 18-34	NET: 35-54	NET: 55+
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+			
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Often	202	88	114	27	59	67	36	4	10	86	103	14
	40%	36%	43%	39%	34%	42%	50%	22%	54%	36%	44%	37%
							bg				bg	
Sometimes	176	83	94	15	74	55	16	9	8	89	71	17
	35%	34%	35%	22%	43%	35%	22%	49%	42%	37%	31%	45%
					adh	a				ad		ad
Hardly ever	73	38	35	18	20	22	12	2	-	38	33	2
	14%	16%	13%	27%	12%	14%	16%	8%	-	16%	14%	4%
				bcghi								
Never	28	20	8	5	11	8	3	-	1	16	11	1
	6%	8%	3%	7%	7%	5%	4%	-	4%	7%	5%	2%
		b										
Don't know	29	16	13	4	8	8	6	4	-	11	14	4
	6%	7%	5%	5%	4%	5%	8%	21%	-	5%	6%	11%
Net: Often / Sometimes	378	170	208	42	133	122	52	13	17	175	174	30
	74%	70%	79%	61%	77%	76%	72%	70%	96%	73%	75%	83%
			a		a	a				a	a	a
Net: Ever	452	208	243	60	153	144	63	15	17	213	207	32
	89%	85%	92%	87%	89%	90%	88%	79%	96%	89%	89%	87%
			a									

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Q4_3. At school during the school day: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
								Regions							Social grade		Parents of children of primary school age (4-11)	
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509 100%	14 100%	45 100%	50 100%	21 100%	46 100%	21 100%	59 100%	42 100%	37 100%	50 100%	38 100%	88 100%	430 100%	315 100%	193 100%	509 100%	- -
Often	202 40%	5 33%	15 33%	23 46%	4 19%	16 36%	8 37%	27 46%	15 37%	18 50%	19 38%	15 40%	37 42%	175 41%	108 34%	94 48% a	202 40%	- -
Sometimes	176 35%	2 12%	16 37%	14 29%	9 45%	22 48% cl	4 19%	18 31%	21 51% cgl	12 33%	17 35%	12 33%	27 31%	154 36%	119 38% b	57 30%	176 35%	- -
Hardly ever	73 14%	7 49%	9 20% i	8 15%	2 10%	4 9%	3 16%	8 14%	3 6%	1 3%	8 15%	5 12%	16 19% i	54 13%	50 16%	24 12%	73 14%	- -
Never	28 6%	- -	1 3%	2 3%	4 19%	2 4%	4 17%	3 5%	1 1%	2 6%	3 6%	4 11%	3 4%	23 5%	19 6%	9 5%	28 6%	- -
Don't know	29 6%	1 6%	4 8%	3 7%	2 7%	2 3%	2 11%	2 4%	2 4%	3 8%	3 6%	2 5%	4 4%	22 5%	20 6%	9 5%	29 6%	- -
Net: Often / Sometimes	378 74%	6 45%	31 69%	37 75%	13 63%	39 84%	12 56%	46 77%	37 88%	31 83%	36 73%	27 73%	64 73%	329 77%	227 72%	151 78%	378 74%	- -
Net: Ever	452 89%	13 94%	40 89%	45 90%	15 74%	43 93%	15 72%	54 91%	39 94%	32 86%	44 88%	32 85%	81 92%	384 89%	277 88%	175 90%	452 89%	- -

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Q4_4. At school outside of the school day e.g. after school clubs taking place at school: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?

BASE: All parents of children aged 4-11

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Often	135	59	76	20	57	31	21	2	4	77	52	6
	27%	24%	29%	29%	33%	19%	29%	11%	24%	32%	22%	17%
					ch					ch		
Sometimes	188	93	95	24	58	67	23	7	10	82	89	16
	37%	38%	36%	35%	34%	42%	31%	36%	54%	34%	39%	45%
Hardly ever	92	53	39	15	31	23	15	4	3	46	39	7
	18%	22%	15%	22%	18%	14%	21%	22%	18%	19%	17%	20%
		b										
Never	63	21	43	4	22	26	8	2	1	27	34	3
	12%	8%	16%	6%	13%	16%	12%	10%	4%	11%	15%	7%
			a			a					a	
Don't know	31	19	12	5	4	13	5	4	-	9	18	4
	6%	8%	5%	7%	2%	8%	7%	21%	-	4%	8%	11%
				b		bg					bg	b
Net: Often / Sometimes	323	152	171	44	115	98	43	9	14	159	141	23
	63%	62%	65%	65%	67%	61%	60%	47%	78%	66%	61%	62%
Net: Ever	414	204	210	60	145	121	59	13	17	205	180	30
	81%	84%	79%	87%	85%	75%	82%	69%	96%	85%	77%	82%
				c	c					ch		

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Q4_4. At school outside of the school day e.g. after school clubs taking place at school: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?

BASE: All parents of children aged 4-11

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
								Regions							**Social grade**		**Parents of children of primary school age (4-11)**	
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Often	135	2	5	21	5	15	4	19	9	8	11	10	28	125	86	49	135	-
	27%	13%	11%	42%	24%	32%	17%	33%	21%	21%	21%	27%	32%	29%	27%	25%	27%	-
				bhijm		b		b					b	b				
Sometimes	188	6	24	15	10	18	7	18	16	16	17	6	36	150	123	65	188	-
	37%	44%	54%	30%	49%	38%	34%	30%	39%	43%	34%	15%	41%	35%	39%	34%	37%	-
			cgjm															
Hardly ever	92	3	4	6	3	7	5	15	10	5	11	8	14	79	56	35	92	-
	18%	22%	10%	13%	15%	16%	23%	26%	23%	15%	21%	20%	16%	18%	18%	18%	18%	-
								b										
Never	63	3	8	4	2	5	4	4	6	5	8	8	6	48	28	35	63	-
	12%	22%	19%	9%	8%	11%	20%	6%	15%	13%	15%	22%	7%	11%	9%	18%	12%	-
			gl													a		
Don't know	31	-	3	3	1	2	1	3	1	3	4	6	4	27	22	9	31	-
	6%	-	7%	7%	5%	3%	5%	5%	3%	8%	9%	15%	4%	6%	7%	5%	6%	-
Net: Often / Sometimes	323	8	29	36	15	32	11	37	25	24	27	16	64	275	209	114	323	-
	63%	57%	65%	71%	73%	70%	52%	63%	60%	64%	55%	42%	73%	64%	66%	59%	63%	-
													j					
Net: Ever	414	11	33	42	18	39	16	52	35	29	38	23	78	355	265	149	414	-
	81%	78%	74%	84%	88%	85%	75%	88%	83%	79%	76%	62%	89%	83%	84%	77%	81%	-
								b					bj		b			

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Q4_5. At a friend's house: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

		Gender		Age								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Often	102	42	60	19	38	29	10	1	5	57	39	6
	20%	17%	23%	28%	22%	18%	14%	3%	29%	24%	17%	16%
				dh								
Sometimes	208	106	102	18	76	70	33	4	6	94	103	10
	41%	43%	38%	26%	44%	44%	46%	22%	34%	39%	45%	28%
					a	a	a			a	a	
Hardly ever	108	48	60	15	32	33	18	7	3	47	51	9
	21%	20%	23%	22%	19%	21%	24%	38%	14%	20%	22%	26%
Never	58	29	29	11	19	16	6	3	4	29	22	7
	11%	12%	11%	15%	11%	10%	9%	16%	23%	12%	9%	19%
Don't know	33	19	14	5	7	12	5	4	-	13	17	4
	7%	8%	5%	8%	4%	7%	7%	21%	-	5%	7%	11%
Net: Often / Sometimes	310	148	162	37	114	99	43	5	11	151	143	16
	61%	61%	61%	54%	66%	62%	60%	25%	63%	63%	61%	44%
					i	i				i		
Net: Ever	417	196	221	53	146	133	61	12	14	198	193	26
	82%	80%	84%	77%	85%	83%	85%	63%	77%	83%	83%	70%
					i							

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Q4_5. At a friend's house: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total	Regions													Social grade		Parents of children of primary school age (4-11)	
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509 100%	14 100%	45 100%	50 100%	21 100%	46 100%	21 100%	59 100%	42 100%	37 100%	50 100%	38 100%	88 100%	430 100%	315 100%	193 100%	509 100%	- -
Often	102 20%	2 14%	11 24%	17 33% him	3 13%	9 19%	3 15%	15 25%	4 11%	3 8% i	10 21%	7 19%	19 22%	87 20%	61 19%	41 21%	102 20%	- -
Sometimes	208 41%	6 43%	12 27%	10 20%	11 52%	18 40% c	9 45%	19 31%	27 64% bcegjm	25 67% bcegjm	18 36% c	10 28%	43 49% bcg	180 42% c	136 43%	72 37%	208 41%	-
Hardly ever	108 21%	2 17%	8 18%	11 22%	4 20%	10 21%	1 7%	16 27% l	5 13%	5 13%	14 28% l	17 46%	13 15%	96 22%	70 22%	38 19%	108 21%	-
Never	58 11%	2 16%	6 14%	6 12%	3 15%	8 17%	6 28%	8 13%	4 10%	1 3%	4 9%	1 2%	9 10%	44 10%	32 10%	26 13%	58 11%	-
Don't know	33 7%	1 10%	8 17% eghlm	6 13% gm	- -	2 3%	1 5%	2 3%	1 3%	3 8%	3 6%	2 5%	4 5%	23 5%	17 5%	16 8%	33 7%	-
Net: Often / Sometimes	310 61%	8 57%	23 51%	26 53%	14 65%	27 59%	12 60%	33 56%	31 75% bc	28 75% bc	28 57%	18 47%	62 70% bc	267 62%	196 62%	113 59%	310 61%	-
Net: Ever	417 82%	10 73%	31 69%	37 75%	18 85%	37 80%	14 67%	49 84%	37 88%	32 88% b	42 85% b	35 93%	75 85% b	362 84% b	266 84%	151 78%	417 82%	-

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Q4_6. At a club outside school: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Often	136	69	67	16	54	42	23	1	-	70	65	1
	27%	28%	25%	23%	31%	26%	32%	7%	-	29%	28%	4%
				i	i	i	i			i	i	
Sometimes	174	88	86	22	64	59	20	2	7	86	79	9
	34%	36%	32%	32%	37%	37%	28%	12%	37%	36%	34%	24%
Hardly ever	97	43	54	16	23	35	13	8	3	38	48	11
	19%	18%	20%	23%	13%	22%	18%	44%	14%	16%	21%	30%
				b		b					b	bg
Never	68	28	40	9	17	17	12	4	9	27	29	13
	13%	11%	15%	14%	10%	11%	16%	21%	48%	11%	12%	34%
												abcdgh
Don't know	34	16	18	6	13	7	5	3	-	19	12	3
	7%	6%	7%	9%	8%	4%	7%	16%	-	8%	5%	8%
Net: Often / Sometimes	310	157	153	38	118	101	43	3	7	156	144	10
	61%	64%	58%	55%	69%	63%	59%	19%	37%	65%	62%	28%
				i	ai	i	i			i	i	
Net: Ever	407	201	206	53	141	136	55	12	9	194	192	21
	80%	82%	78%	78%	82%	85%	77%	63%	52%	81%	83%	58%
				i	i	i	i			i	i	

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Q4_6. At a club outside school: How often does your child / do your children aged 4-11 engage in physical activity in the following locations?
BASE: All parents of children aged 4-11

	Total	Regions													Social grade		Parents of children of primary school age (4-11)	
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Often	136	2	14	13	6	12	3	20	8	6	19	9	22	117	86	50	136	-
	27%	18%	31%	27%	29%	27%	13%	34%	20%	17%	39% im	24%	26%	27%	27%	26%	27%	-
Sometimes	174	6	13	12	9	15	10	17	17	18	10	12	34	145	121	53	174	-
	34%	44%	30%	24%	44%	32%	46%	29%	42% j	49% cgj	21%	31%	39% j	34% j	38% b	27%	34%	-
Hardly ever	97	4	9	9	5	10	4	13	7	4	11	8	13	79	64	33	97	-
	19%	31%	21%	19%	22%	21%	21%	21%	16%	11%	22%	21%	14%	18%	20%	17%	19%	-
Never	68	1	5	9	*	7	3	6	5	5	5	7	14	59	24	44	68	-
	13%	7%	12%	18%	2%	16%	16%	10%	12%	14%	11%	19%	16%	14%	8%	23% a	13%	-
Don't know	34	-	3	6	1	2	1	3	4	4	3	2	5	30	20	14	34	-
	7%	-	7%	12%	3%	3%	5%	6%	10%	10%	7%	5%	6%	7%	6%	7%	7%	-
Net: Often / Sometimes	310	9	27	25	15	27	12	37	26	24	30	21	56	262	207	103	310	-
	61%	62%	60%	51%	73%	59%	59%	63%	61%	65%	60%	56%	64%	61%	66% b	53%	61%	-
Net: Ever	407	13	37	35	20	37	17	50	32	28	41	29	69	341	271	136	407	-
	80%	93%	82%	70%	95%	80%	79%	85% c	77%	76%	82%	77%	79%	79%	86% b	70%	80%	-

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Q5. Summary: How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Scale							
		Very	Fairly	Not very	Not at all	Don't know	Not applicable	Net: Very / fairly	Net: Not very / not at all
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h
School teacher(s)	509	154	188	91	31	26	18	342	123
	100%	30%	37%	18%	6%	5%	4%	67%	24%
Athletes	509	124	183	96	47	34	26	307	142
	100%	24%	36%	19%	9%	7%	5%	60%	28%
Sports coach	509	132	166	101	49	35	27	298	149
	100%	26%	33%	20%	10%	7%	5%	58%	29%
Parent(s)	509	177	189	65	37	21	19	366	103
	100%	35%	37%	13%	7%	4%	4%	72%	20%
Social media influencers	509	69	156	131	74	48	31	225	205
	100%	14%	31%	26%	15%	9%	6%	44%	40%

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Q5_1. School teacher(s): How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very	154	58	97	14	57	47	25	2	8	72	73	10
	30%	24%	37%	21%	33%	30%	35%	12%	43%	30%	31%	27%
			a		a		a					
Fairly	188	101	87	20	52	70	30	9	6	72	101	15
	37%	41%	33%	29%	30%	44%	42%	51%	33%	30%	43%	42%
		b				abg					abg	abg
Not very	91	48	43	14	34	31	10	3	-	48	40	3
	18%	20%	16%	20%	20%	19%	14%	19%	-	20%	17%	10%
Not at all	31	20	11	11	12	3	2	2	-	23	6	2
	6%	8%	4%	17%	7%	2%	3%	13%	-	10%	2%	6%
				bcdh	ch					ch		
Don't know	26	8	18	5	9	7	-	1	4	14	7	5
	5%	3%	7%	8%	5%	4%	-	3%	24%	6%	3%	13%
				d						d		cdh
Not applicable	18	9	9	4	8	2	4	*	-	12	6	*
	4%	4%	3%	6%	4%	1%	6%	2%	-	5%	3%	1%
				c	c		c			c		
Net: Very / fairly	342	159	184	34	109	118	56	12	14	143	173	25
	67%	65%	69%	50%	64%	74%	77%	64%	76%	60%	75%	70%
					a	abg	abg				abg	a
Net: Not very / not at all	123	68	55	25	46	34	12	6	-	71	46	6
	24%	28%	21%	37%	27%	21%	17%	32%	-	30%	20%	16%
		b		cdhi						dh		

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Q5_1. School teacher(s): How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
															Social grade		Parents of children of primary school age (4-11)	
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very	154	5	14	14	1	13	5	19	15	6	20	12	32	131	87	67	154	-
	30%	35%	31%	28%	5%	27%	23%	32%	36%	16%	40%	31%	37%	31%	28%	35%	30%	-
											i		i					
Fairly	188	1	20	18	12	17	8	23	10	17	17	18	27	159	117	71	188	-
	37%	10%	44%	37%	59%	38%	36%	39%	23%	46%	33%	48%	30%	37%	37%	37%	37%	-
										h								
Not very	91	4	6	8	5	6	6	8	13	10	6	5	16	75	62	29	91	-
	18%	29%	13%	16%	23%	12%	31%	14%	30%	26%	12%	12%	18%	17%	20%	15%	18%	-
									egj									
Not at all	31	-	3	4	2	4	2	4	1	1	1	3	6	26	21	10	31	-
	6%	-	7%	8%	11%	8%	8%	6%	2%	3%	3%	8%	7%	6%	7%	5%	6%	-
Don't know	26	2	1	4	1	5	-	3	2	1	2	*	4	22	18	8	26	-
	5%	16%	3%	9%	3%	11%	-	5%	5%	2%	4%	1%	5%	5%	6%	4%	5%	-
Not applicable	18	1	*	2	-	2	*	2	1	2	4	-	2	16	10	8	18	-
	4%	10%	1%	3%	-	3%	2%	4%	4%	7%	8%	-	3%	4%	3%	4%	4%	-
Net: Very / fairly	342	6	34	32	13	30	12	42	25	23	36	30	59	290	204	138	342	-
	67%	44%	76%	65%	63%	65%	58%	71%	59%	62%	73%	78%	67%	68%	65%	71%	67%	-
Net: Not very / not at all	123	4	9	12	7	9	8	12	14	11	8	8	22	101	83	40	123	-
	24%	29%	20%	23%	34%	20%	39%	20%	32%	29%	15%	20%	25%	24%	26%	21%	24%	-
									j									

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Q5_2. Athletes: How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very	124	62	62	18	40	38	20	3	6	58	58	8
	24%	25%	24%	26%	23%	24%	28%	14%	32%	24%	25%	23%
Fairly	183	83	100	12	72	57	35	3	4	84	92	6
	36%	34%	38%	17%	42%	36%	49%	15%	20%	35%	40%	17%
					ai	ai	agi			ai	ai	
Not very	96	46	50	20	36	24	8	5	2	56	32	7
	19%	19%	19%	29%	21%	15%	10%	29%	12%	23%	14%	21%
				cdh	h					cdh		
Not at all	47	27	19	11	7	16	5	6	1	18	21	7
	9%	11%	7%	17%	4%	10%	6%	33%	6%	8%	9%	20%
				bgh		b					b	bdg
Don't know	34	17	17	4	9	15	*	1	4	13	15	5
	7%	7%	6%	6%	5%	9%	1%	7%	23%	5%	7%	15%
						d						bdg
Not applicable	26	9	17	3	8	9	4	*	1	11	13	2
	5%	4%	6%	5%	5%	6%	6%	2%	8%	5%	6%	5%
Net: Very / fairly	307	144	162	30	112	95	55	5	9	142	151	15
	60%	59%	61%	43%	65%	60%	77%	30%	51%	59%	65%	40%
					ai	ai	acgi			ai	ai	
Net: Not very / not at all	142	73	69	31	43	41	12	11	3	75	53	15
	28%	30%	26%	46%	25%	25%	17%	62%	18%	31%	23%	40%
				bcdgh						dh		dh

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Q5_2. Athletes: How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
							Regions								Social grade		Parents of children of primary school age (4-11)	
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very	124	5	12	18	3	10	6	18	7	6	13	7	20	102	78	46	124	-
	24%	34%	27%	35% i	15%	22%	27%	31%	16%	16%	26%	18%	23%	24%	25%	24%	24%	-
Fairly	183	2	12	17	9	21	7	19	16	17	16	12	36	162	110	73	183	-
	36%	14%	27%	34%	41%	45%	34%	31%	38%	47%	33%	31%	41%	38%	35%	38%	36%	-
Not very	96	3	12	5	6	4	3	14	12	7	8	5	15	77	67	29	96	-
	19%	25%	27% ce	11%	27%	9%	13%	24% ce	30% ce	18%	17%	14%	17%	18%	21%	15%	19%	-
Not at all	47	1	4	3	1	4	3	4	*	3	3	9	10	38	24	22	47	-
	9%	9%	10%	6%	6%	9%	13%	7%	1%	8%	7%	24%	11%	9%	8%	11%	9%	-
Don't know	34	2	4	5	2	5	2	2	1	1	4	*	5	25	20	14	34	-
	7%	16%	9%	10%	9%	10%	11%	3%	2%	4%	9%	1%	6%	6%	6%	7%	7%	-
Not applicable	26	*	*	2	*	2	*	2	6	3	4	4	1	25	17	9	26	-
	5%	2%	1%	5%	2%	5%	2%	3%	13% bgl	7%	9% l	12%	2%	6%	5%	5%	5%	-
Net: Very / fairly	307	7	24	34	12	31	13	37	23	23	29	18	57	264	188	119	307	-
	60%	48%	54%	69%	57%	67%	61%	62%	54%	62%	59%	49%	64%	61%	59%	62%	60%	-
Net: Not very / not at all	142	5	16	9	7	8	5	19	13	10	12	15	25	116	91	51	142	-
	28%	34%	37% ce	17%	33%	18%	26%	31%	31%	27%	23%	38%	28%	27%	29%	26%	28%	-

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Q5_3. Sports coach: How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?

BASE: All parents of children aged 4-11

		Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very	132	59	72	16	45	39	24	3	5	61	63	8
	26%	24%	27%	23%	26%	24%	33%	14%	29%	25%	27%	22%
Fairly	166	78	88	20	54	53	29	4	6	73	82	10
	33%	32%	33%	29%	31%	33%	40%	24%	33%	31%	35%	29%
Not very	101	53	48	17	37	31	9	7	-	54	41	7
	20%	22%	18%	25%	21%	19%	13%	36%	-	22%	17%	18%
Not at all	49	26	22	8	12	20	6	2	1	20	26	3
	10%	11%	8%	11%	7%	13%	8%	9%	6%	8%	11%	8%
Don't know	35	16	19	4	14	9	1	2	4	18	10	6
	7%	6%	7%	6%	8% d	6%	1%	12%	24%	8%	4%	18% acdgh
Not applicable	27	12	16	4	10	7	4	1	1	14	11	2
	5%	5%	6%	6%	6%	5%	5%	4%	8%	6%	5%	6%
Net: Very / fairly	298	138	160	36	99	92	53	7	11	134	145	18
	58%	56%	60%	52%	57%	58%	73% abcgi	39%	62%	56%	62%	50%
Net: Not very / not at all	149	80	70	25	49	51	15	8	1	74	66	9
	29%	33%	26%	36% d	28%	32%	21%	45%	6%	31%	29%	26%

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Q5_3. Sports coach: How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
								Regions							**Social grade**		**Parents of children of primary school age (4-11)**	
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509 100%	14 100%	45 100%	50 100%	21 100%	46 100%	21 100%	59 100%	42 100%	37 100%	50 100%	38 100%	88 100%	430 100%	315 100%	193 100%	509 100%	- -
Very	132 26%	3 21%	11 25%	15 30%	2 12%	7 16%	5 23%	21 35% e	8 18%	11 30%	15 30%	9 23%	26 29%	113 26%	79 25%	53 27%	132 26%	- -
Fairly	166 33%	4 32%	14 32%	14 28%	10 48%	16 34%	8 39%	18 30%	11 27%	16 43%	14 28%	12 32%	28 32%	139 32%	107 34%	59 30%	166 33%	- -
Not very	101 20%	5 35%	7 16%	10 20%	6 26%	7 16%	5 22%	7 12%	8 20%	5 13%	9 18%	12 33%	19 22%	84 20%	69 22%	31 16%	101 20%	- -
Not at all	49 10%	2 11%	9 20% eijm	5 10%	- -	3 6%	3 13%	8 13%	4 10%	1 2%	3 6%	4 10%	8 9%	35 8%	26 8%	22 11%	49 10%	- -
Don't know	35 7%	- -	3 6%	4 9%	3 13%	7 14% gl	- -	2 4%	6 16% gl	1 4%	4 8%	- -	4 5%	32 7%	17 5%	18 9%	35 7%	- -
Not applicable	27 5%	- -	* 1%	2 3%	* 2%	6 13% bl	1 4%	3 5%	4 10%	3 9%	4 9%	* 1%	3 3%	26 6%	17 5%	10 5%	27 5%	- -
Net: Very / fairly	298 58%	7 54%	25 57%	29 58%	12 59%	23 50%	13 61%	39 65% h	19 45%	27 73% eh	29 58%	21 55%	54 61%	252 59%	186 59%	111 58%	298 58%	- -
Net: Not very / not at all	149 29%	6 46%	16 36% i	15 30%	6 26%	10 22%	7 35%	15 26%	12 29%	5 15%	12 25%	16 43%	27 31%	120 28%	96 30%	54 28%	149 29%	- -

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Q5_4. Parent(s): How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very	177	75	102	11	57	67	31	5	6	68	98	11
	35%	31%	38%	16%	33%	42%	43%	26%	33%	28%	42%	29%
					a	ag	ag			a	ag	
Fairly	189	85	104	34	66	52	27	6	5	99	79	11
	37%	35%	39%	49%	38%	33%	38%	33%	25%	41%	34%	29%
				chi								
Not very	65	40	25	13	29	13	8	2	-	41	21	2
	13%	16%	9%	19%	17%	8%	11%	13%	-	17%	9%	6%
		b		ch	ch					ch		
Not at all	37	24	14	5	8	17	2	1	5	13	19	5
	7%	10%	5%	8%	5%	11%	3%	4%	26%	6%	8%	15%
		b				bg						bdg
Don't know	21	10	11	1	7	10	-	1	2	8	10	3
	4%	4%	4%	2%	4%	6%	-	6%	12%	3%	4%	9%
						d						d
Not applicable	19	11	9	5	5	1	4	4	1	10	5	4
	4%	4%	3%	7%	3%	1%	5%	19%	4%	4%	2%	12%
				ch			c			c		bch
Net: Very / fairly	366	160	206	44	123	119	58	11	10	167	177	21
	72%	65%	78%	64%	72%	75%	81%	59%	58%	70%	76%	58%
			a			i	ai				ai	
Net: Not very / not at all	103	64	39	18	37	30	10	3	5	55	40	8
	20%	26%	15%	26%	21%	19%	14%	17%	26%	23%	17%	21%
		b										

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Q5_4. Parent(s): How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total															Social grade		Parents of children of primary school age (4-11)	
								Regions											
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very	177	5	13	18	5	17	8	27	11	16	20	12	25	151	101	75	177	-
	35%	35%	29%	37%	22%	38%	37%	46%	27%	44%	40%	32%	28%	35%	32%	39%	35%	-
								l										
Fairly	189	2	21	19	10	18	4	23	13	13	17	16	31	162	117	72	189	-
	37%	13%	48%	39%	50%	40%	21%	39%	32%	36%	34%	42%	35%	38%	37%	37%	37%	-
Not very	65	5	1	4	3	4	4	6	12	3	5	1	18	55	50	15	65	-
	13%	35%	3%	7%	15%	10%	17%	10%	28%	9%	9%	2%	20%	13%	16%	8%	13%	-
									bcegijm				bc		b			
Not at all	37	-	3	2	3	2	5	*	4	1	2	5	11	29	27	10	37	-
	7%	-	6%	4%	13%	4%	25%	*	10%	2%	4%	13%	12%	7%	9%	5%	7%	-
			g						g				g	g				
Don't know	21	2	6	6	-	1	-	1	*	1	2	1	1	14	10	11	21	-
	4%	11%	13%	11%	-	3%	-	2%	1%	3%	4%	2%	2%	3%	3%	6%	4%	-
			ghlm	glm														
Not applicable	19	1	*	1	-	2	-	2	1	2	4	3	2	18	10	9	19	-
	4%	6%	1%	2%	-	5%	-	3%	3%	7%	8%	8%	2%	4%	3%	5%	4%	-
Net: Very / fairly	366	7	34	38	15	36	12	50	25	29	37	28	56	313	218	148	366	-
	72%	48%	77%	75%	72%	78%	58%	85%	59%	80%	74%	74%	63%	73%	69%	76%	72%	-
								hlm										
Net: Not very / not at all	103	5	4	6	6	6	9	6	16	4	7	6	28	85	77	25	103	-
	20%	35%	10%	11%	28%	14%	42%	10%	38%	11%	14%	16%	32%	20%	24%	13%	20%	-
									bcegijm				bcegijm	g	b			

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Q5_5. Social media influencers: How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Gender		Age						NET: 18-34	NET: 35-54	NET: 55+
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+			
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	555	246	309	94	196	166	63	26	10	290	229	36
Total	509	244	265	69	172	160	72	18	18	240	232	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very	69	31	38	10	25	16	12	2	3	36	29	5
	14%	13%	14%	15%	15%	10%	17%	9%	17%	15%	12%	13%
Fairly	156	75	81	17	66	48	21	3	1	83	69	4
	31%	31%	31%	24%	38%	30%	30%	15%	7%	34%	30%	11%
					ai	i	i			i	i	
Not very	131	64	67	21	37	33	23	9	7	58	56	17
	26%	26%	25%	31%	21%	20%	32%	51%	41%	24%	24%	46%
												bcgh
Not at all	74	36	38	8	20	33	8	2	2	28	41	5
	15%	15%	14%	12%	12%	21%	11%	13%	12%	12%	18%	12%
						bg						
Don't know	48	22	26	7	12	24	1	1	2	20	26	3
	9%	9%	10%	11%	7%	15%	2%	3%	12%	8%	11%	7%
				d		bdg					d	
Not applicable	31	16	15	5	11	5	6	2	2	16	11	4
	6%	7%	6%	7%	7%	3%	8%	9%	12%	7%	5%	11%
Net: Very / fairly	225	106	119	27	91	64	34	4	4	118	98	9
	44%	43%	45%	39%	53%	40%	47%	24%	24%	49%	42%	24%
					achi		i			i	i	
Net: Not very / not at all	205	100	105	29	57	66	31	12	10	86	97	21
	40%	41%	40%	43%	33%	41%	43%	64%	53%	36%	42%	58%
												bg

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Q5_5. Social media influencers: How inspirational, if at all, are the following as role models for encouraging your child / children aged 4-11 to keep active?
BASE: All parents of children aged 4-11

	Total	Regions													Social grade		Parents of children of primary school age (4-11)	
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		*a	b	c	*d	e	*f	g	h	i	j	*k	l	m	a	b	a	*b
Unweighted Total	555	14	45	59	24	49	27	78	35	35	64	26	99	469	327	228	555	-
Total	509	14	45	50	21	46	21	59	42	37	50	38	88	430	315	193	509	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very	69	1	2	11	4	4	1	12	1	2	5	*	25	64	44	25	69	-
	14%	10%	5%	23%	17%	9%	6%	20%	2%	6%	10%	1%	28%	15%	14%	13%	14%	-
				bhi				bhi					behijm	h				
Fairly	156	7	20	10	7	15	11	13	13	15	14	6	25	118	103	53	156	-
	31%	52%	44%	21%	34%	32%	52%	21%	31%	41%	28%	17%	29%	28%	33%	27%	31%	-
			cgm							cg								
Not very	131	2	7	14	5	12	7	18	13	5	10	19	18	115	72	58	131	-
	26%	16%	16%	29%	23%	26%	33%	31%	32%	13%	20%	50%	21%	27%	23%	30%	26%	-
										i								
Not at all	74	1	12	5	1	1	2	6	8	11	11	5	11	59	45	29	74	-
	15%	9%	27%	10%	3%	2%	8%	10%	20%	30%	21%	14%	13%	14%	14%	15%	15%	-
			ceglm						e	ceglm	e		e	e				
Don't know	48	1	3	6	3	9	-	6	5	1	4	4	6	44	31	17	48	-
	9%	10%	6%	13%	14%	19%	-	10%	12%	2%	8%	11%	7%	10%	10%	9%	9%	-
						il												
Not applicable	31	*	1	3	2	5	*	4	1	3	7	3	2	29	20	11	31	-
	6%	2%	2%	5%	9%	10%	2%	7%	3%	8%	13%	7%	3%	7%	6%	6%	6%	-
						l					bl							
Net: Very / fairly	225	9	22	22	11	19	12	25	14	17	19	7	50	183	147	78	225	-
	44%	62%	49%	43%	51%	42%	57%	42%	33%	47%	37%	18%	57%	43%	47%	40%	44%	-
													ghjm					
Net: Not very / not at all	205	3	19	19	5	13	8	24	22	16	20	24	29	174	117	88	205	-
	40%	25%	43%	39%	26%	29%	40%	41%	52%	43%	41%	64%	34%	40%	37%	45%	40%	-
									e									

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Q6. Which of the following areas, if any, should be the top priority for teachers post-lockdown?
BASE: All respondents

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2152	1011	1141	318	423	354	330	392	335	741	684	727
Total	2152	1050	1102	239	372	344	381	318	497	611	725	816
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Focusing on children's physical and mental health	808	342	466	95	150	146	150	104	164	244	296	268
	38%	33%	42%	40%	40%	42%	39%	33%	33%	40%	41%	33%
			a	i	efi	efi	i			efi	efi	
Ensuring children are meeting their academic targets	717	385	332	55	96	96	132	121	217	151	229	337
	33%	37%	30%	23%	26%	28%	35%	38%	44%	25%	32%	41%
		b					abg	abcgh	abcdgh		abg	abcdgh
Working on children's social skills	296	149	147	37	63	51	44	41	60	101	95	101
	14%	14%	13%	16%	17%	15%	12%	13%	12%	16%	13%	12%
					di					di		
Other	12	7	5	-	3	3	1	2	3	3	4	5
	1%	1%	*	-	1%	1%	*	1%	1%	1%	1%	1%
Don't know	196	100	96	30	27	26	35	36	43	57	61	79
	9%	10%	9%	13%	7%	8%	9%	11%	9%	9%	8%	10%
				bch				b				
None of these	122	66	56	22	34	22	18	15	11	55	41	26
	6%	6%	5%	9%	9%	6%	5%	5%	2%	9%	6%	3%
				defhi	defhi	fi				defhi	fi	

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Q6. Which of the following areas, if any, should be the top priority for teachers post-lockdown?
BASE: All respondents

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Regions															**Social grade**		**Parents of children of primary school age (4-11)**	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b
Unweighted Total	2152	51	164	262	101	187	116	228	150	168	308	136	281	1821	1073	1079	555	1536
Total	2152	65	182	240	88	175	104	186	152	186	292	200	282	1801	1192	960	509	1587
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Focusing on children's physical and mental health	808	20	73	104	38	59	28	76	51	79	90	86	103	687	460	348	206	594
	38%	31%	40%	43%	44%	34%	26%	41%	34%	43%	31%	43%	37%	38%	39%	36%	40%	37%
			fj	efhj	fj			fj		fj		fj	f	fj				
Ensuring children are meeting their academic targets	717	27	54	72	27	67	49	64	54	48	111	57	88	587	388	329	158	538
	33%	41%	30%	30%	31%	38%	47%	34%	36%	26%	38%	29%	31%	33%	33%	34%	31%	34%
		i				i	bcdgiklm				ci							
Working on children's social skills	296	6	26	26	12	26	19	28	26	25	45	21	35	245	171	125	86	209
	14%	10%	15%	11%	14%	15%	18%	15%	17%	14%	15%	11%	12%	14%	14%	13%	17%	13%
							c										b	
Other	12	-	1	3	2	-	-	-	2	1	4	-	-	11	7	6	3	10
	1%	-	1%	1%	2%	-	-	-	1%	*	2%	-	-	1%	1%	1%	1%	1%
					gl						l							
Don't know	196	5	18	21	6	9	4	12	11	26	24	20	41	170	103	94	30	153
	9%	7%	10%	9%	7%	5%	3%	7%	7%	14%	8%	10%	15%	9%	9%	10%	6%	10%
			f							efgj			cefghjm	f				a
None of these	122	7	8	15	3	14	5	7	8	7	18	16	15	102	63	59	27	83
	6%	11%	4%	6%	3%	8%	5%	4%	5%	4%	6%	8%	5%	6%	5%	6%	5%	5%
		dgi				g												

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Age. How old are you?
BASE: All respondents

		Gender		Age						NET: 18-34	NET: 35-54	NET: 55+
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+			
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2152	1011	1141	318	423	354	330	392	335	741	684	727
Total	2152	1050	1102	239	372	344	381	318	497	611	725	816
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	239	93	146	239	-	-	-	-	-	239	-	-
	11%	9%	13%	100%	-	-	-	-	-	39%	-	-
			a	bcdefghi						bcdefhi		
25-34	372	173	199	-	372	-	-	-	-	372	-	-
	17%	16%	18%	-	100%	-	-	-	-	61%	-	-
					acdefghi					acdefhi		
35-44	344	170	174	-	-	344	-	-	-	-	344	-
	16%	16%	16%	-	-	100%	-	-	-	-	47%	-
						abdefghi					abdefgi	
45-54	381	182	199	-	-	-	381	-	-	-	381	-
	18%	17%	18%	-	-	-	100%	-	-	-	53%	-
							abcefghi				abcefgi	
55-64	318	166	153	-	-	-	-	318	-	-	-	318
	15%	16%	14%	-	-	-	-	100%	-	-	-	39%
								abcdfghi				abcdfgh
65+	497	265	232	-	-	-	-	-	497	-	-	497
	23%	25%	21%	-	-	-	-	-	100%	-	-	61%
		b							abcdeghi			abcdegh

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Age. How old are you?
BASE: All respondents

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
								Regions							**Social grade**		**Parents of children of primary school age (4-11)**	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b
Unweighted Total	2152	51	164	262	101	187	116	228	150	168	308	136	281	1821	1073	1079	555	1536
Total	2152 100%	65 100%	182 100%	240 100%	88 100%	175 100%	104 100%	186 100%	152 100%	186 100%	292 100%	200 100%	282 100%	1801 100%	1192 100%	960 100%	509 100%	1587 100%
18-24	239 11%	6 9%	14 8%	31 13%	10 11%	18 10%	11 11%	28 15% bik	14 9%	14 7%	30 10%	14 7%	49 17% behijkm	208 12%	154 13% b	85 9%	69 13% b	156 10%
25-34	372 17%	12 18%	26 14%	40 17%	16 18%	34 19%	12 12%	31 17%	33 22% fij	23 12%	40 14%	34 17%	72 25% bcfgijm	322 18%	246 21% b	126 13%	172 34% b	189 12%
35-44	344 16%	6 10%	30 16%	34 14%	11 12%	27 15%	14 13%	38 20% k	29 19% k	37 20% k	46 16%	19 10%	53 19% k	294 16% k	214 18% b	130 14%	160 31% b	169 11%
45-54	381 18%	18 28% ehi	29 16%	46 19%	13 15%	25 14%	21 20%	30 16%	20 13%	28 15%	61 21% h	45 22% h	46 16%	313 17%	235 20% b	146 15%	72 14%	295 19% a
55-64	318 15%	10 15%	38 21% fglm	34 14%	19 21% l	31 18% fgl	12 11%	18 10%	20 13%	34 18% gl	41 14% l	39 19% gl	23 8%	259 14% l	167 14%	152 16%	18 4%	300 19% a
65+	497 23%	13 21%	44 24% l	55 23% l	19 22%	41 23% l	34 32% glm	41 22% l	36 24% l	49 27% l	75 26% l	50 25% l	40 14%	406 23% l	176 15%	321 33% a	18 4%	477 30% a

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Gender. How do you identify?
BASE: All respondents

		Gender		Age						NET: 18-34	NET: 35-54	NET: 55+
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+			
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2152	1011	1141	318	423	354	330	392	335	741	684	727
Total	2152	1050	1102	239	372	344	381	318	497	611	725	816
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1050	1050	-	93	173	170	182	166	265	266	353	431
	49%	100%	-	39%	46%	49%	48%	52%	53%	44%	49%	53%
		b			a	a	a	ag	ag		a	abg
Female	1102	-	1102	146	199	174	199	153	232	345	373	385
	51%	-	100%	61%	54%	51%	52%	48%	47%	56%	51%	47%
			a	bcdefhi	i					efi		
In another way	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not say	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

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Gender. How do you identify?
BASE: All respondents

	Total	Regions													Social grade		Parents of children of primary school age (4-11)	
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b
Unweighted Total	2152	51	164	262	101	187	116	228	150	168	308	136	281	1821	1073	1079	555	1536
Total	2152	65	182	240	88	175	104	186	152	186	292	200	282	1801	1192	960	509	1587
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1050	34	113	90	38	83	53	83	68	104	137	88	159	850	601	449	244	784
	49%	53%	62%	37%	44%	47%	50%	45%	45%	56%	47%	44%	57%	47%	50%	47%	48%	49%
		c	cdefghjkm			c	c			cgkm	c		cdghjkm	c				
Female	1102	31	68	150	49	92	52	103	84	82	156	112	122	951	591	510	265	803
	51%	47%	38%	63%	56%	53%	50%	55%	55%	44%	53%	56%	43%	53%	50%	53%	52%	51%
				abefijlm	bl	b	b	bil	bl		bl	bil		bil				
In another way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Regions. Where do you live?
BASE: All respondents

		Gender		Age								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2152	1011	1141	318	423	354	330	392	335	741	684	727
Total	2152 100%	1050 100%	1102 100%	239 100%	372 100%	344 100%	381 100%	318 100%	497 100%	611 100%	725 100%	816 100%
Northern Ireland	65 3%	34 3%	31 3%	6 2%	12 3%	6 2%	18 5% c	10 3%	13 3%	17 3%	24 3%	23 3%
Scotland	182 8%	113 11% b	68 6%	14 6%	26 7%	30 9%	29 8%	38 12% abgh	44 9%	40 7%	59 8%	82 10% ag
North-West	240 11%	90 9%	150 14% a	31 13%	40 11%	34 10%	46 12%	34 11%	55 11%	70 12%	80 11%	89 11%
North-East	88 4%	38 4%	49 4%	10 4%	16 4%	11 3%	13 3%	19 6% h	19 4%	25 4%	24 3%	38 5%
Yorkshire & Humberside	175 8%	83 8%	92 8%	18 8%	34 9%	27 8%	25 7%	31 10%	41 8%	52 9%	52 7%	72 9%
Wales	104 5%	53 5%	52 5%	11 5%	12 3%	14 4%	21 6%	12 4%	34 7% bg	24 4%	35 5%	46 6%
West Midlands	186 9%	83 8%	103 9%	28 12% ei	31 8%	38 11% ei	30 8%	18 6%	41 8%	59 10% e	68 9% e	59 7%
East Midlands	152 7%	68 7%	84 8%	14 6%	33 9%	29 8%	20 5%	20 6%	36 7%	47 8%	49 7%	56 7%
South-West	186 9%	104 10% b	82 7%	14 6%	23 6%	37 11% abg	28 7%	34 11% abg	49 10% ag	37 6%	66 9% g	83 10% abg
South-East	292 14%	137 13%	156 14%	30 12%	40 11%	46 13%	61 16% bg	41 13%	75 15%	70 11%	106 15%	116 14%
Eastern	200 9%	88 8%	112 10%	14 6%	34 9%	19 6%	45 12% acg	39 12% acg	50 10% ac	48 8%	64 9%	88 11% acg
London	282 13%	159 15% b	122 11%	49 21% defhi	72 19% defhi	53 15% efi	46 12% ei	23 7%	40 8%	121 20% defhi	98 14% efi	62 8%
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Regions. Where do you live?
BASE: All respondents

	Total	Regions													Social grade		Parents of children of primary school age (4-11)	
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b
Unweighted Total	2152	51	164	262	101	187	116	228	150	168	308	136	281	1821	1073	1079	555	1536
Total	2152	65	182	240	88	175	104	186	152	186	292	200	282	1801	1192	960	509	1587
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	65	65	-	-	-	-	-	-	-	-	-	-	-	-	40	25	14	49
	3%	100%	-	-	-	-	-	-	-	-	-	-	-	-	3%	3%	3%	3%
		bcdefghijklm																
Scotland	182	-	182	-	-	-	-	-	-	-	-	-	-	-	84	97	45	137
	8%	-	100%	-	-	-	-	-	-	-	-	-	-	-	7%	10%	9%	9%
			acdefghijklm													a		
North-West	240	-	-	240	-	-	-	-	-	-	-	-	-	240	141	99	50	184
	11%	-	-	100%	-	-	-	-	-	-	-	-	-	13%	12%	10%	10%	12%
				abdefghijklm										abdefghijkl				
North-East	88	-	-	-	88	-	-	-	-	-	-	-	-	88	49	39	21	66
	4%	-	-	-	100%	-	-	-	-	-	-	-	-	5%	4%	4%	4%	4%
					abcefghijklm									bcefghijkl				
Yorkshire & Humberside	175	-	-	-	-	175	-	-	-	-	-	-	-	175	94	82	46	124
	8%	-	-	-	-	100%	-	-	-	-	-	-	-	10%	8%	9%	9%	8%
						abcdfghijklm								abcdfghijkl				
Wales	104	-	-	-	-	-	104	-	-	-	-	-	-	-	58	46	21	79
	5%	-	-	-	-	-	100%	-	-	-	-	-	-	-	5%	5%	4%	5%
							abcdeghijklm											
West Midlands	186	-	-	-	-	-	-	186	-	-	-	-	-	186	100	86	59	119
	9%	-	-	-	-	-	-	100%	-	-	-	-	-	10%	8%	9%	12%	7%
								abcdefhijklm						abcdefhijkl			b	
East Midlands	152	-	-	-	-	-	-	-	152	-	-	-	-	152	77	76	42	107
	7%	-	-	-	-	-	-	-	100%	-	-	-	-	8%	6%	8%	8%	7%
									abcdefgijklm					abcdefgijkl				
South-West	186	-	-	-	-	-	-	-	-	186	-	-	-	186	94	92	37	145
	9%	-	-	-	-	-	-	-	-	100%	-	-	-	10%	8%	10%	7%	9%
										abcdefghjklm				abcdefghjkl				
South-East	292	-	-	-	-	-	-	-	-	-	292	-	-	292	154	138	50	239
	14%	-	-	-	-	-	-	-	-	-	100%	-	-	16%	13%	14%	10%	15%
											abcdefghiklm			abcdefghikl				a

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Regions. Where do you live?
BASE: All respondents

	Total	Regions													Social grade		Parents of children of primary school age (4-11)	
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b
Unweighted Total	2152	51	164	262	101	187	116	228	150	168	308	136	281	1821	1073	1079	555	1536
Total	2152	65	182	240	88	175	104	186	152	186	292	200	282	1801	1192	960	509	1587
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Eastern	200	-	-	-	-	-	-	-	-	-	-	200	-	200	104	97	38	156
	9%	-	-	-	-	-	-	-	-	-	-	100%	-	11%	9%	10%	7%	10%
												abcdefghijlm		abcdefghijl				
London	282	-	-	-	-	-	-	-	-	-	-	-	282	282	198	84	88	182
	13%	-	-	-	-	-	-	-	-	-	-	-	100%	16%	17%	9%	17%	11%
													abcdefghijkm	abcdefghijk	b		b	
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Occupation. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

	Total	Gender		Age						NET: 18-34	NET: 35-54	NET: 55+
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+			
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2152	1011	1141	318	423	354	330	392	335	741	684	727
Total	2152	1050	1102	239	372	344	381	318	497	611	725	816
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	139	73	66	25	40	25	28	13	8	65	53	21
	6%	7%	6%	10%	11%	7%	7%	4%	2%	11%	7%	3%
				efi	efhi	fi	efi			efhi	efi	
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	448	230	218	46	104	82	72	64	80	150	154	144
	21%	22%	20%	19%	28%	24%	19%	20%	16%	25%	21%	18%
					adefhi	fi				dfi		
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	555	270	284	36	100	107	134	90	87	136	242	177
	26%	26%	26%	15%	27%	31%	35%	28%	18%	22%	33%	22%
					afi	afgi	abefgi	afgi		a	abfgi	a
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	437	207	230	62	79	82	88	77	50	140	169	127
	20%	20%	21%	26%	21%	24%	23%	24%	10%	23%	23%	16%
				fi	fi	fi	fi	fi		fi	fi	f
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	103	43	60	12	19	20	24	18	9	31	44	27
	5%	4%	5%	5%	5%	6%	6%	6%	2%	5%	6%	3%
				f	f	fi	fi	f		f	fi	
House-wife / house-husband	37	5	32	1	12	8	6	9	1	13	14	10
	2%	1%	3%	1%	3%	2%	2%	3%	*	2%	2%	1%
			a		afi	f	f	afi		f	f	
Unemployed	97	46	52	9	15	19	25	25	5	25	43	29
	5%	4%	5%	4%	4%	5%	6%	8%	1%	4%	6%	4%
				f	f	f	fi	abfgi		f	fi	f
Student	50	27	23	47	2	-	-	1	-	49	-	1
	2%	3%	2%	20%	1%	-	-	*	-	8%	-	*
				bcdefghi						bcdefhi		
Retired	286	149	137	-	1	2	3	23	256	1	5	280
	13%	14%	12%	-	*	*	1%	7%	52%	*	1%	34%
								abcdgh	abcdeghi			abcdegh

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Occupation. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

	Total	Regions Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	Social grade ABC1	C2DE	Parents of children of primary school age (4-11) Yes	No
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b
Unweighted Total	2152	51	164	262	101	187	116	228	150	168	308	136	281	1821	1073	1079	555	1536
Total	2152	65	182	240	88	175	104	186	152	186	292	200	282	1801	1192	960	509	1587
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	139	1	5	15	6	14	6	10	8	10	22	7	35	127	139	-	53	82
	6%	2%	2%	6%	7%	8% b	6%	5%	5%	5%	8% b	3%	12% abcfghijkm	7% b	12% b	-	10% b	5%
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	448	13	33	56	15	26	23	38	30	33	60	41	82	380	448	-	126	311
	21%	20%	18%	23% e	17%	15%	22%	20%	20%	18%	21%	20%	29% bdeghijm	21% e	38% b	-	25% b	20%
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	555	24	44	65	27	48	30	46	34	45	70	54	67	456	555	-	122	422
	26%	37% hjl	24%	27%	31%	28%	29%	25%	22%	24%	24%	27%	24%	25%	47% b	-	24%	27%
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	437	14	61	41	12	38	18	50	28	40	57	36	43	344	-	437	130	289
	20%	21%	33% cdefhijklm	17%	13%	22%	17%	27% cdfhjklm	18%	22%	20%	18%	15%	19%	-	46% a	26% a	18% b
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	103	3	9	13	4	9	6	9	7	11	11	11	10	85	-	103	26	76
	5%	4%	5%	5%	5%	5%	5%	5%	4%	6%	4%	5%	4%	5%	-	11% a	5%	5%
House-wife / house-husband	37	1	3	6	1	4	*	1	4	3	6	3	4	33	-	37	15	21
	2%	2%	2%	2%	1%	2%	*	* g	3%	2%	2%	1%	2%	2%	-	4% a	3% a	1% b
Unemployed	97	3	5	11	7	6	7	8	9	8	11	10	13	82	-	97	14	77
	5%	5%	3%	4%	7%	4%	7%	4%	6%	4%	4%	5%	5%	5%	-	10% a	3%	5% a

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BASE: All respondents

	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE	Yes	No
								Regions							Social grade		Parents of children of primary school age (4-11)	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b
Unweighted Total	2152	51	164	262	101	187	116	228	150	168	308	136	281	1821	1073	1079	555	1536
Total	2152	65	182	240	88	175	104	186	152	186	292	200	282	1801	1192	960	509	1587
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Student	50	1	2	5	2	5	-	6	5	6	2	2	14	47	50	-	15	31
	2%	2%	1%	2%	2%	3%	-	3%	3%	3%	1%	1%	5%	3%	4%	-	3%	2%
						j		fj	fj	j			fjkm	j	b			
Retired	286	4	20	29	15	24	16	18	28	29	52	37	13	246	-	286	8	278
	13%	6%	11%	12%	17%	14%	15%	10%	18%	16%	18%	19%	5%	14%	-	30%	2%	18%
		l	l	l	l	l	l	agl	l	abgl	agl		l			a		a