

YouGov Survey Results

Sample Size: 1956
Fieldwork: 28th of December to 3rd January

	Gender		Age					Social Grade		Region					Carlton / LWT (London)	Central (Midlands)	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands and Wales	North			Scotland
DWP	1956	939	1017	215	375	313	358	694	1056	900	411	391	469	509	176	404	323
All GB Adults	1956	943	1013	191	356	299	379	731	905	1051	324	474	462	498	198	317	322
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now, thinking about retirement in general...

At what age do you think people need to start to save for their retirement?

18	32	35	30	13	36	39	32	32	33	30	29	34	33	34	28	29	32
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
20	10	9	10	7	10	10	8	11	9	10	9	10	11	8	8	9	8
21	13	13	13	11	11	13	12	16	15	11	13	12	13	13	16	14	16
22	2	2	2	3	1	2	2	2	2	2	2	2	2	1	1	2	3
23	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
24	1	1	1	5	1	0	0	1	1	2	1	2	0	1	0	1	0
25	16	16	16	19	12	12	17	18	18	14	15	18	15	17	14	15	15
26	0	0	0	1	1	0	0	0	0	1	1	1	0	0	0	1	0
27	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
29	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
30	11	10	13	19	13	8	11	10	10	13	13	8	12	12	12	12	12
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	1	0	1	1	0	0	0	1	0	1	0	0	0	2	1	0
33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	2	3	2	5	3	1	2	2	2	2	3	1	2	3	3	3	2
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	3	3	4	5	3	4	4	2	2	4	4	2	4	3	3	4	4
41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
43	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	0	0	0	0	1	1	0	0	1	0	1	0	0	1	0	1	0
46	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
47	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
48	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	0	1	0	1	0	0	0	1	0	1	0	1	1	0	1	0	1
51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
53	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	1	0
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
57	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
58	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
62	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
63	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
64	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0

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Fieldwork: 28th of December to 3rd January

		Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)									
DWP	Total	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border
All GB Adults	1956	133	140	59	188	201	92	213	118	36	20
Unweighted Sample	1956	154	133	77	226	205	88	202	129	39	26
	%	%	%	%	%	%	%	%	%	%	%

Now, thinking about retirement in general...

At what age do you think people need to start to save for their retirement?

18	32	33	36	35	36	28	34	39	27	27	37
19	0	0	0	2	0	0	0	0	0	4	0
20	10	9	17	7	12	8	10	8	7	12	8
21	13	15	9	11	12	12	17	11	19	6	17
22	2	1	1	3	2	2	1	1	2	0	0
23	0	1	0	1	0	1	0	0	0	0	0
24	1	3	0	2	2	2	0	1	0	0	0
25	16	17	14	27	15	15	19	19	14	13	18
26	0	1	0	0	1	0	1	0	0	0	0
27	0	0	0	0	0	1	0	0	0	0	0
28	0	0	0	1	0	0	0	0	1	0	3
29	0	0	0	0	0	1	0	0	0	0	0
30	11	6	11	5	10	16	6	10	11	17	11
31	0	0	0	0	0	1	0	0	0	0	0
32	0	1	0	0	0	0	0	0	2	0	0
33	0	0	0	0	0	0	0	0	0	0	0
34	0	0	0	0	1	0	0	0	0	0	0
35	2	2	2	0	1	4	4	2	2	8	0
36	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0
40	3	4	2	2	1	3	4	3	4	2	4
41	0	0	0	0	1	0	0	0	0	0	0
42	0	0	0	0	1	0	0	0	0	0	0
43	0	0	0	0	0	0	0	0	0	0	0
44	0	0	0	0	0	0	0	0	0	0	0
45	0	0	0	0	0	1	0	1	0	0	0
46	0	0	0	0	0	0	0	0	0	0	0
47	0	0	1	0	0	0	0	0	0	0	0
48	0	0	0	0	0	0	0	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0
50	0	1	1	0	1	0	0	1	1	3	0
51	0	0	0	0	0	0	0	0	0	0	0
52	0	0	0	0	0	0	0	0	0	0	0
53	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	0	0	0	0	0	3	0
56	0	0	0	0	0	0	0	0	0	0	0
57	0	0	0	0	0	0	0	0	0	0	0
58	0	0	0	0	1	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0
60	0	0	1	0	0	0	1	0	1	0	0
61	0	0	0	0	0	0	0	0	0	0	0
62	0	0	0	0	0	0	0	0	0	0	0
63	0	0	0	0	0	0	0	0	0	0	0
64	0	1	0	0	0	0	0	0	0	0	0

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DWP		Total	None	Don't know
All GB Adults	1956	9	18	
Unweighted Sample	1956	14	24	
	%	%	%	

Now, thinking about retirement in general...

At what age do you think people need to start to save for their retirement?

18	32	34	7
19	0	0	0
20	10	7	5
21	13	5	0
22	2	5	4
23	0	0	2
24	1	0	0
25	16	3	40
26	0	5	2
27	0	0	0
28	0	6	0
29	0	0	0
30	11	27	26
31	0	0	0
32	0	0	0
33	0	0	0
34	0	0	0
35	2	0	0
36	0	0	0
37	0	0	7
38	0	0	0
39	0	0	0
40	3	6	4
41	0	0	0
42	0	0	0
43	0	0	0
44	0	0	0
45	0	0	0
46	0	0	0
47	0	0	0
48	0	0	3
49	0	0	0
50	0	0	0
51	0	0	0
52	0	0	0
53	0	0	0
54	0	0	0
55	0	0	0
56	0	0	0
57	0	0	0
58	0	0	0
59	0	0	0
60	0	0	0
61	0	0	0
62	0	0	0
63	0	0	0
64	0	0	0

65	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0
I don't think people need to save for their retirement	2	2	2	1	2	2	3	1	1	3	1	1	2	1	4	1	1
Don't know	3	3	3	3	3	5	3	2	2	5	3	3	3	3	3	3	3

At what age do you think people need to start to save for their retirement? - MEAN

Base for mean	1862	894	968	208	355	292	336	671	1029	833	392	374	446	485	164	385	307
Mean	23.54	23.26	23.80	26.59	23.27	22.73	24.10	22.81	23.18	23.98	24.44	22.95	23.21	23.39	24.08	24.39	23.38

And at what age did/ have you start(ed) saving for your retirement?

18	10	11	9	5	6	15	11	10	11	8	8	12	10	9	11	8	10
19	2	2	1	1	3	3	2	0	2	2	1	1	3	2	1	1	3
20	3	4	2	3	4	4	4	2	4	3	3	3	4	2	5	3	5
21	8	10	6	12	7	8	7	7	10	5	9	6	8	6	12	9	9
22	4	4	4	4	7	7	2	2	5	2	5	4	2	6	3	5	3
23	3	4	2	3	7	4	2	2	5	2	4	4	2	3	4	4	2
24	2	2	2	2	5	1	1	2	2	2	2	2	2	2	3	2	1
25	6	8	5	1	9	7	6	5	7	5	8	8	5	5	3	8	5
26	2	3	1	0	3	3	2	1	2	2	2	2	2	1	4	2	2
27	1	1	1	0	2	1	1	0	1	0	2	0	0	1	1	2	1
28	1	2	1	0	0	4	1	1	2	0	1	1	1	2	2	1	1
29	1	1	1	1	1	0	1	1	1	1	1	0	1	2	1	1	1
30	6	6	5	2	4	7	8	7	7	5	6	4	5	9	3	6	4
31	1	1	0	0	1	1	1	1	1	1	0	0	1	1	1	0	0
32	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
33	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
34	1	1	1	0	0	2	1	1	1	1	2	1	0	0	0	2	0
35	3	2	3	0	1	1	4	5	3	2	3	2	3	3	2	3	1
36	1	0	1	0	0	0	1	1	0	1	0	0	1	0	1	0	1
37	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	1
38	1	0	1	0	0	0	2	1	1	1	0	1	1	1	0	0	1
39	1	0	1	0	0	0	1	1	1	0	1	0	0	1	0	1	1
40	3	3	4	0	0	1	4	7	3	4	2	3	4	4	2	2	4
41	0	0	1	0	0	1	0	0	1	0	1	0	0	0	0	1	0
42	1	1	1	0	0	1	1	1	0	1	0	1	1	0	1	0	1
43	0	0	1	0	0	0	1	1	0	1	1	0	0	0	0	1	1
44	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
45	2	1	2	0	0	0	3	3	2	1	1	1	2	2	1	1	2
46	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
47	0	0	0	0	0	0	1	1	0	1	0	1	0	1	0	0	0
48	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1
49	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
50	1	0	2	0	0	0	1	3	1	2	0	2	1	1	1	0	2
51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
52	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	1
53	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
55	0	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0	1
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
57	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
58	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
62	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
63	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
64	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I have not started saving for my retirement as yet	22	21	23	65	37	24	15	4	16	29	24	23	22	20	23	24	23
I did not save for my retirement	10	7	12	1	1	1	11	20	7	13	8	10	10	12	8	8	9
Don't know	2	2	3	0	1	0	4	4	2	3	1	3	3	2	1	1	2

65	0	1	0	0	0	0	1	0	0	0	0
I don't think people need to save for their retirement	2	2	4	1	0	2	0	2	4	6	0
Don't know	3	4	2	2	4	4	4	2	4	0	2

At what age do you think people need to start to save for their retirement? - MEAN

Base for mean	1862	125	133	58	180	190	89	205	109	34	20
Mean	23.54	23.42	22.73	22.03	22.81	23.83	23.29	22.94	23.79	25.59	22.44

And at what age did/ have you start(ed) saving for your retirement?

18	10	12	10	10	14	8	8	10	9	15	13
19	2	2	3	0	1	2	0	3	1	0	0
20	3	4	2	3	3	2	0	2	4	7	4
21	8	4	6	8	7	6	10	4	13	10	5
22	4	3	2	2	5	5	5	6	1	5	10
23	3	7	3	5	3	3	1	4	4	5	3
24	2	2	3	0	2	3	0	3	2	4	5
25	6	8	4	9	8	5	9	5	3	4	1
26	2	0	2	0	2	2	0	1	2	5	16
27	1	1	0	0	0	0	1	1	1	0	3
28	1	0	1	0	1	2	2	1	2	2	5
29	1	0	0	0	1	1	4	2	0	2	0
30	6	4	8	7	3	6	14	8	4	0	0
31	1	0	1	2	0	2	0	1	1	0	3
32	0	0	0	1	1	0	0	1	0	0	0
33	0	0	0	0	1	0	1	1	0	0	0
34	1	0	1	3	1	1	0	0	0	0	0
35	3	2	5	1	3	2	5	3	2	1	4
36	1	0	1	2	0	1	0	0	1	2	0
37	0	1	2	0	0	0	2	0	0	0	0
38	1	1	1	1	0	0	1	1	0	0	0
39	1	0	0	0	1	1	0	0	0	0	0
40	3	3	6	0	5	4	4	3	3	0	0
41	0	0	0	0	0	1	0	0	0	0	0
42	1	1	2	1	1	0	1	0	1	2	0
43	0	1	0	0	0	0	0	1	1	0	0
44	0	0	0	1	0	0	0	0	0	0	0
45	2	1	2	1	2	2	1	2	3	0	0
46	0	0	0	0	0	0	0	0	0	0	0
47	0	0	0	4	0	0	1	1	0	0	0
48	0	0	1	0	0	0	0	0	0	0	0
49	0	0	0	0	0	0	0	0	1	2	0
50	1	3	0	1	1	1	0	2	1	0	4
51	0	0	0	0	0	0	0	0	0	0	0
52	0	1	1	0	0	0	0	0	0	0	3
53	0	0	0	0	0	0	0	0	1	2	0
54	0	0	0	0	1	0	0	0	0	3	0
55	0	0	0	0	0	1	0	1	1	0	0
56	0	0	0	0	0	0	0	0	0	0	0
57	0	0	0	0	0	0	1	0	0	0	0
58	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0
60	0	1	0	0	1	1	0	0	0	0	0
61	0	0	0	0	0	0	0	0	0	0	0
62	0	0	0	0	0	0	0	0	0	0	0
63	0	0	0	0	0	0	0	0	0	0	0
64	0	0	0	0	0	0	0	0	0	0	0
65	0	1	0	0	0	0	0	0	0	0	0
I have not started saving for my retirement as yet	22	25	18	22	20	23	17	18	26	17	16
I did not save for my retirement	10	10	12	13	8	15	8	11	8	12	6
Don't know	2	3	4	2	4	1	3	3	3	2	0

65	0	0	0
I don't think people need to save for their retirement	2	0	0
Don't know	3	2	0
At what age do you think people need to start to save for their retirement? - MEAN			
Base for mean	1862	9	18
Mean	23.54	24.42	27.52
And at what age did/ have you start(ed) saving for your retirement?			
18	10	3	0
19	2	0	0
20	3	0	3
21	8	17	0
22	4	0	2
23	3	5	2
24	2	4	0
25	6	0	0
26	2	0	9
27	1	0	1
28	1	0	0
29	1	0	0
30	6	34	3
31	1	0	0
32	0	0	7
33	0	6	0
34	1	0	0
35	3	2	6
36	1	0	1
37	0	0	0
38	1	0	0
39	1	0	0
40	3	2	6
41	0	0	0
42	1	0	0
43	0	0	0
44	0	0	0
45	2	0	0
46	0	0	0
47	0	0	0
48	0	0	0
49	0	0	0
50	1	0	9
51	0	0	0
52	0	0	0
53	0	0	0
54	0	0	0
55	0	0	0
56	0	0	0
57	0	0	0
58	0	0	0
59	0	0	0
60	0	0	0
61	0	0	0
62	0	0	0
63	0	0	0
64	0	0	0
65	0	0	0
I have not started saving for my retirement as yet	22	26	48
I did not save for my retirement	10	0	0
Don't know	2	0	3

At what age did you start saving for your retirement? - MEAN

Base for mean	1289	661	628	73	231	234	252	500	795	494	273	254	308	337	117	269	212
Mean	27.63	25.94	29.40	22.19	23.37	24.24	28.57	31.49	26.58	29.31	26.87	27.49	28.10	28.24	26.64	26.82	27.89

Which ONE, if any, of the following statements is most accurate for you personally?

I expect to have a better lifestyle than I do now if I retire	11	12	10	24	17	10	8	5	11	10	11	9	10	11	17	11	9
I expect to have the same lifestyle I have now if I retire	29	30	28	37	31	41	29	20	28	30	26	33	29	28	27	26	31
I expect to have a worse lifestyle than I do now if I retire	33	33	33	24	36	37	48	25	36	30	36	30	34	34	28	36	32
None of these	2	3	2	3	3	3	2	1	2	3	3	3	2	1	3	3	2
Not applicable I have already retired	17	16	17	0	0	0	2	46	17	16	15	17	17	18	16	15	17
Don't know	8	6	10	12	12	9	11	3	6	11	10	7	8	8	9	9	9

Which, if any, of the following activities would you expect to be able to afford when you retire? If you have already retired please think of what you would like to be able to do [Please tick all that apply]

Go on holiday abroad once a year	55	58	53	61	51	53	51	58	61	49	54	50	56	58	59	54	56
Socialise with friends at least once a week (e.g. eating out cinema theatre etc)	54	53	54	59	57	55	51	52	60	47	55	50	53	56	54	55	55
Be able to spend money treating my children/grandchildren	55	52	57	66	57	49	45	57	57	52	54	56	53	55	54	55	52
Pay for club/ society/ gym membership	25	27	22	37	25	26	20	22	29	20	29	23	23	24	21	29	24
Run my own car	60	64	56	58	56	55	56	66	66	52	58	59	60	61	59	58	59
Buy new clothes when I want or need them	54	55	54	60	48	54	48	59	60	48	54	52	54	57	50	54	56
Pay for satellite TV channels	35	38	33	41	33	37	35	34	36	34	32	36	38	35	34	32	37
Make improvements to my home/ garden	49	47	50	52	43	45	40	57	53	44	49	51	47	49	45	49	48
None of these	9	8	11	5	7	13	11	9	8	10	9	12	9	7	10	9	9
Don't know	9	9	10	12	16	11	10	4	7	12	11	9	10	8	8	11	10

At what age did you start saving for your retirement? - MEAN

Base for mean	1289	82	94	38	127	124	67	146	75	25	16
Mean	27.63	27.82	28.43	27.99	26.87	27.75	28.31	28.63	27.18	25.52	26.16

Which ONE, if any, of the following statements is most accurate for you personally?

I expect to have a better lifestyle than I do now if retirement	11	12	12	3	8	9	12	11	16	25	6
I expect to have the same lifestyle I have now if retirement	29	32	26	31	36	31	25	27	25	32	38
I expect to have a worse lifestyle than I do now if retirement	33	31	37	31	30	30	43	34	27	26	31
None of these	2	3	3	1	4	2	1	1	4	0	5
Not applicable I have already retired	17	14	17	26	17	20	12	19	18	12	9
Don't know	8	8	5	8	5	8	6	8	10	4	11

Which, if any, of the following activities would you expect to be able to afford when you retire? If you have already retired please think of what you would like to be able to do [Please tick all that apply]

Go on holiday abroad once a year	55	48	55	46	52	60	66	54	56	71	59
Socialise with friends at least once a week (e.g eating out cinema theatre etc)	54	54	45	44	50	56	53	58	55	59	43
Be able to spend money treating my children grandchildren	55	58	55	56	55	55	45	61	50	70	46
Pay for club/ society/ gym membership	25	24	23	19	24	24	19	26	23	21	11
Run my own car	60	60	65	56	59	58	66	63	59	53	64
Buy new clothes when I want or need them	54	52	49	54	52	59	53	59	48	56	51
Pay for satellite TV channels	35	41	41	24	37	31	32	40	34	33	34
Make improvements to my home/ garden	49	52	46	52	51	52	45	49	46	44	43
None of these	9	12	9	11	13	9	3	7	11	3	18
Don't know	9	10	11	14	6	8	12	7	8	4	13

At what age did you start saving for your retirement? - MEAN

Base for mean	1289	7	9
Mean	27.63	27.36	34.07

Which ONE, if any, of the following statements is most accurate for you personally?

I expect to have a better lifestyle than I do now in retirement	11	26	18
I expect to have the same lifestyle I have now in retirement	29	15	13
I expect to have a worse lifestyle than I do now in retirement	33	42	37
None of these	2	0	0
Not applicable I have already retired	17	4	5
Don't know	8	13	27

Which, if any, of the following activities would you expect to be able to afford when you retire? If you have already retired please think of what you would like to be able to do [Please tick all that apply]

Go on holiday abroad once a year	55	39	59
Socialise with friends at least once a week (e.g eating out cinema theatre etc)	54	79	60
Be able to spend money treating my children grandchildren	55	27	59
Pay for club/ society/ gym membership	25	44	16
Run my own car	60	44	43
Buy new clothes when I want or need them	54	77	41
Pay for satellite TV channels	35	10	16
Make improvements to my home/ garden	49	69	9
None of these	9	2	2
Don't know	9	9	11