

2024/25 fly-tipping survey data report

Filter(s) applied: All Respondents (base: 536 responses)

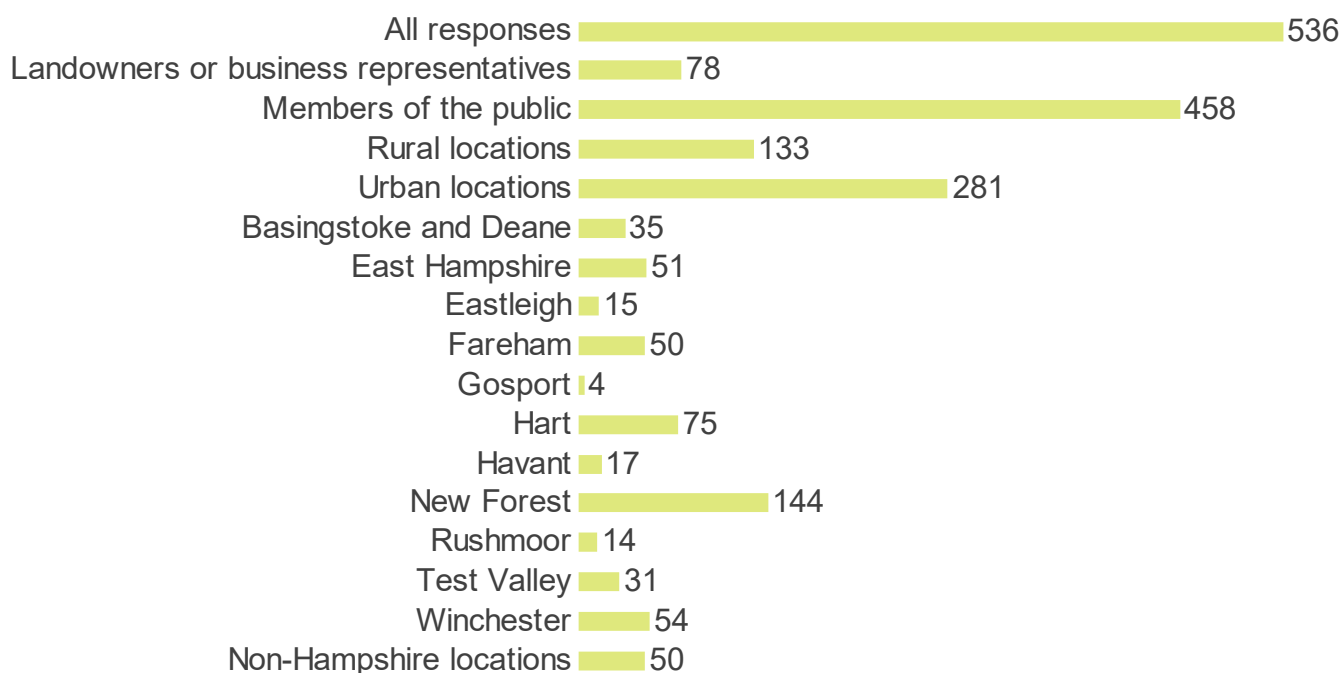
Background

This report summarises the responses to Hampshire County Council's fly-tipping survey, undertaken between November 2024 and January 2025.

Please note: For samples of below 5 data is suppressed. This is to protect respondents' confidentiality, and to mitigate the risks of interpreting the responses of very small groups. Where data is suppressed in tables this is represented with an asterisk (*), and on charts data is not shown for small sample sizes.

In order to understand the responses of different types of respondents, a number of groups have been identified for the more detailed analyses in this report. The sizes of these response groups are shown below:

Respondent groups (Base: 536)



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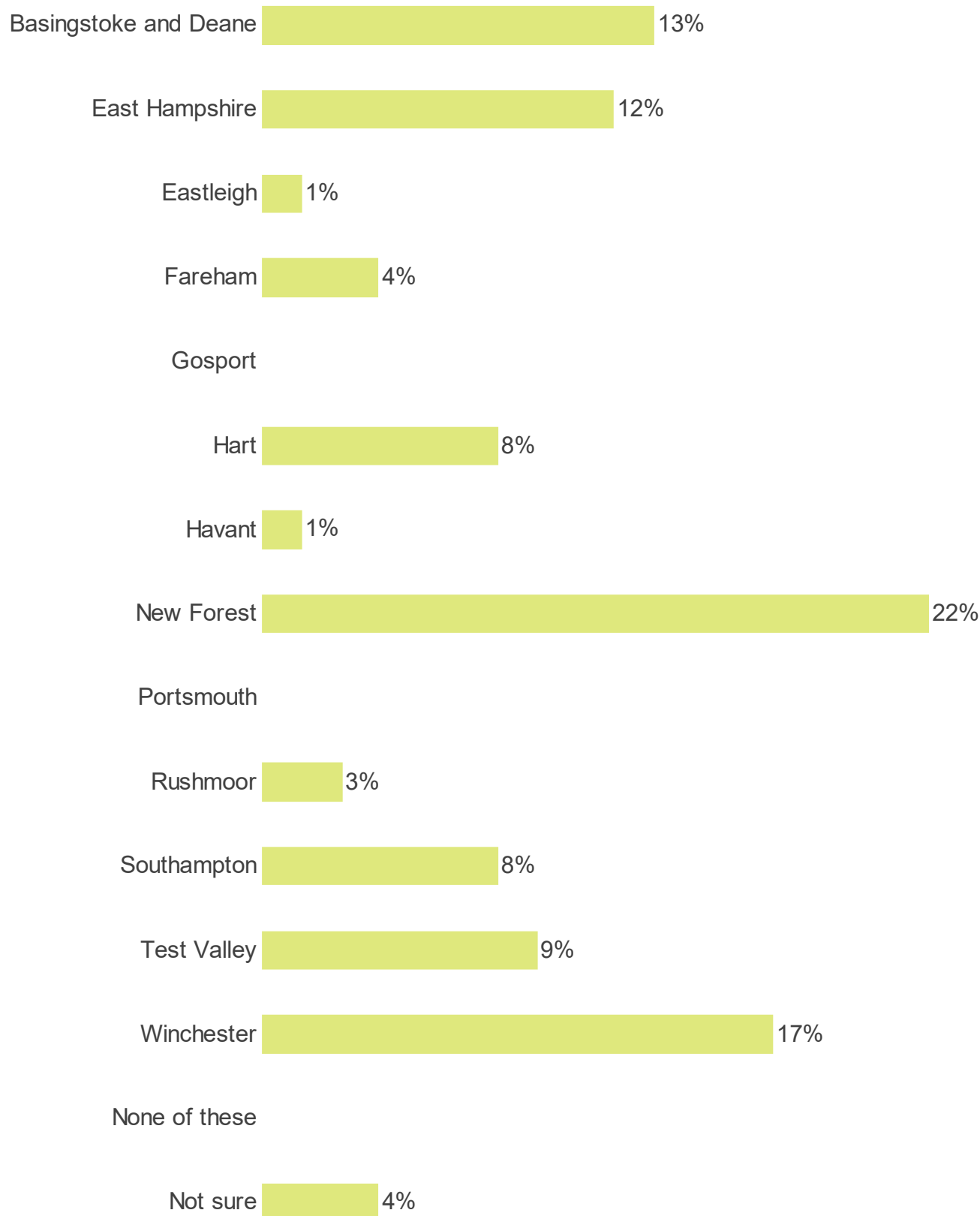
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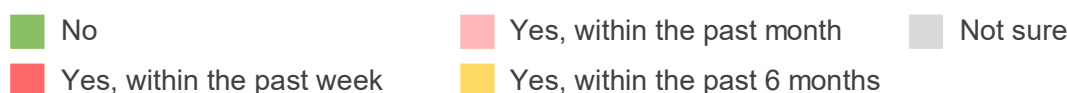
Is the site in any of the following local authority areas? (Asked to landowners and representatives of businesses impacted by fly tipping, base: 78)



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Section 1: Experiences of fly-tipping

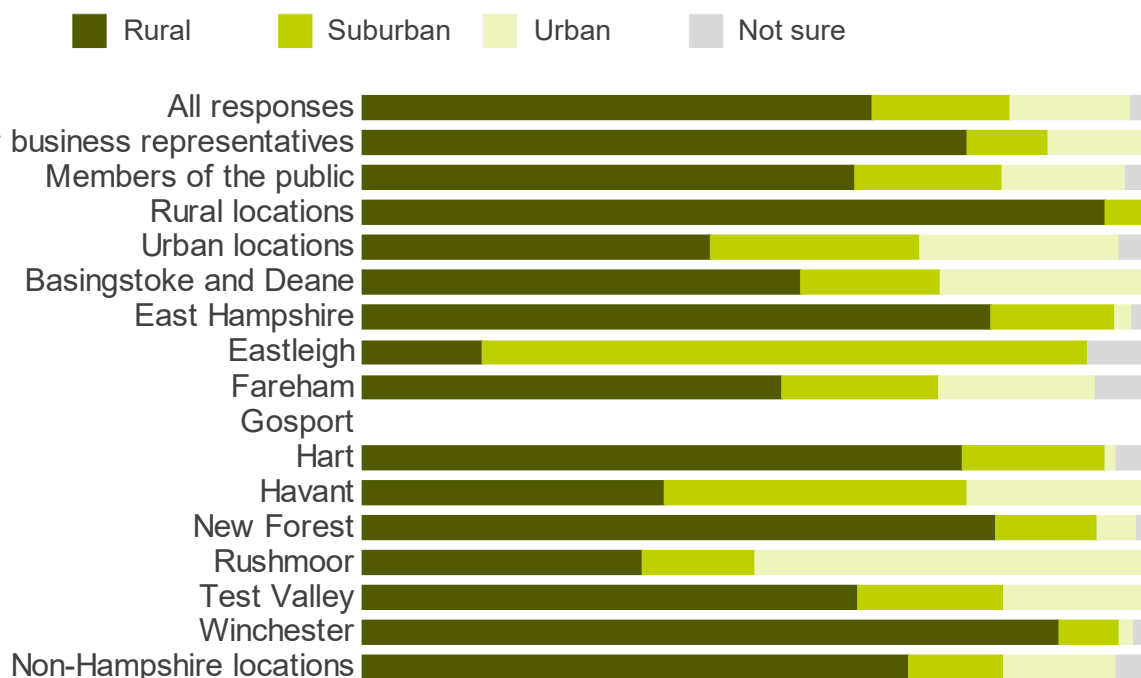
Have you seen examples of fly-tipping in your area in the past 6 months? (Asked to members of the public, base: 456)



	Base	No	Yes, within the past week	Yes, within the past month	Yes, within the past 6 months	Not sure
All responses	456	7%	32%	30%	27%	3%
Members of the public	456	7%	32%	30%	27%	3%
Rural locations	120	4%	32%	32%	30%	3%
Urban locations	274	9%	32%	32%	24%	3%
Basingstoke and Deane	25	-	12%	40%	44%	4%
East Hampshire	41	12%	54%	20%	15%	-
Eastleigh	13	15%	23%	15%	46%	-
Fareham	47	9%	45%	23%	21%	2%
Gosport	4	*	*	*	*	*
Hart	69	3%	38%	42%	16%	1%
Havant	15	13%	33%	20%	20%	13%
New Forest	125	10%	18%	30%	37%	6%
Rushmoor	12	-	50%	42%	8%	-
Test Valley	24	13%	13%	42%	29%	4%
Winchester	38	3%	45%	32%	21%	-
Non-Hampshire locations	36	3%	39%	31%	28%	-

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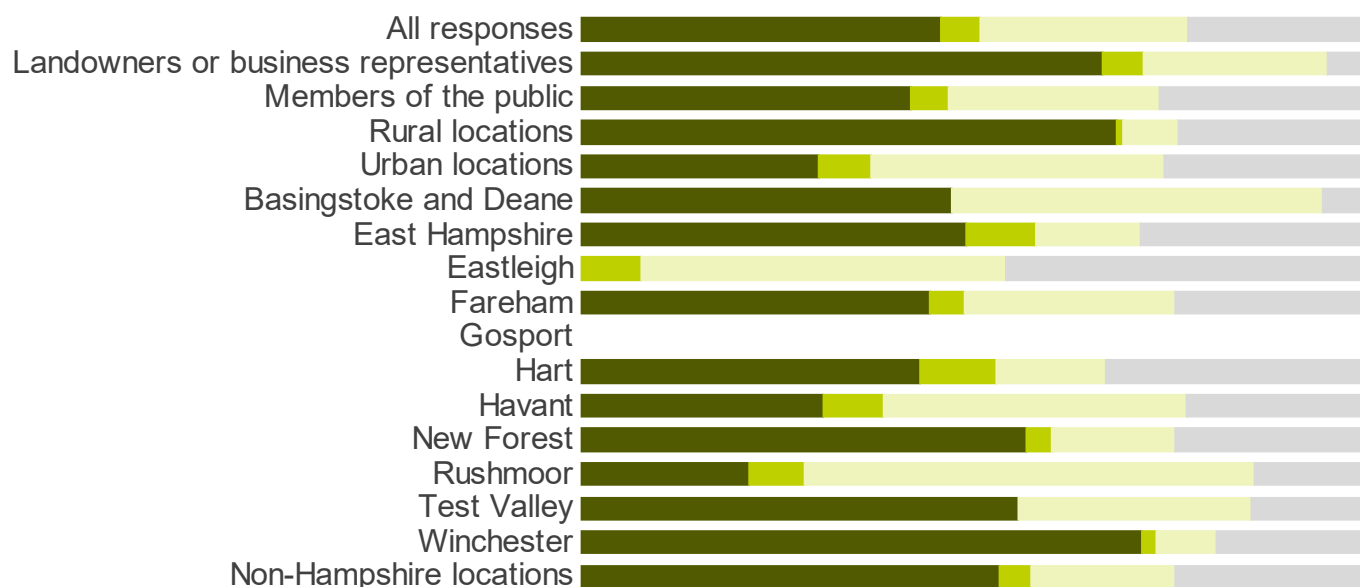
Would you describe the location where you most recently experienced fly-tipping as...
(Asked to respondents who had experienced fly tipping in the previous 6 months, base:
484)



	Base	Rural	Suburban	Urban	Not sure
All responses	484	65%	17%	15%	2%
Landowners or business representatives	78	77%	10%	13%	-
Members of the public	406	63%	19%	16%	3%
Rural locations	125	94%	5%	1%	-
Urban locations	244	44%	27%	25%	4%
Basingstoke and Deane	34	56%	18%	26%	-
East Hampshire	45	80%	16%	2%	2%
Eastleigh	13	15%	77%	-	8%
Fareham	45	53%	20%	20%	7%
Gosport	3	*	*	*	*
Hart	72	76%	18%	1%	4%
Havant	13	38%	38%	23%	-
New Forest	123	80%	13%	5%	2%
Rushmoor	14	36%	14%	50%	-
Test Valley	27	63%	19%	19%	-
Winchester	53	89%	8%	2%	2%
Non-Hampshire locations	49	69%	12%	14%	4%

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Would you class the land use as... (Asked to respondents who had experienced fly tipping in the previous 6 months, base: 483)



	Base	Agricultural / farmland	Commercial	Residential	Not sure
All responses	483	46%	5%	26%	23%
Landowners or business representatives	77	66%	5%	23%	5%
Members of the public	406	42%	5%	27%	26%
Rural locations	125	68%	1%	7%	24%
Urban locations	244	30%	7%	37%	26%
Basingstoke and Deane	34	47%	-	47%	6%
East Hampshire	45	49%	9%	13%	29%
Eastleigh	13	-	8%	46%	46%
Fareham	45	44%	4%	27%	24%
Gosport	3	*	*	*	*
Hart	72	43%	10%	14%	33%
Havant	13	31%	8%	38%	23%
New Forest	122	57%	3%	16%	25%
Rushmoor	14	21%	7%	57%	14%
Test Valley	27	56%	-	30%	15%
Winchester	52	71%	2%	8%	19%
Non-Hampshire locations	49	53%	4%	18%	24%

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When did this incident of fly-tipping take place? (Asked to landowners and representatives of businesses impacted by fly tipping, base: 77)

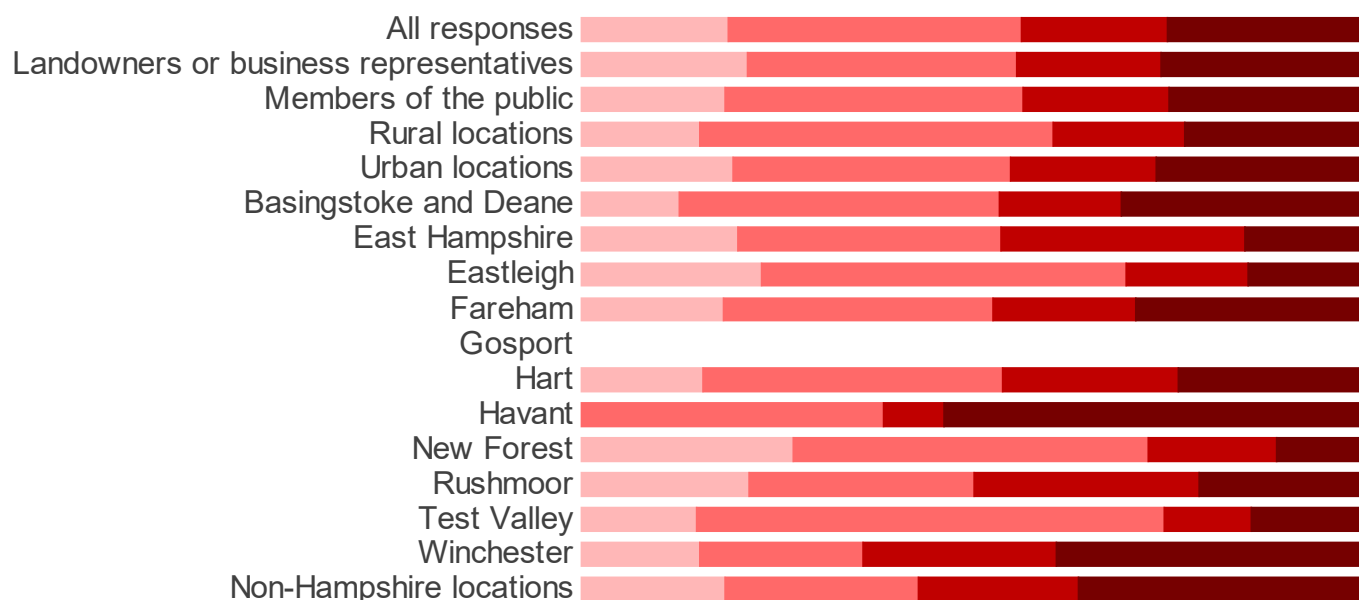


	Base	Within the past week	Within the past month	Within the past 6 months	More than 6 months ago
All responses	77	17%	21%	35%	27%
Landowners or business representatives	77	17%	21%	35%	27%
Rural locations	13	23%	31%	38%	8%
Urban locations	5	40%	20%	20%	20%
Basingstoke and Deane	10	20%	30%	40%	10%
East Hampshire	9	11%	11%	44%	33%
Eastleigh	2	*	*	*	*
Fareham	3	*	*	*	*
Hart	6	33%	-	33%	33%
Havant	2	*	*	*	*
New Forest	17	18%	24%	29%	29%
Rushmoor	2	*	*	*	*
Test Valley	7	14%	29%	14%	43%
Winchester	16	13%	25%	56%	6%
Non-Hampshire locations	14	29%	21%	14%	36%

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How many times have you experienced fly-tipping in this location in the past year? (Asked to respondents who had experienced or been impacted by fly tipping in the previous 6 months, base: 480)

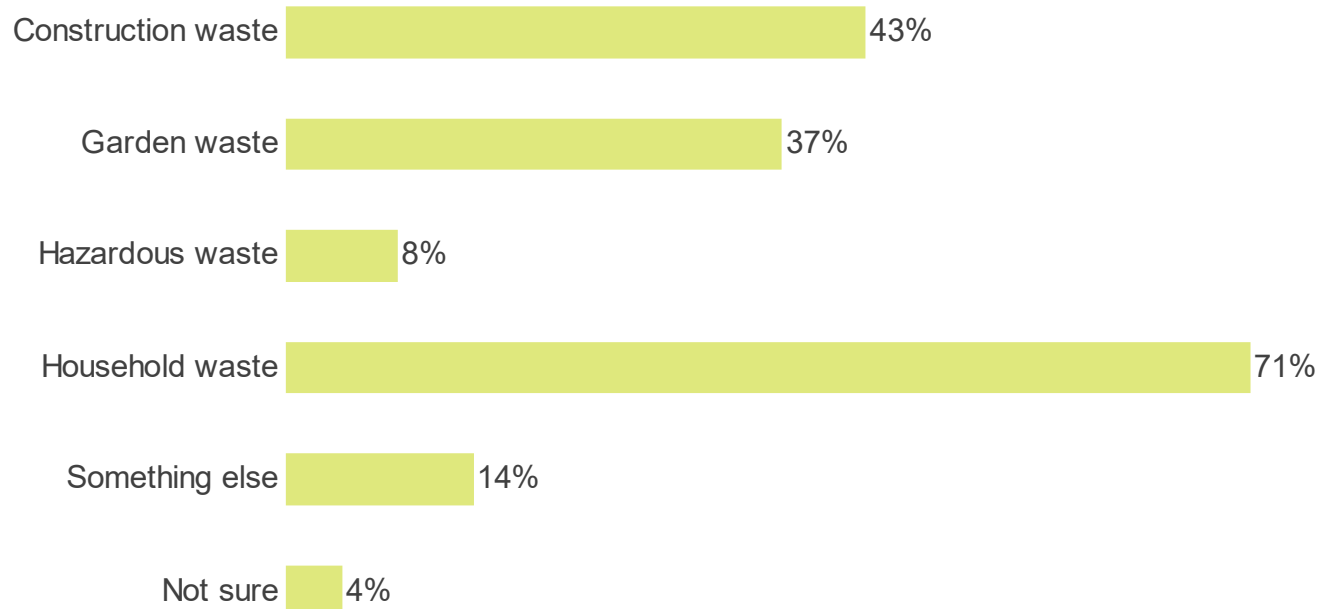
■ Just this once
 ■ 2 to 3 times
 ■ 4 or 5 times
 ■ More than 5 times



	Base	Just this once	2 to 3 times	4 or 5 times	More than 5 times
All responses	480	19%	37%	19%	25%
Landowners or business representatives	76	21%	34%	18%	26%
Members of the public	404	18%	38%	19%	25%
Rural locations	125	15%	45%	17%	23%
Urban locations	242	19%	35%	19%	27%
Basingstoke and Deane	32	13%	41%	16%	31%
East Hampshire	45	20%	33%	31%	16%
Eastleigh	13	23%	46%	15%	15%
Fareham	44	18%	34%	18%	30%
Gosport	3	*	*	*	*
Hart	71	15%	38%	23%	24%
Havant	13	-	38%	8%	54%
New Forest	122	27%	45%	16%	11%
Rushmoor	14	21%	29%	29%	21%
Test Valley	27	15%	59%	11%	15%
Winchester	53	15%	21%	25%	40%
Non-Hampshire locations	49	18%	24%	20%	37%

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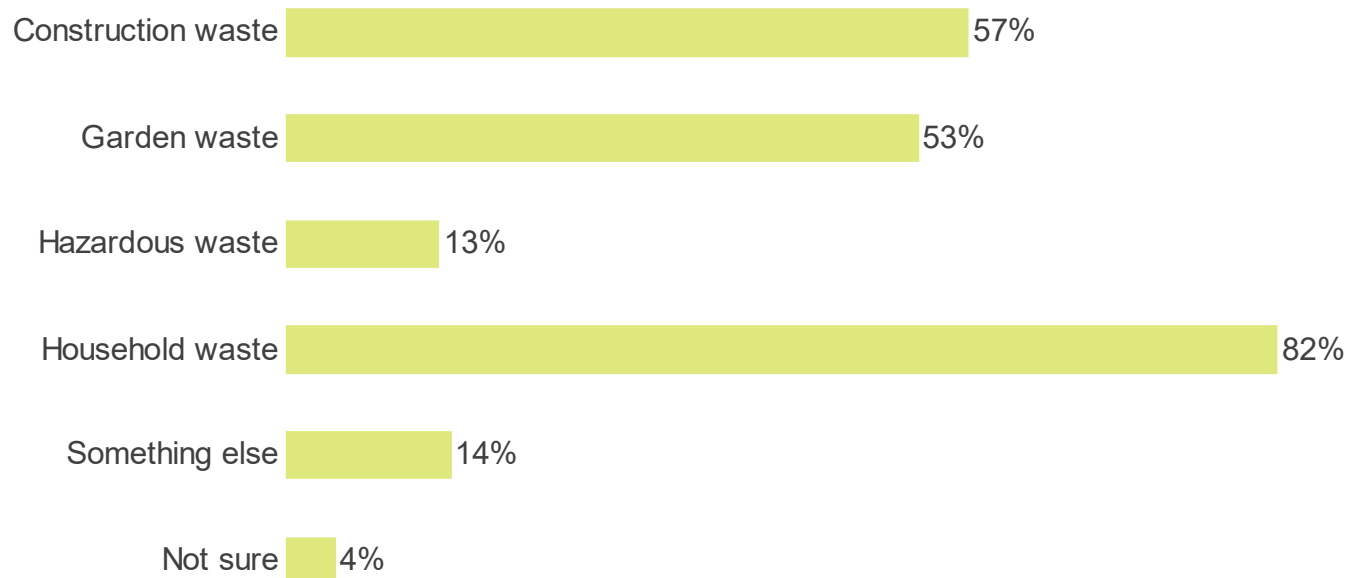
Thinking about the most recent incident of fly-tipping, what types of waste were dumped on this occasion? (Asked to respondents who had experienced or been impacted by fly tipping in the previous 6 months, multi code, base: 486)



	Base	Construction waste	Garden waste	Hazardous waste	Household waste	Something else	Not sure
All responses	486	43%	37%	8%	71%	14%	4%
Landowners or business representatives	78	51%	42%	10%	68%	10%	1%
Members of the public	408	41%	36%	8%	72%	14%	5%
Rural locations	125	46%	40%	11%	65%	14%	3%
Urban locations	246	37%	33%	7%	76%	16%	4%
Basingstoke and Deane	34	47%	44%	6%	68%	12%	6%
East Hampshire	45	58%	33%	7%	67%	20%	4%
Eastleigh	13	62%	23%	8%	62%	8%	15%
Fareham	45	38%	31%	7%	80%	20%	7%
Gosport	3	*	*	*	*	*	*
Hart	72	50%	47%	8%	68%	10%	3%
Havant	13	46%	23%	31%	92%	15%	-
New Forest	123	36%	32%	10%	63%	14%	6%
Rushmoor	14	21%	14%	-	100%	7%	-
Test Valley	27	44%	33%	4%	63%	22%	4%
Winchester	53	53%	53%	6%	72%	13%	2%
Non-Hampshire locations	49	49%	61%	12%	67%	14%	-

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You mentioned that this is not the only time you have experienced fly-tipping at this location in the past year. What types of waste have been dumped on these other occasions? (Asked to respondents who had experienced or been impacted by fly tipping more than once in the previous 6 months, multi code, base: 386)

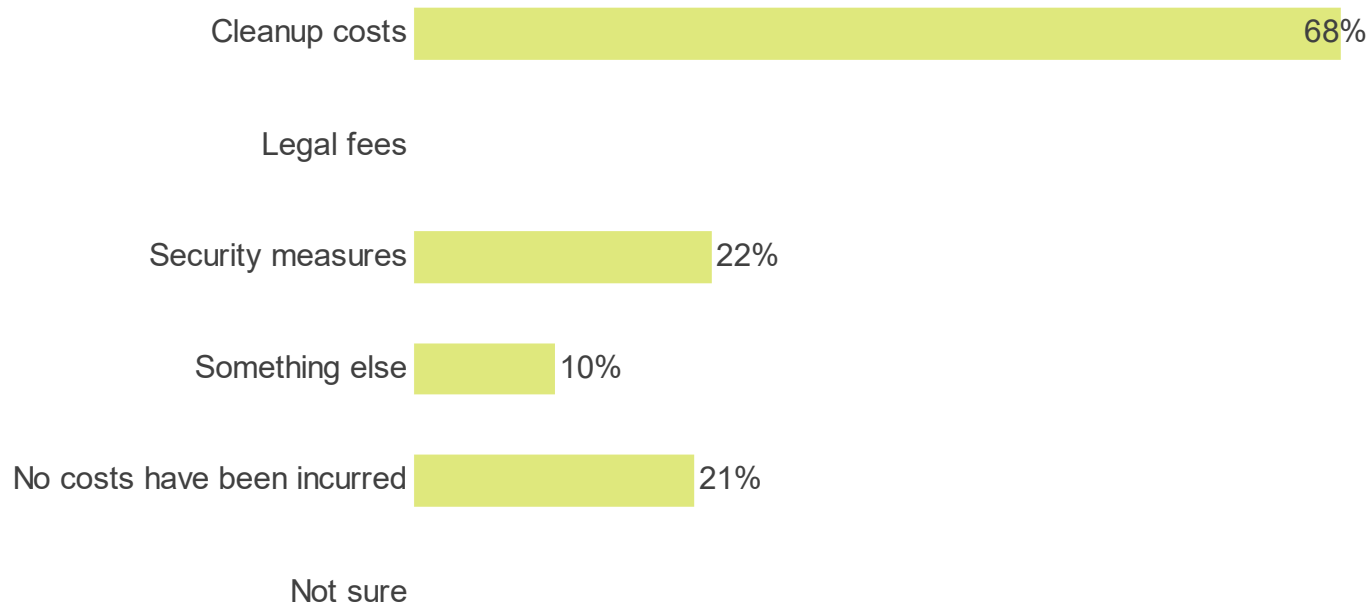


	Base	Construction waste	Garden waste	Hazardous waste	Household waste	Something else	Not sure
All responses	386	57%	53%	13%	82%	14%	4%
Landowners or business representatives	58	74%	67%	14%	81%	14%	-
Members of the public	328	54%	50%	13%	83%	14%	5%
Rural locations	104	64%	56%	15%	82%	11%	4%
Urban locations	194	48%	48%	11%	83%	16%	4%
Basingstoke and Deane	28	54%	64%	11%	86%	21%	4%
East Hampshire	34	65%	53%	18%	85%	15%	6%
Eastleigh	10	70%	50%	-	60%	10%	30%
Fareham	36	56%	42%	3%	83%	17%	6%
Gosport	3	*	*	*	*	*	*
Hart	60	67%	67%	17%	82%	8%	-
Havant	13	62%	31%	31%	92%	15%	-
New Forest	88	51%	47%	9%	77%	15%	6%
Rushmoor	11	27%	36%	-	100%	9%	-
Test Valley	22	55%	41%	9%	68%	18%	-
Winchester	45	64%	71%	18%	82%	16%	4%
Non-Hampshire locations	39	64%	69%	10%	79%	15%	3%

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Section 2: Impacts of fly-tipping and measures to reduce it

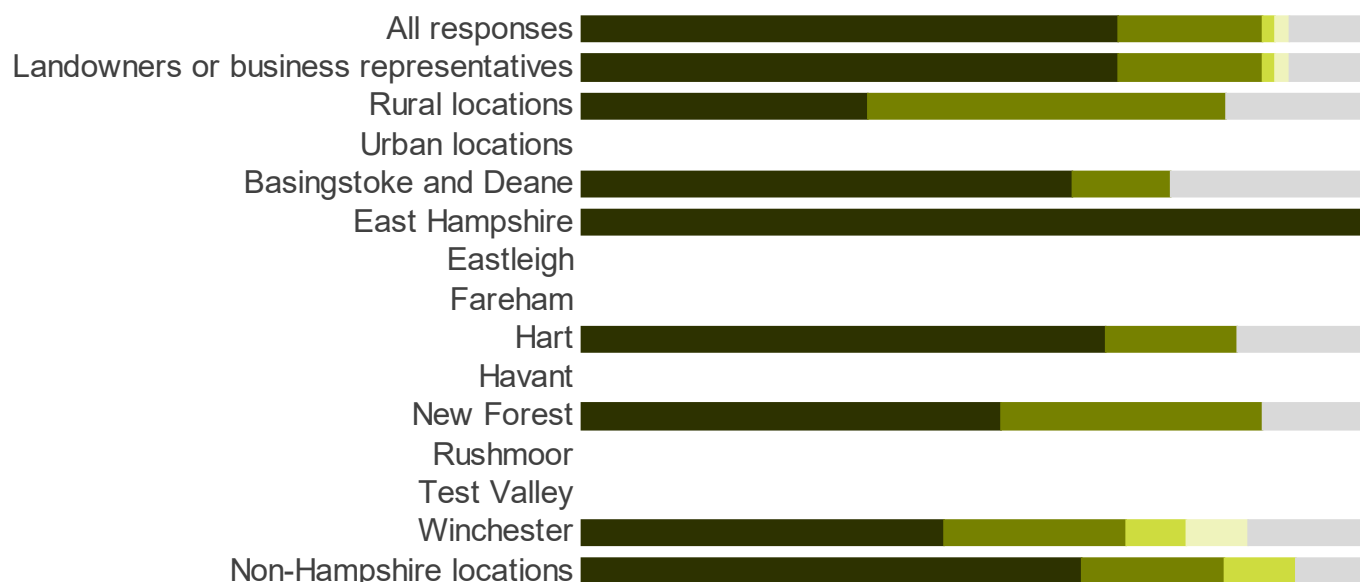
Which of the following types of costs have you (or your business) incurred due to fly-tipping on this site in the previous year? (Asked to landowners and representatives of businesses impacted by fly tipping, multi code, base: 78)



	Base	Cleanup costs	Legal fees	Security measures	Something else	No costs have been incurred	Not sure
All responses	78	68%	-	22%	10%	21%	-
Landowners or business representatives	78	68%	-	22%	10%	21%	-
Rural locations	13	85%	-	15%	23%	8%	-
Urban locations	5	40%	-	-	-	60%	-
Basingstoke and Deane	10	70%	-	30%	10%	20%	-
East Hampshire	9	56%	-	22%	22%	22%	-
Eastleigh	2	*	*	*	*	*	*
Fareham	3	*	*	*	*	*	*
Hart	6	67%	-	67%	17%	-	-
Havant	2	*	*	*	*	*	*
New Forest	18	89%	-	17%	6%	11%	-
Rushmoor	2	*	*	*	*	*	*
Test Valley	7	57%	-	-	-	43%	-
Winchester	16	69%	-	6%	13%	19%	-
Non-Hampshire locations	14	71%	-	29%	7%	21%	-

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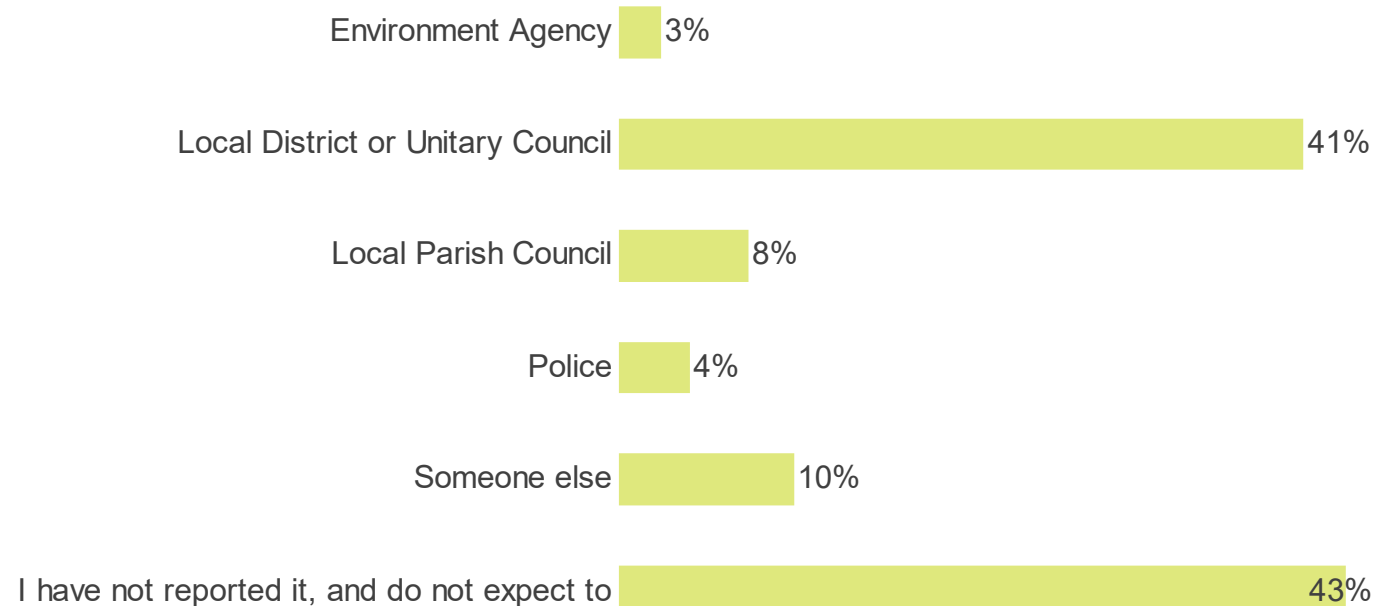
Please estimate these costs, in total, over the past year (Asked to landowners and representatives of businesses impacted by fly tipping, base: 60)



	Base	Up to £1,000	£1,001 to £5,000	£5,001 to £10,000	More than £10,001	Not sure
All responses	60	68%	18%	2%	2%	10%
Landowners or business representatives	60	68%	18%	2%	2%	10%
Rural locations	11	36%	45%	-	-	18%
Urban locations	2	*	*	*	*	*
Basingstoke and Deane	8	63%	13%	-	-	25%
East Hampshire	6	100%	-	-	-	-
Eastleigh	1	*	*	*	*	*
Fareham	2	*	*	*	*	*
Hart	6	67%	17%	-	-	17%
Havant	1	*	*	*	*	*
New Forest	15	53%	33%	-	-	13%
Rushmoor	1	*	*	*	*	*
Test Valley	4	*	*	*	*	*
Winchester	13	46%	23%	8%	8%	15%
Non-Hampshire locations	11	64%	18%	9%	-	9%

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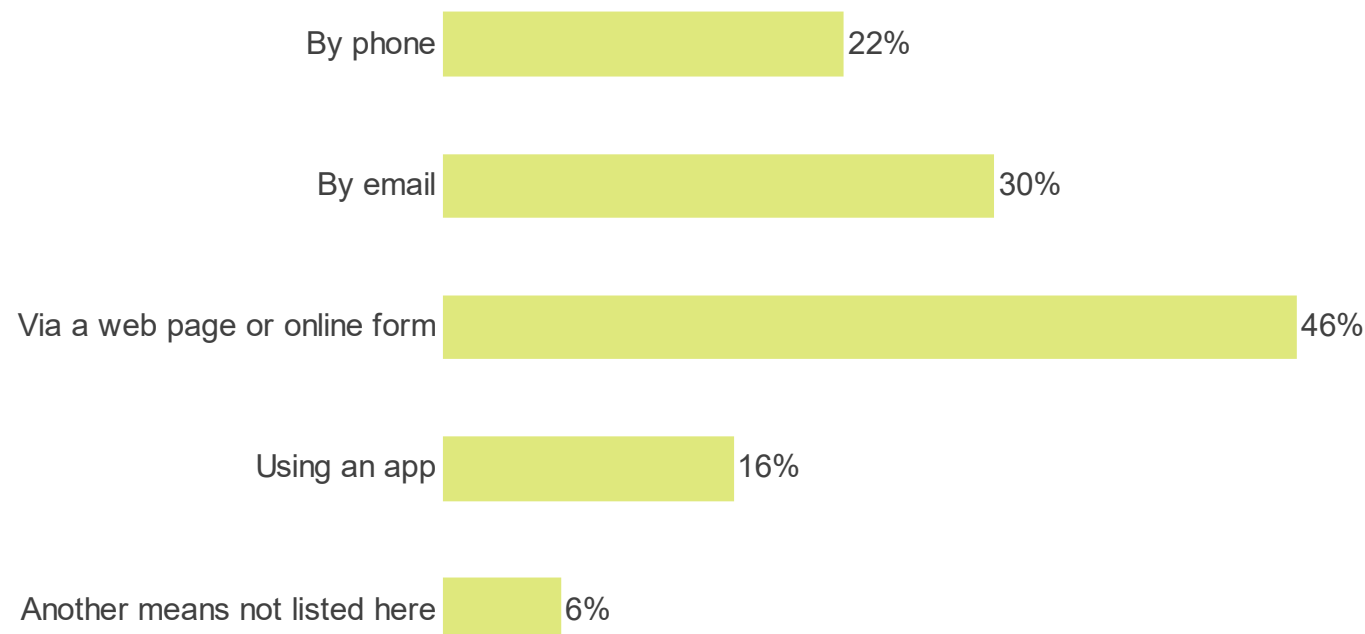
To whom did you, or will you, report this incident of fly-tipping? (Asked to respondents who had experienced or been impacted by fly tipping in the previous 6 months, multi code, base: 480)



	Base	Environment Agency	Local District or Unitary Council	Local Parish Council	Police	Someone else	I have not reported it, and do not expect to
All responses	480	3%	41%	8%	4%	10%	43%
Landowners or business representatives	76	3%	54%	1%	18%	8%	30%
Members of the public	404	2%	38%	9%	1%	11%	46%
Rural locations	125	4%	45%	10%	2%	12%	36%
Urban locations	243	1%	39%	8%	2%	12%	46%
Basingstoke and Deane	32	3%	59%	3%	9%	9%	25%
East Hampshire	45	2%	47%	2%	2%	4%	44%
Eastleigh	13	-	31%	8%	-	8%	62%
Fareham	44	-	30%	9%	2%	7%	59%
Gosport	3	*	*	*	*	*	*
Hart	72	3%	36%	10%	4%	13%	44%
Havant	13	8%	62%	15%	-	23%	23%
New Forest	123	1%	37%	8%	7%	11%	46%
Rushmoor	14	7%	36%	-	-	29%	36%
Test Valley	25	-	40%	16%	4%	8%	44%
Winchester	52	4%	46%	10%	6%	10%	33%
Non-Hampshire locations	48	8%	42%	8%	4%	13%	33%

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How did (or will) you report this incident? (Asked to respondents who had experienced or been impacted by fly tipping in the previous 6 months, multi code, base: 270)

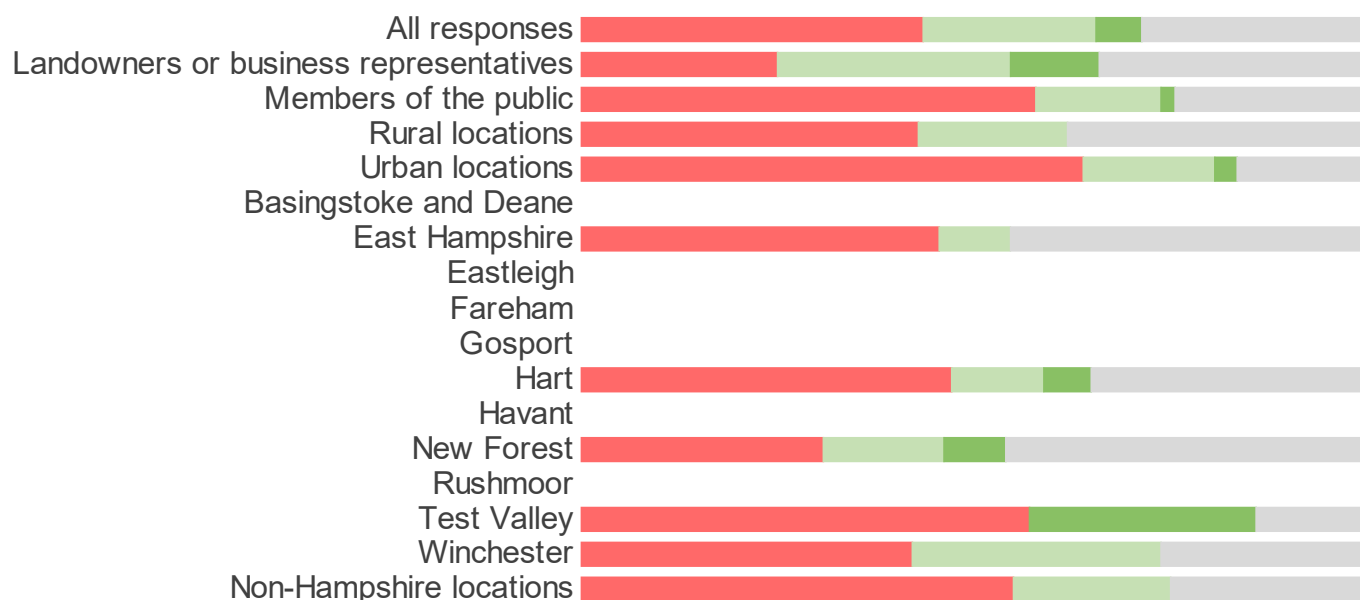


	Base	By phone	By email	Via a web page or online form	Using an app	Another means not listed here
All responses	270	21%	30%	46%	16%	6%
Landowners or business representatives	51	29%	29%	43%	18%	6%
Members of the public	219	20%	30%	47%	15%	6%
Rural locations	80	21%	25%	45%	14%	8%
Urban locations	131	18%	32%	48%	18%	7%
Basingstoke and Deane	24	25%	25%	54%	4%	4%
East Hampshire	25	20%	16%	56%	12%	-
Eastleigh	5	20%	20%	40%	20%	-
Fareham	18	11%	33%	50%	17%	6%
Gosport	2	*	*	*	*	*
Hart	39	10%	23%	56%	13%	10%
Havant	10	30%	50%	60%	30%	-
New Forest	67	37%	27%	31%	10%	9%
Rushmoor	9	33%	33%	33%	44%	11%
Test Valley	14	14%	29%	50%	21%	7%
Winchester	35	9%	43%	37%	29%	3%
Non-Hampshire locations	31	13%	29%	45%	29%	6%

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Overall, have these measures reduced fly-tipping at this location? (Asked to respondents who had experienced or been impacted by fly tipping in the previous 6 months, multi code, base: 101)

■ No
 ■ Yes, a little
 ■ Yes, a lot
 ■ Not sure

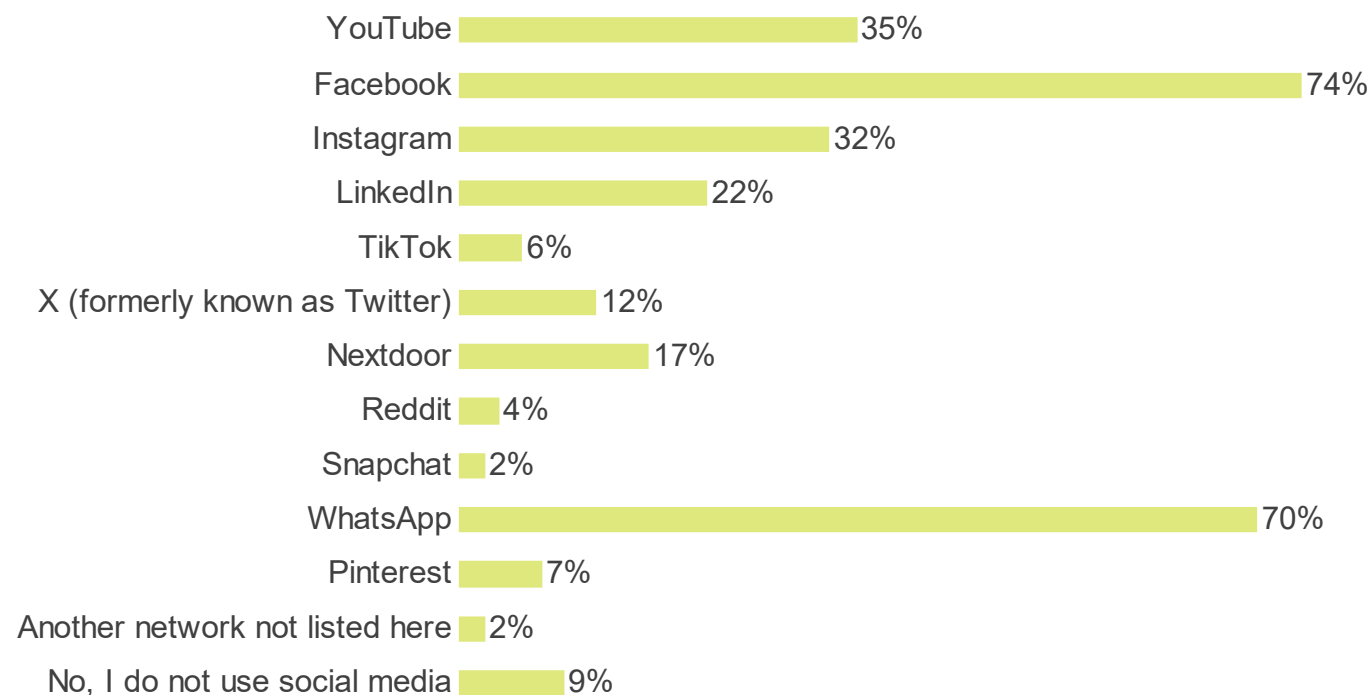


	Base	No	Yes, a little	Yes, a lot	Not sure
All responses	101	44%	22%	6%	29%
Landowners or business representatives	44	25%	30%	11%	34%
Members of the public	57	58%	16%	2%	25%
Rural locations	21	43%	19%	-	38%
Urban locations	36	64%	17%	3%	17%
Basingstoke and Deane	4	*	*	*	*
East Hampshire	11	45%	9%	-	45%
Eastleigh	4	*	*	*	*
Fareham	4	*	*	*	*
Gosport	1	*	*	*	*
Hart	17	47%	12%	6%	35%
Havant	3	*	*	*	*
New Forest	13	31%	15%	8%	46%
Rushmoor	4	*	*	*	*
Test Valley	7	57%	-	29%	14%
Winchester	19	42%	32%	-	26%
Non-Hampshire locations	20	55%	20%	-	25%

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Section 3: Campaigns to reduce fly-tipping

Do you use any of the following social media networks? (Asked to members of the public, multi code, base: 457)



	Base	YouTube	Facebook	Instagram	LinkedIn	TikTok	X (formerly known as Twitter)	Nextdoor	Reddit	Snapchat	WhatsApp	Pinterest	Another network not listed here	No, I do not use social media
All responses	457	35%	74%	32%	22%	5%	12%	17%	4%	2%	70%	7%	2%	9%
Members of the public	457	35%	74%	32%	22%	5%	12%	17%	4%	2%	70%	7%	2%	9%
Rural locations	120	30%	72%	30%	31%	3%	11%	13%	2%	2%	74%	8%	2%	8%
Urban locations	276	38%	77%	34%	19%	6%	12%	19%	4%	1%	71%	8%	3%	7%
Basingstoke and Deane	24	25%	67%	21%	21%	4%	8%	13%	4%	-	54%	4%	-	13%
East Hampshire	42	29%	86%	45%	29%	7%	12%	26%	5%	-	71%	12%	5%	2%
Eastleigh	13	23%	62%	31%	15%	8%	31%	15%	8%	8%	62%	-	-	23%
Fareham	47	23%	94%	45%	17%	6%	13%	11%	2%	2%	85%	9%	-	2%
Gosport	4	*	*	*	*	*	*	*	*	*	*	*	*	*
Hart	69	41%	94%	43%	39%	7%	14%	4%	3%	6%	74%	6%	3%	3%
Havant	15	60%	87%	20%	13%	13%	7%	13%	7%	7%	67%	7%	-	-
New Forest	126	37%	58%	21%	17%	2%	10%	21%	1%	-	70%	6%	2%	13%
Rushmoor	12	33%	75%	58%	25%	25%	25%	42%	25%	8%	67%	17%	17%	-
Test Valley	24	33%	71%	13%	13%	-	8%	13%	4%	-	58%	13%	-	13%
Winchester	38	32%	79%	42%	24%	3%	8%	13%	3%	-	76%	5%	3%	8%
Non-Hampshire locations	36	33%	78%	39%	22%	3%	8%	14%	3%	-	72%	6%	3%	8%

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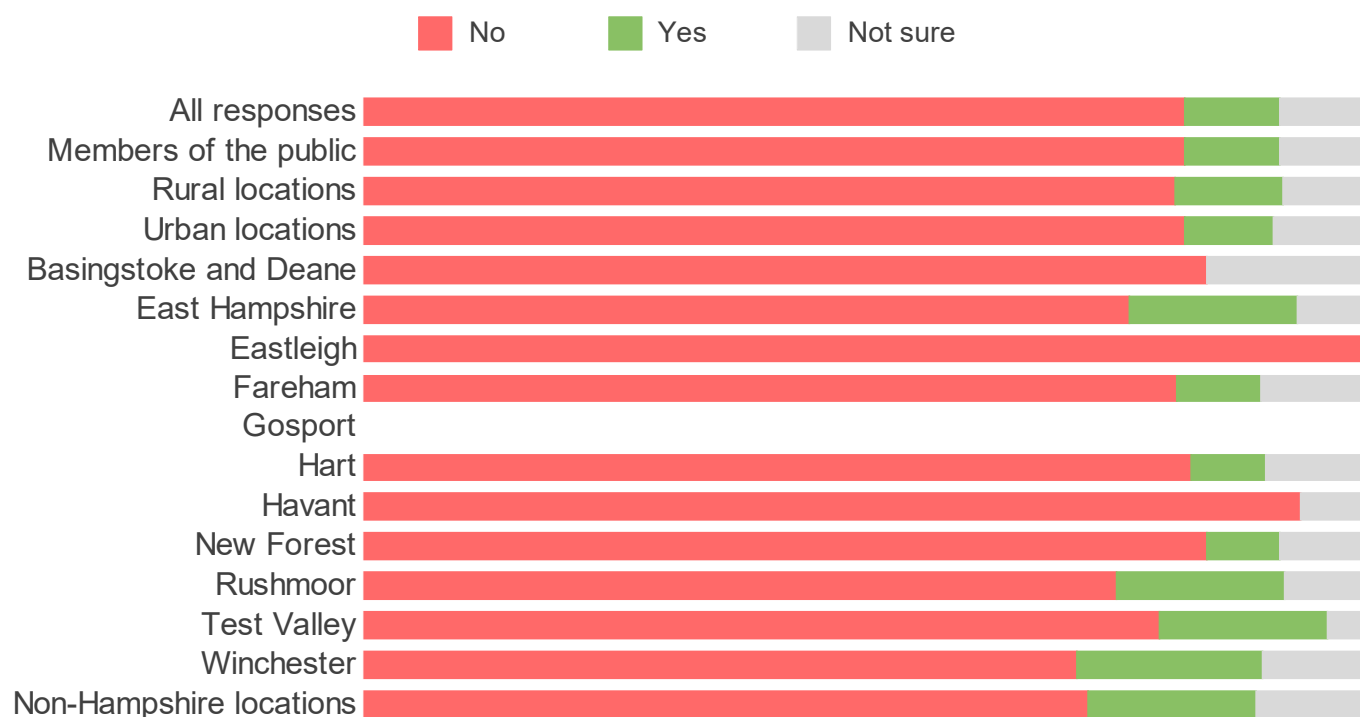
Members of the public who were responding to the survey were shown the following image, which is a collection of social media campaigns the County Council has run to reduce fly-tipping.



The questions analysed on the next 2 pages relate to this image.

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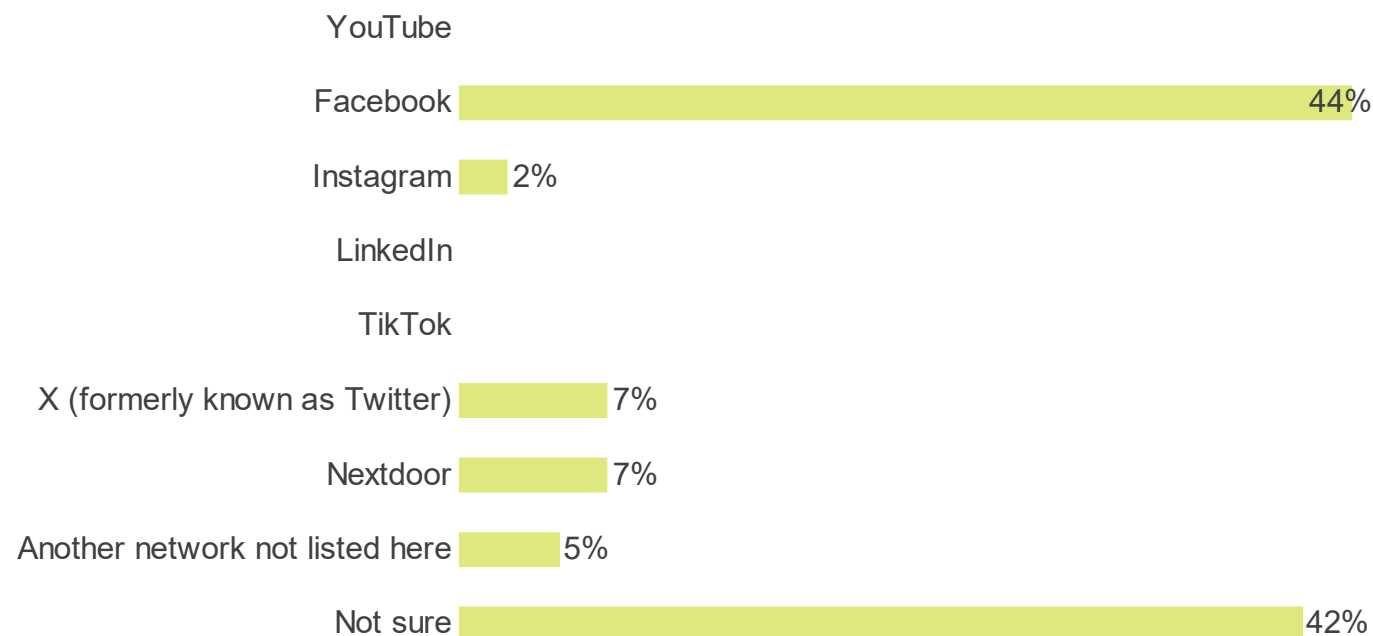
Do you recall seeing campaigns that looked like these in the past year? (Asked to members of the public, base: 455)



	Base	No	Yes	Not sure
All responses	455	82%	9%	9%
Members of the public	455	82%	9%	9%
Rural locations	120	81%	11%	8%
Urban locations	274	82%	9%	9%
Basingstoke and Deane	25	84%	-	16%
East Hampshire	42	76%	17%	7%
Eastleigh	13	100%	-	-
Fareham	47	81%	9%	11%
Gosport	4	*	*	*
Hart	68	82%	7%	10%
Havant	15	93%	-	7%
New Forest	124	84%	7%	9%
Rushmoor	12	75%	17%	8%
Test Valley	24	79%	17%	4%
Winchester	38	71%	18%	11%
Non-Hampshire locations	36	72%	17%	11%

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The Council posts messages on the following networks that you use. Do you remember where you saw these fly-tipping campaigns (Asked to members of the public who recalled seeing campaigns about fly tipping, multi code, base: 41)



	Base	YouTube	Facebook	Instagram	LinkedIn	TikTok	X (formerly known as Twitter)	Nextdoor	Another network not listed here	Not sure
All responses	41	-	44%	2%	-	-	7%	7%	5%	41%
Members of the public	41	-	44%	2%	-	-	7%	7%	5%	41%
Rural locations	13	-	46%	-	-	-	-	-	-	54%
Urban locations	23	-	48%	-	-	-	9%	9%	9%	35%
East Hampshire	7	-	57%	14%	-	-	-	-	14%	14%
Fareham	4	*	*	*	*	*	*	*	*	*
Hart	5	-	100%	-	-	-	20%	-	-	-
New Forest	9	-	11%	-	-	-	11%	22%	-	67%
Rushmoor	2	*	*	*	*	*	*	*	*	*
Test Valley	3	*	*	*	*	*	*	*	*	*
Winchester	7	-	43%	-	-	-	14%	-	-	43%
Non-Hampshire locations	6	-	50%	-	-	-	-	-	-	50%

2024/25 fly-tipping survey data report

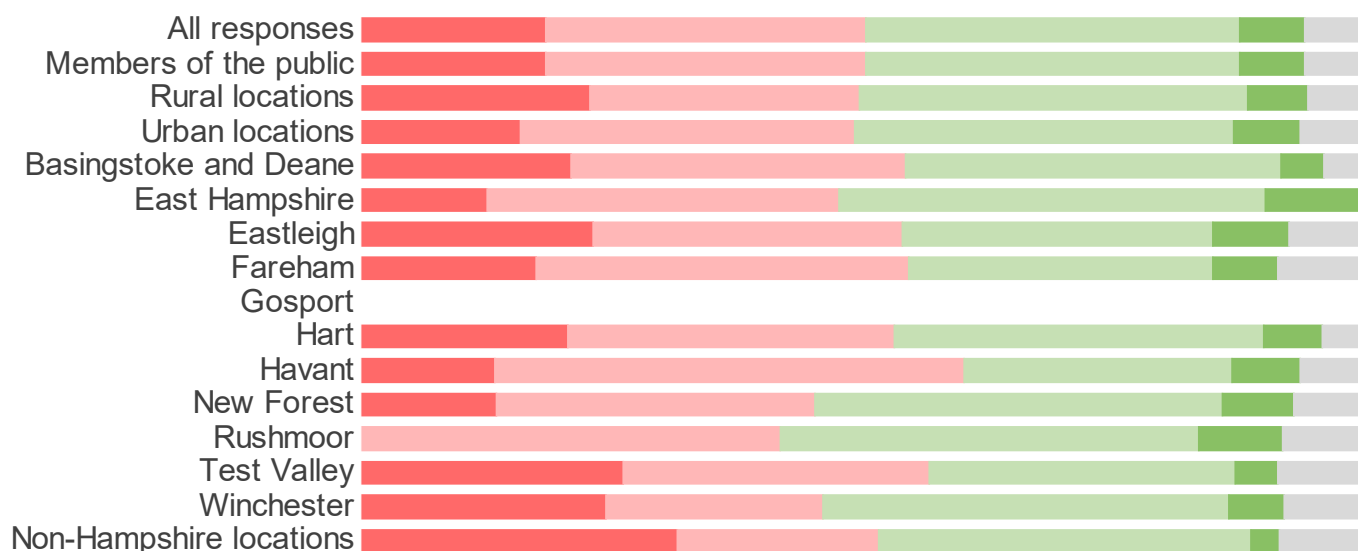
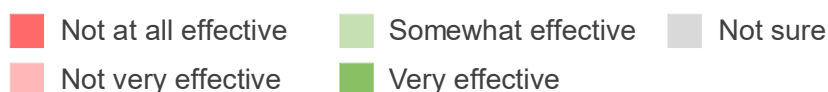
Members of the public who were responding to the survey were shown the following image, which is for a social media campaign the County Council has produced to reduce fly-tipping outside charity shops.



The question analysed on the next page relates to this image.

2024/25 fly-tipping survey data report

How effective do you think this would be at reducing people dumping unwanted items outside charity shops? (Asked to members of the public, in relation to a campaign designed to reduce fly-tipping outside charity shops, base: 450)



	Base	All responses					Summarised, excluding 'not sure'	
		Not at all effective	Not very effective	Somewhat effective	Very effective	Not sure	Not at all or not very effective	Somewhat or very effective
All responses	450	18%	32%	37%	6%	6%	53%	47%
Members of the public	450	18%	32%	37%	6%	6%	53%	47%
Rural locations	119	23%	27%	39%	6%	6%	53%	47%
Urban locations	273	16%	33%	38%	7%	7%	53%	47%
Basingstoke and Deane	24	21%	33%	38%	4%	4%	57%	43%
East Hampshire	40	13%	35%	43%	10%	-	48%	53%
Eastleigh	13	23%	31%	31%	8%	8%	58%	42%
Fareham	46	17%	37%	30%	7%	9%	60%	40%
Gosport	4	*	*	*	*	*	*	*
Hart	68	21%	32%	37%	6%	4%	55%	45%
Havant	15	13%	47%	27%	7%	7%	64%	36%
New Forest	126	13%	32%	40%	7%	7%	49%	51%
Rushmoor	12	-	42%	42%	8%	8%	45%	55%
Test Valley	23	26%	30%	30%	4%	9%	62%	38%
Winchester	37	24%	22%	41%	5%	8%	50%	50%
Non-Hampshire locations	35	31%	20%	37%	3%	9%	56%	44%

2024/25 fly-tipping survey data report

Landowners and business representatives who were responding to the survey were shown the following examples of posters the County Council has produced to help reduce fly-tipping.

Poster 1: CCTV warning



Poster 2: Impact on nature



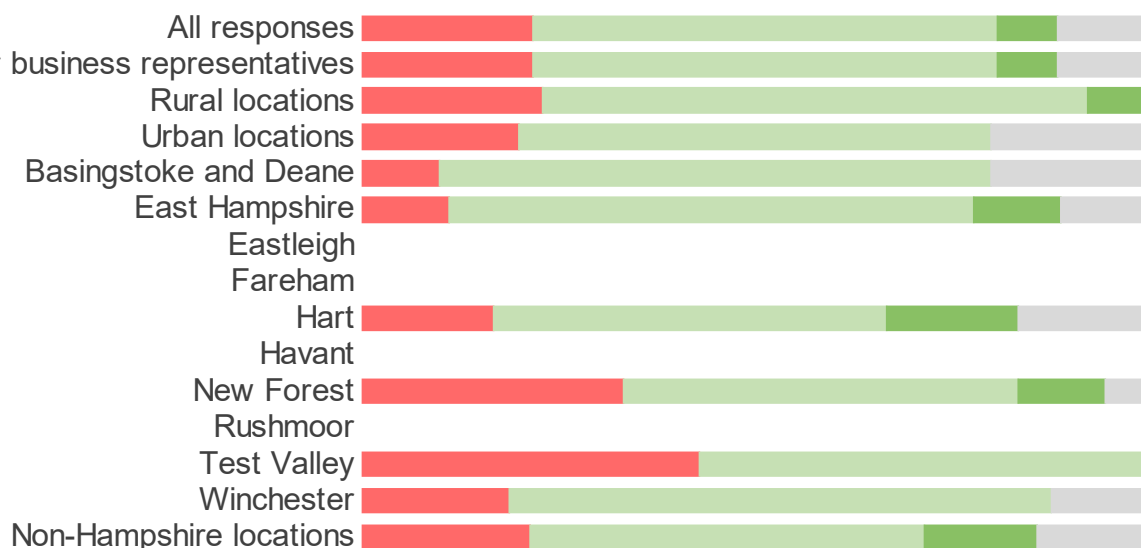
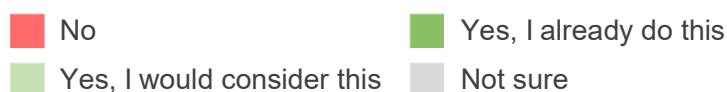
Poster 3: Prosecution warning



The questions analysed on the next 2 pages relate to these posters.

2024/25 fly-tipping survey data report

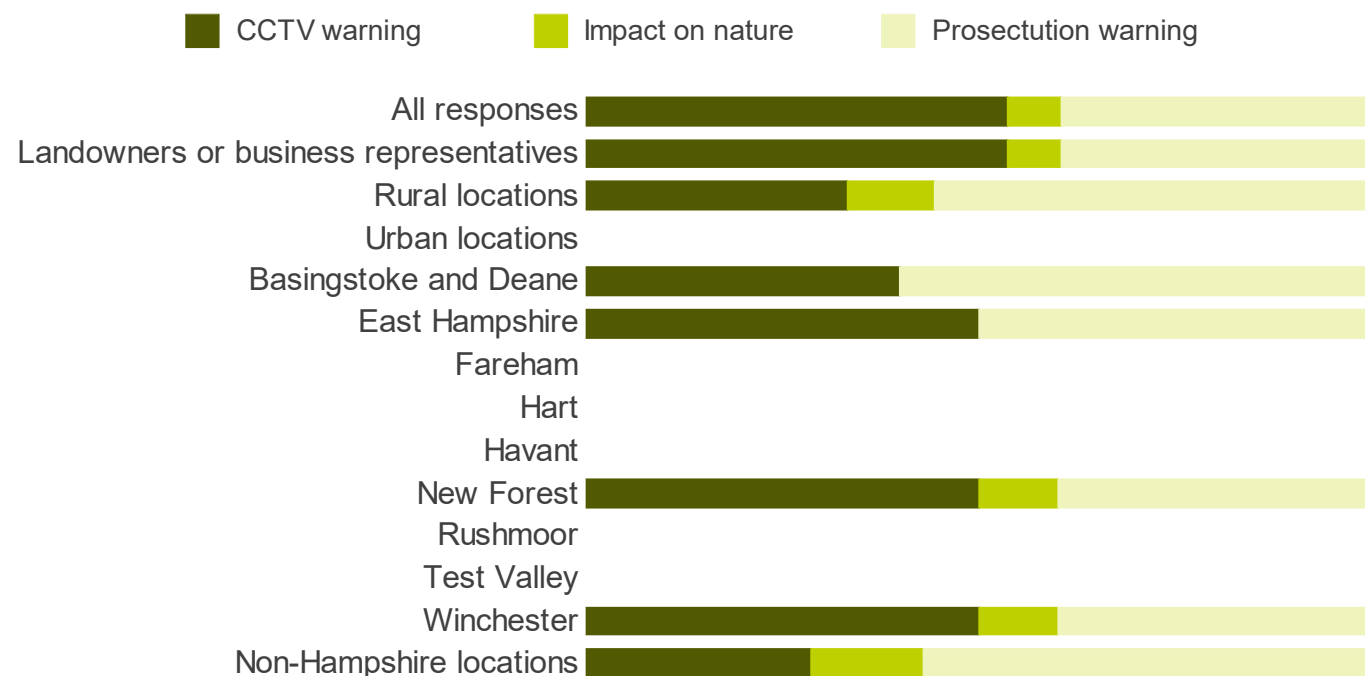
Would you consider displaying materials like these on sites that may be used for fly-tipping? (Asked to landowners and representatives of businesses impacted by fly tipping, base: 78)



	Base	No	Yes, I would consider this	Yes, I already do this	Not sure
All responses	78	22%	59%	8%	12%
Landowners or business representatives	78	22%	59%	8%	12%
Rural locations	13	23%	69%	8%	-
Urban locations	5	20%	60%	-	20%
Basingstoke and Deane	10	10%	70%	-	20%
East Hampshire	9	11%	67%	11%	11%
Eastleigh	2	*	*	*	*
Fareham	3	*	*	*	*
Hart	6	17%	50%	17%	17%
Havant	2	*	*	*	*
New Forest	18	33%	50%	11%	6%
Rushmoor	2	*	*	*	*
Test Valley	7	43%	57%	-	-
Winchester	16	19%	69%	-	13%
Non-Hampshire locations	14	21%	50%	14%	14%

2024/25 fly-tipping survey data report

Which of the three examples that we showed you do you think would be most effective at reducing fly-tipping? (Asked to landowners and representatives of businesses impacted by fly tipping, base: 43)



	Base	CCTV warning	Impact on nature	Prosecution warning
All responses	43	53%	7%	40%
Landowners or business representatives	43	53%	7%	40%
Rural locations	9	33%	11%	56%
Urban locations	2	*	*	*
Basingstoke and Deane	5	40%	-	60%
East Hampshire	6	50%	-	50%
Fareham	1	*	*	*
Hart	3	*	*	*
Havant	2	*	*	*
New Forest	10	50%	10%	40%
Rushmoor	2	*	*	*
Test Valley	4	*	*	*
Winchester	10	50%	10%	40%
Non-Hampshire locations	7	29%	14%	57%