

WELSH LANGUAGE BOARD MARCH 2005

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TECHNICAL NOTE ON SURVEY METHODOLOGY

Sampling and Fieldwork

The Omnibus sample is designed to be representative of the adult population resident in Wales aged 16 and over. The unit of sampling is electoral ward and 68 interviewing points throughout Wales are selected with probability proportional to resident population, after stratification within county (unitary authority).

Within each sampling point, interlocking quota controls of age and social class within sex are employed for the selection of respondents.

Quotas are set to reflect the demographic profile of Welsh residents and no more than one person per household is interviewed. A fresh sample is selected for each survey within substantially the same interviewing locations.

Interviews are conducted face to face in the homes of respondents. Beaufort's experienced fieldworkers are used with postal and telephone back-checking on part of each interviewer's work.

Fieldwork for the March 2005 survey was conducted over the period 3rd to 10th March. A total of 1,001 interviews were completed and analysed.

Tabulations

The data has been weighted by age group within gender within county council grouping to give each cell (42) its correct incidence within the Wales total derived from the results of the 2001 Census.

Tables are presented in the form of integer percentages with the sample base shown at the top of each column. Where the base is anything other than the total sample this is indicated underneath the table heading and follows logically from the question sequence and routing.

Arithmetic rounding to whole numbers means that columns of percentages do not necessarily sum to exactly 100%. Where more than one answer can be given to a question the sum of percentages may exceed 100%. 0 denotes a weighted sample of less than 0.5 and 0% denotes a percentage of less than 0.5%. Where column bases are less than about 50, percentages need to be interpreted with care.

A standard analysis of questions asked is provided as an integral part of the service involving demographic information collected as a matter of course towards the end of the interview. This breaks response down by classification variables (breakdowns) as shown overleaf.

Region (groups of unitary authorities):

North East Wales	:	Wrexham, Flintshire, Denbighshire
North West Wales	:	Conwy, Anglesey, Gwynedd
Mid/West Wales	:	Powys, Ceredigion, Carmarthenshire, Pembrokeshire
West South Wales	:	Swansea, Neath & Port Talbot, Bridgend
Valleys	:	Rhondda Cynon Taff, Merthyr, Caerphilly, Blaenau Gwent
Cardiff & S.E. Wales	:	Cardiff, Vale of Glamorgan, Torfaen, Monmouthshire, Newport

Area 2 (groups of unitary authorities):

Welsh speaking heartlands:	Anglesey, Gwynedd, Ceredigion, Carmarthenshire
Outside Welsh speaking heartlands:	Other areas of Wales

Sex of respondent

Social class (based on occupation/work status of chief income earner) (4 cols)

Combined social class (2 cols)

Age of respondent (6 cols)

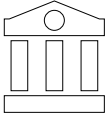
Combined age group (3 cols)

Age within sex of respondent (4 cols)

Welsh speaking (4 cols)

QUESTIONS ASKED

These appeared on the questionnaire as shown overleaf

 BEAUFORT R E S E A R C H 2 Museum Place, Cardiff, CF10 3BG	<u>WELSH OMNIBUS SURVEY</u> MARCH 2005 B2510-1	FOR OFFICE USE ONLY	
		Case No.	Point Number (1/2)

ASK PERSONS AGED 16 AND OVER WHO LIVE IN THE AREA (CHECK QUOTA)

Good morning/afternoon/evening. I'm working for Beaufort Research, a consumer research agency who are conducting a survey on a wide range of topics in this area and all over the rest of Wales. Can I please ask you a few questions?

ASK ALL

Q.21 Moving onto another subject, some shops and businesses use Welsh on their signs, inside and outside, or in advertising? Which shops or businesses have you noticed making use of Welsh in this way?

(108-111m)

RECORD UP TO 6 SHOPS OR BUSINESSES. IF RESPONDENT MENTIONS MORE THAN SIX PLEASE RECORD THE FIRST 6 MENTIONED

(W)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

(112-115m)

Q.22 Have you noticed Welsh being used in the packaging of any products or in promoting any products?

(W)

- Yes
- No
- Don't know

(120)
 1 → Q23
 2 } Q25
 3 }

Q.23 IF YES: Which products do you remember?

RECORD UP TO 6 PRODUCTS. IF RESPONDENT MENTIONS MORE THAN SIX PLEASE RECORD THE FIRST 6 MENTIONED

(W)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

(121-124m)

(125-128m)

PLEASE WRITE IN THE ABOVE PRODUCTS TO THE CORRESPONDING NUMBER IN THE GRID BELOW

SHOW CARD J

Q.24 For each of those products which I'll read out to you now, please tell me from this card what you think of the quality of the product compared to similar products?

(W)

READ OUT EACH PRODUCT IN TURN

	Office Use Only	Better Quality than most	Same Quality as most	Worse Quality than most	Don't know
1. (insert Product 1 from Q23)	(133 / 134)	1	2	3	4 (151)
2. (insert Product 2 from Q23)	(135 / 136)	1	2	3	4 (152)
3. (insert Product 3 from Q23)	(137 / 138)	1	2	3	4 (153)
4. (insert Product 4 from Q23)	(139 / 140)	1	2	3	4 (154)
5. (insert Product 5 from Q23)	(141 / 142)	1	2	3	4 (155)
6. (insert Product 6 from Q23)	(143 / 144)	1	2	3	4 (156)

ASK ALL

SHOW CARD J AGAIN

Q.25 For each product that I read out, please tell me what you think of the quality of the product compared to similar products, (if you are aware of it)?

(W)

READ OUT – ROTATE ORDER OF START (TICK BOX TO INDICATE START POINT

		Not aware of product	Better Quality than most	Same Quality as most	Worse Quality than most	Don't know
	1. Murrrough's tea / Paned Cymreig	0	1	2	3	4 (160)
	2. Glengettie tea	0	1	2	3	4 (161)
	3. Ty Nant water	0	1	2	3	4 (162)
	4. Penderyn whisky	0	1	2	3	4 (163)
	5. Cwrw Carreg beer	0	1	2	3	4 (164)
	6. Cadog cheese, butter or milk	0	1	2	3	4 (165)

Q.26 **SHOW CARD K**

Which of the phrases on this card best describes how you feel towards businesses using bilingual signs or packaging?

SINGLE CODE ONLY

(W)

I like to see it and I'm more inclined to use their businesses or their products

I like to see it but it doesn't influence my choice of business or product

I don't care one way or the other and it doesn't influence me at all

I don't like bilingual signs or packaging and they don't influence me at all

I don't like bilingual signs or packaging and I'm less inclined to use businesses or products using Welsh

Don't know

(166)

1

2

3

4

5

6

Q.27 Some businesses offer bilingual services – for example, they have different numbers so you can choose whether you want to speak Welsh or English, or if you phone them they ask whether you want to speak Welsh or English.

Can you think of any businesses like that?

(W)

Yes

No

Don't know

(167)

1 → Q28

2 } Q29

3 }

IF YES, ASK:

Q.28 Which businesses can you think of?

RECORD UP TO 6 BUSINESSES. IF RESPONDENT MENTIONS MORE THAN SIX PLEASE RECORD THE FIRST 6 MENTIONED

(W)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

(168-171m)

(172-175m)

ASK ALL

Q.29 Do you think that privately-owned organisations such as banks, mobile phone companies and shops make enough use of the Welsh language?

(W)

Yes

No

Don't know

(180)

1

2

3

SHOW CARD L

Q.30 I am going to read out some things that privately-owned organisations such as banks, mobile phone companies and shops might do to promote the Welsh language and would like you to tell me how important you think it is that they do them.

(W)

There are no right or wrong answers, it's just your personal opinion we are interested in.

So, how important do you think it is that they.....?

READ OUT – ROTATE ORDER OF START (TICK BOX TO INDICATE START POINT)

		Very Important	Quite Important	Not very Important	Not at all Important	Don't know
	1. Provide bilingual signs	1	2	3	4	5 (181)
	2. Advertise bilingually	1	2	3	4	5 (182)
	3. Have badges showing who are the Welsh speaking staff	1	2	3	4	5 (183)
	4. Produce bilingual forms and leaflets	1	2	3	4	5 (184)
	5. Have bilingual packaging on goods	1	2	3	4	5 (185)
	6. Use Welsh on cash machines, mobile phone systems and websites	1	2	3	4	5 (186)
	7. Send staff on courses to learn or improve their Welsh	1	2	3	4	5 (187)

Analysis...: Q21 Which shops and businesses have you noticed using Welsh on their signs, inside and outside, or in advertising?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Asda	63 6%	14 6%	8 5%	11 6%	7 4%	22 9%	6 4%	57 7%	26 5%	37 7%	12 7%	26 9%	12 5%	13 4%	38 8%	25 5%
Co-Op	28 3%	13 6%	11 6%	1 0%	2 1%	1 0%	15 10%	12 1%	14 3%	14 3%	6 3%	4 1%	8 4%	10 3%	10 2%	18 3%
Morrison's/Safeway	31 3%	13 6%	12 7%	2 1%	1 1%	3 1%	12 8%	20 2%	19 4%	12 2%	7 4%	9 3%	5 2%	11 3%	16 3%	15 3%
Sainsbury's	16 2%	4 2%	4 2%	- -	3 1%	6 2%	2 1%	14 2%	8 2%	8 2%	7 4%	6 2%	4 2%	- -	13 3%	4 1%
Somerfield/Kwik Save	31 3%	23 10%	5 3%	2 1%	1 0%	- -	23 15%	8 1%	13 3%	18 3%	5 3%	8 3%	9 4%	10 3%	12 3%	18 3%
Spar	17 2%	11 5%	5 3%	- -	1 1%	- -	8 5%	9 1%	8 2%	9 2%	4 2%	3 1%	2 1%	8 2%	7 1%	10 2%
Tesco	150 15%	51 22%	16 9%	21 12%	34 19%	29 12%	48 31%	103 12%	72 15%	78 15%	35 20%	44 15%	38 17%	33 11%	79 17%	71 13%
Supermarkets (unspecified/other)	51 5%	18 8%	17 10%	6 3%	3 1%	7 3%	21 13%	30 4%	20 4%	31 6%	11 6%	16 6%	9 4%	14 4%	27 6%	24 4%
Boots	33 3%	12 5%	6 3%	6 4%	7 4%	3 1%	13 9%	20 2%	12 3%	21 4%	8 5%	11 4%	6 3%	7 2%	19 4%	14 3%
Marks & Spencer	23 2%	- -	5 3%	- -	4 2%	14 6%	4 3%	19 2%	12 3%	11 2%	7 4%	8 3%	3 1%	4 1%	16 3%	7 1%
Chemist	16 2%	8 4%	6 3%	1 1%	- -	1 0%	6 4%	10 1%	6 1%	10 2%	2 1%	4 2%	1 0%	9 3%	6 1%	10 2%

Analysis.: Q21 Which shops and businesses have you noticed using Welsh on their signs, inside and outside, or in advertising?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Shops (local/unspecific/all other)	158 16%	69 30%	35 20%	19 11%	12 7%	23 9%	46 30%	112 13%	76 16%	82 16%	33 18%	45 16%	40 18%	41 13%	78 17%	80 15%
Welsh Water/Water board	43 4%	5 2%	5 3%	12 7%	4 2%	16 6%	7 4%	36 4%	14 3%	28 5%	14 8%	16 5%	7 3%	6 2%	29 6%	13 2%
Electricity/Gas/Utilities (unspecific/all other)	44 4%	9 4%	4 2%	16 10%	3 2%	12 5%	4 3%	41 5%	19 4%	25 5%	16 9%	12 4%	10 5%	6 2%	28 6%	16 3%
BT	23 2%	1 1%	3 2%	8 5%	- -	10 4%	- -	23 3%	10 2%	12 2%	8 4%	5 2%	6 3%	4 1%	13 3%	10 2%
Trains/Train stations	13 1%	3 1%	3 2%	3 2%	- -	4 2%	4 3%	9 1%	5 1%	8 1%	4 2%	4 1%	3 1%	2 1%	8 2%	5 1%
Buses	26 3%	5 2%	9 5%	7 4%	- -	6 2%	5 3%	21 3%	11 2%	16 3%	4 2%	7 2%	6 3%	9 3%	11 2%	15 3%
Doctor/Dentists/Hospital/NHS	60 6%	15 7%	15 9%	11 6%	4 2%	15 6%	10 6%	50 6%	17 4%	43 8%	17 9%	18 6%	10 5%	15 5%	34 7%	25 5%
Garages/Petrol stations	12 1%	7 3%	4 2%	- -	- -	1 0%	8 5%	4 0%	7 1%	5 1%	2 1%	5 2%	2 1%	3 1%	7 1%	5 1%
Library	35 4%	13 5%	5 3%	4 2%	6 3%	8 3%	2 1%	33 4%	11 2%	24 5%	9 5%	13 4%	4 2%	9 3%	22 5%	14 3%
Local authority/council (specific/unspecific)/Education authority	69 7%	14 6%	11 6%	11 7%	7 4%	26 10%	8 5%	61 7%	32 7%	37 7%	17 10%	25 9%	15 7%	12 4%	42 9%	27 5%
Post Office/Royal Mail	155 16%	39 17%	26 15%	35 21%	21 12%	33 13%	27 18%	128 15%	76 16%	79 15%	32 18%	43 15%	36 16%	44 14%	76 16%	79 15%

Analysis...: Q21 Which shops and businesses have you noticed using Welsh on their signs, inside and outside, or in advertising?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region					Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE	
Total																	
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537	
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536	
Barclays	11 1%	5 2%	1 1%	3 2%	- -	1 0%	4 2%	7 1%	5 1%	6 1%	4 2%	4 1%	1 1%	2 1%	8 2%	3 1%	
HSBC	17 2%	9 4%	- -	4 2%	4 2%	1 0%	5 3%	13 1%	9 2%	8 2%	3 2%	4 1%	2 1%	8 2%	7 2%	10 2%	
Lloyds Bank	14 1%	5 2%	1 1%	2 1%	4 2%	2 1%	5 3%	9 1%	9 2%	5 1%	3 2%	3 1%	3 1%	5 1%	6 1%	7 1%	
NatWest	5 1%	3 1%	- -	- -	- -	2 1%	2 1%	3 0%	2 0%	3 1%	- -	- -	2 1%	3 1%	- -	5 1%	
Banks/Building Societies (unspecified/all other)	143 14%	33 14%	29 17%	28 17%	8 4%	45 18%	38 25%	105 12%	65 14%	78 15%	27 15%	46 16%	34 15%	36 11%	73 16%	70 13%	
Job Centres/Social Security	17 2%	2 1%	2 1%	2 1%	4 2%	7 3%	1 1%	16 2%	8 2%	9 2%	1 1%	7 2%	2 1%	7 2%	8 2%	9 2%	
Colleges/Universities	6 1%	- -	2 1%	2 1%	- -	2 1%	- -	6 1%	4 1%	2 0%	- -	4 1%	- -	2 1%	4 1%	2 0%	
Schools	14 1%	3 1%	1 1%	5 3%	1 1%	4 2%	1 1%	13 2%	6 1%	9 2%	1 1%	8 3%	3 1%	2 1%	9 2%	5 1%	
Charities	5 1%	- -	- -	2 1%	- -	3 1%	- -	5 1%	3 1%	2 0%	1 0%	2 1%	1 1%	1 0%	3 1%	2 0%	
QUANGOs/Government agencies (e.g. WDA, Tourist Board, DVLA, Assembly, etc.)	37 4%	1 0%	16 9%	3 2%	4 2%	13 5%	8 5%	29 3%	25 5%	12 2%	8 5%	7 2%	12 5%	10 3%	15 3%	22 4%	
All others	147 15%	43 19%	41 24%	15 9%	10 5%	39 15%	48 31%	99 12%	74 16%	73 14%	28 16%	39 14%	34 15%	46 15%	67 14%	80 15%	

Analysis..: Q21 Which shops and businesses have you noticed using Welsh on their signs, inside and outside, or in advertising?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
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Total																
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Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
None/None seen	212	24	36	33	52	67	13	199	96	116	33	67	31	81	100	112
	21%	10%	21%	20%	29%	27%	8%	24%	20%	22%	19%	23%	14%	26%	22%	21%
Not sure/Don't know /Can't remember/Not answered	151	35	21	27	40	29	16	135	76	75	18	32	38	63	50	101
	15%	15%	12%	16%	22%	12%	10%	16%	16%	14%	10%	11%	17%	20%	11%	19%

Analysis...: Q21 Which shops and businesses have you noticed using Welsh on their signs, inside and outside, or in advertising?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Asda	63 6%	12 7%	4 3%	10 5%	15 10%	10 6%	11 6%	16 6%	25 7%	21 6%	8 4%	17 7%	18 7%	19 7%	9 7%	16 11%	26 9%	37 5%
Co-Op	28 3%	5 3%	4 3%	3 2%	3 2%	6 3%	7 4%	8 3%	6 2%	13 4%	6 3%	8 3%	6 2%	8 3%	13 9%	3 2%	16 5%	12 2%
Morrison's/Safeway	31 3%	5 3%	5 4%	5 3%	4 3%	3 2%	9 5%	10 3%	9 3%	12 3%	8 4%	11 5%	7 3%	5 2%	7 5%	5 4%	12 4%	19 3%
Sainsbury's	16 2%	2 1%	- -	7 3%	1 1%	2 1%	5 3%	2 1%	8 2%	7 2%	2 1%	6 3%	7 3%	2 1%	2 2%	5 3%	7 2%	9 1%
Somerfield/Kwik Save	31 3%	2 1%	5 4%	3 1%	6 4%	5 3%	10 5%	7 2%	9 3%	15 4%	5 2%	8 3%	5 2%	13 5%	19 14%	3 2%	22 8%	9 1%
Spar	17 2%	2 1%	2 2%	2 1%	3 2%	5 3%	3 1%	4 1%	5 1%	8 2%	3 1%	5 2%	3 1%	6 2%	7 5%	3 2%	10 3%	7 1%
Tesco	150 15%	26 17%	16 12%	23 12%	29 19%	25 15%	31 16%	42 14%	52 15%	56 16%	33 14%	40 17%	33 13%	45 17%	40 29%	28 19%	67 24%	83 12%
Supermarkets (unspecified/other)	51 5%	5 3%	8 6%	11 6%	6 4%	11 7%	9 5%	13 5%	17 5%	20 6%	8 3%	11 5%	16 6%	15 6%	8 6%	11 7%	19 7%	32 4%
Boots	33 3%	7 4%	8 6%	1 0%	6 4%	7 4%	5 3%	14 5%	7 2%	12 3%	6 3%	6 3%	9 4%	11 4%	10 7%	8 6%	18 6%	15 2%
Marks & Spencer	23 2%	4 3%	1 1%	3 1%	5 3%	5 3%	5 3%	5 2%	8 2%	10 3%	4 2%	8 3%	4 2%	7 3%	8 6%	4 2%	12 4%	11 2%
Chemist	16 2%	1 1%	- -	2 1%	2 1%	6 3%	5 3%	1 0%	4 1%	11 3%	2 1%	4 2%	1 0%	9 3%	6 4%	3 2%	9 3%	7 1%

Analysis.: Q21 Which shops and businesses have you noticed using Welsh on their signs, inside and outside, or in advertising?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker							
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker	
Total																			
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715	
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717	
Shops (local/unspecific/all other)	158 16%	20 12%	19 14%	39 20%	24 16%	29 17%	27 14%	39 13%	63 18%	55 15%	40 17%	36 15%	38 15%	44 16%	41 30%	35 24%	76 27%	82 11%	
Welsh Water/Water board	43 4%	3 2%	8 6%	8 4%	9 6%	8 5%	6 3%	11 4%	17 5%	14 4%	6 3%	8 3%	14 5%	15 5%	7 5%	6 4%	12 4%	31 4%	
Electricity/Gas/Utilities (unspecific/all other)	44 4%	2 1%	8 6%	7 4%	12 8%	10 6%	6 3%	10 3%	19 5%	16 4%	6 3%	13 5%	11 4%	14 5%	5 3%	9 6%	13 5%	30 4%	
BT	23 2%	1 1%	2 1%	1 0%	3 2%	11 6%	5 2%	3 1%	4 1%	16 4%	2 1%	8 3%	2 1%	10 4%	2 1%	5 3%	6 2%	16 2%	
Trains/Train stations	13 1%	2 1%	- -	2 1%	5 3%	4 2%	- -	2 1%	7 2%	4 1%	1 0%	4 2%	3 1%	5 2%	2 1%	4 3%	6 2%	7 1%	
Buses	26 3%	6 4%	2 2%	6 3%	5 3%	5 3%	2 1%	8 3%	11 3%	7 2%	6 2%	5 2%	9 4%	7 2%	3 2%	4 3%	7 2%	19 3%	
Doctor/Dentists/Hospital/NHS	60 6%	10 6%	8 6%	14 7%	11 7%	11 7%	6 3%	18 6%	24 7%	17 5%	7 3%	10 4%	25 10%	18 7%	8 6%	13 9%	21 7%	38 5%	
Garages/Petrol stations	12 1%	2 1%	1 1%	2 1%	1 1%	4 2%	2 1%	3 1%	3 1%	6 2%	3 1%	4 2%	2 1%	3 1%	7 5%	1 1%	8 3%	4 1%	
Library	35 4%	1 1%	7 6%	10 5%	6 4%	9 5%	2 1%	8 3%	16 5%	11 3%	7 3%	5 2%	11 4%	13 5%	4 3%	8 5%	12 4%	24 3%	
Local authority/council (specific/unspecific)/Education authority	69 7%	10 6%	12 9%	16 8%	18 12%	7 4%	6 3%	22 8%	34 10%	13 4%	17 7%	15 6%	21 8%	16 6%	6 4%	11 8%	17 6%	52 7%	
Post Office/Royal Mail	155 16%	17 11%	20 15%	29 14%	30 20%	31 18%	29 15%	37 13%	58 17%	60 17%	34 14%	42 17%	32 12%	47 18%	24 17%	36 24%	59 21%	96 13%	

Analysis.: Q21 Which shops and businesses have you noticed using Welsh on their signs, inside and outside, or in advertising?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Barclays	11 1%	- -	3 2%	2 1%	2 1%	2 1%	1 0%	3 1%	5 1%	3 1%	1 1%	3 1%	4 2%	2 1%	3 2%	4 3%	7 2%	4 1%
HSBC	17 2%	- -	6 4%	6 3%	2 1%	1 1%	3 1%	6 2%	8 2%	4 1%	7 3%	2 1%	5 2%	4 1%	3 2%	2 1%	5 2%	13 2%
Lloyds Bank	14 1%	3 2%	4 3%	4 2%	- -	1 1%	2 1%	7 2%	4 1%	3 1%	8 3%	1 0%	3 1%	2 1%	5 4%	5 3%	10 3%	4 1%
NatWest	5 1%	- -	2 2%	1 1%	- -	1 1%	1 1%	2 1%	1 0%	2 1%	1 1%	1 0%	2 1%	1 0%	1 1%	1 1%	2 1%	3 0%
Banks/Building Societies (unspecified/all other)	143 14%	15 9%	22 16%	35 18%	21 14%	25 15%	26 14%	37 12%	56 16%	51 14%	36 15%	29 12%	36 14%	42 16%	21 15%	30 21%	51 18%	92 13%
Job Centres/Social Security	17 2%	3 2%	3 3%	3 1%	4 3%	4 2%	- -	6 2%	7 2%	4 1%	3 1%	4 2%	6 2%	4 1%	1 1%	5 3%	6 2%	11 2%
Colleges/Universities	6 1%	4 2%	- -	1 0%	1 1%	- -	- -	4 1%	2 1%	- -	3 1%	1 0%	2 1%	- -	- -	- -	- -	6 1%
Schools	14 1%	6 4%	4 3%	2 1%	2 1%	- -	- -	11 4%	4 1%	- -	6 2%	- -	7 3%	2 1%	2 1%	1 1%	3 1%	11 2%
Charities	5 1%	1 1%	- -	1 1%	2 1%	1 1%	- -	1 0%	3 1%	1 0%	1 0%	2 1%	1 0%	1 0%	- -	2 1%	2 1%	3 0%
QUANGOs/Government agencies (e.g. WDA, Tourist Board, DVLA, Assembly, etc.)	37 4%	8 5%	7 5%	5 3%	8 6%	5 3%	4 2%	15 5%	13 4%	9 2%	13 5%	12 5%	8 3%	5 2%	4 3%	8 6%	12 4%	25 3%
All others	147 15%	24 15%	20 15%	37 19%	23 16%	24 14%	20 10%	44 15%	60 17%	44 12%	43 18%	31 13%	37 15%	36 13%	41 30%	34 23%	74 26%	73 10%

Analysis.: Q21 Which shops and businesses have you noticed using Welsh on their signs, inside and outside, or in advertising?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
None/None seen	212	39	22	40	25	37	48	62	65	85	47	49	54	61	10	7	17	195
	21%	24%	17%	20%	17%	22%	25%	21%	19%	24%	20%	20%	21%	23%	7%	5%	6%	27%
Not sure/Don't know /Can't remember/Not answered	151	29	22	30	15	17	37	51	46	54	42	34	39	36	16	17	33	118
	15%	18%	17%	15%	10%	10%	20%	17%	13%	15%	18%	14%	15%	13%	11%	12%	12%	17%

Analysis...: Q22 Have you noticed Welsh being used in the packaging of any products, or in promoting any products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Yes	211 21%	53 23%	31 18%	32 19%	36 20%	59 23%	48 31%	163 19%	93 20%	117 22%	47 27%	58 20%	49 22%	57 18%	105 23%	105 20%
No	711 71%	167 73%	114 67%	121 72%	131 73%	176 70%	82 53%	629 74%	345 72%	365 70%	119 67%	206 71%	157 71%	229 73%	325 70%	385 72%
Don't know /Not answered	80 8%	10 4%	26 15%	16 9%	13 7%	16 6%	25 16%	55 7%	38 8%	42 8%	10 6%	25 9%	16 7%	29 9%	35 7%	46 8%

Analysis...: Q22 Have you noticed Welsh being used in the packaging of any products, or in promoting any products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Yes	211 21%	26 16%	28 21%	43 22%	38 26%	43 25%	33 17%	53 18%	81 24%	76 21%	45 19%	49 20%	51 20%	66 25%	46 34%	36 25%	82 29%	128 18%
No	711 71%	121 76%	99 74%	136 69%	100 68%	115 68%	139 73%	220 75%	236 68%	255 71%	173 73%	173 72%	183 71%	182 68%	79 57%	101 69%	179 63%	530 74%
Don't know /Not answered	80 8%	14 9%	8 6%	19 10%	10 7%	11 7%	19 10%	21 7%	29 8%	30 8%	19 8%	20 8%	22 8%	20 7%	12 9%	10 7%	22 8%	58 8%

Analysis...: Q23 Which products do you remember?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who have noticed Welsh being used in the packaging or promotion of any products.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	211	55	31	32	37	56	49	162	88	123	47	58	49	57	105	106
Weighted	211	53	31	32	36	59	48	163	93	117	47	58	49	57	105	105
Yogurt	8 4%	6 11%	2 6%	- -	- -	- -	4 8%	4 2%	2 2%	6 5%	3 6%	- -	4 8%	1 2%	3 3%	5 4%
Butter	51 24%	9 17%	5 16%	10 30%	13 37%	14 23%	8 16%	43 26%	21 23%	29 25%	12 25%	13 22%	14 28%	13 23%	24 23%	26 25%
Cheese	50 24%	14 27%	14 45%	8 26%	3 7%	11 18%	16 34%	33 21%	22 24%	28 24%	13 28%	9 16%	13 28%	14 24%	23 21%	27 26%
Eggs	23 11%	5 9%	1 3%	1 3%	10 27%	6 11%	2 4%	21 13%	11 11%	12 11%	2 4%	5 8%	6 13%	10 18%	6 6%	17 16%
Milk	39 18%	13 24%	4 13%	1 3%	11 30%	10 17%	10 20%	29 18%	17 18%	21 18%	5 11%	10 18%	9 18%	14 25%	16 15%	23 22%
Other/unspecified dairy products	16 8%	9 16%	1 3%	1 3%	2 5%	3 5%	9 19%	7 4%	8 9%	8 6%	5 10%	4 7%	5 10%	2 3%	9 9%	7 7%
Bread	22 11%	4 8%	4 13%	2 7%	4 11%	7 13%	5 11%	17 10%	15 17%	7 6%	3 6%	6 10%	8 16%	6 10%	9 8%	13 13%
Bara Brith	5 2%	2 3%	2 7%	1 3%	- -	- -	2 4%	3 2%	3 3%	2 2%	1 2%	1 2%	2 4%	1 2%	2 2%	3 3%
Welsh cakes	12 6%	1 2%	3 10%	5 17%	- -	3 5%	2 4%	11 6%	7 7%	6 5%	4 8%	2 4%	3 7%	3 5%	6 6%	6 6%
Other/unspecified cake/biscuits	10 5%	3 5%	2 7%	- -	3 8%	2 4%	2 4%	8 5%	4 4%	6 5%	1 2%	2 3%	3 6%	4 7%	3 3%	7 7%
Faggots	3 1%	- -	- -	2 6%	- -	1 2%	- -	3 2%	- -	3 3%	- -	- -	2 4%	1 2%	- -	3 3%

Analysis...: Q23 Which products do you remember?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who have noticed Welsh being used in the packaging or promotion of any products.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	211	55	31	32	37	56	49	162	88	123	47	58	49	57	105	106
Weighted	211	53	31	32	36	59	48	163	93	117	47	58	49	57	105	105
Bacon	1 0%	-	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 2%	-	-	1 1%	-
Sausages	3 1%	-	-	-	-	3 5%	-	3 2%	-	3 3%	1 2%	1 2%	1 2%	-	2 2%	1 1%
Beef	4 2%	1 2%	-	1 3%	-	2 3%	1 2%	3 2%	3 3%	1 1%	3 6%	-	1 2%	-	3 3%	1 1%
Lamb	11 5%	4 7%	2 6%	2 5%	-	3 5%	4 8%	7 4%	5 6%	5 4%	5 10%	-	3 6%	3 5%	5 4%	6 6%
Other/unspecified meat products	30 14%	11 21%	4 14%	3 10%	7 19%	5 8%	11 23%	19 12%	15 17%	15 12%	7 14%	11 18%	8 16%	5 9%	17 16%	13 12%
Potatoes	13 6%	-	3 10%	-	6 17%	4 7%	3 7%	10 6%	8 9%	5 4%	1 3%	3 5%	6 12%	3 6%	4 4%	9 9%
Other/unspecified food products	39 19%	14 25%	4 13%	5 17%	2 5%	15 25%	9 18%	31 19%	17 18%	23 19%	7 15%	12 21%	8 16%	13 22%	19 18%	20 19%
Tea	31 15%	6 12%	5 16%	-	10 27%	10 17%	7 14%	24 15%	12 13%	18 16%	11 24%	8 14%	6 13%	5 9%	19 18%	11 11%
Water	26 12%	14 26%	3 10%	1 3%	5 14%	3 5%	14 30%	11 7%	11 11%	15 13%	8 18%	10 18%	4 8%	3 5%	19 18%	7 6%
Whiskey	10 5%	1 2%	3 10%	-	3 8%	2 4%	2 4%	8 5%	7 7%	3 2%	4 9%	2 4%	2 4%	1 2%	7 6%	3 3%
Vodka	4 2%	2 3%	1 3%	1 3%	-	-	2 4%	2 1%	2 2%	2 2%	1 2%	2 4%	-	1 1%	3 3%	1 1%

Analysis.: Q23 Which products do you remember?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who have noticed Welsh being used in the packaging or promotion of any products.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	211	55	31	32	37	56	49	162	88	123	47	58	49	57	105	106
Weighted	211	53	31	32	36	59	48	163	93	117	47	58	49	57	105	105
Wine	6 3%	1 2%	2 7%	2 6%	1 2%	- -	3 6%	3 2%	2 2%	4 3%	3 6%	1 2%	2 4%	- -	4 4%	2 2%
Other/unspecified drink products	6 3%	2 3%	- -	1 3%	1 4%	2 3%	2 4%	4 3%	2 2%	4 3%	4 8%	2 3%	- -	- -	6 6%	- -
Other/unspecified non-food products	38 18%	5 9%	3 9%	12 37%	3 8%	15 26%	5 10%	33 20%	17 18%	21 18%	10 22%	13 23%	5 10%	9 16%	24 22%	14 13%
None/None seen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure/Don't know /Can't remember/Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis...: Q23 Which products do you remember?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who have noticed Welsh being used in the packaging or promotion of any products.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	211	24	28	44	38	44	33	52	82	77	42	46	54	69	47	37	84	127
Weighted	211	26	28	43	38	43	33	53	81	76	45	49	51	66	46	36	82	128
Yogurt	8 4%	-	2	2	-	3	1	2	2	4	1	1	3	3	4	1	5	3
Butter	51 24%	2	8	11	12	12	6	10	23	18	10	11	11	18	7	8	14	37
Cheese	50 24%	3	6	11	11	9	9	9	22	18	9	13	11	16	13	3	16	34
Eggs	23 11%	1	2	7	6	4	3	3	13	7	3	7	7	6	1	3	4	19
Milk	39 18%	3	8	7	8	7	6	11	15	13	7	10	10	12	7	4	10	28
Other/unspecified dairy products	16 8%	1	1	1	5	5	3	2	6	8	1	7	2	6	3	5	8	8
Bread	22 11%	2	3	3	2	7	4	5	6	11	6	10	3	4	3	1	4	18
Bara Brith	5 2%	-	-	1	2	-	2	-	3	2	1	2	-	2	2	3	5	-
Welsh cakes	12 6%	2	2	1	4	-	3	4	5	3	2	4	3	3	-	2	2	10
Other/unspecified cake/biscuits	10 5%	-	1	4	2	3	-	1	6	3	3	1	2	4	4	1	5	5
Faggots	3 1%	-	-	2	1	-	-	-	3	-	-	-	2	1	-	-	-	3

Analysis...: Q23 Which products do you remember?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who have noticed Welsh being used in the packaging or promotion of any products.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	211	24	28	44	38	44	33	52	82	77	42	46	54	69	47	37	84	127
Weighted	211	26	28	43	38	43	33	53	81	76	45	49	51	66	46	36	82	128
Bacon	1 0%	- -	- -	1 2%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 2%	- -	- -	1 3%	1 1%	- -
Sausages	3 1%	- -	- -	2 5%	1 3%	- -	- -	- -	3 4%	- -	- -	- -	2 4%	1 2%	- -	2 6%	2 2%	1 1%
Beef	4 2%	- -	- -	- -	2 5%	1 2%	1 3%	- -	2 2%	2 2%	- -	3 6%	- -	1 1%	1 2%	1 3%	2 2%	2 2%
Lamb	11 5%	2 7%	4 14%	- -	1 2%	1 2%	3 9%	6 11%	1 1%	4 5%	2 5%	3 6%	3 7%	2 3%	3 6%	2 5%	5 6%	6 5%
Other/unspecified meat products	30 14%	1 4%	4 14%	12 28%	9 24%	2 5%	2 6%	5 9%	21 26%	4 5%	7 16%	8 17%	10 19%	5 7%	4 8%	2 5%	6 7%	24 19%
Potatoes	13 6%	- -	1 4%	1 3%	6 14%	3 7%	2 6%	1 2%	7 8%	5 7%	1 3%	7 14%	1 2%	4 6%	1 2%	- -	1 1%	12 9%
Other/unspecified food products	39 19%	4 17%	5 17%	13 30%	5 13%	8 18%	5 14%	9 17%	18 22%	12 16%	12 26%	5 10%	11 20%	12 18%	12 26%	6 18%	18 22%	21 16%
Tea	31 15%	3 13%	3 11%	4 10%	9 24%	8 18%	3 9%	6 12%	14 17%	11 14%	5 11%	8 16%	6 12%	12 19%	6 12%	3 8%	8 10%	22 17%
Water	26 12%	2 8%	3 11%	5 11%	6 15%	5 11%	5 17%	5 10%	10 13%	10 14%	4 8%	7 14%	6 11%	9 14%	8 18%	1 3%	9 11%	16 13%
Whiskey	10 5%	1 4%	3 11%	- -	3 8%	- -	2 7%	4 8%	3 4%	2 3%	2 5%	5 10%	2 4%	1 1%	1 2%	3 9%	4 5%	6 4%
Vodka	4 2%	- -	1 3%	1 2%	1 3%	- -	1 3%	1 2%	2 2%	1 1%	1 2%	1 2%	1 2%	1 1%	3 6%	- -	3 3%	1 1%

Analysis...: Q23 Which products do you remember?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who have noticed Welsh being used in the packaging or promotion of any products.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	211	24	28	44	38	44	33	52	82	77	42	46	54	69	47	37	84	127
Weighted	211	26	28	43	38	43	33	53	81	76	45	49	51	66	46	36	82	128
Wine	6	-	1	1	2	2	-	1	3	2	-	2	2	2	2	-	2	4
	3%	-	3%	2%	5%	5%	-	2%	4%	3%	-	4%	3%	3%	4%	-	2%	3%
Other/unspecified drink products	6	1	1	2	-	1	1	2	2	2	2	-	2	2	1	-	1	5
	3%	4%	3%	5%	-	2%	3%	4%	3%	2%	5%	-	4%	3%	2%	-	1%	4%
Other/unspecified non-food products	38	10	4	7	4	8	4	14	11	13	11	5	9	12	13	11	24	14
	18%	38%	15%	16%	11%	20%	13%	26%	13%	17%	25%	11%	18%	18%	27%	31%	29%	11%
None/None seen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure/Don't know /Can't remember/Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24i What do you think of the quality of yogurt compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember yogurt.

	Total	Region				Area 2			Gender		Social Class					
		<i>North Wales</i>	<i>Mid/West Wales</i>	<i>West South Wales</i>	<i>The Valleys</i>	<i>Cardiff & SE Wales</i>	<i>Welsh speaking heartlands</i>	<i>Outside Welsh heartlands</i>	<i>Male</i>	<i>Female</i>	<i>AB</i>	<i>C1</i>	<i>C2</i>	<i>DE</i>	<i>ABC1</i>	<i>C2DE</i>
Total																
Unweighted	8	6	2	-	-	-	4	4	2	6	3	-	4	1	3	5
Weighted	8	6	2	-	-	-	4	4	2	6	3	-	4	1	3	5
Better quality than most	4 49%	4 65%	- -	- -	- -	- -	2 50%	2 48%	1 47%	3 50%	1 34%	- -	2 48%	1 100%	1 34%	3 59%
Same quality as most	3 39%	2 35%	1 50%	- -	- -	- -	2 50%	1 26%	1 53%	2 34%	1 35%	- -	2 52%	- -	1 35%	2 41%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 12%	-	1 50%	- -	- -	- -	- -	1 26%	-	1 17%	1 32%	- -	- -	- -	1 32%	-

Analysis.: Q24i What do you think of the quality of yogurt compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember yogurt.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	8	-	2	2	-	3	1	2	2	4	1	1	3	3	4	1	5	3
Weighted	8	-	2	2	-	3	1	2	2	4	1	1	3	3	4	1	5	3
Better quality than most	4 49%	-	1 50%	2 100%	-	-	1 100%	1 50%	2 100%	1 22%	1 100%	-	2 67%	1 31%	2 50%	1 100%	3 59%	1 33%
Same quality as most	3 39%	-	1 50%	-	-	2 68%	-	1 50%	-	2 53%	-	1 100%	1 33%	1 35%	1 26%	-	1 21%	2 67%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 12%	-	-	-	-	1 32%	-	-	-	1 25%	-	-	-	1 35%	1 25%	-	1 20%	-

Analysis.: Q24ii What do you think of the quality of butter compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember butter.

	Total	Region				Area 2			Gender		Social Class					
		<i>North Wales</i>	<i>Mid/West Wales</i>	<i>West South Wales</i>	<i>The Valleys</i>	<i>Cardiff & SE Wales</i>	<i>Welsh speaking heartlands</i>	<i>Outside Welsh heartlands</i>	<i>Male</i>	<i>Female</i>	<i>AB</i>	<i>C1</i>	<i>C2</i>	<i>DE</i>	<i>ABC1</i>	<i>C2DE</i>
Total																
Unweighted	52	10	5	10	14	13	8	44	21	31	12	13	14	13	25	27
Weighted	51	9	5	10	13	14	8	43	21	29	12	13	14	13	24	26
Better quality than most	28 55%	2 21%	3 60%	6 60%	11 86%	6 44%	2 26%	26 60%	11 52%	17 58%	7 60%	6 51%	7 49%	8 62%	13 55%	15 55%
Same quality as most	22 43%	7 79%	2 40%	3 30%	2 14%	8 56%	6 74%	16 37%	10 48%	11 39%	5 40%	6 49%	6 44%	5 38%	11 45%	11 41%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 2%	-	-	1 10%	-	-	-	1 2%	-	1 3%	-	-	1 7%	-	-	1 4%

Analysis.: Q24ii What do you think of the quality of butter compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember butter.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	52	2	8	12	12	12	6	10	24	18	10	11	12	19	7	8	15	37
Weighted	51	2	8	11	12	12	6	10	23	18	10	11	11	18	7	8	14	37
Better quality than most	28 55%	1 37%	6 83%	8 67%	6 50%	3 27%	4 69%	7 73%	13 58%	7 42%	5 47%	6 56%	10 90%	7 38%	4 54%	2 26%	6 39%	22 61%
Same quality as most	22 43%	1 63%	1 17%	4 33%	5 42%	9 73%	2 31%	3 27%	9 38%	10 58%	5 53%	5 44%	1 10%	10 57%	3 46%	5 60%	8 54%	14 39%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 2%	-	-	-	1 9%	-	-	-	1 4%	-	-	-	-	1 5%	-	1 13%	1 7%	-

Analysis.: Q24iii What do you think of the quality of cheese compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember cheese.

	Total	Region				Area 2			Gender		Social Class					
		<i>North Wales</i>	<i>Mid/West Wales</i>	<i>West South Wales</i>	<i>The Valleys</i>	<i>Cardiff & SE Wales</i>	<i>Welsh speaking heartlands</i>	<i>Outside Welsh heartlands</i>	<i>Male</i>	<i>Female</i>	<i>AB</i>	<i>C1</i>	<i>C2</i>	<i>DE</i>	<i>ABC1</i>	<i>C2DE</i>
Total																
Unweighted	50	15	14	8	3	10	17	33	21	29	13	9	14	14	22	28
Weighted	50	14	14	8	3	11	16	33	22	28	13	9	13	14	23	27
Better quality than most	29 58%	7 49%	9 65%	4 52%	2 68%	7 62%	9 54%	20 60%	18 82%	11 38%	11 85%	6 69%	7 52%	4 29%	18 79%	11 40%
Same quality as most	20 40%	7 51%	4 28%	4 48%	1 32%	4 38%	7 40%	14 40%	4 18%	16 59%	2 15%	2 21%	6 48%	10 71%	4 17%	16 60%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 2%	-	1 7%	-	-	-	1 6%	-	-	1 3%	-	1 10%	-	-	1 4%	-

Analysis.: Q24iii What do you think of the quality of cheese compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember cheese.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	50	3	6	12	11	9	9	9	23	18	9	12	12	17	14	3	17	33
Weighted	50	3	6	11	11	9	9	9	22	18	9	13	11	16	13	3	16	34
Better quality than most	29 58%	2 71%	2 35%	8 74%	5 48%	4 47%	6 69%	4 48%	14 61%	11 58%	8 89%	10 78%	5 41%	6 36%	8 58%	2 66%	9 59%	19 57%
Same quality as most	20 40%	1 29%	3 49%	3 26%	6 52%	5 53%	3 31%	4 42%	9 39%	8 42%	1 11%	3 22%	6 51%	11 64%	5 35%	1 34%	6 35%	15 43%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 2%	-	1 16%	-	-	-	-	1 10%	-	-	-	-	1 8%	-	1 7%	-	1 6%	-

Analysis.: Q24iv What do you think of the quality of eggs compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember eggs.

	Total	Region				Area 2			Gender		Social Class					
		<i>North Wales</i>	<i>Mid/West Wales</i>	<i>West South Wales</i>	<i>The Valleys</i>	<i>Cardiff & SE Wales</i>	<i>Welsh speaking heartlands</i>	<i>Outside Welsh heartlands</i>	<i>Male</i>	<i>Female</i>	<i>AB</i>	<i>C1</i>	<i>C2</i>	<i>DE</i>	<i>ABC1</i>	<i>C2DE</i>
Total																
Unweighted	23	5	1	1	10	6	2	21	10	13	2	5	6	10	7	16
Weighted	23	5	1	1	10	6	2	21	11	12	2	5	6	10	6	17
Better quality than most	10 42%	2 42%	- -	- -	7 68%	1 14%	- -	10 46%	1 13%	8 67%	1 45%	3 56%	1 21%	5 48%	3 53%	6 38%
Same quality as most	13 55%	3 58%	1 100%	1 100%	2 24%	5 86%	2 100%	11 51%	8 80%	4 33%	1 55%	2 44%	5 79%	4 44%	3 47%	10 58%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 3%	- -	- -	- -	1 8%	- -	- -	1 4%	1 8%	- -	- -	- -	- -	1 8%	- -	1 5%

Analysis.: Q24iv What do you think of the quality of eggs compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember eggs.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	23	1	2	7	6	4	3	3	13	7	3	7	7	6	1	4	5	18
Weighted	23	1	2	7	6	4	3	3	13	7	3	7	7	6	1	3	4	19
Better quality than most	10 42%	-	2	6	2	-	-	2	8	-	1	-	7	2	-	1	1	9
		-	100%	84%	29%	-	-	71%	59%	-	41%	-	100%	29%	-	24%	19%	47%
Same quality as most	13 55%	-	-	1	4	4	3	-	5	7	1	7	-	4	1	2	3	10
		-	-	16%	71%	100%	100%	-	41%	100%	34%	100%	-	71%	100%	53%	62%	53%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 3%	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	1	-
		100%	-	-	-	-	-	29%	-	-	25%	-	-	-	-	23%	18%	-

Analysis.: Q24v What do you think of the quality of milk compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember milk.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	39	13	4	1	11	10	10	29	17	22	5	11	9	14	16	23
Weighted	39	13	4	1	11	10	10	29	17	21	5	10	9	14	16	23
Better quality than most	11 30%	3 26%	2 50%	-	2 19%	4 41%	3 29%	9 30%	4 25%	7 33%	3 64%	2 18%	2 25%	4 29%	5 34%	6 27%
Same quality as most	25 65%	10 74%	1 24%	1 100%	8 72%	6 59%	7 71%	18 63%	12 69%	13 62%	2 36%	9 82%	6 64%	9 64%	10 66%	15 64%
Worse quality than most	1 3%	-	1 27%	-	-	-	-	1 4%	-	1 5%	-	-	-	1 7%	-	1 5%
Don't know /Not answered	1 2%	-	-	-	1 9%	-	-	1 3%	1 6%	-	-	-	1 11%	-	-	1 4%

Analysis.: Q24v What do you think of the quality of milk compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember milk.

	Total	Age					Gender/Age				Welsh Speaker							
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	39	3	8	7	8	7	6	11	15	13	8	9	10	12	7	4	11	28
Weighted	39	3	8	7	8	7	6	11	15	13	7	10	10	12	7	4	10	28
Better quality than most	11 30%	1 33%	2 26%	3 42%	2 29%	2 30%	1 20%	3 28%	5 35%	3 26%	2 24%	3 26%	4 40%	3 28%	3 43%	- -	3 28%	9 31%
Same quality as most	25 65%	2 67%	6 74%	3 42%	6 71%	5 70%	4 64%	8 72%	9 58%	9 67%	6 76%	6 64%	5 49%	8 72%	4 57%	4 100%	7 72%	18 62%
Worse quality than most	1 3%	-	-	1 16%	-	-	-	-	1 7%	-	-	-	1 11%	-	-	-	-	1 4%
Don't know /Not answered	1 2%	-	-	-	-	-	1 16%	-	-	1 7%	-	1 10%	-	-	-	-	-	1 3%

Analysis.: Q24vi What do you think of the quality of other/unspecified dairy products compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified dairy products.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	16	9	1	1	2	3	9	7	8	8	5	4	5	2	9	7
Weighted	16	9	1	1	2	3	9	7	8	8	5	4	5	2	9	7
Better quality than most	10 62%	5 56%	- -	- -	2 100%	3 100%	4 45%	6 84%	4 50%	6 74%	3 60%	3 75%	3 57%	1 52%	6 67%	4 55%
Same quality as most	6 38%	4 44%	1 100%	1 100%	- -	- -	5 55%	1 16%	4 50%	2 26%	2 40%	1 25%	2 43%	1 48%	3 33%	3 45%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24vi What do you think of the quality of other/unspecified dairy products compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified dairy products.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	16	1	1	1	5	5	3	2	6	8	1	7	2	6	3	5	8	8
Weighted	16	1	1	1	5	5	3	2	6	8	1	7	2	6	3	5	8	8
Better quality than most	10 62%	1 100%	1 100%	1 100%	2 38%	4 79%	1 30%	2 100%	3 48%	5 61%	1 100%	3 42%	2 100%	4 65%	2 66%	3 60%	5 62%	5 61%
Same quality as most	6 38%	-	-	-	3 62%	1 21%	2 70%	-	3 52%	3 39%	-	4 58%	-	2 35%	1 34%	2 40%	3 38%	3 39%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24vii What do you think of the quality of bread compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember bread.

	Total	Region				Area 2			Gender		Social Class					
		<i>North Wales</i>	<i>Mid/West Wales</i>	<i>West South Wales</i>	<i>The Valleys</i>	<i>Cardiff & SE Wales</i>	<i>Welsh speaking heartlands</i>	<i>Outside Welsh heartlands</i>	<i>Male</i>	<i>Female</i>	<i>AB</i>	<i>C1</i>	<i>C2</i>	<i>DE</i>	<i>ABC1</i>	<i>C2DE</i>
Total																
Unweighted	21	4	4	2	4	7	5	16	14	7	3	6	7	5	9	12
Weighted	22	4	4	2	4	7	5	17	15	7	3	6	8	6	9	13
Better quality than most	10 43%	1 33%	4 100%	1 50%	1 24%	2 28%	3 59%	7 39%	7 43%	3 45%	1 33%	3 52%	6 73%	- -	4 45%	6 42%
Same quality as most	11 49%	2 46%	-	1 50%	3 76%	4 60%	2 41%	9 51%	9 57%	2 29%	1 36%	3 48%	1 16%	6 100%	4 44%	7 51%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	2 8%	1 20%	-	-	-	1 12%	-	2 10%	-	2 27%	1 31%	-	1 12%	-	1 10%	1 7%

Analysis.: Q24vii What do you think of the quality of bread compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember bread.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	21	2	3	3	2	7	4	5	5	11	5	9	3	4	3	1	4	17
Weighted	22	2	3	3	2	7	4	5	6	11	6	10	3	4	3	1	4	18
Better quality than most	10 43%	-	-	2	1	3	3	-	3	6	1	5	1	2	2	-	2	8
		-	-	73%	42%	43%	78%	-	60%	56%	25%	54%	32%	53%	66%	-	51%	42%
Same quality as most	11 49%	2	3	-	1	4	-	5	1	4	4	4	1	1	1	-	1	10
		100%	100%	-	58%	57%	-	100%	24%	36%	75%	46%	35%	24%	34%	-	26%	53%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	2 8%	-	-	1	-	-	1	-	1	1	-	-	1	1	-	1	1	1
		-	-	27%	-	-	22%	-	16%	8%	-	-	32%	23%	-	100%	23%	5%

Analysis.: Q24viii What do you think of the quality of bara brith compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember bara brith.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	5	2	2	1	-	-	2	3	3	2	1	1	2	1	2	3
Weighted	5	2	2	1	-	-	2	3	3	2	1	1	2	1	2	3
Better quality than most	3 62%	-	2	1	-	-	2	1	2	1	1	1	1	-	2	1
		-	100%	100%	-	-	100%	35%	69%	52%	100%	100%	53%	-	100%	36%
Same quality as most	2 38%	2	-	-	-	-	-	2	1	1	-	-	1	1	-	2
		100%	-	-	-	-	-	65%	31%	48%	-	-	47%	100%	-	64%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24viii What do you think of the quality of bara brith compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember bara brith.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	5	-	-	1	2	-	2	-	3	2	1	2	-	2	2	3	5	-
Weighted	5	-	-	1	2	-	2	-	3	2	1	2	-	2	2	3	5	-
Better quality than most	3 62%	-	-	-	2	-	1	-	2	1	-	2	-	1	2	1	3	-
Same quality as most	2 38%	-	-	1	-	-	1	-	1	1	1	-	-	1	-	2	2	-
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24ix What do you think of the quality of welsh cakes compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember welsh cakes.

	Total	Region				Area 2			Gender		Social Class					
		<i>North Wales</i>	<i>Mid/West Wales</i>	<i>West South Wales</i>	<i>The Valleys</i>	<i>Cardiff & SE Wales</i>	<i>Welsh speaking heartlands</i>	<i>Outside Welsh heartlands</i>	<i>Male</i>	<i>Female</i>	<i>AB</i>	<i>C1</i>	<i>C2</i>	<i>DE</i>	<i>ABC1</i>	<i>C2DE</i>
Total																
Unweighted	12	1	3	5	-	3	2	10	6	6	4	2	3	3	6	6
Weighted	12	1	3	5	-	3	2	11	7	6	4	2	3	3	6	6
Better quality than most	8 60%	1 100%	1 32%	4 79%	-	1 42%	1 48%	7 63%	4 54%	4 67%	2 49%	1 51%	2 72%	2 69%	3 50%	4 71%
Same quality as most	5 40%	-	2 68%	1 21%	-	2 58%	1 52%	4 37%	3 46%	2 33%	2 51%	1 49%	1 28%	1 31%	3 50%	2 29%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24ix What do you think of the quality of welsh cakes compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember welsh cakes.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	12	2	2	1	4	-	3	4	5	3	2	4	3	3	-	2	2	10
Weighted	12	2	2	1	4	-	3	4	5	3	2	4	3	3	-	2	2	10
Better quality than most	8 60%	1 54%	1 58%	1 100%	2 49%	- -	2 67%	2 56%	3 59%	2 67%	2 100%	1 27%	1 34%	3 100%	- -	2 100%	2 100%	5 52%
Same quality as most	5 40%	1 46%	1 42%	- -	2 51%	- -	1 33%	2 44%	2 41%	1 33%	- -	3 73%	2 66%	- -	- -	- -	- -	5 48%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24x What do you think of the quality of other/unspecified cakes/biscuits compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified cakes/biscuits.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	10	3	2	-	3	2	2	8	4	6	1	2	3	4	3	7
Weighted	10	3	2	-	3	2	2	8	4	6	1	2	3	4	3	7
Better quality than most	5 50%	2 69%	1 53%	-	1 28%	1 54%	1 49%	4 50%	2 46%	3 52%	-	-	2 71%	3 68%	-	5 69%
Same quality as most	5 50%	1 31%	1 47%	-	2 72%	1 46%	1 51%	4 50%	2 54%	3 48%	1 100%	2 100%	1 29%	1 32%	3 100%	2 31%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24x What do you think of the quality of other/unspecified cakes/biscuits compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified cakes/biscuits.

	Total	Age						Gender/Age						Welsh Speaker				
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	10	-	1	4	2	3	-	1	6	3	3	1	2	4	4	1	5	5
Weighted	10	-	1	4	2	3	-	1	6	3	3	1	2	4	4	1	5	5
Better quality than most	5 50%	-	-	3	1	1	-	-	4	1	2	-	1	2	2	-	2	3
		-	-	74%	38%	40%	-	-	61%	40%	69%	-	51%	53%	48%	-	40%	59%
Same quality as most	5 50%	-	1	1	1	2	-	1	2	2	1	1	1	2	2	1	3	2
		-	100%	26%	62%	60%	-	100%	39%	60%	31%	100%	49%	47%	52%	100%	60%	41%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xi What do you think of the quality of faggots compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember faggots.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	3	-	-	2	-	1	-	3	-	3	-	-	2	1	-	3
Weighted	3	-	-	2	-	1	-	3	-	3	-	-	2	1	-	3
Better quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Same quality as most	1	-	-	-	-	1	-	1	-	1	-	-	1	-	-	1
	34%	-	-	-	-	100%	-	34%	-	34%	-	-	51%	-	-	34%
Worse quality than most	2	-	-	2	-	-	-	2	-	2	-	-	1	1	-	2
	66%	-	-	100%	-	-	-	66%	-	66%	-	-	50%	100%	-	66%
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xi What do you think of the quality of faggots compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember faggots.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	3	-	-	2	1	-	-	-	3	-	-	-	2	1	-	-	-	3
Weighted	3	-	-	2	1	-	-	-	3	-	-	-	2	1	-	-	-	3
Better quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Same quality as most	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	1
	34%	-	-	51%	-	-	-	-	34%	-	-	-	51%	-	-	-	-	34%
Worse quality than most	2	-	-	1	1	-	-	-	2	-	-	-	1	1	-	-	-	2
	66%	-	-	50%	100%	-	-	-	66%	-	-	-	50%	100%	-	-	-	66%
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xii What do you think of the quality of bacon compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember bacon.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
Weighted	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
Better quality than most	1 100%	-	-	-	-	1 100%	-	1 100%	-	1 100%	-	1 100%	-	-	1 100%	-
Same quality as most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xii What do you think of the quality of bacon compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember bacon.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	1	-
Weighted	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	1	-
Better quality than most	1 100%	-	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	-	1 100%	1 100%	-
Same quality as most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xiii What do you think of the quality of sausages compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember sausages.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	3	-	-	-	-	3	-	3	-	3	1	1	1	-	2	1
Weighted	3	-	-	-	-	3	-	3	-	3	1	1	1	-	2	1
Better quality than most	3 100%	-	-	-	-	3 100%	-	3 100%	-	3 100%	1 100%	1 100%	1 100%	-	2 100%	1 100%
Same quality as most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xiii What do you think of the quality of sausages compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember sausages.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	3	-	-	2	1	-	-	-	3	-	-	-	2	1	-	2	2	1
Weighted	3	-	-	2	1	-	-	-	3	-	-	-	2	1	-	2	2	1
Better quality than most	3	-	-	2	1	-	-	-	3	-	-	-	2	1	-	2	2	1
	100%	-	-	100%	100%	-	-	-	100%	-	-	-	100%	100%	-	100%	100%	100%
Same quality as most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xiv What do you think of the quality of beef compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember beef.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	4	1	-	1	-	2	1	3	3	1	3	-	1	-	3	1
Weighted	4	1	-	1	-	2	1	3	3	1	3	-	1	-	3	1
Better quality than most	2 47%	1 100%	-	-	-	1 50%	1 100%	1 31%	1 31%	1 100%	2 66%	-	-	-	2 66%	-
Same quality as most	2 53%	-	-	1 100%	-	1 50%	-	2 69%	2 69%	-	1 34%	-	1 100%	-	1 34%	1 100%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xiv What do you think of the quality of beef compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember beef.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	4	-	-	-	2	1	1	-	2	2	-	3	-	1	1	1	2	2
Weighted	4	-	-	-	2	1	1	-	2	2	-	3	-	1	1	1	2	2
Better quality than most	2 47%	-	-	-	-	1	1	-	-	2	-	1	-	1	1	-	1	1
		-	-	-	-	100%	100%	-	-	100%	-	31%	-	100%	100%	-	49%	45%
Same quality as most	2 53%	-	-	-	2	-	-	-	2	-	-	2	-	-	-	1	1	1
		-	-	-	100%	-	-	-	100%	-	-	69%	-	-	-	100%	51%	55%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xv What do you think of the quality of lamb compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember lamb.

	Total	Region				Area 2			Gender		Social Class						
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE	
Total																	
Unweighted	11	4	2	2	-	3	4	7	5	6	5	-	3	3	5	6	
Weighted	11	4	2	2	-	3	4	7	5	5	5	-	3	3	5	6	
Better quality than most	11 100%	4 100%	2 100%	2 100%	-	3 100%	4 100%	7 100%	5 100%	5 100%	5 100%	-	3 100%	3 100%	5 100%	6 100%	
Same quality as most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Analysis.: Q24xv What do you think of the quality of lamb compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember lamb.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	11	2	4	-	1	1	3	6	1	4	2	3	4	2	3	2	5	6
Weighted	11	2	4	-	1	1	3	6	1	4	2	3	3	2	3	2	5	6
Better quality than most	11 100%	2 100%	4 100%	- -	1 100%	1 100%	3 100%	6 100%	1 100%	4 100%	2 100%	3 100%	3 100%	2 100%	3 100%	2 100%	5 100%	6 100%
Same quality as most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xvi What do you think of the quality of other/unspecified meat products compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified meat products.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	29	11	4	3	6	5	11	18	14	15	6	11	7	5	17	12
Weighted	30	11	4	3	7	5	11	19	15	15	7	11	8	5	17	13
Better quality than most	17 58%	7 64%	3 74%	1 32%	3 49%	3 56%	7 63%	10 54%	8 49%	10 67%	3 45%	4 42%	6 75%	4 79%	7 43%	10 76%
Same quality as most	10 32%	2 18%	1 26%	1 36%	4 51%	2 44%	2 18%	8 41%	7 44%	3 20%	4 55%	4 38%	1 13%	1 21%	8 45%	2 16%
Worse quality than most	2 7%	1 9%	- -	1 32%	- -	- -	1 9%	1 5%	- -	2 14%	- -	1 9%	1 13%	- -	1 6%	1 8%
Don't know /Not answered	1 3%	1 9%	- -	- -	- -	- -	1 10%	- -	1 7%	- -	- -	1 10%	- -	- -	1 6%	- -

Analysis.: Q24xvi What do you think of the quality of other/unspecified meat products compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified meat products.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	29	1	4	11	9	2	2	5	20	4	6	8	10	5	4	2	6	23
Weighted	30	1	4	12	9	2	2	5	21	4	7	8	10	5	4	2	6	24
Better quality than most	17 58%	-	3 74%	9 71%	4 42%	-	2 100%	3 60%	12 59%	2 48%	5 66%	3 35%	7 69%	3 61%	4 100%	-	4 66%	13 55%
Same quality as most	10 32%	-	1 26%	3 29%	4 47%	1 51%	-	1 21%	8 36%	1 26%	2 34%	4 53%	2 21%	1 18%	-	1 47%	1 16%	9 36%
Worse quality than most	2 7%	1 100%	-	-	1 11%	-	-	1 20%	1 5%	-	-	-	1 10%	1 21%	-	-	-	2 8%
Don't know /Not answered	1 3%	-	-	-	-	1 49%	-	-	-	1 26%	-	1 12%	-	-	-	1 53%	1 18%	-

Analysis.: Q24xvii What do you think of the quality of potatoes compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember potatoes.

	Total	Region				Area 2			Gender		Social Class					
		<i>North Wales</i>	<i>Mid/West Wales</i>	<i>West South Wales</i>	<i>The Valleys</i>	<i>Cardiff & SE Wales</i>	<i>Welsh speaking heartlands</i>	<i>Outside Welsh heartlands</i>	<i>Male</i>	<i>Female</i>	<i>AB</i>	<i>C1</i>	<i>C2</i>	<i>DE</i>	<i>ABC1</i>	<i>C2DE</i>
Total																
Unweighted	12	-	3	-	5	4	3	9	7	5	1	3	5	3	4	8
Weighted	13	-	3	-	6	4	3	10	8	5	1	3	6	3	4	9
Better quality than most	7 56%	-	2 67%	-	2 39%	3 74%	2 67%	5 53%	3 41%	4 81%	-	2 65%	5 81%	1 30%	2 43%	6 62%
Same quality as most	6 44%	-	1 33%	-	4 61%	1 26%	1 33%	5 47%	5 59%	1 19%	1 100%	1 35%	1 19%	2 70%	2 57%	3 38%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xvii What do you think of the quality of potatoes compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember potatoes.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	12	-	1	1	5	3	2	1	6	5	1	6	1	4	1	-	1	11
Weighted	13	-	1	1	6	3	2	1	7	5	1	7	1	4	1	-	1	12
Better quality than most	7	-	1	1	3	1	1	1	4	2	1	2	1	3	1	-	1	6
	56%	-	100%	100%	51%	37%	50%	100%	61%	42%	100%	29%	100%	76%	100%	-	100%	52%
Same quality as most	6	-	-	-	3	2	1	-	3	3	-	5	-	1	-	-	-	6
	44%	-	-	-	49%	63%	50%	-	39%	58%	-	71%	-	24%	-	-	-	48%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Analysis.: Q24xviii What do you think of the quality of other/unspecified food products compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified food products.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	40	14	4	6	2	14	9	31	16	24	7	12	8	13	19	21
Weighted	39	14	4	5	2	15	9	31	17	23	7	12	8	13	19	20
Better quality than most	17 42%	8 58%	1 25%	2 33%	- -	6 41%	4 43%	13 42%	4 26%	12 55%	5 68%	4 33%	2 30%	6 46%	9 46%	8 40%
Same quality as most	16 40%	6 41%	2 48%	1 18%	1 55%	6 43%	4 45%	12 38%	8 49%	7 33%	1 13%	5 45%	4 45%	6 46%	6 34%	9 46%
Worse quality than most	1 2%	- -	- -	1 15%	- -	- -	- -	1 3%	- -	1 4%	- -	- -	1 10%	- -	- -	1 4%
Don't know /Not answered	8 21%	1 8%	1 26%	2 33%	1 45%	4 24%	1 12%	7 23%	5 32%	3 12%	1 19%	4 32%	2 26%	1 8%	5 27%	3 15%

Analysis.: Q24xviii What do you think of the quality of other/unspecified food products compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified food products.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	40	4	5	13	5	8	5	9	18	13	11	5	11	13	12	7	19	21
Weighted	39	4	5	13	5	8	5	9	18	12	12	5	11	12	12	6	18	21
Better quality than most	17 42%	1 25%	1 17%	8 64%	2 41%	2 26%	3 55%	2 21%	10 57%	5 37%	3 28%	1 20%	7 66%	6 46%	5 40%	3 43%	8 41%	9 43%
Same quality as most	16 40%	1 27%	2 50%	4 29%	2 39%	6 74%	1 18%	4 39%	6 32%	6 53%	6 54%	2 39%	1 10%	6 53%	6 49%	3 41%	8 46%	7 34%
Worse quality than most	1 2%	- -	1 17%	- -	- -	- -	- -	1 9%	- -	- -	- -	- -	1 8%	- -	- -	1 13%	1 4%	- -
Don't know /Not answered	8 21%	3 75%	1 17%	1 8%	1 20%	- -	2 45%	4 45%	2 11%	2 17%	3 28%	2 41%	2 17%	1 8%	1 11%	1 16%	2 13%	6 28%

Analysis.: Q24xix What do you think of the quality of tea compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember tea.

	Total	Region				Area 2		Gender		Social Class						
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	30	6	5	-	9	10	7	23	11	19	11	8	6	5	19	11
Weighted	31	6	5	-	10	10	7	24	12	18	11	8	6	5	19	11
Better quality than most	13 43%	1 15%	1 20%	-	6 57%	6 59%	-	13 55%	6 52%	7 38%	4 34%	4 52%	4 70%	1 19%	8 41%	5 47%
Same quality as most	13 42%	2 31%	4 80%	-	4 43%	3 31%	5 72%	8 34%	5 36%	8 46%	5 45%	2 23%	2 30%	4 81%	7 36%	6 53%
Worse quality than most	1 3%	1 15%	-	-	-	-	1 13%	-	-	1 5%	1 8%	-	-	-	1 5%	-
Don't know /Not answered	4 11%	2 40%	-	-	-	1 10%	1 15%	3 11%	1 12%	2 11%	1 13%	2 26%	-	-	4 18%	-

Analysis.: Q24xix What do you think of the quality of tea compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember tea.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	30	3	3	4	9	8	3	6	13	11	4	7	6	13	6	3	9	21
Weighted	31	3	3	4	9	8	3	6	14	11	5	8	6	12	6	3	8	22
Better quality than most	13 43%	-	2	3	5	1	2	2	8	3	2	4	3	4	-	2	2	12
		-	69%	70%	55%	15%	64%	34%	60%	28%	47%	55%	50%	32%	-	64%	21%	52%
Same quality as most	13 42%	3	1	1	2	5	1	4	3	6	3	2	3	6	4	1	5	8
		100%	31%	30%	19%	60%	36%	66%	23%	53%	53%	26%	50%	45%	66%	36%	56%	37%
Worse quality than most	1 3%	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	1	-
		-	-	-	-	12%	-	-	-	8%	-	-	-	7%	16%	-	11%	-
Don't know /Not answered	4 11%	-	-	-	2	1	-	-	2	1	-	1	-	2	1	-	1	3
		-	-	-	27%	13%	-	-	18%	10%	-	19%	-	17%	18%	-	12%	11%

Analysis.: Q24xx What do you think of the quality of water compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember water.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	26	14	3	1	5	3	15	11	10	16	8	11	4	3	19	7
Weighted	26	14	3	1	5	3	14	11	11	15	8	10	4	3	19	7
Better quality than most	11 42%	6 42%	3 100%	- -	- -	2 68%	8 54%	3 26%	6 55%	5 33%	4 45%	4 38%	3 74%	- -	8 41%	3 44%
Same quality as most	12 48%	7 52%	- -	1 100%	3 65%	1 32%	6 39%	7 58%	5 45%	7 49%	5 55%	5 45%	1 26%	2 65%	9 50%	3 42%
Worse quality than most	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know /Not answered	3 11%	1 7%	- -	- -	2 35%	- -	1 6%	2 16%	- -	3 18%	- -	2 17%	- -	1 35%	2 9%	1 14%

Analysis.: Q24xx What do you think of the quality of water compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember water.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	26	2	3	5	5	5	6	5	10	11	4	6	6	10	9	1	10	16
Weighted	26	2	3	5	6	5	5	5	10	10	4	7	6	9	8	1	9	16
Better quality than most	11 42%	1 53%	1 32%	3 62%	3 50%	2 41%	1 19%	2 41%	6 55%	3 29%	2 48%	4 58%	3 52%	2 20%	6 69%	1 100%	7 72%	4 24%
Same quality as most	12 48%	1 47%	2 68%	1 20%	3 50%	2 39%	4 65%	3 59%	4 37%	5 53%	2 52%	3 42%	2 34%	5 59%	3 31%	- -	3 28%	10 59%
Worse quality than most	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know /Not answered	3 11%	- -	- -	1 18%	- -	1 20%	1 16%	- -	1 8%	2 18%	- -	- -	1 14%	2 21%	- -	- -	- -	3 17%

Analysis.: Q24xxi What do you think of the quality of whiskey compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember whiskey.

	Total	Region				Area 2			Gender		Social Class					
		<i>North Wales</i>	<i>Mid/West Wales</i>	<i>West South Wales</i>	<i>The Valleys</i>	<i>Cardiff & SE Wales</i>	<i>Welsh speaking heartlands</i>	<i>Outside Welsh heartlands</i>	<i>Male</i>	<i>Female</i>	<i>AB</i>	<i>C1</i>	<i>C2</i>	<i>DE</i>	<i>ABC1</i>	<i>C2DE</i>
Total																
Unweighted	9	1	3	-	3	2	2	7	6	3	4	2	2	1	6	3
Weighted	10	1	3	-	3	2	2	8	7	3	4	2	2	1	7	3
Better quality than most	2 25%	-	-	-	-	2	-	2	1	1	-	1	1	-	1	1
		-	-	-	-	100%	-	32%	20%	38%	-	54%	63%	-	17%	43%
Same quality as most	4 37%	1	1	-	1	-	-	4	4	-	3	-	-	1	3	1
		100%	33%	-	45%	-	-	47%	53%	-	58%	-	-	100%	40%	32%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	4 37%	-	2	-	2	-	2	2	2	2	2	1	1	-	3	1
		-	67%	-	55%	-	100%	21%	27%	62%	42%	46%	37%	-	43%	26%

Analysis.: Q24xxi What do you think of the quality of whiskey compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember whiskey.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	9	1	3	-	3	-	2	4	3	2	2	4	2	1	1	3	4	5
Weighted	10	1	3	-	3	-	2	4	3	2	2	5	2	1	1	3	4	6
Better quality than most	2 25%	1 100%	1 44%	- -	- -	- -	- -	2 58%	- -	- -	1 63%	- -	1 54%	- -	- -	- -	- -	2 43%
Same quality as most	4 37%	- -	- -	- 74%	2 74%	- -	1 55%	- 74%	2 55%	1 55%	- -	4 78%	- -	- -	- -	2 73%	2 56%	1 24%
Worse quality than most	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know /Not answered	4 37%	- -	2 56%	- -	1 26%	- -	1 45%	2 42%	1 26%	1 45%	1 37%	1 22%	1 46%	1 100%	1 100%	1 27%	2 44%	2 33%

Analysis.: Q24xxii What do you think of the quality of vodka compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember vodka.

	Total	Region					Area 2		Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	4	2	1	1	-	-	2	2	2	2	1	2	-	1	3	1
Weighted	4	2	1	1	-	-	2	2	2	2	1	2	-	1	3	1
Better quality than most	1 22%	1 48%	-	-	-	-	-	1 43%	-	1 47%	-	-	-	1 100%	-	1 100%
Same quality as most	2 53%	1 52%	-	1 100%	-	-	1 49%	1 57%	2 100%	-	1 100%	1 54%	-	-	2 68%	-
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 25%	-	1 100%	-	-	-	1 51%	-	-	1 53%	-	1 46%	-	-	1 32%	-

Analysis.: Q24xxii What do you think of the quality of vodka compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember vodka.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	4	-	1	1	1	-	1	1	2	1	1	1	1	1	3	-	3	1
Weighted	4	-	1	1	1	-	1	1	2	1	1	1	1	1	3	-	3	1
Better quality than most	1 22%	-	-	-	-	-	1	-	-	1	-	-	-	1	1	-	1	-
		-	-	-	-	-	100%	-	-	100%	-	-	-	100%	31%	-	31%	-
Same quality as most	2 53%	-	-	1	1	-	-	-	2	-	1	1	-	-	1	-	1	1
		-	-	100%	100%	-	-	-	100%	-	100%	100%	-	-	34%	-	34%	100%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 25%	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	1	-
		-	100%	-	-	-	-	100%	-	-	-	-	100%	-	35%	-	35%	-

Analysis.: Q24xxiii What do you think of the quality of wine compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember wine.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	6	1	2	2	1	-	3	3	2	4	3	1	2	-	4	2
Weighted	6	1	2	2	1	-	3	3	2	4	3	1	2	-	4	2
Better quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Same quality as most	4	1	2	-	1	-	3	1	1	3	1	1	2	-	2	2
	66%	100%	100%	-	100%	-	100%	30%	46%	78%	32%	100%	100%	-	49%	100%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	2	-	-	2	-	-	-	2	1	1	2	-	-	-	2	-
	34%	-	-	100%	-	-	-	70%	54%	22%	68%	-	-	-	51%	-

Analysis.: Q24xxiii What do you think of the quality of wine compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember wine.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	6	-	1	1	2	2	-	1	3	2	-	2	2	2	2	-	2	4
Weighted	6	-	1	1	2	2	-	1	3	2	-	2	2	2	2	-	2	4
Better quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Same quality as most	4	-	-	1	2	1	-	-	3	1	-	1	1	2	2	-	2	2
	66%	-	-	100%	100%	44%	-	-	100%	44%	-	46%	51%	100%	100%	-	100%	49%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	2	-	1	-	-	1	-	1	-	1	-	1	1	-	-	-	-	2
	34%	-	100%	-	-	56%	-	100%	-	56%	-	54%	49%	-	-	-	-	51%

Analysis.: Q24xxiv What do you think of the quality of other/unspecified drink products compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified drink products.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	6	2	-	1	1	2	2	4	2	4	4	2	-	-	6	-
Weighted	6	2	-	1	1	2	2	4	2	4	4	2	-	-	6	-
Better quality than most	2 34%	-	-	-	-	2	-	2	1	1	1	1	-	-	2	-
		-	-	-	-	100%	-	48%	40%	30%	23%	55%	-	-	34%	-
Same quality as most	3 53%	2	-	-	1	-	2	1	1	2	2	1	-	-	3	-
		100%	-	-	100%	-	100%	33%	60%	49%	57%	45%	-	-	53%	-
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 13%	-	-	1	-	-	-	1	-	1	1	-	-	-	1	-
		-	-	100%	-	-	-	19%	-	22%	20%	-	-	-	13%	-

Analysis.: Q24xxiv What do you think of the quality of other/unspecified drink products compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified drink products.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	6	1	1	2	-	1	1	2	2	2	2	-	2	2	1	-	1	5
Weighted	6	1	1	2	-	1	1	2	2	2	2	-	2	2	1	-	1	5
Better quality than most	2 34%	1 100%	-	1 40%	-	-	-	-	1 58%	1 40%	-	1 40%	-	1 58%	-	-	-	2 40%
Same quality as most	3 53%	-	-	1 60%	-	1 100%	1 100%	-	1 60%	2 100%	1 60%	-	-	2 100%	1 100%	-	1 100%	2 45%
Worse quality than most	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know /Not answered	1 13%	-	1 100%	-	-	-	-	1 42%	-	-	-	-	1 42%	-	-	-	-	1 16%

Analysis.: Q24xxv What do you think of the quality of other/unspecified non-food products compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified non-food products.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	37	5	3	12	3	14	5	32	15	22	10	13	5	9	23	14
Weighted	38	5	3	12	3	15	5	33	17	21	10	13	5	9	24	14
Better quality than most	11 29%	1 20%	- -	2 18%	- -	8 50%	1 20%	10 30%	7 42%	4 18%	4 36%	4 30%	1 21%	2 22%	8 33%	3 22%
Same quality as most	29 78%	3 62%	2 67%	10 82%	3 100%	12 79%	3 62%	26 81%	14 85%	15 73%	8 82%	11 86%	4 79%	6 63%	20 84%	10 69%
Worse quality than most	2 5%	2 37%	- -	- -	- -	- -	1 18%	1 3%	- -	2 9%	2 18%	- -	- -	- -	2 8%	- -
Don't know /Not answered	3 9%	- -	1 33%	- -	- -	2 16%	- -	3 10%	1 8%	2 9%	- -	1 8%	- -	2 25%	1 4%	2 16%

Analysis.: Q24xxv What do you think of the quality of other/unspecified non-food products compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who remember other/unspecified non-food products.

	Total	Age							Gender/Age				Welsh Speaker					
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	37	9	4	7	4	9	4	13	11	13	10	5	10	12	12	11	23	14
Weighted	38	10	4	7	4	8	4	14	11	13	11	5	9	12	13	11	24	14
Better quality than most	11 29%	4 40%	1 24%	2 27%	2 49%	2 24%	- -	5 35%	4 35%	2 16%	5 44%	2 38%	2 20%	2 17%	6 44%	2 20%	8 33%	3 21%
Same quality as most	29 78%	8 86%	3 76%	6 87%	2 51%	5 65%	4 100%	12 83%	8 73%	10 77%	10 88%	4 79%	8 80%	8 67%	8 67%	10 91%	18 78%	11 79%
Worse quality than most	2 5%	- -	1 23%	- -	- -	1 11%	- -	1 7%	- -	1 7%	- -	- -	1 10%	1 8%	1 7%	1 8%	2 8%	- -
Don't know /Not answered	3 9%	1 14%	- -	1 15%	- -	1 11%	- -	1 10%	1 9%	1 7%	1 12%	- -	1 11%	1 8%	1 11%	- -	1 6%	2 14%

Analysis...: Q25i What do you think of the quality of Murrough's Tea/Paned Cymreig compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Better quality than most	23 2%	2 1%	6 3%	2 1%	9 5%	4 2%	7 4%	16 2%	10 2%	13 3%	3 2%	8 3%	3 2%	9 3%	11 2%	12 2%
Same quality as most	26 3%	8 4%	2 1%	3 2%	6 3%	6 2%	6 4%	20 2%	15 3%	11 2%	5 3%	10 3%	6 3%	4 1%	15 3%	11 2%
Worse quality than most	1 0%	1 0%	- -	- -	- -	- -	1 1%	- -	- -	1 0%	1 1%	- -	- -	- -	1 0%	- -
Don't know/Not answered	89 9%	16 7%	23 13%	3 2%	13 7%	34 14%	25 16%	64 8%	36 8%	52 10%	19 11%	26 9%	15 7%	28 9%	45 10%	44 8%
Not aware of product	863 86%	203 88%	140 82%	161 95%	152 84%	207 82%	116 75%	747 88%	416 87%	447 85%	148 84%	245 85%	196 89%	273 87%	394 85%	469 88%

Analysis...: Q25i What do you think of the quality of Murrough's Tea/Paned Cymreig compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Better quality than most	23 2%	2 1%	3 2%	3 2%	5 4%	4 2%	6 3%	5 2%	8 2%	10 3%	4 2%	5 2%	4 2%	10 4%	7 5%	- -	7 2%	16 2%
Same quality as most	26 3%	4 2%	1 1%	5 3%	6 4%	6 3%	4 2%	5 2%	11 3%	10 3%	4 2%	11 5%	6 2%	5 2%	8 6%	4 3%	12 4%	14 2%
Worse quality than most	1 0%	- -	- -	1 1%	- -	- -	- -	- -	1 0%	- -	- -	- -	1 0%	- -	- -	- -	- -	1 0%
Don't know/Not answered	89 9%	9 5%	11 8%	22 11%	13 9%	15 9%	19 10%	20 7%	35 10%	34 9%	14 6%	22 9%	28 11%	24 9%	13 9%	14 10%	27 10%	61 9%
Not aware of product	863 86%	145 91%	120 89%	166 84%	124 84%	146 86%	163 85%	265 90%	290 84%	308 85%	213 90%	202 84%	218 85%	230 86%	109 80%	128 88%	238 84%	624 87%

Analysis...: Q25ii What do you think of the quality of Glengettie tea compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Better quality than most	225 22%	12 5%	35 21%	47 28%	54 30%	77 31%	20 13%	205 24%	93 20%	132 25%	36 20%	62 22%	54 24%	73 23%	99 21%	127 24%
Same quality as most	241 24%	31 14%	45 26%	56 33%	52 29%	56 22%	45 29%	196 23%	111 23%	131 25%	46 26%	75 26%	50 23%	70 22%	121 26%	120 22%
Worse quality than most	17 2%	1 0%	5 3%	6 3%	2 1%	3 1%	4 3%	13 2%	6 1%	12 2%	3 2%	4 2%	4 2%	6 2%	7 2%	10 2%
Don't know/Not answered	199 20%	41 18%	41 24%	38 22%	27 15%	52 21%	32 21%	167 20%	100 21%	99 19%	35 20%	49 17%	44 20%	71 23%	84 18%	115 22%
Not aware of product	318 32%	145 63%	44 26%	22 13%	44 25%	63 25%	53 34%	265 31%	167 35%	151 29%	56 32%	98 34%	70 32%	94 30%	154 33%	164 31%

Analysis.: Q25ii What do you think of the quality of Glengettie tea compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Better quality than most	225 22%	15 9%	20 15%	40 20%	39 26%	58 34%	53 27%	35 12%	79 23%	111 31%	31 13%	62 26%	44 17%	88 33%	28 21%	29 20%	57 20%	168 23%
Same quality as most	241 24%	19 12%	25 18%	52 26%	35 23%	55 32%	56 29%	44 15%	87 25%	111 31%	47 20%	63 26%	48 19%	82 31%	39 28%	36 25%	75 26%	167 23%
Worse quality than most	17 2%	- -	5 4%	5 3%	3 2%	2 1%	2 1%	5 2%	8 2%	4 1%	4 2%	2 1%	7 3%	5 2%	1 1%	5 3%	6 2%	11 2%
Don't know/Not answered	199 20%	24 15%	36 27%	41 21%	39 26%	25 15%	35 19%	59 20%	80 23%	60 17%	43 18%	58 24%	58 23%	41 15%	29 21%	22 15%	51 18%	148 21%
Not aware of product	318 32%	103 64%	49 36%	59 30%	33 22%	29 17%	46 24%	152 51%	92 27%	75 21%	112 47%	55 23%	99 39%	53 20%	40 29%	54 37%	94 33%	223 31%

Analysis...: Q25iii What do you think of the quality of Ty Nant water compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Better quality than most	130 13%	23 10%	25 14%	34 20%	21 11%	28 11%	30 20%	100 12%	52 11%	78 15%	26 15%	38 13%	36 16%	30 10%	64 14%	66 12%
Same quality as most	208 21%	52 23%	37 22%	24 14%	36 20%	59 24%	39 25%	169 20%	105 22%	103 20%	58 33%	62 22%	44 20%	44 14%	120 26%	88 16%
Worse quality than most	6 1%	1 0%	1 1%	2 1%	1 1%	1 0%	1 1%	5 1%	2 0%	4 1%	- -	2 1%	2 1%	2 1%	2 0%	4 1%
Don't know/Not answered	166 17%	27 12%	47 27%	19 11%	31 17%	43 17%	37 24%	129 15%	74 15%	92 18%	27 15%	50 17%	28 12%	61 19%	77 17%	89 17%
Not aware of product	492 49%	128 56%	61 36%	91 54%	91 51%	120 48%	47 31%	445 53%	245 51%	247 47%	66 37%	137 47%	112 50%	178 57%	202 43%	290 54%

Analysis...: Q25iii What do you think of the quality of Ty Nant water compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Better quality than most	130 13%	18 11%	21 16%	22 11%	21 14%	23 14%	24 13%	39 13%	43 12%	47 13%	22 9%	30 12%	40 15%	38 14%	27 19%	26 18%	52 18%	77 11%
Same quality as most	208 21%	34 21%	27 20%	54 27%	30 20%	38 22%	26 13%	61 21%	84 24%	63 18%	60 25%	45 19%	55 22%	48 18%	47 34%	44 30%	91 32%	118 16%
Worse quality than most	6 1%	1 1%	- -	- -	3 2%	1 1%	1 0%	1 0%	3 1%	2 0%	1 0%	1 0%	- -	4 1%	- -	2 1%	2 1%	4 1%
Don't know/Not answered	166 17%	17 11%	23 17%	29 15%	24 16%	34 20%	38 20%	41 14%	53 15%	72 20%	29 12%	45 19%	41 16%	51 19%	21 15%	20 13%	40 14%	126 18%
Not aware of product	492 49%	90 56%	63 47%	93 47%	70 47%	74 44%	102 53%	153 52%	163 47%	176 49%	125 53%	119 50%	121 47%	127 47%	43 32%	55 38%	98 35%	392 55%

Analysis.: Q25iv What do you think of the quality of Penderyn whisky compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Better quality than most	68 7%	6 3%	13 7%	20 12%	18 10%	11 4%	10 6%	58 7%	42 9%	26 5%	12 7%	15 5%	25 11%	15 5%	27 6%	41 8%
Same quality as most	88 9%	10 5%	21 12%	15 9%	21 12%	21 8%	13 8%	75 9%	52 11%	36 7%	26 15%	22 8%	18 8%	22 7%	48 10%	40 7%
Worse quality than most	6 1%	1 0%	1 1%	1 1%	1 1%	2 1%	2 1%	4 0%	4 1%	2 0%	3 2%	1 0%	1 0%	1 0%	4 1%	2 0%
Don't know/Not answered	218 22%	43 19%	50 30%	26 15%	45 25%	54 22%	52 33%	167 20%	99 21%	119 23%	35 20%	71 25%	42 19%	71 22%	106 23%	112 21%
Not aware of product	622 62%	170 74%	86 50%	108 64%	95 53%	163 65%	78 51%	544 64%	280 59%	342 65%	100 57%	179 62%	136 61%	206 65%	280 60%	342 64%

Analysis...: Q25iv What do you think of the quality of Penderyn whisky compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Better quality than most	68 7%	9 6%	8 6%	12 6%	13 9%	17 10%	9 5%	17 6%	25 7%	26 7%	19 8%	24 10%	10 4%	15 6%	10 7%	13 9%	22 8%	46 6%
Same quality as most	88 9%	7 4%	10 8%	15 8%	20 13%	20 12%	16 8%	18 6%	35 10%	35 10%	19 8%	32 13%	14 5%	22 8%	11 8%	17 11%	28 10%	60 8%
Worse quality than most	6 1%	- -	- -	1 0%	4 3%	1 1%	- -	- -	5 1%	1 0%	1 0%	3 1%	- -	2 1%	1 1%	2 1%	3 1%	3 0%
Don't know/Not answered	218 22%	26 16%	28 21%	40 20%	37 25%	41 24%	45 24%	54 18%	78 22%	87 24%	38 16%	62 26%	57 22%	62 23%	43 31%	27 19%	70 25%	148 21%
Not aware of product	622 62%	118 74%	88 65%	129 65%	75 50%	90 53%	122 64%	206 70%	204 59%	212 59%	159 67%	120 50%	176 69%	167 62%	72 53%	88 60%	160 56%	460 64%

Analysis.: Q25v What do you think of the quality of Cwrw Carreg beer compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Better quality than most	27 3%	3 1%	5 3%	4 2%	7 4%	8 3%	3 2%	24 3%	17 4%	10 2%	1 1%	8 3%	10 4%	8 2%	9 2%	18 3%
Same quality as most	49 5%	5 2%	7 4%	6 3%	19 11%	12 5%	5 3%	44 5%	28 6%	21 4%	13 7%	13 4%	11 5%	12 4%	26 6%	23 4%
Worse quality than most	5 0%	2 1%	1 1%	1 1%	- -	1 0%	2 1%	3 0%	5 1%	- -	2 1%	1 0%	1 0%	1 0%	3 1%	2 0%
Don't know/Not answered	174 17%	37 16%	48 28%	17 10%	28 15%	44 18%	54 35%	120 14%	70 15%	104 20%	29 17%	45 16%	39 18%	60 19%	75 16%	99 18%
Not aware of product	747 75%	184 80%	109 64%	142 84%	126 70%	186 74%	91 59%	657 78%	357 75%	390 74%	131 74%	221 77%	161 73%	234 74%	352 76%	395 74%

Analysis.: Q25v What do you think of the quality of Cwrw Carreg beer compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker							
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker	
Total																			
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715	
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717	
Better quality than most	27 3%	6 4%	3 2%	6 3%	3 2%	6 4%	2 1%	10 3%	9 3%	8 2%	11 5%	6 3%	5 2%	5 2%	3 3%	7 5%	11 4%	16 2%	
Same quality as most	49 5%	5 3%	8 6%	8 4%	10 7%	11 7%	7 3%	13 4%	18 5%	18 5%	11 5%	17 7%	10 4%	10 4%	5 4%	4 3%	10 3%	39 5%	
Worse quality than most	5 0%	- -	1 1%	3 1%	1 1%	- -	- -	1 0%	4 1%	- -	4 2%	1 0%	- -	- -	2 1%	1 1%	3 1%	2 0%	
Don't know/Not answered	174 17%	22 14%	23 17%	34 17%	34 23%	29 17%	32 17%	44 15%	69 20%	61 17%	33 14%	37 15%	46 18%	58 22%	42 30%	28 19%	69 24%	105 15%	
Not aware of product	747 75%	127 79%	99 74%	146 74%	101 68%	124 73%	150 79%	226 77%	247 71%	274 76%	177 75%	180 75%	195 76%	195 73%	85 62%	106 73%	191 67%	555 77%	

Analysis.: Q25vi What do you think of the quality of Cadog cheese, butter or milk compared to similar products?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Better quality than most	120 12%	18 8%	21 12%	14 8%	35 20%	32 13%	26 17%	94 11%	45 10%	75 14%	28 16%	36 12%	28 13%	29 9%	63 14%	57 11%
Same quality as most	72 7%	17 7%	10 6%	21 13%	10 5%	15 6%	12 8%	61 7%	28 6%	45 8%	16 9%	20 7%	13 6%	23 7%	36 8%	36 7%
Worse quality than most	3 0%	- -	1 1%	1 1%	1 1%	- -	1 1%	2 0%	3 1%	- -	- -	1 0%	1 0%	1 0%	1 0%	2 0%
Don't know/Not answered	128 13%	31 14%	38 22%	12 7%	14 8%	33 13%	33 21%	95 11%	64 13%	64 12%	17 9%	32 11%	32 14%	48 15%	48 10%	80 15%
Not aware of product	678 68%	164 71%	101 59%	121 72%	119 66%	172 69%	83 54%	595 70%	336 70%	342 65%	117 66%	199 69%	147 66%	214 68%	316 68%	361 67%

Analysis.: Q25vi What do you think of the quality of Cadog cheese, butter or milk compared to similar products?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Better quality than most	120 12%	16 10%	17 12%	26 13%	22 15%	22 13%	18 10%	33 11%	47 14%	40 11%	20 9%	25 10%	38 15%	37 14%	22 16%	19 13%	42 15%	78 11%
Same quality as most	72 7%	8 5%	10 8%	15 8%	15 10%	11 6%	14 7%	18 6%	30 9%	24 7%	12 5%	16 6%	21 8%	24 9%	8 5%	20 13%	27 10%	45 6%
Worse quality than most	3 0%	1 1%	- -	1 1%	1 1%	- -	- -	1 0%	2 1%	- -	2 1%	1 0%	- -	- -	- -	2 2%	2 1%	1 0%
Don't know/Not answered	128 13%	13 8%	14 11%	28 14%	27 18%	26 15%	20 10%	28 9%	55 16%	46 13%	26 11%	39 16%	30 12%	34 12%	23 17%	19 13%	42 15%	86 12%
Not aware of product	678 68%	122 76%	93 69%	128 65%	84 56%	111 66%	139 73%	216 73%	211 61%	251 69%	176 74%	160 67%	168 65%	174 65%	84 62%	86 59%	170 60%	506 71%

Analysis.: Q26 Which of these phrases best describes how you feel towards businesses using bilingual signs or packaging?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
I like to see it and I'm more inclined to use their businesses or their products	138 14%	41 18%	27 16%	24 14%	19 11%	27 11%	36 23%	102 12%	64 14%	74 14%	33 19%	36 12%	37 17%	32 10%	69 15%	69 13%
I like to see it but it doesn't influence my choice of business or product	383 38%	111 48%	57 34%	74 44%	66 37%	75 30%	72 47%	311 37%	175 37%	208 40%	70 40%	114 39%	86 39%	113 36%	184 39%	199 37%
I don't care one way or the other and it doesn't influence me at all	379 38%	63 27%	55 32%	64 38%	77 43%	120 48%	26 17%	352 42%	179 37%	200 38%	50 28%	103 36%	82 37%	145 46%	153 33%	226 42%
I don't like bilingual signs or packaging and they don't influence me at all	58 6%	13 6%	16 9%	4 2%	13 7%	13 5%	4 3%	54 6%	34 7%	25 5%	17 10%	24 8%	7 3%	11 3%	41 9%	18 3%
I don't like bilingual signs or packaging and I'm less inclined to use businesses or products using Welsh	13 1%	- -	2 1%	- -	3 1%	8 3%	- -	13 2%	8 2%	5 1%	3 2%	4 1%	2 1%	4 1%	7 2%	6 1%
Don't know /Not answered	30 3%	2 1%	15 9%	3 2%	3 1%	8 3%	16 10%	15 2%	17 4%	13 3%	4 2%	8 3%	8 4%	10 3%	12 3%	18 3%

Analysis.: Q26 Which of these phrases best describes how you feel towards businesses using bilingual signs or packaging?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker							
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker	
Total																			
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715	
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717	
I like to see it and I'm more inclined to use their businesses or their products	138 14%	16 10%	23 17%	26 13%	21 14%	20 12%	32 17%	39 13%	47 14%	52 15%	33 14%	32 13%	32 12%	42 16%	50 36%	27 18%	76 27%	62 9%	
I like to see it but it doesn't influence my choice of business or product	383 38%	51 32%	53 40%	72 36%	71 48%	70 41%	66 35%	104 35%	143 41%	136 38%	80 34%	95 40%	96 37%	112 42%	66 48%	75 52%	141 50%	240 34%	
I don't care one way or the other and it doesn't influence me at all	379 38%	74 46%	44 33%	80 41%	42 29%	65 38%	72 38%	119 40%	123 35%	137 38%	90 38%	88 37%	109 42%	91 34%	13 10%	35 24%	48 17%	331 46%	
I don't like bilingual signs or packaging and they don't influence me at all	58 6%	10 6%	6 5%	9 5%	6 4%	11 7%	15 8%	16 6%	15 4%	27 7%	19 8%	15 6%	7 3%	18 7%	2 2%	5 4%	8 3%	51 7%	
I don't like bilingual signs or packaging and I'm less inclined to use businesses or products using Welsh	13 1%	3 2%	2 2%	2 1%	4 2%	1 1%	1 1%	5 2%	6 2%	2 1%	2 1%	6 2%	5 2%	- -	- -	- -	- -	13 2%	
Don't know /Not answered	30 3%	7 4%	5 4%	8 4%	4 3%	2 1%	4 2%	12 4%	12 4%	6 2%	12 5%	5 2%	8 3%	5 2%	6 4%	4 3%	10 3%	20 3%	

Analysis...: Q27 Can you think of any businesses that offer bilingual services? For example, they have different numbers so you can choose whether you want to speak Welsh or English, or if you phone them they ask whether you want to speak Welsh or English.

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Yes	566 56%	163 71%	88 51%	92 54%	89 50%	134 53%	99 64%	466 55%	254 53%	312 59%	110 62%	170 59%	134 61%	151 48%	280 60%	285 53%
No	383 38%	60 26%	62 36%	70 41%	85 47%	106 42%	34 22%	349 41%	200 42%	183 35%	64 36%	107 37%	75 34%	136 43%	172 37%	211 39%
Don't know /Not answered	53 5%	7 3%	21 12%	8 5%	6 3%	11 5%	21 13%	32 4%	23 5%	29 6%	2 1%	11 4%	12 5%	28 9%	13 3%	40 7%

Analysis...: Q27 Can you think of any businesses that offer bilingual services? For example, they have different numbers so you can choose whether you want to speak Welsh or English, or if you phone them they ask whether you want to speak Welsh or English.

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age							Gender/Age				Welsh Speaker					
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Yes	566 56%	65 41%	87 65%	116 59%	99 67%	104 62%	94 49%	152 52%	215 62%	199 55%	109 46%	144 60%	158 62%	154 57%	101 74%	99 68%	200 71%	365 51%
No	383 38%	83 52%	41 31%	69 35%	40 27%	60 36%	89 47%	124 42%	110 32%	149 41%	110 47%	89 37%	83 32%	100 37%	29 21%	38 26%	66 23%	315 44%
Don't know /Not answered	53 5%	12 7%	7 5%	13 6%	9 6%	5 3%	8 4%	18 6%	22 6%	13 4%	16 7%	7 3%	15 6%	14 5%	7 5%	9 6%	17 6%	36 5%

Analysis...: Q28 Which businesses can you think of?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who are aware of businesses that offer bilingual services.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	567	160	89	94	93	131	102	465	237	330	112	170	133	152	282	285
Weighted	566	163	88	92	89	134	99	466	254	312	110	170	134	151	280	285
Supermarkets	14 2%	9 5%	1 1%	3 3%	- -	1 1%	3 3%	11 2%	6 2%	8 2%	4 4%	6 3%	1 1%	3 2%	10 4%	4 1%
Shops	26 5%	8 5%	9 10%	6 6%	1 1%	3 2%	10 10%	16 4%	11 4%	15 5%	4 4%	4 2%	11 8%	8 5%	8 3%	18 6%
Welsh Water/Water board	106 19%	32 19%	14 16%	12 13%	15 16%	35 26%	26 26%	80 17%	33 13%	74 24%	22 20%	27 16%	30 22%	28 18%	49 17%	58 20%
Manw eb	14 2%	12 7%	1 1%	- -	- -	1 1%	5 5%	9 2%	10 4%	4 1%	3 3%	5 3%	2 2%	3 2%	8 3%	6 2%
Sw alec	19 3%	1 1%	3 3%	6 6%	2 2%	8 6%	1 1%	18 4%	12 5%	8 2%	4 4%	7 4%	3 2%	5 3%	11 4%	8 3%
British Gas	30 5%	9 6%	1 1%	6 7%	6 6%	8 6%	4 4%	26 5%	11 4%	19 6%	3 3%	10 6%	11 8%	5 3%	13 5%	16 6%
Electricity (other/unspecified)	55 10%	14 9%	6 7%	7 7%	12 13%	16 12%	13 13%	43 9%	17 7%	38 12%	13 12%	15 9%	10 8%	17 11%	28 10%	27 10%
Gas (other/unspecified)	45 8%	12 8%	5 6%	5 6%	7 8%	16 12%	10 10%	36 8%	17 7%	28 9%	7 6%	13 8%	8 6%	17 11%	20 7%	25 9%
BT	99 17%	36 22%	13 14%	22 24%	10 11%	19 14%	34 34%	65 14%	45 18%	53 17%	24 21%	28 17%	20 15%	26 18%	52 18%	47 16%
Trains	18 3%	5 3%	5 6%	2 2%	1 1%	5 4%	6 6%	12 3%	7 3%	11 3%	3 3%	6 3%	4 3%	5 3%	9 3%	9 3%
Buses	18 3%	2 1%	5 6%	5 5%	- -	6 4%	6 6%	12 2%	9 4%	9 3%	5 5%	3 2%	3 2%	6 4%	8 3%	9 3%

Analysis...: Q28 Which businesses can you think of?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who are aware of businesses that offer bilingual services.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	567	160	89	94	93	131	102	465	237	330	112	170	133	152	282	285
Weighted	566	163	88	92	89	134	99	466	254	312	110	170	134	151	280	285
Doctors/Dentists/Hospitals	67 12%	19 12%	15 17%	10 11%	14 15%	10 7%	16 16%	52 11%	24 9%	43 14%	13 12%	16 9%	14 10%	25 16%	29 10%	38 13%
NHS Direct Wales	1 0%	1 1%	- -	- -	- -	- -	- -	1 0%	- -	1 0%	1 1%	- -	- -	- -	1 0%	- -
Library	7 1%	3 2%	2 2%	1 1%	- -	1 1%	2 2%	5 1%	2 1%	5 1%	1 1%	3 2%	2 1%	1 1%	4 1%	3 1%
Local Authority/council (specific/unspecific)	152 27%	46 28%	20 23%	19 21%	36 40%	32 24%	28 29%	124 26%	65 26%	87 28%	31 28%	42 25%	35 26%	44 29%	73 26%	79 28%
Police	24 4%	20 12%	1 1%	3 3%	- -	- -	3 3%	21 5%	14 5%	10 3%	4 4%	6 3%	8 6%	6 4%	10 4%	14 5%
Post Office/Royal Mail	68 12%	15 9%	13 15%	19 20%	10 11%	11 8%	15 15%	53 11%	33 13%	35 11%	13 11%	22 13%	14 10%	20 13%	35 12%	34 12%
Barclays	13 2%	5 3%	- -	3 3%	2 2%	3 2%	5 5%	8 2%	6 2%	7 2%	3 3%	3 2%	4 3%	3 2%	6 2%	7 2%
HSBC	25 4%	14 8%	1 1%	3 3%	3 3%	4 3%	10 10%	15 3%	16 6%	8 3%	12 11%	4 2%	6 4%	3 2%	16 6%	9 3%
Lloyds Bank	19 3%	2 1%	- -	4 5%	3 4%	9 7%	2 2%	17 4%	11 4%	7 2%	5 4%	6 4%	3 2%	4 3%	11 4%	7 3%
NatWest	7 1%	3 2%	1 1%	- -	1 1%	2 1%	3 3%	4 1%	4 2%	3 1%	3 3%	1 1%	1 1%	2 1%	4 1%	3 1%
Banks/Building Societies (other/unspecified)	152 27%	43 26%	32 36%	33 36%	8 9%	36 27%	32 33%	120 26%	68 27%	84 27%	32 29%	43 25%	40 30%	37 24%	75 27%	77 27%

Analysis...: Q28 Which businesses can you think of?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who are aware of businesses that offer bilingual services.

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	567	160	89	94	93	131	102	465	237	330	112	170	133	152	282	285
Weighted	566	163	88	92	89	134	99	466	254	312	110	170	134	151	280	285
Job Centres/DHSS/Social Security	39 7%	3 2%	7 8%	9 10%	13 15%	7 5%	6 6%	33 7%	22 9%	17 6%	5 4%	7 4%	10 8%	17 11%	12 4%	27 9%
Social Services	12 2%	1 1%	4 4%	2 2%	3 4%	2 1%	2 2%	10 2%	5 2%	8 2%	- -	4 2%	4 3%	4 3%	4 1%	8 3%
Schools	12 2%	- -	4 5%	3 4%	3 3%	2 2%	3 3%	9 2%	1 0%	11 4%	2 2%	2 1%	5 3%	4 2%	4 1%	8 3%
QUANGOs/Government Agencies (e.g. WDA, Tourist Board, DVLA, Assembly, etc.)	67 12%	16 10%	9 10%	9 10%	15 16%	19 14%	8 8%	59 13%	36 14%	31 10%	19 17%	21 12%	9 7%	19 12%	40 14%	27 10%
All other	105 19%	27 17%	23 26%	13 14%	9 10%	34 25%	20 20%	86 18%	52 20%	54 17%	22 20%	37 22%	21 16%	25 16%	60 21%	46 16%
None/None seen	2 0%	- -	- -	- -	1 1%	1 1%	- -	2 0%	1 0%	1 0%	1 1%	- -	- -	1 1%	1 0%	1 0%
Not sure/Don't know /Can't remember/Not answered	12 2%	2 1%	4 5%	2 2%	1 1%	3 2%	5 5%	7 1%	7 3%	5 1%	1 1%	3 2%	4 3%	4 3%	4 1%	8 3%

Analysis...: Q28 Which businesses can you think of?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who are aware of businesses that offer bilingual services.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	567	65	87	116	97	106	96	152	213	202	102	135	166	164	102	101	203	364
Weighted	566	65	87	116	99	104	94	152	215	199	109	144	158	154	101	99	200	365
Supermarkets	14 2%	1 1%	- -	6 6%	3 3%	1 1%	3 3%	1 1%	9 4%	4 2%	2 2%	4 3%	5 3%	3 2%	1 1%	2 2%	3 1%	11 3%
Shops	26 5%	1 1%	4 4%	5 4%	4 4%	6 6%	6 7%	5 3%	9 4%	13 6%	5 4%	7 5%	5 3%	10 7%	4 4%	5 5%	9 4%	18 5%
Welsh Water/Water board	106 19%	3 5%	19 22%	32 27%	19 19%	20 19%	15 16%	22 14%	50 23%	34 17%	12 11%	21 15%	42 26%	32 21%	20 20%	15 15%	36 18%	71 19%
Manw eb	14 2%	1 2%	1 2%	3 3%	2 2%	3 3%	3 3%	3 2%	5 2%	6 3%	5 5%	5 4%	1 1%	3 2%	5 5%	1 1%	6 3%	8 2%
Sw alec	19 3%	3 5%	2 2%	5 4%	6 6%	1 1%	2 2%	5 4%	11 5%	3 1%	3 3%	8 6%	7 4%	1 1%	1 1%	3 3%	4 2%	15 4%
British Gas	30 5%	1 2%	7 9%	10 8%	3 3%	4 4%	4 4%	8 6%	13 6%	8 4%	5 5%	6 4%	13 8%	6 4%	4 4%	2 2%	6 3%	24 7%
Electricity (other/unspecified)	55 10%	4 5%	7 8%	10 9%	8 8%	10 9%	17 18%	11 7%	18 8%	26 13%	4 4%	13 9%	17 11%	21 14%	10 10%	9 9%	19 9%	36 10%
Gas (other/unspecified)	45 8%	1 2%	6 6%	10 9%	7 7%	9 9%	12 13%	7 4%	18 8%	21 11%	3 3%	14 10%	14 9%	14 9%	10 10%	11 11%	21 10%	25 7%
BT	99 17%	9 14%	11 13%	19 16%	15 15%	22 21%	24 25%	20 13%	34 16%	45 23%	20 18%	26 18%	19 12%	34 22%	36 35%	15 15%	51 25%	48 13%
Trains	18 3%	5 8%	- -	1 1%	6 6%	5 5%	1 1%	5 3%	7 3%	6 3%	2 2%	5 4%	4 2%	7 4%	4 4%	2 2%	6 3%	12 3%
Buses	18 3%	5 8%	- -	3 3%	5 5%	4 4%	- -	5 4%	8 4%	4 2%	4 3%	5 4%	5 3%	4 3%	5 5%	2 2%	7 3%	11 3%

Analysis.: Q28 Which businesses can you think of?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who are aware of businesses that offer bilingual services.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	567	65	87	116	97	106	96	152	213	202	102	135	166	164	102	101	203	364
Weighted	566	65	87	116	99	104	94	152	215	199	109	144	158	154	101	99	200	365
Doctors/Dentists/Hospitals	67 12%	5 8%	9 10%	17 14%	10 10%	13 12%	14 15%	14 9%	27 12%	27 13%	11 10%	13 9%	19 12%	24 16%	13 12%	14 14%	26 13%	41 11%
NHS Direct Wales	1 0%	- -	- -	- -	1 1%	- -	- -	- -	1 0%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 0%
Library	7 1%	- -	- -	1 1%	2 2%	3 3%	1 1%	- -	3 1%	4 2%	- -	2 1%	1 1%	4 2%	1 1%	2 2%	3 1%	4 1%
Local Authority/council (specific/unspecific)	152 27%	11 17%	26 30%	33 28%	32 32%	26 25%	24 25%	37 24%	65 30%	50 25%	25 23%	40 28%	45 28%	42 27%	22 21%	33 33%	54 27%	98 27%
Police	24 4%	2 3%	6 6%	4 4%	7 8%	- -	5 5%	8 5%	12 5%	5 2%	8 7%	6 4%	4 2%	6 4%	8 8%	6 6%	14 7%	10 3%
Post Office/Royal Mail	68 12%	3 4%	11 12%	16 14%	9 9%	17 16%	13 14%	13 9%	25 12%	29 15%	14 12%	20 14%	16 10%	19 12%	12 12%	15 15%	27 14%	41 11%
Barclays	13 2%	1 1%	1 1%	3 2%	5 5%	- -	3 3%	2 1%	8 4%	3 1%	2 2%	4 3%	3 2%	4 3%	4 4%	4 4%	8 4%	5 1%
HSBC	25 4%	- -	4 5%	5 5%	6 6%	4 4%	6 6%	4 3%	11 5%	9 5%	6 6%	10 7%	3 2%	5 4%	8 8%	4 4%	12 6%	13 3%
Lloyds Bank	19 3%	2 3%	5 6%	2 2%	3 3%	3 3%	4 4%	7 4%	5 2%	8 4%	5 5%	6 4%	3 2%	4 3%	1 1%	6 6%	7 4%	11 3%
NatWest	7 1%	- -	- -	2 2%	- -	3 3%	2 2%	- -	2 1%	5 2%	1 1%	3 2%	1 1%	2 1%	2 2%	2 2%	4 2%	3 1%
Banks/Building Societies (other/unspecified)	152 27%	19 29%	31 36%	30 26%	24 24%	27 26%	20 22%	51 33%	54 25%	47 24%	35 32%	32 22%	46 29%	38 25%	28 28%	30 31%	59 29%	93 25%

Analysis...: Q28 Which businesses can you think of?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

Text.....: This table contains only those respondents who are aware of businesses that offer bilingual services.

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	567	65	87	116	97	106	96	152	213	202	102	135	166	164	102	101	203	364
Weighted	566	65	87	116	99	104	94	152	215	199	109	144	158	154	101	99	200	365
Job Centres/DHSS/Social Security	39 7%	9 14%	8 10%	7 6%	6 6%	7 6%	2 2%	18 12%	12 6%	9 4%	12 11%	9 7%	12 8%	5 3%	2 2%	11 11%	13 7%	26 7%
Social Services	12 2%	3 4%	2 2%	1 1%	4 4%	1 1%	1 1%	5 3%	5 3%	2 1%	1 1%	3 2%	5 3%	3 2%	1 1%	1 1%	2 1%	10 3%
Schools	12 2%	2 3%	1 1%	5 4%	1 1%	1 1%	3 3%	3 2%	6 3%	4 2%	- -	1 1%	7 5%	4 2%	2 2%	4 4%	6 3%	7 2%
QUANGOs/Government Agencies (e.g. WDA, Tourist Board, DVLA, Assembly, etc.)	67 12%	6 10%	13 16%	12 11%	16 16%	11 11%	8 8%	20 13%	28 13%	19 10%	16 15%	20 14%	16 10%	15 10%	12 12%	12 12%	24 12%	43 12%
All other	105 19%	19 30%	18 21%	24 20%	19 19%	11 10%	15 16%	37 24%	42 20%	26 13%	31 29%	21 14%	30 19%	24 16%	17 17%	30 30%	47 23%	59 16%
None/None seen	2 0%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	2 1%	- -	1 1%	- -	1 1%	- -	- -	- -	2 1%
Not sure/Don't know /Can't remember/Not answered	12 2%	1 1%	2 2%	- -	1 1%	3 3%	5 5%	3 2%	1 0%	8 4%	1 1%	6 4%	2 1%	3 2%	4 4%	1 1%	5 2%	7 2%

Analysis.: Q29 Do you think that privately owned organisations such as banks, mobile phone companies and shops make enough use of the Welsh language?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Yes	433 43%	79 34%	87 51%	89 52%	78 44%	100 40%	60 39%	373 44%	218 46%	215 41%	78 44%	121 42%	106 48%	128 41%	198 43%	234 44%
No	345 34%	110 48%	39 23%	50 29%	56 31%	92 37%	63 41%	282 33%	158 33%	188 36%	69 39%	98 34%	68 31%	111 35%	166 36%	179 33%
Don't know /Not answered	223 22%	41 18%	45 27%	31 18%	46 25%	60 24%	31 20%	192 23%	101 21%	122 23%	30 17%	70 24%	48 21%	75 24%	100 22%	123 23%

Analysis.: Q29 Do you think that privately owned organisations such as banks, mobile phone companies and shops make enough use of the Welsh language?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Yes	433 43%	60 37%	63 47%	81 41%	61 41%	77 45%	91 47%	123 42%	142 41%	167 46%	96 41%	122 51%	109 43%	106 40%	48 35%	67 46%	115 41%	316 44%
No	345 34%	58 36%	44 33%	71 36%	56 38%	62 36%	54 28%	102 35%	127 37%	116 32%	85 36%	72 30%	88 34%	100 37%	70 51%	55 38%	125 44%	221 31%
Don't know /Not answered	223 22%	42 26%	27 20%	46 23%	31 21%	31 18%	46 24%	69 23%	77 22%	78 22%	55 23%	47 19%	60 23%	62 23%	19 14%	24 17%	44 15%	180 25%

Analysis...: Q30i How important do you think it is that privately owned companies provide bilingual signs?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Very important	262 26%	100 43%	37 22%	56 33%	23 13%	46 18%	60 39%	201 24%	120 25%	142 27%	52 29%	81 28%	57 26%	72 23%	132 28%	129 24%
Quite important	393 39%	103 45%	68 40%	80 47%	61 34%	81 32%	74 48%	319 38%	178 37%	214 41%	65 37%	106 37%	94 42%	128 41%	171 37%	222 41%
Not very important	187 19%	19 8%	22 13%	23 14%	66 37%	56 22%	11 7%	176 21%	102 21%	84 16%	31 17%	52 18%	44 20%	60 19%	83 18%	104 19%
Not at all important	125 13%	7 3%	34 20%	9 5%	25 14%	51 20%	3 2%	122 14%	56 12%	69 13%	27 16%	40 14%	17 8%	40 13%	68 15%	58 11%
Don't know /Not answered	35 4%	1 1%	9 5%	2 1%	6 3%	18 7%	6 4%	29 3%	20 4%	15 3%	2 1%	9 3%	9 4%	15 5%	11 2%	24 4%
Mean	2.82	3.30	2.68	3.09	2.47	2.52	3.29	2.73	2.79	2.84	2.81	2.81	2.90	2.77	2.81	2.82

Analysis...: Q30i How important do you think it is that privately owned companies provide bilingual signs?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Very important	262 26%	39 25%	42 31%	45 23%	37 25%	47 28%	52 27%	81 28%	82 24%	99 27%	64 27%	56 23%	62 24%	79 30%	74 54%	52 35%	126 44%	136 19%
Quite important	393 39%	64 40%	58 43%	77 39%	65 44%	65 38%	64 33%	122 41%	142 41%	129 36%	86 36%	93 38%	113 44%	101 38%	51 38%	74 50%	125 44%	268 37%
Not very important	187 19%	30 19%	18 14%	43 22%	24 16%	34 20%	38 20%	48 16%	67 19%	72 20%	48 20%	54 22%	43 17%	41 15%	7 5%	16 11%	23 8%	162 23%
Not at all important	125 13%	18 11%	12 9%	28 14%	16 11%	23 13%	29 15%	30 10%	44 13%	51 14%	26 11%	30 13%	32 12%	37 14%	2 1%	5 3%	7 2%	118 17%
Don't know /Not answered	35 4%	9 6%	5 4%	4 2%	6 4%	1 1%	10 5%	14 5%	11 3%	11 3%	12 5%	8 3%	6 2%	9 3%	3 2%	- -	3 1%	33 5%
Mean	2.82	2.82	3.00	2.72	2.86	2.81	2.76	2.90	2.78	2.79	2.84	2.75	2.82	2.86	3.47	3.17	3.31	2.62

Analysis.: Q30ii How important do you think it is that privately owned companies advertise bilingually?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Very important	226 23%	86 37%	37 21%	47 28%	18 10%	38 15%	55 36%	171 20%	104 22%	122 23%	47 27%	63 22%	48 22%	68 22%	110 24%	116 22%
Quite important	397 40%	104 45%	67 40%	78 46%	64 36%	84 33%	79 51%	319 38%	179 38%	218 42%	63 36%	116 40%	96 43%	122 39%	179 39%	218 41%
Not very important	207 21%	28 12%	24 14%	32 19%	66 37%	57 23%	13 8%	194 23%	112 24%	94 18%	35 20%	55 19%	53 24%	64 20%	90 19%	117 22%
Not at all important	140 14%	11 5%	35 20%	12 7%	28 15%	55 22%	3 2%	137 16%	64 13%	76 14%	31 17%	45 16%	19 9%	45 14%	76 16%	64 12%
Don't know /Not answered	32 3%	2 1%	8 5%	1 1%	4 2%	17 7%	5 3%	27 3%	17 4%	15 3%	1 0%	9 3%	6 3%	16 5%	10 2%	22 4%
Mean	2.73	3.16	2.65	2.95	2.41	2.45	3.24	2.64	2.70	2.76	2.72	2.70	2.80	2.71	2.71	2.75

Analysis.: Q30ii How important do you think it is that privately owned companies advertise bilingually?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Very important	226 23%	33 20%	37 28%	46 23%	34 23%	32 19%	44 23%	70 24%	79 23%	77 21%	56 24%	48 20%	60 23%	62 23%	68 49%	42 29%	110 39%	116 16%
Quite important	397 40%	64 40%	56 41%	68 34%	65 44%	71 42%	74 39%	119 41%	133 38%	145 40%	82 35%	98 41%	106 41%	112 42%	57 42%	73 50%	130 46%	267 37%
Not very important	207 21%	31 20%	24 18%	49 25%	29 20%	40 24%	33 17%	55 19%	79 23%	73 20%	55 23%	57 24%	49 19%	45 17%	8 6%	25 17%	32 11%	173 24%
Not at all important	140 14%	23 15%	14 10%	30 15%	17 12%	25 15%	31 16%	37 13%	47 14%	56 16%	31 13%	33 14%	35 14%	40 15%	2 1%	7 5%	9 3%	131 18%
Don't know /Not answered	32 3%	9 6%	4 3%	5 3%	3 2%	1 1%	10 5%	13 4%	8 2%	11 3%	12 5%	5 2%	6 2%	9 3%	3 2%	- -	3 1%	29 4%
Mean	2.73	2.70	2.89	2.67	2.79	2.65	2.73	2.79	2.72	2.69	2.73	2.68	2.76	2.75	3.42	3.03	3.21	2.54

Analysis.: Q30iii How important do you think it is that privately owned companies have badges showing who are the Welsh speaking staff?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Very important	309 31%	102 44%	32 19%	74 44%	36 20%	66 26%	46 30%	263 31%	125 26%	184 35%	59 34%	93 32%	62 28%	95 30%	152 33%	157 29%
Quite important	385 38%	96 42%	67 39%	75 44%	61 34%	85 34%	78 50%	307 36%	194 41%	191 36%	58 33%	106 37%	103 47%	116 37%	165 35%	220 41%
Not very important	145 14%	15 6%	22 13%	9 6%	55 31%	44 17%	13 8%	132 16%	79 17%	66 13%	24 14%	39 13%	31 14%	51 16%	63 14%	82 15%
Not at all important	129 13%	16 7%	40 23%	9 5%	23 13%	41 16%	10 6%	119 14%	57 12%	71 14%	31 17%	41 14%	20 9%	37 12%	72 15%	57 11%
Don't know /Not answered	34 3%	1 1%	11 6%	2 1%	4 2%	16 6%	8 5%	26 3%	22 5%	12 2%	4 2%	10 3%	5 2%	16 5%	13 3%	21 4%
Mean	2.90	3.25	2.56	3.28	2.62	2.75	3.09	2.87	2.85	2.95	2.85	2.90	2.96	2.90	2.88	2.93

Analysis.: Q30iii How important do you think it is that privately owned companies have badges showing who are the Welsh speaking staff?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Very important	309 31%	40 25%	58 43%	59 30%	49 33%	57 34%	46 24%	98 33%	108 31%	103 29%	65 28%	60 25%	92 36%	93 34%	60 44%	63 43%	123 43%	187 26%
Quite important	385 38%	65 41%	49 36%	72 36%	56 37%	62 37%	81 42%	114 39%	127 37%	143 40%	95 40%	99 41%	91 35%	100 37%	61 44%	59 40%	120 42%	263 37%
Not very important	145 14%	24 15%	6 4%	34 17%	26 17%	29 17%	27 14%	30 10%	59 17%	56 15%	31 13%	48 20%	33 13%	33 12%	9 7%	17 11%	26 9%	119 17%
Not at all important	129 13%	20 13%	16 12%	28 14%	16 11%	19 11%	29 15%	36 12%	44 13%	48 13%	28 12%	29 12%	36 14%	35 13%	5 4%	6 4%	11 4%	118 16%
Don't know /Not answered	34 3%	11 7%	5 4%	5 3%	2 1%	2 1%	9 5%	16 5%	7 2%	11 3%	16 7%	6 2%	5 2%	7 3%	3 2%	2 1%	4 2%	30 4%
Mean	2.90	2.84	3.15	2.84	2.94	2.94	2.79	2.99	2.88	2.86	2.90	2.80	2.95	2.96	3.30	3.24	3.27	2.76

Analysis.: Q30iv How important do you think it is that privately owned companies produce bilingual forms and leaflets?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Very important	248 25%	86 38%	36 21%	52 31%	27 15%	47 19%	51 33%	197 23%	105 22%	143 27%	46 26%	72 25%	54 25%	75 24%	119 25%	130 24%
Quite important	411 41%	113 49%	70 41%	88 52%	60 34%	80 32%	79 51%	333 39%	195 41%	216 41%	62 35%	116 40%	104 47%	128 41%	179 38%	233 43%
Not very important	168 17%	18 8%	19 11%	16 9%	63 35%	53 21%	15 9%	153 18%	89 19%	79 15%	29 16%	49 17%	38 17%	53 17%	77 17%	90 17%
Not at all important	143 14%	11 5%	38 22%	12 7%	26 15%	57 23%	5 3%	138 16%	70 15%	73 14%	38 21%	44 15%	17 8%	45 14%	81 18%	62 12%
Don't know /Not answered	31 3%	2 1%	8 5%	2 1%	4 2%	15 6%	5 3%	26 3%	18 4%	13 2%	2 1%	8 3%	8 4%	13 4%	9 2%	21 4%
Mean	2.79	3.21	2.65	3.07	2.50	2.49	3.18	2.72	2.73	2.84	2.67	2.77	2.92	2.78	2.73	2.84

Analysis.: Q30iv How important do you think it is that privately owned companies produce bilingual forms and leaflets?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Very important	248 25%	39 24%	43 32%	48 24%	37 25%	42 25%	41 21%	82 28%	84 24%	82 23%	58 25%	47 19%	71 28%	72 27%	64 47%	45 31%	109 39%	139 19%
Quite important	411 41%	64 40%	54 40%	84 42%	65 44%	64 38%	80 42%	118 40%	149 43%	144 40%	95 40%	100 42%	107 42%	109 41%	62 45%	71 48%	133 47%	277 39%
Not very important	168 17%	27 17%	22 16%	36 18%	24 16%	33 20%	26 14%	49 17%	59 17%	59 16%	43 18%	46 19%	42 16%	37 14%	7 5%	19 13%	26 9%	142 20%
Not at all important	143 14%	19 12%	13 9%	27 14%	21 14%	28 17%	34 18%	32 11%	48 14%	63 17%	29 12%	41 17%	31 12%	43 16%	1 1%	10 7%	11 4%	132 18%
Don't know /Not answered	31 3%	11 7%	3 2%	3 2%	2 1%	2 1%	10 5%	14 5%	5 1%	12 3%	11 5%	7 3%	6 2%	7 3%	3 2%	1 1%	4 1%	27 4%
Mean	2.79	2.82	2.97	2.78	2.80	2.71	2.70	2.89	2.79	2.71	2.81	2.66	2.87	2.81	3.41	3.04	3.22	2.61

Analysis.: Q30v How important do you think it is that privately owned companies have bilingual packaging on goods?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Very important	162 16%	47 20%	30 17%	36 21%	19 11%	31 12%	31 20%	132 16%	69 15%	93 18%	31 17%	46 16%	36 16%	49 16%	77 16%	86 16%
Quite important	381 38%	110 48%	57 33%	84 50%	56 31%	75 30%	74 48%	307 36%	186 39%	196 37%	63 35%	110 38%	90 41%	119 38%	172 37%	209 39%
Not very important	252 25%	56 24%	35 20%	27 16%	72 40%	63 25%	35 23%	217 26%	126 26%	125 24%	45 25%	67 23%	60 27%	80 26%	111 24%	140 26%
Not at all important	166 17%	14 6%	41 24%	19 11%	29 16%	64 25%	9 6%	158 19%	79 17%	87 17%	37 21%	52 18%	27 12%	51 16%	89 19%	78 14%
Don't know /Not answered	40 4%	5 2%	9 5%	4 2%	4 2%	19 8%	6 4%	34 4%	17 3%	24 4%	2 1%	15 5%	8 4%	15 5%	16 4%	24 4%
Mean	2.56	2.84	2.47	2.83	2.37	2.32	2.85	2.51	2.53	2.59	2.50	2.55	2.64	2.56	2.53	2.59

Analysis.: Q30v How important do you think it is that privately owned companies have bilingual packaging on goods?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Very important	162 16%	25 15%	29 22%	29 15%	22 15%	26 15%	32 17%	54 18%	51 15%	58 16%	37 16%	32 13%	46 18%	47 18%	46 34%	35 24%	81 29%	81 11%
Quite important	381 38%	60 37%	55 41%	74 37%	62 42%	66 39%	64 33%	115 39%	136 39%	130 36%	90 38%	96 40%	99 39%	97 36%	68 49%	69 47%	137 48%	244 34%
Not very important	252 25%	37 23%	27 20%	55 28%	41 28%	43 25%	48 25%	65 22%	96 28%	91 25%	60 26%	66 27%	59 23%	66 25%	19 14%	26 18%	46 16%	204 29%
Not at all important	166 17%	25 16%	19 14%	35 18%	20 14%	32 19%	35 18%	44 15%	55 16%	67 19%	38 16%	41 17%	41 16%	46 17%	2 1%	14 9%	16 6%	151 21%
Don't know /Not answered	40 4%	13 8%	4 3%	5 2%	3 2%	3 2%	12 7%	17 6%	8 2%	15 4%	11 5%	6 2%	11 4%	12 5%	2 1%	2 1%	4 1%	36 5%
Mean	2.56	2.57	2.72	2.50	2.59	2.52	2.52	2.64	2.54	2.52	2.56	2.51	2.61	2.57	3.17	2.87	3.02	2.38

Analysis.: Q30vi How important do you think it is that privately owned companies use Welsh on cash machines, mobile phone systems and websites?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Very important	234 23%	80 35%	35 20%	55 32%	21 12%	43 17%	49 32%	184 22%	102 21%	131 25%	48 27%	67 23%	48 22%	70 22%	115 25%	118 22%
Quite important	392 39%	100 43%	65 38%	88 52%	56 31%	82 33%	73 47%	319 38%	183 38%	209 40%	58 33%	118 41%	99 45%	118 37%	175 38%	217 40%
Not very important	181 18%	30 13%	23 14%	8 5%	66 37%	53 21%	16 10%	165 20%	95 20%	86 16%	34 19%	42 14%	41 18%	64 20%	76 16%	105 20%
Not at all important	155 15%	16 7%	37 22%	15 9%	33 18%	55 22%	8 5%	147 17%	75 16%	80 15%	35 20%	50 17%	25 11%	45 14%	84 18%	71 13%
Don't know /Not answered	40 4%	4 2%	11 6%	3 2%	4 2%	18 7%	9 6%	31 4%	22 5%	18 3%	2 1%	12 4%	9 4%	17 5%	14 3%	26 5%
Mean	2.73	3.08	2.61	3.10	2.37	2.48	3.12	2.66	2.69	2.77	2.69	2.73	2.80	2.72	2.71	2.75

Analysis.: Q30vi How important do you think it is that privately owned companies use Welsh on cash machines, mobile phone systems and websites?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Very important	234 23%	43 27%	40 29%	43 22%	34 23%	38 23%	35 19%	83 28%	77 22%	74 20%	58 25%	44 18%	68 27%	63 24%	62 45%	43 29%	105 37%	129 18%
Quite important	392 39%	59 37%	56 41%	77 39%	65 44%	60 35%	75 39%	115 39%	143 41%	135 37%	90 38%	93 39%	102 40%	107 40%	55 40%	72 49%	128 45%	263 37%
Not very important	181 18%	27 17%	16 12%	40 20%	24 16%	37 22%	36 19%	44 15%	64 18%	73 20%	39 17%	56 23%	44 17%	42 16%	12 9%	21 14%	33 12%	148 21%
Not at all important	155 15%	21 13%	19 14%	32 16%	20 14%	31 18%	32 17%	39 13%	52 15%	63 18%	36 15%	39 16%	35 14%	45 17%	4 3%	8 6%	12 4%	142 20%
Don't know /Not answered	40 4%	10 6%	4 3%	5 3%	5 3%	3 2%	13 7%	14 5%	10 3%	16 4%	13 6%	9 4%	6 2%	12 4%	3 3%	2 1%	5 2%	34 5%
Mean	2.73	2.83	2.89	2.69	2.79	2.63	2.63	2.86	2.73	2.63	2.76	2.61	2.81	2.74	3.31	3.04	3.17	2.55

Analysis.: Q30vii How important do you think it is that privately owned companies send staff on courses to learn or improve their Welsh?

Break.....: c1:c18:c2:c3

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Region				Area 2			Gender		Social Class					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & SE Wales	Welsh speaking heartlands	Outside Welsh heartlands	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Total																
Unweighted	1001	224	173	173	187	244	158	843	449	552	176	288	219	318	464	537
Weighted	1001	230	171	169	180	251	154	847	477	525	177	289	221	315	465	536
Very important	275 27%	83 36%	41 24%	73 43%	36 20%	42 17%	51 33%	224 26%	114 24%	161 31%	56 32%	72 25%	57 26%	90 29%	128 28%	147 27%
Quite important	381 38%	103 45%	59 34%	71 42%	53 30%	95 38%	74 48%	306 36%	183 38%	197 38%	58 33%	118 41%	94 43%	110 35%	176 38%	204 38%
Not very important	169 17%	30 13%	21 12%	13 7%	60 33%	46 18%	15 9%	155 18%	94 20%	76 14%	28 16%	40 14%	43 20%	58 19%	68 15%	102 19%
Not at all important	133 13%	14 6%	36 21%	7 4%	25 14%	51 20%	5 3%	129 15%	62 13%	72 14%	30 17%	46 16%	19 8%	39 12%	76 16%	58 11%
Don't know /Not answered	43 4%	1 0%	14 8%	6 4%	6 3%	17 7%	10 6%	33 4%	25 5%	19 4%	5 3%	12 4%	9 4%	17 6%	17 4%	26 5%
Mean	2.83	3.11	2.67	3.28	2.57	2.55	3.19	2.77	2.77	2.89	2.82	2.79	2.89	2.84	2.80	2.86

Analysis...: Q30vii How important do you think it is that privately owned companies send staff on courses to learn or improve their Welsh?

Break.....: c4:c5:c19

Weight.....: w1(w100)

Score.....: Mean Score: Very important = 4, Not at all important = 1.

Cells.....: Absolute, Break %, Respondents

	Total	Age						Gender/Age				Welsh Speaker						
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Fluent Welsh speaker	Non Fluent Welsh speaker	Welsh speaker at all	Non Welsh speaker
Total																		
Unweighted	1001	159	134	195	146	172	195	293	341	367	220	229	268	284	138	147	285	715
Weighted	1001	160	134	198	148	170	191	295	346	361	236	241	256	268	137	146	283	717
Very important	275 27%	40 25%	48 35%	53 27%	46 31%	46 27%	43 22%	88 30%	99 29%	88 24%	62 26%	52 21%	79 31%	83 31%	58 43%	64 44%	122 43%	153 21%
Quite important	381 38%	61 38%	51 38%	71 36%	55 37%	66 39%	77 40%	113 38%	125 36%	143 40%	88 37%	95 40%	96 37%	102 38%	70 51%	55 38%	125 44%	256 36%
Not very important	169 17%	25 16%	16 12%	42 21%	24 16%	28 16%	34 18%	41 14%	66 19%	62 17%	43 18%	50 21%	40 16%	36 13%	6 4%	19 13%	25 9%	143 20%
Not at all important	133 13%	20 12%	13 10%	26 13%	17 12%	28 17%	29 15%	33 11%	43 13%	57 16%	27 11%	35 14%	32 13%	40 15%	2 1%	6 4%	8 3%	126 18%
Don't know /Not answered	43 4%	14 9%	6 4%	6 3%	7 5%	2 1%	9 4%	20 7%	13 4%	11 3%	16 7%	9 4%	10 4%	9 3%	1 1%	3 2%	4 1%	39 5%
Mean	2.83	2.84	3.04	2.78	2.91	2.77	2.73	2.93	2.84	2.75	2.84	2.71	2.90	2.88	3.35	3.23	3.29	2.64