

Great Britain Tourism Survey Quarterly Regional Summary Q2 2013



GB Domestic Tourism: Apr-Jun 2013 Volume & Value

ALL TOURISM

| Trips taken in: Apr-Jun 2013 | TRIPS (millions) | | | BEDNIGHTS (millions) | | | EXPENDITURE (£ millions)* | | |
|---------------------------------|------------------|---------------|----------------|----------------------|---------------|----------------|---------------------------|---------------|----------------|
| | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| Destination: | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| GB Total | 32.863 | 31.555 | -3.98% | 97.495 | 89.750 | -7.94% | £6,320 | £6,072 | -3.92% |
| England Total | 26.807 | 25.998 | -3.02% | 76.869 | 71.377 | -7.14% | £5,043 | £4,877 | -3.29% |
| East | 2.344 | 2.309 | -1.49% | 6.827 | 6.529 | -4.37% | £381 | £346 | -9.19% |
| East Midlands | 2.083 | 2.200 | +5.62% | 6.224 | 5.333 | -14.32% | £351 | £318 | -9.40% |
| London | 2.954 | 3.141 | +6.33% | 6.283 | 6.572 | +4.60% | £642 | £654 | 1.87% |
| North East | 1.090 | 1.088 | -0.18% | 2.983 | 2.838 | -4.86% | £206 | £239 | 16.02% |
| North West | 3.615 | 3.498 | -3.24% | 8.938 | 8.973 | +0.39% | £685 | £652 | -4.82% |
| South East | 4.609 | 4.763 | +3.34% | 12.471 | 11.310 | -9.31% | £811 | £685 | -15.54% |
| South West | 5.526 | 4.877 | -11.74% | 19.440 | 17.564 | -9.65% | £1,139 | £1,162 | 2.02% |
| West Midlands | 2.066 | 2.364 | +14.42% | 5.363 | 5.519 | +2.91% | £313 | £357 | 14.06% |
| Yorks & Humb | 3.116 | 2.321 | -25.51% | 7.796 | 6.110 | -21.63% | £485 | £441 | -9.07% |
| Scotland Total | 3.458 | 3.388 | -2.02% | 11.376 | 11.304 | -0.63% | £791 | £772 | -2.40% |
| North | 1.007 | 1.024 | +1.69% | 3.645 | 3.959 | +8.61% | £227 | £272 | 19.82% |
| West | 1.133 | 1.108 | -2.21% | 3.425 | 3.338 | -2.54% | £233 | £218 | -6.44% |
| East | 1.229 | 1.065 | -13.34% | 3.592 | 3.148 | -12.36% | £290 | £233 | -19.66% |
| South | 0.214 | 0.286 | +33.64% | 0.613 | 0.744 | +21.37% | £34 | £36 | 5.88% |
| Edinburgh | 0.614 | 0.506 | -17.59% | 1.547 | 1.179 | -23.79% | £178 | £123 | -30.90% |
| Glasgow | 0.455 | 0.390 | -14.29% | 1.130 | 0.768 | -32.04% | £76 | £74 | -2.63% |
| Wales Total | 2.890 | 2.469 | -14.57% | 9.250 | 7.069 | -23.58% | £486 | £423 | -12.96% |
| North | 1.180 | 0.939 | -20.42% | 3.925 | 3.081 | -21.50% | £177 | £164 | -7.34% |
| Mid | 0.489 | 0.433 | -11.45% | 1.472 | 1.297 | -11.89% | £84 | £77 | -8.33% |
| South West | 0.591 | 0.535 | -9.48% | 2.166 | 1.590 | -26.59% | £103 | £88 | -14.56% |
| South East | 0.615 | 0.497 | -19.19% | 1.439 | 0.870 | -39.54% | £112 | £69 | -38.39% |

*Please note that the latest 2013 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2013 results are based on full-year data so will not change.
 *All expenditure figures are in HISTORIC PRICES.



Fieldwork: 10 Apr – 28 Jul 2013
 TNS Face-to-Face Omnibus Survey
 ©TNS 2013



GB Domestic Tourism: Jan-Jun 2013 Volume & Value

ALL TOURISM

| Trips taken in: Apr-Jun 2013 | Average length of stay (nights) | | | Average spend per night * | | | Average spend per trip * | | |
|---------------------------------|---------------------------------|-------------|----------------|---------------------------|-------------|----------------|--------------------------|-------------|---------------|
| | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| Destination: | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| GB Total | 2.97 | 2.84 | -4.13% | £65 | £68 | +4.37% | £192 | £192 | +0.06% |
| England Total | 2.87 | 2.75 | -4.26% | £66 | £68 | +4.15% | £188 | £188 | -0.28% |
| East | 2.91 | 2.83 | -2.92% | £56 | £53 | -5.04% | £163 | £150 | -7.81% |
| East Midlands | 2.99 | 2.42 | -18.87% | £56 | £60 | +5.73% | £169 | £145 | -14.22% |
| London | 2.13 | 2.09 | -1.63% | £102 | £100 | -2.61% | £217 | £208 | -4.20% |
| North East | 2.74 | 2.61 | -4.69% | £69 | £84 | +21.95% | £189 | £220 | +16.23% |
| North West | 2.47 | 2.57 | +3.75% | £77 | £73 | -5.19% | £189 | £186 | -1.63% |
| South East | 2.71 | 2.37 | -12.24% | £65 | £61 | -6.87% | £176 | £144 | -18.27% |
| South West | 3.52 | 3.60 | +2.37% | £59 | £66 | +12.92% | £206 | £238 | +15.60% |
| West Midlands | 2.60 | 2.33 | -10.06% | £58 | £65 | +10.83% | £152 | £151 | -0.32% |
| Yorks & Humb | 2.50 | 2.63 | +5.22% | £62 | £72 | +16.02% | £156 | £190 | +22.07% |
| Scotland Total | 3.29 | 3.34 | +1.42% | £70 | £68 | -1.78% | £229 | £228 | -0.39% |
| North | 3.62 | 3.87 | +6.81% | £62 | £69 | +10.32% | £225 | £266 | +17.83% |
| West | 3.02 | 3.01 | -0.34% | £68 | £65 | -4.00% | £206 | £197 | -4.33% |
| East | 2.92 | 2.96 | +1.13% | £81 | £74 | -8.32% | £236 | £219 | -7.28% |
| South | 2.86 | 2.60 | -9.18% | £55 | £48 | -12.76% | £159 | £126 | -20.77% |
| Edinburgh | 2.52 | 2.33 | -7.52% | £115 | £104 | -9.33% | £290 | £243 | -16.15% |
| Glasgow | 2.48 | 1.97 | -20.71% | £67 | £96 | +43.26% | £167 | £190 | +13.60% |
| Wales Total | 3.20 | 2.86 | -10.55% | £53 | £60 | +13.89% | £168 | £171 | +1.88% |
| North | 3.33 | 3.28 | -1.36% | £45 | £53 | +18.04% | £150 | £175 | +16.44% |
| Mid | 3.01 | 3.00 | -0.49% | £57 | £59 | +4.03% | £172 | £178 | +3.52% |
| South West | 3.66 | 2.97 | -18.91% | £48 | £55 | +16.39% | £174 | £164 | -5.62% |
| South East | 2.34 | 1.75 | -25.19% | £78 | £79 | +1.90% | £182 | £139 | -23.77% |

*Please note that the latest 2013 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2013 results are based on full-year data so will not change.
 **All expenditure figures are in HISTORIC PRICES.



Fieldwork: 10 Apr – 28 Jul 2013
 TNS Face-to-Face Omnibus Survey
 ©TNS 2013



GB Domestic Tourism: YTD: Jun 2013 Volume & Value

ALL TOURISM

| Trips taken in: Jan-Jun 2013 | TRIPS (millions) | | | BEDNIGHTS (millions) | | | EXPENDITURE (£ millions)* | | |
|---------------------------------|------------------|---------------|---------------|----------------------|----------------|---------------|---------------------------|---------------|---------------|
| | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| Destination: | | | | | | | | | |
| GB Total | 54.661 | 53.083 | -2.89% | 151.376 | 146.028 | -3.53% | £9,977 | £9,858 | -1.19% |
| England Total | 45.404 | 44.044 | -3.00% | 121.879 | 116.415 | -4.48% | £8,102 | £7,998 | -1.28% |
| East | 3.948 | 3.756 | -4.86% | 10.903 | 10.386 | -4.74% | £638 | £540 | -15.36% |
| East Midlands | 3.811 | 3.491 | -8.40% | 10.269 | 8.162 | -20.52% | £610 | £470 | -22.95% |
| London | 5.441 | 5.803 | +6.65% | 11.722 | 12.472 | +6.40% | £1,187 | £1,281 | +7.92% |
| North East | 1.930 | 2.005 | +3.89% | 4.777 | 5.177 | +8.37% | £333 | £415 | +24.62% |
| North West | 6.369 | 6.065 | -4.77% | 16.225 | 14.631 | -9.82% | £1,179 | £1,045 | -11.37% |
| South East | 7.778 | 7.605 | -2.22% | 19.696 | 18.126 | -7.97% | £1,255 | £1,113 | -11.31% |
| South West | 8.296 | 7.717 | -6.98% | 27.052 | 26.783 | -0.99% | £1,579 | £1,705 | +7.98% |
| West Midlands | 3.636 | 3.959 | +8.88% | 8.284 | 8.908 | +7.53% | £513 | £580 | +13.06% |
| Yorks & Humb | 5.076 | 4.360 | -14.11% | 12.239 | 10.894 | -10.99% | £760 | £800 | +5.26% |
| Scotland Total | 5.424 | 5.540 | +2.14% | 16.787 | 18.045 | +7.49% | £1,209 | £1,190 | -1.57% |
| North | 1.397 | 1.597 | +14.32% | 4.828 | 6.596 | +36.62% | £308 | £412 | +33.77% |
| West | 1.760 | 1.816 | +3.18% | 5.217 | 5.080 | -2.63% | £368 | £328 | -10.87% |
| East | 2.036 | 1.747 | -14.19% | 5.440 | 4.872 | -10.44% | £469 | £360 | -23.24% |
| South | 0.377 | 0.505 | +33.95% | 1.138 | 1.368 | +20.21% | £56 | £76 | +35.71% |
| Edinburgh | 1.202 | 0.925 | -23.04% | 2.812 | 2.118 | -24.68% | £318 | £206 | -35.22% |
| Glasgow | 0.704 | 0.634 | -9.94% | 1.680 | 1.338 | -20.36% | £147 | £109 | -25.85% |
| Wales Total | 4.242 | 3.929 | -7.38% | 12.710 | 11.569 | -8.98% | £666 | £669 | +0.45% |
| North | 1.565 | 1.485 | -5.11% | 4.926 | 4.709 | -4.41% | £231 | £246 | +6.49% |
| Mid | 0.611 | 0.662 | +8.35% | 1.782 | 2.344 | +31.54% | £96 | £111 | +15.63% |
| South West | 0.981 | 0.742 | -24.36% | 3.257 | 2.391 | -26.59% | £157 | £114 | -27.39% |
| South East | 1.012 | 0.993 | -1.88% | 2.253 | 1.812 | -19.57% | £166 | £157 | -5.42% |

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Fieldwork: 09 Jan – 28 Jul 2013
 TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: YTD: Jun 2013 Volume & Value

ALL TOURISM

| Trips taken in: Jan-Jun 2013 | Average length of stay (nights) | | | Average spend per night * | | | Average spend per trip * | | |
|---------------------------------|---------------------------------|-------------|---------------|---------------------------|-------------|----------------|--------------------------|-------------|---------------|
| | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| Destination: | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| GB Total | 2.77 | 2.75 | -0.67% | £66 | £68 | +2.43% | £183 | £186 | +1.74% |
| England Total | 2.68 | 2.64 | -1.53% | £66 | £69 | +3.35% | £178 | £182 | +1.76% |
| East | 2.76 | 2.77 | +0.13% | £59 | £52 | -11.15% | £162 | £144 | -11.03% |
| East Midlands | 2.69 | 2.34 | -13.23% | £59 | £58 | -3.06% | £160 | £135 | -15.89% |
| London | 2.15 | 2.15 | -0.24% | £101 | £103 | +1.43% | £218 | £221 | +1.19% |
| North East | 2.48 | 2.58 | +4.32% | £70 | £80 | +15.00% | £173 | £207 | +19.96% |
| North West | 2.55 | 2.41 | -5.30% | £73 | £71 | -1.71% | £185 | £172 | -6.92% |
| South East | 2.53 | 2.38 | -5.88% | £64 | £61 | -3.63% | £161 | £146 | -9.30% |
| South West | 3.26 | 3.47 | +6.43% | £58 | £64 | +9.06% | £190 | £221 | +16.08% |
| West Midlands | 2.28 | 2.25 | -1.24% | £62 | £65 | +5.14% | £141 | £147 | +3.84% |
| Yorks & Humb | 2.41 | 2.50 | +3.63% | £62 | £73 | +18.26% | £150 | £183 | +22.55% |
| Scotland Total | 3.09 | 3.26 | +5.24% | £72 | £66 | -8.43% | £223 | £215 | -3.63% |
| North | 3.46 | 4.13 | +19.51% | £64 | £62 | -2.09% | £220 | £258 | +17.01% |
| West | 2.96 | 2.80 | -5.63% | £71 | £65 | -8.47% | £209 | £181 | -13.62% |
| East | 2.67 | 2.79 | +4.37% | £86 | £74 | -14.29% | £230 | £206 | -10.54% |
| South | 3.02 | 2.71 | -10.26% | £49 | £56 | +12.90% | £149 | £150 | +1.32% |
| Edinburgh | 2.34 | 2.29 | -2.12% | £113 | £97 | -13.99% | £265 | £223 | -15.82% |
| Glasgow | 2.39 | 2.11 | -11.56% | £88 | £81 | -6.90% | £209 | £172 | -17.66% |
| Wales Total | 3.00 | 2.94 | -1.73% | £52 | £58 | +10.36% | £157 | £170 | +8.45% |
| North | 3.15 | 3.17 | +0.74% | £47 | £52 | +11.40% | £148 | £166 | +12.23% |
| Mid | 2.92 | 3.54 | +21.40% | £54 | £47 | -12.10% | £157 | £168 | +6.72% |
| South West | 3.32 | 3.22 | -2.94% | £48 | £48 | -1.09% | £160 | £154 | -4.00% |
| South East | 2.23 | 1.82 | -18.04% | £74 | £87 | +17.60% | £164 | £158 | -3.61% |

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Fieldwork: 09 Jan – 28 Jul 2013
TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: 12-month comparison: Year ending Jun 2013 Volume & Value ALL TOURISM Jul 2012 – Jun 2013

| Trips taken in: Jul 2012 – Jun 2013 | TRIPS (millions) | | | BEDNIGHTS (millions) | | | EXPENDITURE (£ millions)* | | |
|--|------------------|----------------|---------------|----------------------|----------------|---------------|---------------------------|----------------|---------------|
| Destination: | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| GB Total | 125.14 | 124.441 | -0.56% | 377.196 | 382.893 | +1.51% | £23,000 | £23,857 | +3.73% |
| England Total | 103.32 | 103.10 | -0.21% | 298.72 | 304.728 | +2.01% | £18,325 | £19,393 | +5.83% |
| East | 9.674 | 9.691 | +0.18% | 29.673 | 31.106 | +4.83% | £1,502 | £1,576 | +4.93% |
| East Midlands | 8.485 | 8.181 | -3.58% | 23.051 | 21.589 | -6.34% | £1,352 | £1,200 | -11.24% |
| London | 11.308 | 12.514 | +10.67% | 26.519 | 28.437 | +7.23% | £2,457 | £2,878 | +17.13% |
| North East | 4.378 | 4.387 | +0.21% | 12.248 | 12.383 | +1.10% | £777 | £858 | +10.42% |
| North West | 14.495 | 13.891 | -4.17% | 38.406 | 36.441 | -5.12% | £2,716 | £2,529 | -6.89% |
| South East | 17.412 | 17.752 | +1.95% | 47.881 | 47.223 | -1.37% | £2,751 | £2,788 | +1.34% |
| South West | 19.33 | 19.158 | -0.89% | 70.136 | 75.162 | +7.17% | £3,822 | £4,307 | +12.69% |
| West Midlands | 8.337 | 8.822 | +5.82% | 19.635 | 21.344 | +8.70% | £1,129 | £1,301 | +15.23% |
| Yorks & Humb | 11.666 | 10.532 | -9.72% | 29.378 | 28.997 | -1.30% | £1,725 | £1,847 | +7.07% |
| Scotland Total | 12.792 | 12.869 | +0.60% | 44.053 | 44.578 | +1.19% | £2,992 | £2,873 | -3.98% |
| North | 3.358 | 3.668 | +9.23% | 13.379 | 14.108 | +5.45% | £832 | £869 | +4.45% |
| West | 4.129 | 4.188 | +1.43% | 13.042 | 12.865 | -1.36% | £879 | £781 | -11.15% |
| East | 4.719 | 4.231 | -10.34% | 13.289 | 13.058 | -1.74% | £1,060 | £978 | -7.74% |
| South | 0.993 | 1.124 | +13.19% | 3.639 | 3.978 | +9.32% | £188 | £202 | +7.45% |
| Edinburgh | 2.625 | 2.198 | -16.27% | 6.113 | 5.797 | -5.17% | £642 | £602 | -6.23% |
| Glasgow | 1.604 | 1.621 | +1.06% | 3.543 | 3.933 | +11.01% | £354 | £264 | -25.42% |
| Wales Total | 9.881 | 9.29 | -5.98% | 34.424 | 33.587 | -2.43% | £1,682 | £1,591 | -5.41% |
| North | 3.5 | 3.363 | -3.91% | 13.491 | 13.182 | -2.29% | £601 | £530 | -11.81% |
| Mid | 1.38 | 1.652 | +19.71% | 4.887 | 6.865 | +40.47% | £230 | £258 | +12.17% |
| South West | 2.384 | 1.903 | -20.18% | 9.094 | 7.52 | -17.31% | £429 | £387 | -9.79% |
| South East | 2.412 | 2.177 | -9.74% | 5.714 | 4.889 | -14.44% | £365 | £348 | -4.66% |

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*All expenditure figures are in HISTORIC PRICES.

GB Domestic Tourism: 12-month comparison: Year ending Jun 2013 Volume & Value ALL TOURISM Jul 2012 – Jun 2013

| Trips taken in: Jul 2012 – Jun 2013 | Average length of stay (nights) | | | Average spend per night * | | | Average spend per trip * | | |
|--|---------------------------------|-------------|---------------|---------------------------|-------------|---------------|--------------------------|-------------|---------------|
| | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| Destination: | 2012 | 2013 | %ch | 2012 | 2013 | %ch | 2012 | 2013 | %ch |
| GB Total | 3.01 | 3.08 | +2.08% | £61 | £62 | +2.18% | £184 | £192 | +4.31% |
| England Total | 2.89 | 2.96 | +2.23% | £61 | £64 | +3.74% | £177 | £188 | +6.06% |
| East | 3.07 | 3.21 | +4.65% | £51 | £51 | +0.09% | £155 | £163 | +4.74% |
| East Midlands | 2.72 | 2.64 | -2.86% | £59 | £56 | -5.23% | £159 | £147 | -7.94% |
| London | 2.35 | 2.27 | -3.10% | £93 | £101 | +9.23% | £217 | £230 | +5.85% |
| North East | 2.80 | 2.82 | +0.89% | £63 | £69 | +9.22% | £177 | £196 | +10.20% |
| North West | 2.65 | 2.62 | -0.99% | £71 | £69 | -1.86% | £187 | £182 | -2.84% |
| South East | 2.75 | 2.66 | -3.26% | £57 | £59 | +2.76% | £158 | £157 | -0.60% |
| South West | 3.63 | 3.92 | +8.13% | £54 | £57 | +5.15% | £198 | £225 | +13.70% |
| West Midlands | 2.36 | 2.42 | +2.73% | £57 | £61 | +6.01% | £135 | £147 | +8.90% |
| Yorks & Humb | 2.52 | 2.75 | +9.33% | £59 | £64 | +8.48% | £148 | £175 | +18.60% |
| Scotland Total | 3.44 | 3.46 | +0.59% | £68 | £64 | -5.11% | £234 | £223 | -4.55% |
| North | 3.98 | 3.85 | -3.46% | £62 | £62 | -0.95% | £248 | £237 | -4.38% |
| West | 3.16 | 3.07 | -2.75% | £67 | £61 | -9.93% | £213 | £186 | -12.40% |
| East | 2.82 | 3.09 | +9.60% | £80 | £75 | -6.10% | £225 | £231 | +2.91% |
| South | 3.66 | 3.54 | -3.42% | £52 | £51 | -1.71% | £189 | £180 | -5.08% |
| Edinburgh | 2.33 | 2.64 | +13.25% | £105 | £104 | -1.12% | £245 | £274 | +11.99% |
| Glasgow | 2.21 | 2.43 | +9.84% | £100 | £67 | -32.82% | £221 | £163 | -26.21% |
| Wales Total | 3.48 | 3.62 | +3.78% | £49 | £47 | -3.05% | £170 | £171 | +0.61% |
| North | 3.85 | 3.92 | +1.69% | £45 | £40 | -9.75% | £172 | £158 | -8.22% |
| Mid | 3.54 | 4.16 | +17.35% | £47 | £38 | -20.15% | £167 | £156 | -6.30% |
| South West | 3.81 | 3.95 | +3.59% | £47 | £51 | +9.09% | £180 | £203 | +13.01% |
| South East | 2.37 | 2.25 | -5.20% | £64 | £71 | +11.43% | £151 | £160 | +5.63% |

*Please note that the latest 2013 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2013 results are based on full-year data so will not change.
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GB Domestic Tourism: Confidence Limits at the 95% level

| Destination: | TRIPS (millions) | | BEDNIGHTS (millions) | | EXPENDITURE (£ millions) | |
|-----------------------|------------------|-------------|----------------------|--------------|--------------------------|-------------|
| | Single Quarter | Annual | Single Quarter | Annual | Single Quarter | Annual |
| GB Total | 4.8% | 2.6% | 5.5% | 3.2% | 6.1% | 3.3% |
| England Total | 5.1% | 2.8% | 6.2% | 3.3% | 6.7% | 3.6% |
| East | 13.4% | 7.5% | 24.2% | 10.2% | 18.4% | 12.1% |
| East Midlands | 15.2% | 8.5% | 22.4% | 10.9% | 20.2% | 12.0% |
| London | 15.7% | 7.8% | 18.6% | 9.4% | 19.9% | 12.0% |
| North East | 21.1% | 10.8% | 23.3% | 13.0% | 31.8% | 15.5% |
| North West | 11.0% | 6.1% | 13.6% | 7.2% | 14.6% | 8.3% |
| South East | 11.5% | 6.0% | 15.5% | 7.5% | 15.0% | 8.2% |
| South West | 9.8% | 5.3% | 10.9% | 6.5% | 12.5% | 7.2% |
| West Midlands | 15.7% | 8.3% | 20.2% | 10.2% | 21.9% | 12.0% |
| Yorks & Humb | 12.3% | 7.0% | 17.3% | 8.6% | 16.9% | 9.4% |
| Scotland Total | 12.1% | 6.6% | 13.6% | 7.5% | 14.9% | 8.5% |
| North | 23.3% | 13.2% | 24.7% | 14.1% | 27.0% | 17.2% |
| West | 21.3% | 11.2% | 26.7% | 14.0% | 26.5% | 13.9% |
| East | 18.1% | 10.6% | 20.5% | 13.2% | 24.8% | 15.2% |
| South | 32.9% | 17.2% | 35.4% | 20.0% | 44.2% | 22.2% |
| Edinburgh | 24.3% | 13.8% | 29.0% | 17.6% | 34.7% | 19.5% |
| Glasgow | 32.2% | 16.8% | 45.4% | 22.3% | 38.7% | 20.1% |
| Wales Total | 9.6% | 6.0% | 14.5% | 14.3% | 15.2% | 9.4% |
| North | 20.5% | 12.9% | 21.8% | 38.1% | 25.0% | 16.2% |
| Mid | 28.4% | 16.6% | 34.2% | 22.5% | 37.3% | 20.5% |
| South West | 30.3% | 16.9% | 38.5% | 19.7% | 35.5% | 23.3% |
| South East | 29.6% | 18.0% | 31.8% | 18.9% | 34.8% | 19.7% |