

Retail Week Christmas Shopping Survey

Fieldwork : December 3rd-5th 2004

Absolutes/col percents

Table 1

Q.1 Generally speaking do you think retailers are having more discount/promotional days in the run up to Christmas this year than last, do you think they are having fewer or is the number about the same?

Base: All respondents

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	471	537	91	162	197	197	143	218	317	235	163	293	265	267	246	140	90
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
More	406 40%	170 35%	236 45%	34 31%	68 40%	76 38%	71 41%	76 50%	81 40%	109 43%	119 41%	82 39%	96 38%	117 43%	93 35%	99 40%	61 44%	35 40%
Same	420 42%	228 47%	192 37%	61 55%	79 46%	78 39%	71 42%	53 35%	77 38%	108 43%	109 37%	94 44%	110 43%	105 39%	124 47%	99 40%	59 42%	34 39%
Fewer	55 5%	26 5%	28 5%	7 6%	4 3%	16 8%	5 3%	9 6%	14 7%	11 4%	19 7%	9 4%	16 6%	16 6%	11 4%	18 7%	6 5%	2 3%
Don't know/ no opinion	127 13%	59 12%	68 13%	9 8%	20 12%	32 16%	25 14%	12 8%	30 15%	24 10%	45 15%	27 13%	31 12%	31 12%	35 13%	31 13%	14 10%	16 19%

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Table 2

Q.2 This year are you planning to make a point of going to more promotional/discount days for Christmas shopping than last year, or will you go to fewer or to about the same number?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	471	537	91	162	197	197	143	218	317	235	163	293	265	267	246	140	90
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
More	82 8%	34 7%	48 9%	21 19%	19 11%	14 7%	11 7%	8 6%	9 5%	23 9%	23 8%	18 9%	19 7%	28 10%	17 6%	20 8%	11 8%	7 8%
Same	640 63%	319 66%	321 61%	69 62%	115 67%	135 67%	106 62%	97 64%	119 59%	159 63%	185 63%	136 64%	160 64%	167 62%	170 65%	154 62%	95 68%	54 61%
Fewer	130 13%	66 14%	64 12%	16 14%	18 10%	24 12%	26 15%	23 15%	23 11%	33 13%	41 14%	28 13%	28 11%	34 13%	37 14%	32 13%	13 9%	14 15%
Don't go to any/ not applicable	128 13%	57 12%	71 14%	4 4%	14 8%	23 12%	25 15%	18 12%	42 21%	29 11%	39 13%	23 11%	37 15%	30 11%	35 13%	39 16%	16 12%	8 9%
Don't know/ no opinion	27 3%	8 2%	20 4%	1 1%	5 3%	6 3%	3 2%	5 3%	8 4%	8 3%	5 2%	7 3%	7 3%	10 4%	3 1%	3 1%	5 4%	6 7%

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Table 3

Q.3 This year are you likely to buy more Christmas presents at Supermarkets than last year, are you likely to buy fewer or will it be about the same?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	471	537	91	162	197	197	143	218	317	235	163	293	265	267	246	140	90
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
More	123 12%	60 12%	64 12%	22 19%	38 22%	24 12%	16 10%	7 5%	17 9%	35 14%	26 9%	34 16%	29 11%	23 9%	40 15%	37 15%	14 10%	10 11%
Same	582 58%	301 62%	281 54%	52 47%	99 58%	134 66%	103 60%	94 62%	101 50%	141 56%	183 63%	125 59%	133 53%	158 59%	143 55%	143 58%	85 60%	53 60%
Fewer	159 16%	71 15%	88 17%	27 24%	23 14%	28 14%	28 16%	24 16%	30 15%	41 16%	52 18%	30 14%	37 15%	48 18%	42 16%	35 14%	20 15%	14 15%
Don't buy presents from Supermarkets/ not applicable	126 13%	45 9%	81 15%	10 9%	11 7%	12 6%	22 13%	24 16%	47 23%	31 12%	28 10%	21 10%	46 18%	32 12%	34 13%	30 12%	20 14%	10 12%
Don't know/ no opinion	17 2%	7 1%	10 2%	1 1%	-	4 2%	3 2%	3 2%	7 3%	4 2%	3 1%	2 1%	7 3%	8 3%	4 1%	2 1%	1 1%	2 2%

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Table 4

Q.4 This year are you likely to buy more Christmas presents on-line than last year, are you likely to buy fewer or will it be about the same?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	471	537	91	162	197	197	143	218	317	235	163	293	265	267	246	140	90
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
More	147 15%	85 18%	62 12%	29 26%	39 23%	37 18%	21 12%	16 11%	6 3%	62 25%	48 16%	23 11%	15 6%	43 16%	45 17%	28 11%	16 11%	15 17%
Same	274 27%	148 31%	126 24%	32 29%	67 39%	61 30%	48 28%	30 20%	34 17%	80 32%	82 28%	61 29%	51 20%	80 30%	71 27%	65 26%	40 28%	18 20%
Fewer	106 10%	46 9%	60 11%	18 16%	19 11%	22 11%	22 13%	12 8%	13 6%	27 11%	37 13%	25 12%	17 7%	35 13%	21 8%	30 12%	10 7%	9 11%
Don't buy presents on-line/ not applicable	462 46%	200 41%	262 50%	31 28%	45 26%	78 39%	76 44%	86 57%	146 72%	79 31%	122 42%	99 47%	163 65%	107 40%	122 46%	116 47%	72 51%	45 50%
Don't know/ no opinion	19 2%	5 1%	14 3%	1 1%	* *	4 2%	5 3%	7 4%	3 1%	4 2%	4 1%	4 2%	6 3%	3 1%	3 1%	8 3%	3 2%	2 2%

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Table 5
Classification
Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	471	537	91	162	197	197	143	218	317	235	163	293	265	267	246	140	90
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
Sex																		
Male	484	484	-	54	82	106	89	71	82	131	142	108	104	142	114	125	61	42
	48%	100%	-	49%	48%	53%	52%	47%	41%	52%	49%	51%	41%	53%	43%	50%	44%	47%
Female	524	-	524	57	89	96	83	80	120	121	150	104	148	127	149	123	79	47
	52%	-	100%	51%	52%	47%	48%	53%	59%	48%	51%	49%	59%	47%	57%	50%	56%	53%
Age																		
18-24	(21)	111	54	57	111	-	-	-	-	25	51	26	10	28	27	28	16	11
		11%	11%	11%	100%	-	-	-	-	10%	17%	12%	4%	10%	10%	11%	11%	13%
25-34	(29.5)	171	82	89	-	171	-	-	-	58	57	36	21	61	45	37	16	13
		17%	17%	17%	-	100%	-	-	-	23%	19%	17%	8%	23%	17%	15%	12%	14%
35-44	(39.5)	202	106	96	-	-	202	-	-	49	68	50	35	60	58	44	27	13
		20%	22%	18%	-	-	100%	-	-	20%	23%	24%	14%	22%	22%	18%	19%	15%
45-54	(49.5)	171	89	83	-	-	-	171	-	54	53	40	25	37	44	47	28	15
		17%	18%	16%	-	-	-	100%	-	21%	18%	19%	10%	14%	17%	19%	20%	17%
55-64	(59.5)	151	71	80	-	-	-	-	151	34	32	33	52	34	37	46	19	16
		15%	15%	15%	-	-	-	-	100%	13%	11%	16%	21%	13%	14%	19%	13%	18%
65+	(70)	201	82	120	-	-	-	-	-	201	32	32	28	110	48	52	46	35
		20%	17%	23%	-	-	-	-	-	100%	13%	11%	13%	43%	18%	20%	18%	25%
Average age		46.56	45.67	47.37	21.00	29.50	39.50	49.50	59.50	70.00	44.10	41.66	44.61	56.34	44.70	46.41	47.11	48.57

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	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
<u>Social Class</u>																		
AB	252	131	121	25	58	49	54	34	32	252	-	-	-	88	69	51	27	16
	25%	27%	23%	22%	34%	25%	31%	22%	16%	100%	-	-	-	33%	26%	21%	20%	18%
C1	292	142	150	51	57	68	53	32	32	-	292	-	-	88	67	70	46	21
	29%	29%	29%	46%	33%	34%	31%	21%	16%	-	100%	-	-	33%	25%	28%	33%	23%
C2	212	108	104	26	36	50	40	33	28	-	-	212	-	40	68	54	30	20
	21%	22%	20%	23%	21%	25%	23%	22%	14%	-	-	100%	-	15%	26%	22%	21%	22%
DE	252	104	148	10	21	35	25	52	110	-	-	-	252	52	59	72	37	32
	25%	21%	28%	9%	12%	17%	14%	35%	54%	-	-	-	100%	19%	22%	29%	26%	37%
<u>Region</u>																		
North	336	167	169	40	50	58	62	62	66	67	91	74	104	-	-	248	-	89
	33%	35%	32%	36%	29%	29%	36%	41%	33%	27%	31%	35%	41%	-	-	100%	-	100%
Midlands	314	132	182	31	51	68	54	44	66	75	81	79	78	-	263	-	51	-
	31%	27%	35%	28%	30%	34%	31%	29%	33%	30%	28%	37%	31%	-	100%	-	37%	-
South	358	185	173	40	71	76	55	46	69	110	120	58	70	269	-	-	89	-
	35%	38%	33%	36%	41%	38%	32%	30%	34%	43%	41%	28%	28%	100%	-	-	63%	-

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Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
<u>Working status</u>																		
Full-time	447 44%	286 59%	161 31%	55 50%	112 65%	129 64%	99 58%	49 32%	3 2%	146 58%	151 52%	109 52%	41 16%	139 52%	119 45%	98 40%	58 41%	34 38%
Part-time	113 11%	27 6%	86 16%	14 13%	19 11%	27 13%	22 13%	23 15%	8 4%	30 12%	40 14%	25 12%	18 7%	33 12%	27 10%	23 9%	18 13%	13 14%
Not working but seeking work or temporarily unemployed/sick	63 6%	27 6%	36 7%	17 15%	12 7%	15 7%	11 7%	6 4%	2 1%	9 3%	23 8%	5 2%	26 10%	14 5%	13 5%	15 6%	12 9%	8 9%
Not working/not seeking work/retired	366 36%	134 28%	232 44%	21 19%	28 16%	25 12%	38 22%	69 45%	185 92%	63 25%	74 25%	66 31%	164 65%	79 29%	98 37%	103 42%	52 37%	33 38%
Refused	19 2%	10 2%	9 2%	3 3%	1 *	6 3%	1 1%	5 3%	3 1%	5 2%	4 1%	7 3%	3 1%	3 1%	6 2%	9 4%	1 *	1 1%
<u>Tenure</u>																		
Own outright	323 32%	162 33%	161 31%	25 23%	19 11%	24 12%	52 31%	76 50%	126 62%	86 34%	79 27%	62 29%	96 38%	75 28%	88 34%	87 35%	48 34%	24 28%
Own with a mortgage	413 41%	198 41%	215 41%	41 37%	104 60%	124 62%	88 52%	42 28%	14 7%	127 50%	137 47%	101 48%	49 19%	116 43%	103 39%	104 42%	61 44%	28 32%
Council	131 13%	54 11%	77 15%	16 14%	17 10%	25 12%	17 10%	20 13%	36 18%	7 3%	29 10%	23 11%	72 29%	31 12%	36 14%	29 12%	11 8%	23 26%
Rented from someone else	95 9%	47 10%	49 9%	18 16%	30 17%	17 8%	8 5%	7 5%	16 8%	24 9%	33 11%	16 7%	23 9%	33 12%	23 9%	15 6%	15 11%	9 10%
Rent free	12 1%	7 1%	5 1%	3 3%	1 1%	4 2%	* *	1 1%	2 1%	1 1%	5 2%	1 *	5 2%	5 2%	3 1%	1 1%	1 1%	1 2%
Refused	34 3%	17 3%	17 3%	7 7%	1 1%	7 4%	5 3%	5 4%	8 4%	7 3%	10 3%	10 5%	7 3%	8 3%	9 4%	11 5%	3 2%	2 2%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
<u>Foreign Holiday in last 3 years</u>																		
Yes	625 62%	313 65%	312 59%	67 60%	133 77%	129 64%	112 66%	88 58%	96 48%	196 78%	199 68%	126 60%	104 41%	184 69%	151 57%	147 59%	89 64%	53 60%
No	383 38%	171 35%	212 41%	44 40%	39 23%	72 36%	59 34%	63 42%	106 52%	56 22%	93 32%	85 40%	148 59%	84 31%	112 43%	100 41%	51 36%	35 40%
<u>Number of cars</u>																		
None	204 20%	88 18%	115 22%	24 22%	29 17%	27 14%	18 11%	38 25%	67 33%	26 10%	44 15%	31 14%	103 41%	54 20%	52 20%	51 21%	20 14%	26 30%
1	438 43%	204 42%	235 45%	46 42%	72 42%	81 40%	72 42%	57 38%	109 54%	99 39%	126 43%	102 48%	112 45%	108 40%	112 43%	107 43%	69 49%	43 48%
2	284 28%	149 31%	136 26%	28 25%	59 34%	78 39%	56 33%	43 29%	21 10%	98 39%	92 32%	63 30%	31 12%	79 30%	77 29%	76 31%	36 26%	16 18%
3+	82 8%	43 9%	39 7%	13 11%	12 7%	15 8%	25 15%	13 8%	4 2%	29 12%	30 10%	16 8%	6 2%	27 10%	22 9%	14 6%	15 11%	3 4%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
<u>Internet Access</u>																		
At all	640 63%	317 66%	323 62%	86 78%	142 83%	154 76%	131 76%	76 50%	51 25%	212 84%	235 80%	122 58%	71 28%	193 72%	171 65%	141 57%	80 57%	55 62%
At home (net)	536 53%	275 57%	261 50%	68 61%	112 66%	136 67%	116 68%	60 40%	44 22%	186 74%	189 65%	105 49%	56 22%	165 61%	144 55%	119 48%	63 45%	45 51%
At work (net)	308 31%	160 33%	148 28%	32 29%	84 49%	87 43%	65 38%	35 23%	6 3%	131 52%	117 40%	47 22%	13 5%	107 40%	76 29%	54 22%	46 32%	25 28%
At home	305 30%	151 31%	154 29%	48 43%	48 28%	66 33%	66 39%	38 25%	38 19%	77 30%	110 38%	70 33%	48 19%	79 30%	87 33%	78 32%	33 23%	27 31%
At work	77 8%	36 7%	41 8%	12 11%	20 12%	17 8%	15 9%	13 8%	1 *	22 9%	38 13%	12 6%	5 2%	21 8%	20 7%	14 6%	16 11%	7 8%
Both at home and at work	231 23%	124 26%	107 20%	20 18%	64 38%	70 35%	50 29%	22 14%	6 3%	109 43%	79 27%	35 17%	8 3%	86 32%	57 22%	41 16%	30 21%	18 20%
Somewhere else	27 3%	7 1%	21 4%	6 5%	10 6%	1 *	- -	3 2%	7 3%	5 2%	7 3%	5 2%	10 4%	6 2%	8 3%	8 3%	2 1%	3 3%
Not at all	366 36%	165 34%	201 38%	24 22%	29 17%	48 24%	41 24%	75 50%	149 74%	38 15%	57 20%	90 42%	181 72%	76 28%	92 35%	105 42%	60 43%	33 38%
Refused	2 *	2 *	- -	1 1%	- -	- -	- -	- -	1 *	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -

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	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
Age Finished Full Time Education																		
Up to 15	220 22%	100 21%	120 23%	6 5%	5 3%	9 5%	34 20%	62 41%	104 51%	25 10%	36 12%	48 23%	111 44%	36 13%	60 23%	67 27%	28 20%	29 33%
16	273 27%	134 28%	139 26%	27 24%	47 27%	76 37%	53 31%	34 22%	38 19%	55 22%	75 26%	86 41%	57 23%	61 23%	82 31%	74 30%	36 25%	20 22%
17	81 8%	35 7%	45 9%	9 9%	9 5%	23 11%	14 8%	11 7%	14 7%	15 6%	27 9%	22 10%	16 6%	26 10%	20 8%	12 5%	15 11%	7 8%
18	120 12%	51 11%	69 13%	18 16%	25 14%	34 17%	20 12%	16 10%	8 4%	32 13%	44 15%	21 10%	23 9%	34 13%	29 11%	26 10%	25 18%	6 7%
19 or over	252 25%	135 28%	118 22%	23 21%	82 48%	49 24%	46 27%	24 16%	28 14%	115 46%	81 28%	24 11%	32 13%	95 35%	60 23%	52 21%	29 21%	17 19%
Still in full time education	29 3%	14 3%	14 3%	20 18%	2 1%	4 2%	2 1%	- -	- -	4 1%	20 7%	4 2%	1 *	9 3%	4 1%	5 2%	3 2%	7 8%
Had no full time education	4 *	2 *	2 *	- -	2 1%	1 *	- -	- -	2 1%	1 *	1 *	- -	3 1%	2 1%	1 *	1 *	- -	- -
Refused	30 3%	13 3%	17 3%	7 7%	- -	7 3%	3 2%	5 3%	8 4%	6 2%	8 3%	7 3%	9 4%	5 2%	7 3%	11 4%	5 3%	2 2%

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	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	201	252	292	212	252	269	263	248	140	89
<u>Marital Status</u>																		
Single	225 22%	123 25%	102 19%	67 61%	58 34%	47 23%	22 13%	16 10%	15 8%	53 21%	78 27%	35 16%	59 23%	66 25%	58 22%	43 17%	28 20%	31 35%
Married/ co-habiting	571 57%	279 58%	292 56%	34 31%	106 62%	126 63%	116 68%	100 66%	89 44%	169 67%	160 55%	143 68%	98 39%	156 58%	152 58%	143 58%	82 58%	39 43%
Widowed/ separated/ divorced	190 19%	71 15%	119 23%	5 5%	7 4%	22 11%	31 18%	31 21%	93 46%	23 9%	50 17%	27 13%	91 36%	43 16%	46 18%	53 21%	30 21%	19 21%
Refused	21 2%	11 2%	11 2%	5 4%	- -	7 3%	2 1%	5 3%	4 2%	7 3%	4 1%	7 3%	4 2%	4 2%	6 2%	9 4%	1 1%	1 1%
<u>Children</u>																		
None aged 18 or under	666 66%	317 66%	349 67%	85 77%	90 53%	60 30%	106 62%	131 87%	193 96%	158 63%	192 66%	118 56%	198 79%	184 69%	166 63%	159 64%	92 66%	64 73%
NET: Yes	315 31%	153 32%	163 31%	21 19%	79 46%	135 67%	62 36%	14 9%	3 2%	89 35%	94 32%	84 40%	48 19%	78 29%	90 34%	79 32%	46 32%	22 25%
NET: Yes any aged 15 or under	279 28%	130 27%	149 28%	21 19%	76 45%	124 61%	45 26%	11 7%	2 1%	80 32%	80 27%	76 36%	43 17%	77 29%	75 29%	68 27%	39 28%	20 23%
- Aged under 5	110 11%	45 9%	64 12%	14 12%	60 35%	32 16%	3 1%	- -	1 *	32 13%	21 7%	39 18%	18 7%	27 10%	34 13%	30 12%	13 10%	5 5%
- Aged 5-10	132 13%	57 12%	75 14%	7 7%	33 19%	67 33%	16 9%	7 5%	2 1%	35 14%	45 15%	35 17%	17 7%	39 15%	40 15%	27 11%	15 11%	11 13%
- Aged 11-15	140 14%	71 15%	69 13%	8 7%	17 10%	72 36%	34 20%	8 5%	1 *	34 14%	50 17%	32 15%	23 9%	48 18%	26 10%	30 12%	23 16%	13 14%
- Aged 16-18	87 9%	51 11%	36 7%	2 2%	6 4%	47 23%	25 14%	6 4%	2 1%	21 8%	29 10%	22 10%	15 6%	13 5%	24 9%	27 11%	17 12%	6 7%
Refused	26 3%	14 3%	13 2%	4 4%	2 1%	6 3%	3 2%	5 4%	5 3%	5 2%	6 2%	9 4%	6 2%	6 2%	7 3%	9 4%	2 2%	2 2%