

GALLUP NEWS SERVICE

SEPTEMBER WAVE 2

-- FINAL TOPLINE --

Timberline: 937008
JT: 321
Princeton Job #: 19-09-017

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September 16-30, 2019

Results are based on telephone interviews conducted September 16-30, 2019 with a random sample of –2,431— adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 2 percentage points at the 95% confidence level.

For results based on the sample of –1,245—national adults in Form A, the margin of sampling error is ± 3 percentage points.

For results based on the sample of –1,186—national adults in Form B, the margins of sampling error is ± 3 percentage points.

For results based on the sample of –1,119—Democrats and Democratic-leaning independents, the margin of sampling error is ± 4 percentage points.

For results based on the sample of –1,057—Republicans and Republican-leaning independents, the margin of sampling error is ± 4 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2018 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2018 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

21. Thinking now about your diet, how often would you say you eat meat such as beef, chicken or pork – frequently, occasionally, rarely or never?

	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>	<u>No opinion</u>
2019 Sep 16-30	67	23	7	3	*

22. In the past 12 months, have you been eating more meat, less meat, or about the same amount?

	<u>More</u>	<u>Less</u>	<u>Same amount</u>	<u>No opinion</u>
2019 Sep 16-30	5	23	72	*

23. *(Asked of those who are eating less meat or who rarely or never eat meat)* Would you say each of the following is a major reason, a minor reason, or not a reason why you [have been eating less meat / rarely eat meat] / do not eat meat)?

BASED ON – 682 – ADULTS WHO ARE EATING LESS MEAT OR WHO RARELY/NEVER EAT MEAT; ±5 PCT PTS

*2019 Sep 16-30
(sorted by “major reason”)*

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>
Concern about your health	70	20	10
Concern about the environment	49	21	30
Concern about food safety	43	22	34
Concern about animal welfare	41	24	35
Convenience because other family members [are eating less meat / rarely eat meat / do not eat meat]	16	24	59
You see a lot of other people doing it	15	19	64
Religious reasons	12	17	72

FULL RESULTS:

A. Concern about your health

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	70	20	10	*

B. Concern about animal welfare

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	41	24	35	*

Q.23 (REASONS EATING LESS MEAT) CONTINUED

C. Concern about the environment

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	49	21	30	*

D. Religious reasons

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	12	17	72	*

E. Convenience because other family members [are eating less meat / rarely eat meat / do not eat meat]

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	16	24	59	1

F. Concern about food safety

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	43	22	34	*

G. You see a lot of other people doing it

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	15	19	64	2

24. *(Asked of those who are eating less meat)* Please tell me whether you have or have not been doing each of the following as a way to reduce the amount of meat that you eat? [RANDOM ORDER]

BASED ON – 545 – ADULTS WHO ARE EATING LESS MEAT; ±5 PCT PTS

<i>2019 Sep 16-30 (sorted by “major reason”)</i>	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
Eat smaller portions of meat	77	23	--
Alter recipes to use less meat by substituting vegetables or other ingredients for some meat	71	29	*
Eliminate meat entirely from some meals	69	31	--
Eat meat replacements such as plant-based burgers and sausages	36	64	*

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QN21: Frequency of eating meat BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	2431	1315	1116	1741	629	516	623	1247	1058	838	514	675	1040	685	863	882	587
	Weighted n	2431	1199	1232	1607	783	694	769	929	792	701	924	620	1065	699	832	921	584
Frequently		1623	880	744	1158	439	478	554	570	519	493	601	472	710	424	597	622	342
		67%	73%	60%	72%	56%	69%	72%	61%	66%	70%	65%	76%	67%	61%	72%	68%	59%
Occasionally		558	225	333	352	196	130	142	269	195	161	201	110	232	197	166	210	165
		23%	19%	27%	22%	25%	19%	18%	29%	25%	23%	22%	18%	22%	28%	20%	23%	28%
Rarely		163	69	95	53	108	56	44	63	38	25	98	30	82	44	53	65	38
		7%	6%	8%	3%	14%	8%	6%	7%	5%	4%	11%	5%	8%	6%	6%	7%	6%
Never		74	23	51	36	34	29	26	18	37	19	18	4	36	31	9	23	36
		3%	2%	4%	2%	4%	4%	3%	2%	5%	3%	2%	1%	3%	4%	1%	2%	6%
(DK)/(Refused)		12	3	9	7	5	-	3	9	3	3	6	3	5	3	7	1	3
		0%	0%	1%	0%	1%	-	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%

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QN22: Consumption of meat BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	2360	1284	1076	1703	600	497	601	1218	1013	819	507	671	1006	653	850	861	553
	Weighted n	2357	1177	1180	1570	749	665	743	911	755	682	906	616	1030	667	823	898	548
More		113	69	44	73	37	60	28	23	24	29	57	36	52	22	38	41	26
		5%	6%	4%	5%	5%	9%	4%	2%	3%	4%	6%	6%	5%	3%	5%	5%	5%
Less		536	172	363	298	229	143	149	237	180	174	178	76	243	203	134	220	164
		23%	15%	31%	19%	31%	21%	20%	26%	24%	25%	20%	12%	24%	30%	16%	25%	30%
Same amount		1704	931	772	1196	483	462	564	649	551	476	670	501	733	441	648	636	357
		72%	79%	65%	76%	64%	70%	76%	71%	73%	70%	74%	81%	71%	66%	79%	71%	65%
(DK)/(Refused)		5	4	1	4	0	-	2	2	0	3	1	2	1	1	3	0	1
		0%	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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QN23A: Why eat less meat - Concern about your health BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	682	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231
	Weighted n	694	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216
Major reason		484	164	321	225	253	122	154	203	172	135	175	68	213	185	130	198	143
		70%	69%	70%	62%	79%	60%	76%	72%	73%	67%	69%	68%	66%	74%	74%	71%	66%
Minor reason		136	50	86	83	49	59	30	46	41	43	51	17	74	43	31	54	48
		20%	21%	19%	23%	15%	29%	15%	16%	18%	22%	20%	17%	23%	17%	18%	19%	22%
Not a reason		72	23	50	55	16	22	19	29	23	23	24	15	35	22	15	26	22
		10%	10%	11%	15%	5%	11%	10%	10%	10%	12%	10%	15%	11%	9%	9%	9%	10%
(DK)/(Refused)		2	-	2	-	2	-	-	2	-	-	2	-	2	-	-	-	2
		0%	-	0%	-	1%	-	-	1%	-	-	1%	-	1%	-	-	-	1%

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QN23B: Why eat less meat - Concern about animal welfare BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	682	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231
	Weighted n	694	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216
Major reason		284	71	213	117	162	98	88	95	86	68	129	25	138	112	80	116	82
		41%	30%	46%	32%	51%	48%	43%	34%	36%	34%	51%	25%	43%	45%	45%	42%	38%
Minor reason		167	61	106	92	75	58	47	58	64	60	44	21	69	74	29	66	71
		24%	26%	23%	25%	24%	29%	23%	21%	27%	30%	17%	21%	21%	29%	16%	24%	33%
Not a reason		241	102	138	152	82	46	67	126	86	74	78	53	116	64	67	96	62
		35%	43%	30%	42%	26%	23%	33%	45%	36%	37%	31%	53%	36%	25%	38%	35%	29%
(DK)/(Refused)		2	2	1	2	-	-	1	1	0	-	2	-	2	1	-	0	1
		0%	1%	0%	1%	-	-	1%	0%	0%	-	1%	-	0%	0%	-	0%	1%

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QN23C: Why eat less meat - Concern about the environment BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	682	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231
	Weighted n	694	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216
Major reason		340	100	240	146	187	115	97	122	107	82	150	26	158	143	89	125	119
		49%	42%	52%	40%	59%	57%	48%	44%	45%	40%	60%	26%	49%	57%	50%	45%	55%
Minor reason		144	52	92	86	56	39	44	60	58	55	31	22	68	52	29	67	46
		21%	22%	20%	24%	18%	19%	22%	21%	25%	27%	12%	22%	21%	21%	17%	24%	21%
Not a reason		207	83	124	128	75	47	62	96	71	65	69	52	95	54	58	85	50
		30%	35%	27%	35%	24%	23%	31%	34%	30%	32%	27%	52%	29%	22%	33%	31%	23%
(DK)/(Refused)		3	1	2	2	-	1	-	2	0	1	2	-	2	1	-	1	-
		0%	0%	0%	1%	-	0%	-	1%	0%	0%	1%	-	1%	0%	-	1%	-

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QN23D: Why eat less meat - Religious reasons BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	682	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231
	Weighted n	694	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216
Major reason		80	25	55	20	58	27	24	28	12	16	51	10	50	16	37	24	15
		12%	10%	12%	5%	18%	13%	12%	10%	5%	8%	20%	10%	15%	6%	21%	9%	7%
Minor reason		116	39	76	52	63	37	22	53	37	38	41	15	44	53	33	51	30
		17%	17%	17%	14%	20%	18%	11%	19%	16%	19%	16%	15%	14%	21%	19%	18%	14%
Not a reason		496	172	324	292	196	139	156	197	187	148	159	75	227	181	107	203	169
		72%	73%	71%	80%	61%	68%	77%	71%	79%	73%	63%	75%	70%	72%	60%	73%	78%
(DK)/(Refused)		2	-	2	-	2	-	-	2	-	-	2	-	2	-	-	-	2
		0%	-	0%	-	1%	-	-	1%	-	-	1%	-	1%	-	-	-	1%

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QN23E: Why eat less meat - Convenience because other family members BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	682	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231
	Weighted n	694	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216
Major reason		114	40	74	42	70	40	27	47	29	24	59	11	57	46	41	29	37
		16%	17%	16%	12%	22%	20%	13%	17%	12%	12%	23%	11%	18%	18%	23%	10%	17%
Minor reason		165	63	102	82	82	47	40	72	60	52	52	19	83	60	42	67	53
		24%	26%	22%	23%	26%	23%	20%	26%	25%	26%	21%	19%	26%	24%	24%	24%	24%
Not a reason		407	133	274	236	161	115	134	155	146	124	134	69	176	144	90	180	123
		59%	56%	60%	65%	50%	57%	66%	55%	62%	62%	53%	70%	54%	58%	51%	65%	57%
(DK)/(Refused)		9	1	8	3	6	-	3	6	1	2	6	0	8	1	3	2	3
		1%	0%	2%	1%	2%	-	1%	2%	0%	1%	3%	0%	2%	0%	2%	1%	1%

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QN23F: Why eat less meat - Concern about food safety BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	682	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231
	Weighted n	694	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216
Major reason		301	82	219	105	191	92	89	113	69	83	148	36	142	109	85	123	82
		43%	35%	48%	29%	60%	46%	44%	41%	29%	41%	59%	36%	44%	44%	48%	44%	38%
Minor reason		153	61	92	98	53	43	37	72	63	44	46	23	71	58	34	65	52
		22%	26%	20%	27%	17%	21%	18%	26%	27%	22%	18%	23%	22%	23%	19%	23%	24%
Not a reason		239	93	146	159	75	67	76	94	105	75	58	41	111	83	57	91	82
		34%	39%	32%	44%	24%	33%	38%	33%	44%	37%	23%	41%	34%	33%	32%	33%	38%
(DK)/(Refused)		1		1	0				1	0	0		0		0			
		0%		0%	0%				0%	0%	0%		0%		0%			

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QN23G: Why eat less meat - You see a lot of other people doing it BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	682	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231
	Weighted n	694	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216
Major reason		101	29	72	29	72	39	22	39	19	17	65	10	54	34	31	35	32
		15%	12%	16%	8%	22%	19%	11%	14%	8%	8%	26%	10%	17%	14%	18%	12%	15%
Minor reason		135	57	78	71	60	49	31	54	52	41	40	16	57	61	28	52	51
		19%	24%	17%	20%	19%	24%	15%	19%	22%	20%	16%	16%	18%	25%	16%	19%	24%
Not a reason		446	146	301	259	180	114	148	179	164	143	138	70	209	153	112	190	128
		64%	62%	66%	71%	56%	56%	73%	64%	69%	71%	55%	71%	64%	61%	64%	68%	59%
(DK)/(Refused)		12	5	8	4	7		2	7	2	1	9	3	4	2	6	1	4
		2%	2%	2%	1%	2%		1%	3%	1%	1%	4%	3%	1%	1%	3%	0%	2%

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QN24A: Reduce meat consumption - Eat meat replacements such as plant-based burgers and sausages BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	545	212	333	353	177	105	112	320	248	196	96	94	243	200	129	211	181
	Weighted n	535	172	362	298	228	142	149	237	180	173	178	76	243	202	134	220	163
Yes, have been doing		192	65	127	89	101	73	55	63	79	61	50	23	80	88	42	71	74
		36%	38%	35%	30%	44%	52%	37%	27%	44%	35%	28%	31%	33%	44%	31%	32%	45%
No, have not been doing		342	108	235	210	126	69	93	173	101	112	127	53	162	114	91	149	90
		64%	62%	65%	70%	55%	48%	63%	73%	56%	65%	71%	69%	67%	56%	68%	68%	55%
(DK)/(Refused)		1	-	1	-	1	-	-	1	-	-	1	-	1	-	1	-	-
		0%	-	0%	-	0%	-	-	0%	-	-	0%	-	0%	-	0%	-	-

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QN24B: Reduce meat consumption - Eliminate meat entirely from some meals BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	545	212	333	353	177	105	112	320	248	196	96	94	243	200	129	211	181
	Weighted n	535	172	362	298	228	142	149	237	180	173	178	76	243	202	134	220	163
Yes, have been doing		369	107	262	224	140	98	97	167	135	112	120	48	159	154	87	146	122
		69%	62%	72%	75%	61%	69%	65%	71%	75%	65%	67%	63%	65%	76%	65%	66%	75%
No, have not been doing		166	65	101	74	88	44	51	70	45	60	59	28	84	49	46	75	41
		31%	38%	28%	25%	39%	31%	35%	29%	25%	35%	33%	37%	35%	24%	35%	34%	25%

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QN24C: Reduce meat consumption - Alter recipes to use less meat by substituting vegetables or other ingredients for some meat BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	545	212	333	353	177	105	112	320	248	196	96	94	243	200	129	211	181
	Weighted n	535	172	362	298	228	142	149	237	180	173	178	76	243	202	134	220	163
Yes, have been doing		381	119	262	203	172	106	104	166	132	117	130	57	168	147	94	160	116
		71%	69%	72%	68%	75%	75%	70%	70%	73%	68%	73%	74%	69%	73%	70%	73%	71%
No, have not been doing		152	53	99	94	56	36	44	70	48	55	49	19	75	54	40	60	47
		29%	31%	27%	32%	25%	25%	30%	30%	27%	32%	27%	25%	31%	27%	30%	27%	29%
(DK)/(Refused)		1	-	1	1	-	-	-	1	0	1	-	0	-	1	-	0	0
		0%	-	0%	0%	-	-	-	0%	0%	0%	-	0%	-	0%	-	0%	0%

**GALLUP POLL NEWS SERVICE
September 2019
Public Release Data**

QN24D: Reduce meat consumption - Eat smaller portions of meat BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	545	212	333	353	177	105	112	320	248	196	96	94	243	200	129	211	181
	Weighted n	535	172	362	298	228	142	149	237	180	173	178	76	243	202	134	220	163
Yes, have been doing		414	132	282	223	183	112	106	189	134	131	146	66	184	153	114	172	114
		77%	76%	78%	75%	80%	79%	71%	80%	74%	76%	82%	87%	76%	76%	85%	78%	70%
No, have not been doing		121	41	80	75	45	29	43	48	46	42	33	10	59	49	20	48	49
		23%	24%	22%	25%	20%	21%	29%	20%	26%	24%	18%	13%	24%	24%	15%	22%	30%