

WSTA – Alcohol Duty Survey

METHODOLOGY NOTE

ComRes interviewed 2,031 GB adults online between 12th and 13th February 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Absolutes/col percents

Page 1

Table 1

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. Summary Table Base: All respondents

	Less than half the cost of an average-priced bottle of wine is made up of tax	The majority of EU countries have a lower level of taxation on wine and spirits than the UK	More than three-quarters of the cost of an average- priced bottle of spirits is made up of tax	The spirits industry employs more people in the UK than any other country in the EU	The Government currently plans to reduce the level of taxation on wine and spirits in the next budget	UK alcohol consumption per person is higher than the European average
Unweighted base	2031	2031	2031	2031	2031	2031
Weighted base	2031	2031	2031	2031	2031	2031
True	655	1333	1109	424	124	1177
	32%	66%	55%	21%	6%	58%
False	637	124	262	325	1116	294
	31%	6%	13%	16%	55%	14%
Don't know	739	574	660	1283	791	560
	36%	28%	32%	63%	39%	28%



Absolutes/col percents

Page 2

Table 2

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. Less than half the cost of an average-priced bottle of wine is made up of tax

Base: All respondents

		Ger	nder			Ag	е				Social	Class				Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
True	655 32%	327 33%	328 32%	62 25%	109 34%	120 31%	113 33%	103 34%	148 35%	191 35%	168 29%	139 32%	157 34%	166 32%	160 30%	170 33%	99 34%	60 34%
False	637 31%	343 34%	294 28%	46 19%	72 22%	101 26%	115 33%	128 42%	176 41%	189 35%	190 32%	117 27%	141 30%	162 31%	183 34%	140 27%	91 31%	61 34%
Don't know	739 36%	325 33%	413 40%	136 56%	144 44%	165 43%	118 34%	74 24%	102 24%	168 31%	231 39%	171 40%	169 36%	188 36%	194 36%	200 39%	102 35%	55 31%



Absolutes/col percents

Page 3

Table 3

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. The majority of EU countries have a lower level of taxation on wine and spirits than the UK Base: All respondents

		Gen	der			Ac	je				Social	Class				Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
True	1333 66%	692 70%	641 62%	105 43%	177 54%	242 63%	246 71%	229 75%	334 78%	372 68%	373 63%	276 65%	312 67%	310 60%	363 68%	339 67%	206 70%	115 65%
False	124 6%	67 7%	57 6%	20 8%	35 11%	26 7%	14 4%	15 5%	13 3%	51 9%	31 5%	24 6%	17 4%	49 9%	24 4%	24 5%	15 5%	12 7%
Don't know	574 28%	236 24%	338 33%	118 49%	113 35%	118 31%	85 25%	61 20%	79 19%	125 23%	185 31%	126 30%	138 30%	157 30%	149 28%	147 29%	72 25%	49 28%



Absolutes/col percents

Page 4

Table 4

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. More than three-quarters of the cost of an average-priced bottle of spirits is made up of tax Base: All respondents

		Gen	der			Ag	le				Social	Class		_		Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
True	1109 55%	556 56%	553 53%	82 34%	141 43%	185 48%	207 60%	212 70%	283 66%	299 54%	297 50%	242 57%	272 58%	278 54%	275 51%	275 54%	170 58%	111 63%
False	262 13%	148 15%	114 11%	42 17%	51 16%	46 12%	37 11%	26 9%	60 14%	85 15%	82 14%	36 9%	58 12%	63 12%	79 15%	62 12%	41 14%	17 10%
Don't know	660 32%	292 29%	368 36%	120 49%	134 41%	155 40%	101 29%	66 22%	84 20%	165 30%	210 36%	148 35%	137 29%	175 34%	181 34%	173 34%	82 28%	48 27%



Absolutes/col percents

Page 5

Table 5

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. The spirits industry employs more people in the UK than any other country in the EU

Base: All respondents

		Gen	der			Ac	le				Social	Class				Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
True	424 21%	257 26%	167 16%	33 14%	77 24%	76 20%	74 22%	57 19%	106 25%	136 25%	122 21%	78 18%	88 19%	110 21%	97 18%	101 20%	60 21%	55 31%
False	325 16%	154 15%	171 17%	49 20%	49 15%	70 18%	60 17%	49 16%	48 11%	73 13%	87 15%	84 20%	82 17%	70 14%	90 17%	86 17%	52 18%	27 15%
Don't know	1283 63%	584 59%	698 67%	162 66%	199 61%	241 62%	211 61%	198 65%	272 64%	339 62%	381 65%	265 62%	297 64%	336 65%	348 65%	323 63%	181 62%	95 54%



Absolutes/col percents

Page 6

Table 6

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. The Government currently plans to reduce the level of taxation on wine and spirits in the next budget Base: All respondents

		Gen	der			Ag	е				Social	Class				Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
True	124 6%	69 7%	56 5%	23 9%	40 12%	35 9%	12 4%	9 3%	4 1%	42 8%	31 5%	24 6%	27 6%	45 9%	19 3%	33 6%	16 6%	12 7%
False	1116 55%	564 57%	552 53%	113 46%	143 44%	193 50%	202 59%	182 60%	282 66%	315 58%	320 54%	233 55%	247 53%	263 51%	302 56%	278 54%	176 60%	98 56%
Don't know	791 39%	363 36%	428 41%	108 44%	142 44%	158 41%	131 38%	114 37%	139 33%	191 35%	238 40%	169 40%	193 41%	209 40%	216 40%	199 39%	101 35%	66 37%



Absolutes/col percents

Page 7

Table 7

Q.1 For each of the following statements, please indicate whether you think that statement is true or false.

UK alcohol consumption per person is higher than the European average

Base: All respondents

		Ger	nder			Ag	e				Social	Class				Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
True	1177 58%	560 56%	617 60%	124 51%	198 61%	215 56%	218 63%	198 65%	223 52%	317 58%	336 57%	251 59%	272 58%	283 55%	278 52%	327 64%	180 62%	108 61%
False	294 14%	175 18%	119 11%	32 13%	38 12%	55 14%	53 15%	39 13%	78 18%	102 19%	80 14%	63 15%	49 10%	81 16%	84 16%	64 13%	36 12%	28 16%
Don't know	560 28%	261 26%	300 29%	88 36%	89 27%	117 30%	75 22%	67 22%	125 29%	129 24%	173 29%	112 26%	146 31%	152 29%	174 32%	118 23%	76 26%	40 23%



Absolutes/col percents

Page 8

Table 8

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. Summary Table Base: All respondents (Excl. DK)

	Less than half the cost of an average-priced bottle of wine is made up of tax	The majority of EU countries have a lower level of taxation on wine and spirits than the UK	More than three-quarters of the cost of an average- priced bottle of spirits is made up of tax	The spirits industry employs more people in the UK than any other country in the EU	The Government currently plans to reduce the level of taxation on wine and spirits in the next budget	UK alcohol consumption per person is higher than the European average
Unweighted base	1316	1462	1372	749	1244	1484
Weighted base	1292	1457	1371	748	1240	1471
True	655 51%	1333 92%	1109 81%	424 57%	124 10%	1177 80%
False	637 49%	124 8%	262 19%	325 43%	1116 90%	294 20%



Absolutes/col percents

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Table 9

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. Less than half the cost of an average-priced bottle of wine is made up of tax

Base: All respondents (Excl. DK)

		Gen	nder			Ac	ge -				Social	Class				Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1316	679	637	70	193	239	238	231	345	498	329	176	313	355	360	307	168	126
Weighted base	1292	670	622	108	182	221	227	230	324	381	358	255	299	329	342	310	191	121
True	655 51%	327 49%	328 53%	62 57%	109 60%	120 54%	113 50%	103 45%	148 46%	191 50%	168 47%	139 54%	157 53%	166 51%	160 47%	170 55%	99 52%	60 50%
False	637 49%	343 51%	294 47%	46 43%	72 40%	101 46%	115 50%	128 55%	176 54%	189 50%	190 53%	117 46%	141 47%	162 49%	183 53%	140 45%	91 48%	61 50%



Absolutes/col percents

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Table 10

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. The majority of EU countries have a lower level of taxation on wine and spirits than the UK Base: All respondents (Excl. DK)

		Ger	nder			Ag	le				Social	Class				Region		
	_Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1462	748	714	82	212	290	271	238	369	550	360	201	351	387	397	363	188	127
Weighted base	1457	759	698	125	212	268	261	244	347	424	404	300	329	359	387	363	221	127
True	1333 92%	692 91%	641 92%	105 84%	177 84%	242 90%	246 94%	229 94%	334 96%	372 88%	373 92%	276 92%	312 95%	310 86%	363 94%	339 93%	206 93%	115 90%
False	124 8%	67 9%	57 8%	20 16%	35 16%	26 10%	14 6%	15 6%	13 4%	51 12%	31 8%	24 8%	17 5%	49 14%	24 6%	24 7%	15 7%	12 10%



Absolutes/col percents

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Table 11

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. More than three-quarters of the cost of an average-priced bottle of spirits is made up of tax Base: All respondents (Excl. DK)

		Ger	nder			Aç	le				Social	Class				Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1372	704	668	75	200	251	255	234	357	502	342	187	341	368	368	328	179	129
Weighted base	1371	704	668	124	191	231	245	238	342	384	379	279	330	341	355	337	211	128
True	1109 81%	556 79%	553 83%	82 66%	141 73%	185 80%	207 85%	212 89%	283 83%	299 78%	297 78%	242 87%	272 82%	278 82%	275 78%	275 82%	170 81%	111 87%
False	262 19%	148 21%	114 17%	42 34%	51 27%	46 20%	37 15%	26 11%	60 17%	85 22%	82 22%	36 13%	58 18%	63 18%	79 22%	62 18%	41 19%	17 13%



Absolutes/col percents

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Table 12

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. The spirits industry employs more people in the UK than any other country in the EU

Base: All respondents (Excl. DK)

		Ger	nder			Aç	qe				Social	Class				Region		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	749	414	335	55	136	151	138	100	169	274	188	109	178	197	197	177	97	81
Weighted base	748	411	338	82	126	145	135	107	154	209	208	161	170	180	188	187	112	82
True	424 57%	257 63%	167 49%	33 40%	77 61%	76 52%	74 55%	57 54%	106 69%	136 65%	122 58%	78 48%	88 52%	110 61%	97 52%	101 54%	60 54%	55 67%
False	325 43%	154 37%	171 51%	49 60%	49 39%	70 48%	60 45%	49 46%	48 31%	73 35%	87 42%	84 52%	82 48%	70 39%	90 48%	86 46%	52 46%	27 33%



Absolutes/col percents

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Table 13

Q.1 For each of the following statements, please indicate whether you think that statement is true or false. The Government currently plans to reduce the level of taxation on wine and spirits in the next budget Base: All respondents (Excl. DK)

		Gen	der			Ag	ge				Social	Class		Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1244	631	613	85	191	247	223	190	308	468	317	168	291	332	324	310	164	114		
Weighted base	1240	632	608	136	184	228	215	191	287	357	351	257	274	307	320	310	192	110		
True	124 10%	69 11%	56 9%	23 17%	40 22%	35 16%	12 6%	9 5%	4 1%	42 12%	31 9%	24 9%	27 10%	45 15%	19 6%	33 11%	16 8%	12 11%		
False	1116 90%	564 89%	552 91%	113 83%	143 78%	193 84%	202 94%	182 95%	282 99%	315 88%	320 91%	233 91%	247 90%	263 85%	302 94%	278 89%	176 92%	98 89%		



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Alcohol Survey ONLINE Fieldwork : 12th-13th February 2014

Absolutes/col percents

Table 14

Q.1 For each of the following statements, please indicate whether you think that statement is true or false.

UK alcohol consumption per person is higher than the European average

Base: All respondents (Excl. DK)

		Gen	nder			Ag	e				Social	Class		Region						
	Total	Male	Female .	18-24	25-34	35-44	45-54	55-64	65+	<u>AB</u>	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1484	738	746	99	239	291	285	240	330	557	375	208	344	403	373	381	188	139		
Weighted base	1471	735	736	156	236	269	271	237	301	419	416	315	321	365	362	391	217	136		
True	1177 80%	560 76%	617 84%	124 79%	198 84%	215 80%	218 81%	198 84%	223 74%	317 76%	336 81%	251 80%	272 85%	283 78%	278 77%	327 84%	180 83%	108 79%		
False	294 20%	175 24%	119 16%	32 21%	38 16%	55 20%	53 19%	39 16%	78 26%	102 24%	80 19%	63 20%	49 15%	81 22%	84 23%	64 16%	36 17%	28 21%		



Table 15

Q.2 Currently, tax accounts for 57% of the cost of an average-priced bottle of wine, and 79% of the cost of an average-priced bottle of spirits. Which of the following statements, if any, come closest to your view about the level of taxation on wine and spirits, respectively? Summary Table

Base: All respondents

		Spirits	Wine and Spirits
Unweighted base	2031	2031	2031
Weighted base	2031	2031	2031
NET: Too high/ about	1643	1626	1414
right	81%	80%	70%
The current level of	1101	1132	1009
tax is too high	54%	56%	50%
The current level of	542	494	405
tax is about right	27%	24%	20%
The current level of tax is too low	100	118	87
	5%	6%	4%
Different answers	-	:	250 12%
Don't know	288	287	281
	14%	14%	14%



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Table 16

Q.2 Currently, tax accounts for 57% of the cost of an average-priced bottle of wine, and 79% of the cost of an average-priced bottle of spirits. Which of the following statements, if any, come closest to your view about the level of taxation on wine and spirits, respectively? Wine

Base: All respondents

		Ger	nder			Ag	e				Social	Class		Region						
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183		
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176		
NET: Too high/ about	1643	819	825	181	240	302	286	271	363	466	456	370	351	410	435	411	248	140		
right	81%	82%	80%	74%	74%	78%	83%	89%	85%	85%	77%	87%	75%	79%	81%	81%	85%	79%		
The current level of tax is too high	1101	556	545	109	149	205	201	200	237	304	287	261	249	261	308	275	178	78		
	54%	56%	53%	45%	46%	53%	58%	66%	56%	55%	49%	61%	53%	51%	57%	54%	61%	44%		
The current level of tax is about right	542	263	279	73	91	98	85	71	126	162	169	110	102	148	127	136	70	62		
	27%	26%	27%	30%	28%	25%	25%	23%	29%	30%	29%	26%	22%	29%	24%	27%	24%	35%		
The current level of tax is too low	100	57	43	10	20	19	17	12	22	25	31	11	33	28	30	22	11	8		
	5%	6%	4%	4%	6%	5%	5%	4%	5%	5%	5%	3%	7%	5%	6%	4%	4%	5%		
Don't know	288	120	168	52	65	65	43	22	42	57	103	46	82	79	71	77	33	28		
	14%	12%	16%	21%	20%	17%	12%	7%	10%	10%	17%	11%	18%	15%	13%	15%	11%	16%		



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Table 17

Q.2 Currently, tax accounts for 57% of the cost of an average-priced bottle of wine, and 79% of the cost of an average-priced bottle of spirits. Which of the following statements, if any, come closest to your view about the level of taxation on wine and spirits, respectively?

Base: All respondents

		Ger	nder			Ac	je				Social	Class		Region					
		Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183	
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176	
NET: Too high/ about	1626	813	813	182	240	304	282	268	349	461	449	363	353	405	425	410	245	141	
right	80%	82%	79%	75%	74%	79%	82%	88%	82%	84%	76%	85%	75%	78%	79%	80%	84%	80%	
The current level of tax is too high	1132	572	559	119	158	214	215	194	233	294	307	264	267	254	318	285	181	94	
	56%	58%	54%	49%	48%	56%	62%	64%	55%	54%	52%	62%	57%	49%	59%	56%	62%	53%	
The current level of tax is about right	494	240	254	63	82	90	67	75	117	167	142	99	86	151	108	125	64	47	
	24%	24%	25%	26%	25%	23%	20%	24%	27%	30%	24%	23%	18%	29%	20%	24%	22%	27%	
The current level of tax is too low	118	65	53	7	19	19	22	15	35	32	33	18	35	34	35	25	15	9	
	6%	7%	5%	3%	6%	5%	6%	5%	8%	6%	6%	4%	7%	7%	6%	5%	5%	5%	
Don't know	287	118	169	55	66	62	41	22	42	55	107	46	80	78	76	74	33	27	
	14%	12%	16%	22%	20%	16%	12%	7%	10%	10%	18%	11%	17%	15%	14%	15%	11%	15%	



Prepared by ComRes

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Table 18

Q.2 Currently, tax accounts for 57% of the cost of an average-priced bottle of wine, and 79% of the cost of an average-priced bottle of spirits. Which of the following statements, if any, come closest to your view about the level of taxation on wine and spirits, respectively? Wine and Spirits

Base: All respondents

		Ger	nder		Age						Social	Class		Region						
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	2031	982	1049	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183		
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176		
NET: Too high/ about	1414	692	722	157	201	271	242	237	307	388	395	327	304	332	384	369	217	112		
right	70%	69%	70%	64%	62%	70%	70%	78%	72%	71%	67%	77%	65%	64%	72%	72%	74%	64%		
The current level of tax is too high	1009	505	505	101	135	193	188	180	213	262	269	244	234	221	289	261	166	72		
	50%	51%	49%	42%	41%	50%	54%	59%	50%	48%	46%	57%	50%	43%	54%	51%	57%	41%		
The current level of tax is about right	405	187	217	55	66	78	55	57	94	126	126	82	70	111	95	108	51	40		
	20%	19%	21%	23%	20%	20%	16%	19%	22%	23%	21%	19%	15%	21%	18%	21%	17%	23%		
The current level of tax is too low	87	49	38	7	17	15	16	11	20	22	25	9	30	24	26	18	11	8		
	4%	5%	4%	3%	5%	4%	5%	4%	5%	4%	4%	2%	6%	5%	5%	4%	4%	4%		
Different answers	250	142	108	28	43	38	46	35	59	85	67	45	54	84	56	48	32	30		
	12%	14%	10%	12%	13%	10%	13%	12%	14%	15%	11%	10%	12%	16%	10%	10%	11%	17%		
Don't know	281	114	167	52	64	62	41	22	41	54	103	46	79	76	71	74	33	27		
	14%	11%	16%	21%	20%	16%	12%	7%	10%	10%	17%	11%	17%	15%	13%	15%	11%	15%		



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