

**YouGov Survey Results**

Sample Size: 1294 London adults  
Fieldwork: 15th - 17th January 2014

|                          | Voting intention |            |            |           |           | 2010 Vote  |            |            | Gender     |            | Age        |            |            |            | Social grade |            | London Area |            |            |            |            |   |
|--------------------------|------------------|------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|-------------|------------|------------|------------|------------|---|
|                          | Total            | Con        | Lab        | Lib Dem   | UKIP      | Con        | Lab        | Lib Dem    | Male       | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | Central     | North      | South      | East       | West       |   |
| <b>Weighted Sample</b>   | <b>1294</b>      | <b>326</b> | <b>489</b> | <b>96</b> | <b>78</b> | <b>344</b> | <b>385</b> | <b>246</b> | <b>638</b> | <b>656</b> | <b>155</b> | <b>463</b> | <b>415</b> | <b>260</b> | <b>774</b>   | <b>520</b> | <b>234</b>  | <b>155</b> | <b>227</b> | <b>426</b> | <b>252</b> |   |
| <b>Unweighted Sample</b> | <b>1294</b>      | <b>295</b> | <b>497</b> | <b>87</b> | <b>87</b> | <b>334</b> | <b>379</b> | <b>244</b> | <b>622</b> | <b>672</b> | <b>165</b> | <b>390</b> | <b>454</b> | <b>285</b> | <b>792</b>   | <b>502</b> | <b>264</b>  | <b>161</b> | <b>238</b> | <b>401</b> | <b>230</b> |   |
|                          | %                | %          | %          | %         | %         | %          | %          | %          | %          | %          | %          | %          | %          | %          | %            | %          | %           | %          | %          | %          | %          | % |

Which of the following do you associate with  
NORTH London (please select up to four)

|                 |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Cosmopolitan    | <b>22</b> | 26 | 25 | 31 | 15 | 25 | 26 | 23 | 21 | 23 | 10 | 12 | 28 | 36 | 24 | 19 | 17 | 29 | 19 | 22 | 25 |
| Suburban        | <b>22</b> | 31 | 21 | 23 | 15 | 28 | 19 | 24 | 25 | 19 | 17 | 17 | 24 | 30 | 25 | 17 | 17 | 30 | 22 | 19 | 24 |
| Rough           | <b>19</b> | 19 | 20 | 14 | 31 | 18 | 22 | 21 | 21 | 17 | 19 | 16 | 24 | 18 | 19 | 20 | 15 | 13 | 23 | 21 | 20 |
| Family-friendly | <b>15</b> | 15 | 16 | 20 | 8  | 14 | 15 | 16 | 13 | 18 | 15 | 17 | 14 | 16 | 17 | 13 | 14 | 34 | 9  | 12 | 17 |
| Trendy          | <b>15</b> | 16 | 14 | 10 | 12 | 15 | 17 | 16 | 12 | 18 | 13 | 13 | 18 | 14 | 17 | 12 | 19 | 14 | 12 | 18 | 10 |
| Dirty           | <b>14</b> | 16 | 11 | 16 | 20 | 17 | 12 | 18 | 15 | 12 | 11 | 11 | 17 | 14 | 13 | 15 | 7  | 11 | 17 | 16 | 14 |
| Cultured        | <b>14</b> | 14 | 15 | 13 | 12 | 13 | 16 | 12 | 11 | 17 | 19 | 14 | 13 | 13 | 15 | 13 | 12 | 28 | 13 | 13 | 11 |
| Pretentious     | <b>14</b> | 14 | 17 | 11 | 14 | 12 | 14 | 20 | 14 | 14 | 7  | 15 | 15 | 16 | 16 | 11 | 18 | 8  | 15 | 15 | 13 |
| Arty            | <b>13</b> | 12 | 14 | 24 | 6  | 11 | 15 | 16 | 11 | 15 | 6  | 10 | 18 | 14 | 15 | 11 | 13 | 14 | 12 | 15 | 10 |
| Dull            | <b>13</b> | 18 | 12 | 10 | 18 | 18 | 10 | 13 | 15 | 11 | 8  | 13 | 14 | 14 | 13 | 13 | 11 | 12 | 12 | 15 | 13 |
| Intellectual    | <b>12</b> | 10 | 15 | 10 | 7  | 10 | 17 | 13 | 11 | 14 | 11 | 14 | 12 | 11 | 14 | 11 | 13 | 13 | 14 | 12 | 10 |
| Posh            | <b>12</b> | 10 | 15 | 12 | 11 | 9  | 13 | 15 | 14 | 10 | 12 | 13 | 11 | 10 | 13 | 9  | 13 | 9  | 9  | 10 | 17 |
| Past its prime  | <b>11</b> | 13 | 9  | 14 | 17 | 14 | 11 | 11 | 12 | 10 | 7  | 8  | 14 | 15 | 11 | 11 | 11 | 8  | 12 | 12 | 11 |
| Up and coming   | <b>10</b> | 12 | 9  | 8  | 12 | 13 | 9  | 7  | 9  | 10 | 10 | 10 | 7  | 14 | 9  | 11 | 8  | 15 | 8  | 9  | 10 |
| Gritty          | <b>9</b>  | 11 | 9  | 4  | 15 | 11 | 8  | 9  | 11 | 8  | 14 | 7  | 9  | 9  | 9  | 9  | 7  | 12 | 10 | 8  | 9  |
| Poor            | <b>9</b>  | 10 | 8  | 3  | 20 | 9  | 10 | 9  | 11 | 8  | 8  | 7  | 12 | 10 | 9  | 10 | 9  | 9  | 6  | 11 | 11 |
| Try-hard        | <b>7</b>  | 6  | 7  | 6  | 9  | 7  | 5  | 9  | 7  | 7  | 5  | 7  | 9  | 3  | 6  | 8  | 8  | 8  | 6  | 6  | 8  |
| Clean           | <b>5</b>  | 5  | 7  | 2  | 3  | 3  | 5  | 4  | 4  | 5  | 6  | 5  | 5  | 3  | 5  | 5  | 5  | 7  | 3  | 5  | 6  |
| Fun             | <b>5</b>  | 4  | 7  | 4  | 1  | 3  | 4  | 6  | 6  | 4  | 6  | 8  | 3  | 3  | 5  | 5  | 5  | 8  | 3  | 4  | 5  |
| Pretty          | <b>4</b>  | 4  | 5  | 8  | 2  | 2  | 4  | 7  | 4  | 5  | 4  | 7  | 3  | 2  | 4  | 4  | 8  | 7  | 2  | 3  | 3  |
| None of these   | <b>3</b>  | 2  | 3  | 3  | 2  | 2  | 4  | 4  | 3  | 4  | 5  | 4  | 2  | 3  | 3  | 4  | 6  | 1  | 4  | 2  | 2  |
| Don't know      | <b>15</b> | 9  | 13 | 17 | 19 | 11 | 17 | 8  | 13 | 17 | 21 | 15 | 10 | 17 | 10 | 21 | 17 | 5  | 18 | 16 | 14 |

Fieldwork: 15th - 17th January 2014

|                          | Voting intention |            |            |           |           | 2010 Vote  |            |            | Gender     |            | Age        |            |            |            | Social grade |            | London Area |            |            |            |            |  |
|--------------------------|------------------|------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|-------------|------------|------------|------------|------------|--|
| Total                    | Con              | Lab        | Lib Dem    | UKIP      | Con       | Lab        | Lib Dem    | Male       | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1       | C2DE         | Central    | North       | South      | East       | West       |            |  |
| <b>Weighted Sample</b>   | <b>1294</b>      | <b>326</b> | <b>489</b> | <b>96</b> | <b>78</b> | <b>344</b> | <b>385</b> | <b>246</b> | <b>638</b> | <b>656</b> | <b>155</b> | <b>463</b> | <b>415</b> | <b>260</b> | <b>774</b>   | <b>520</b> | <b>234</b>  | <b>155</b> | <b>227</b> | <b>426</b> | <b>252</b> |  |
| <b>Unweighted Sample</b> | <b>1294</b>      | <b>295</b> | <b>497</b> | <b>87</b> | <b>87</b> | <b>334</b> | <b>379</b> | <b>244</b> | <b>622</b> | <b>672</b> | <b>165</b> | <b>390</b> | <b>454</b> | <b>285</b> | <b>792</b>   | <b>502</b> | <b>264</b>  | <b>161</b> | <b>238</b> | <b>401</b> | <b>230</b> |  |
|                          | %                | %          | %          | %         | %         | %          | %          | %          | %          | %          | %          | %          | %          | %          | %            | %          | %           | %          | %          | %          | %          |  |

Which of the following do you associate with  
SOUTH London (please select up to four)

|                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rough           | 30 | 30 | 32 | 25 | 45 | 32 | 32 | 27 | 32 | 29 | 27 | 28 | 36 | 27 | 31 | 29 | 26 | 44 | 19 | 31 | 34 |
| Suburban        | 26 | 30 | 26 | 36 | 24 | 30 | 27 | 34 | 26 | 27 | 17 | 21 | 29 | 37 | 31 | 20 | 20 | 26 | 40 | 25 | 23 |
| Dirty           | 20 | 24 | 17 | 28 | 30 | 24 | 17 | 23 | 20 | 20 | 16 | 19 | 23 | 21 | 22 | 18 | 13 | 17 | 19 | 25 | 22 |
| Poor            | 20 | 24 | 21 | 20 | 28 | 22 | 18 | 20 | 22 | 19 | 20 | 19 | 20 | 23 | 21 | 20 | 21 | 26 | 10 | 25 | 19 |
| Cosmopolitan    | 20 | 20 | 22 | 13 | 22 | 20 | 24 | 19 | 19 | 21 | 12 | 11 | 22 | 36 | 21 | 18 | 18 | 16 | 24 | 22 | 15 |
| Up and coming   | 19 | 21 | 20 | 17 | 16 | 21 | 20 | 22 | 17 | 21 | 18 | 18 | 19 | 21 | 21 | 17 | 26 | 15 | 16 | 20 | 16 |
| Family-friendly | 16 | 18 | 18 | 15 | 17 | 16 | 18 | 21 | 12 | 20 | 9  | 19 | 17 | 14 | 17 | 15 | 19 | 11 | 25 | 15 | 12 |
| Gritty          | 16 | 16 | 18 | 16 | 14 | 14 | 18 | 19 | 18 | 14 | 20 | 17 | 18 | 9  | 17 | 14 | 15 | 24 | 9  | 17 | 16 |
| Dull            | 13 | 12 | 13 | 11 | 14 | 15 | 14 | 11 | 15 | 11 | 8  | 11 | 14 | 16 | 12 | 14 | 9  | 17 | 11 | 12 | 15 |
| Past its prime  | 11 | 14 | 11 | 9  | 21 | 15 | 12 | 9  | 13 | 10 | 5  | 8  | 13 | 19 | 11 | 12 | 7  | 14 | 15 | 12 | 10 |
| Cultured        | 10 | 11 | 10 | 6  | 7  | 10 | 11 | 9  | 8  | 12 | 14 | 10 | 10 | 7  | 10 | 10 | 10 | 6  | 13 | 9  | 10 |
| Trendy          | 10 | 12 | 12 | 5  | 10 | 11 | 10 | 10 | 10 | 10 | 10 | 9  | 11 | 11 | 10 | 11 | 14 | 11 | 8  | 8  | 12 |
| Arty            | 6  | 6  | 6  | 6  | 0  | 6  | 6  | 8  | 5  | 8  | 3  | 7  | 7  | 5  | 7  | 5  | 9  | 7  | 2  | 7  | 6  |
| Clean           | 6  | 7  | 6  | 2  | 6  | 6  | 6  | 3  | 6  | 5  | 9  | 5  | 5  | 6  | 5  | 6  | 5  | 2  | 9  | 6  | 5  |
| Fun             | 6  | 7  | 7  | 5  | 4  | 5  | 6  | 10 | 7  | 6  | 12 | 7  | 5  | 5  | 6  | 7  | 13 | 2  | 7  | 4  | 5  |
| Try-hard        | 6  | 7  | 6  | 2  | 9  | 7  | 7  | 6  | 6  | 6  | 6  | 4  | 8  | 6  | 6  | 7  | 8  | 8  | 6  | 5  | 5  |
| Posh            | 5  | 3  | 7  | 4  | 2  | 4  | 7  | 4  | 4  | 6  | 5  | 7  | 4  | 3  | 6  | 4  | 5  | 6  | 4  | 6  | 6  |
| Pretentious     | 4  | 4  | 4  | 4  | 3  | 3  | 5  | 7  | 4  | 4  | 4  | 3  | 5  | 5  | 4  | 5  | 7  | 3  | 3  | 4  | 5  |
| Pretty          | 4  | 5  | 4  | 6  | 5  | 6  | 5  | 2  | 3  | 6  | 3  | 4  | 4  | 6  | 5  | 4  | 5  | 2  | 7  | 4  | 3  |
| Intellectual    | 4  | 4  | 6  | 2  | 4  | 3  | 6  | 4  | 5  | 4  | 5  | 4  | 3  | 6  | 4  | 5  | 3  | 4  | 6  | 5  | 4  |
| None of these   | 3  | 2  | 3  | 3  | 3  | 1  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 4  |
| Don't know      | 12 | 6  | 11 | 13 | 8  | 9  | 12 | 7  | 12 | 13 | 21 | 13 | 8  | 12 | 8  | 19 | 12 | 8  | 12 | 13 | 15 |

Which of the following do you associate with  
EAST London (please select up to four)

|                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rough           | 40 | 46 | 36 | 36 | 58 | 45 | 36 | 42 | 44 | 36 | 35 | 33 | 49 | 40 | 42 | 36 | 34 | 44 | 40 | 36 | 48 |
| Poor            | 37 | 42 | 33 | 31 | 46 | 40 | 36 | 40 | 38 | 36 | 25 | 29 | 46 | 42 | 39 | 33 | 29 | 37 | 33 | 37 | 45 |
| Dirty           | 34 | 42 | 26 | 37 | 46 | 43 | 27 | 36 | 35 | 33 | 28 | 32 | 40 | 31 | 38 | 27 | 30 | 31 | 34 | 33 | 39 |
| Gritty          | 24 | 30 | 23 | 21 | 19 | 28 | 25 | 26 | 24 | 24 | 20 | 26 | 25 | 22 | 27 | 19 | 25 | 31 | 23 | 21 | 26 |
| Up and coming   | 24 | 27 | 25 | 20 | 20 | 24 | 26 | 25 | 21 | 26 | 16 | 21 | 25 | 30 | 25 | 21 | 23 | 28 | 19 | 28 | 17 |
| Cosmopolitan    | 18 | 18 | 21 | 18 | 16 | 18 | 23 | 18 | 18 | 17 | 4  | 9  | 22 | 35 | 19 | 15 | 12 | 24 | 18 | 20 | 14 |
| Trendy          | 15 | 16 | 18 | 15 | 9  | 16 | 15 | 19 | 12 | 18 | 20 | 19 | 10 | 14 | 17 | 13 | 22 | 15 | 13 | 15 | 12 |
| Arty            | 12 | 13 | 14 | 6  | 6  | 10 | 13 | 14 | 10 | 13 | 17 | 17 | 7  | 8  | 13 | 11 | 19 | 16 | 12 | 10 | 7  |
| Dull            | 10 | 9  | 11 | 7  | 14 | 13 | 11 | 10 | 12 | 9  | 8  | 10 | 12 | 11 | 10 | 11 | 6  | 11 | 11 | 10 | 14 |
| Suburban        | 9  | 10 | 11 | 9  | 8  | 10 | 9  | 9  | 9  | 10 | 7  | 6  | 10 | 14 | 8  | 11 | 6  | 12 | 13 | 9  | 7  |
| Cultured        | 9  | 7  | 11 | 4  | 8  | 8  | 10 | 6  | 7  | 11 | 13 | 12 | 6  | 5  | 7  | 11 | 9  | 10 | 5  | 12 | 6  |
| Past its prime  | 9  | 10 | 8  | 5  | 9  | 10 | 9  | 6  | 10 | 8  | 7  | 5  | 9  | 14 | 9  | 8  | 7  | 6  | 9  | 8  | 12 |
| Try-hard        | 9  | 10 | 9  | 9  | 9  | 10 | 7  | 13 | 9  | 9  | 8  | 9  | 8  | 10 | 10 | 7  | 12 | 7  | 8  | 9  | 7  |
| Pretentious     | 8  | 7  | 9  | 9  | 8  | 8  | 8  | 8  | 9  | 7  | 8  | 11 | 6  | 5  | 9  | 6  | 10 | 9  | 6  | 4  | 13 |
| Family-friendly | 7  | 5  | 10 | 6  | 5  | 5  | 9  | 5  | 6  | 8  | 7  | 4  | 7  | 10 | 6  | 8  | 3  | 6  | 5  | 11 | 4  |
| Fun             | 7  | 5  | 10 | 12 | 1  | 4  | 9  | 7  | 8  | 6  | 11 | 9  | 3  | 8  | 6  | 9  | 8  | 5  | 4  | 10 | 5  |
| Clean           | 2  | 1  | 3  | 0  | 0  | 1  | 2  | 0  | 2  | 1  | 1  | 3  | 1  | 0  | 1  | 2  | 2  | 1  | 0  | 2  | 3  |
| Intellectual    | 2  | 1  | 3  | 1  | 0  | 1  | 3  | 1  | 3  | 1  | 6  | 4  | 1  | 0  | 1  | 3  | 2  | 4  | 1  | 3  | 0  |
| Pretty          | 1  | 1  | 2  | 1  | 0  | 1  | 2  | 1  | 1  | 1  | 0  | 2  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  |
| Posh            | 1  | 1  | 2  | 3  | 3  | 2  | 1  | 1  | 1  | 1  | 3  | 1  | 2  | 1  | 1  | 2  | 2  | 2  | 2  | 1  | 1  |
| None of these   | 2  | 0  | 2  | 3  | 2  | 1  | 2  | 2  | 2  | 2  | 1  | 2  | 2  | 1  | 1  | 2  | 2  | 1  | 1  | 2  | 2  |
| Don't know      | 11 | 8  | 8  | 11 | 9  | 7  | 12 | 6  | 9  | 13 | 19 | 12 | 8  | 11 | 7  | 17 | 15 | 6  | 15 | 8  | 11 |

Fieldwork: 15th - 17th January 2014

|                          | Voting intention |            |            |           |           | 2010 Vote  |            |            | Gender     |            | Age        |            |            |            | Social grade |            | London Area |            |            |            |            |   |
|--------------------------|------------------|------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|-------------|------------|------------|------------|------------|---|
|                          | Con              | Lab        | Lib Dem    | UKIP      |           | Con        | Lab        | Lib Dem    | Male       | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | Central     | North      | South      | East       | West       |   |
| <b>Weighted Sample</b>   | <b>1294</b>      | <b>326</b> | <b>489</b> | <b>96</b> | <b>78</b> | <b>344</b> | <b>385</b> | <b>246</b> | <b>638</b> | <b>656</b> | <b>155</b> | <b>463</b> | <b>415</b> | <b>260</b> | <b>774</b>   | <b>520</b> | <b>234</b>  | <b>155</b> | <b>227</b> | <b>426</b> | <b>252</b> |   |
| <b>Unweighted Sample</b> | <b>1294</b>      | <b>295</b> | <b>497</b> | <b>87</b> | <b>87</b> | <b>334</b> | <b>379</b> | <b>244</b> | <b>622</b> | <b>672</b> | <b>165</b> | <b>390</b> | <b>454</b> | <b>285</b> | <b>792</b>   | <b>502</b> | <b>264</b>  | <b>161</b> | <b>238</b> | <b>401</b> | <b>230</b> |   |
|                          | %                | %          | %          | %         | %         | %          | %          | %          | %          | %          | %          | %          | %          | %          | %            | %          | %           | %          | %          | %          | %          | % |

Which of the following do you associate with  
WEST London (please select up to four)

|                 |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Posh            | <b>35</b> | 35 | 37 | 32 | 35 | 35 | 32 | 39 | 32 | 37 | 41 | 35 | 34 | 31 | 35 | 34 | 37 | 36 | 28 | 43 | 24 |
| Cosmopolitan    | <b>27</b> | 31 | 26 | 21 | 40 | 34 | 30 | 24 | 25 | 30 | 15 | 18 | 33 | 42 | 30 | 24 | 18 | 28 | 26 | 29 | 34 |
| Suburban        | <b>21</b> | 26 | 19 | 21 | 26 | 28 | 20 | 25 | 23 | 18 | 14 | 17 | 25 | 25 | 23 | 16 | 19 | 18 | 25 | 16 | 27 |
| Trendy          | <b>21</b> | 24 | 20 | 21 | 22 | 26 | 20 | 20 | 20 | 22 | 12 | 15 | 26 | 29 | 22 | 20 | 13 | 25 | 27 | 21 | 21 |
| Pretentious     | <b>21</b> | 16 | 25 | 13 | 21 | 19 | 24 | 24 | 22 | 20 | 18 | 22 | 21 | 22 | 23 | 19 | 24 | 26 | 15 | 28 | 9  |
| Cultured        | <b>19</b> | 23 | 19 | 13 | 15 | 24 | 19 | 19 | 20 | 19 | 18 | 17 | 22 | 20 | 22 | 15 | 10 | 18 | 24 | 19 | 24 |
| Family-friendly | <b>15</b> | 19 | 14 | 12 | 10 | 17 | 11 | 20 | 13 | 17 | 10 | 18 | 12 | 17 | 18 | 11 | 12 | 10 | 19 | 10 | 26 |
| Clean           | <b>13</b> | 15 | 13 | 5  | 8  | 11 | 10 | 15 | 14 | 11 | 15 | 17 | 11 | 8  | 11 | 15 | 13 | 13 | 12 | 11 | 15 |
| Arty            | <b>13</b> | 12 | 13 | 16 | 11 | 14 | 14 | 10 | 11 | 15 | 11 | 8  | 16 | 19 | 13 | 14 | 9  | 14 | 13 | 17 | 10 |
| Intellectual    | <b>11</b> | 15 | 11 | 9  | 17 | 16 | 10 | 10 | 12 | 10 | 11 | 10 | 11 | 12 | 11 | 11 | 8  | 16 | 8  | 12 | 11 |
| Pretty          | <b>9</b>  | 12 | 7  | 7  | 9  | 11 | 6  | 11 | 8  | 9  | 11 | 13 | 6  | 4  | 9  | 8  | 8  | 6  | 12 | 7  | 11 |
| Up and coming   | <b>9</b>  | 14 | 8  | 9  | 5  | 11 | 8  | 5  | 10 | 8  | 11 | 8  | 9  | 8  | 8  | 10 | 8  | 12 | 8  | 7  | 13 |
| Past its prime  | <b>8</b>  | 9  | 9  | 5  | 16 | 8  | 11 | 6  | 10 | 7  | 5  | 7  | 8  | 12 | 9  | 8  | 11 | 7  | 6  | 8  | 9  |
| Dull            | <b>7</b>  | 7  | 8  | 7  | 12 | 6  | 7  | 10 | 9  | 6  | 4  | 9  | 8  | 5  | 8  | 6  | 11 | 5  | 6  | 7  | 7  |
| Dirty           | <b>5</b>  | 3  | 6  | 9  | 13 | 5  | 7  | 7  | 5  | 6  | 3  | 3  | 7  | 7  | 6  | 5  | 2  | 3  | 6  | 3  | 12 |
| Fun             | <b>5</b>  | 5  | 7  | 1  | 5  | 7  | 5  | 2  | 6  | 4  | 5  | 7  | 5  | 3  | 5  | 5  | 3  | 7  | 4  | 4  | 9  |
| Rough           | <b>5</b>  | 3  | 6  | 3  | 13 | 3  | 7  | 5  | 6  | 4  | 5  | 5  | 7  | 2  | 5  | 6  | 3  | 3  | 2  | 4  | 14 |
| Try-hard        | <b>5</b>  | 4  | 3  | 7  | 6  | 4  | 3  | 5  | 5  | 4  | 3  | 7  | 3  | 4  | 5  | 4  | 5  | 1  | 6  | 4  | 7  |
| Poor            | <b>3</b>  | 2  | 3  | 0  | 2  | 2  | 5  | 2  | 3  | 3  | 4  | 1  | 4  | 3  | 2  | 4  | 3  | 3  | 2  | 3  | 4  |
| Gritty          | <b>3</b>  | 3  | 2  | 4  | 5  | 4  | 2  | 3  | 3  | 2  | 2  | 4  | 2  | 2  | 3  | 3  | 2  | 2  | 1  | 3  | 5  |
| None of these   | <b>2</b>  | 0  | 2  | 4  | 2  | 1  | 3  | 4  | 2  | 2  | 2  | 3  | 2  | 1  | 2  | 3  | 5  | 1  | 2  | 2  | 2  |
| Don't know      | <b>13</b> | 10 | 11 | 16 | 7  | 9  | 15 | 7  | 12 | 14 | 22 | 13 | 11 | 13 | 10 | 18 | 18 | 11 | 15 | 14 | 7  |