

GfK

GfK Custom Research
North America

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1060 State Road Princeton NJ 08540
T 609 683 6100 F 609 683 6211

OmniTel

American History Literacy survey 2012

August 10 – 12, 2012

Prepared For:

ACTA-The American Council of
Trustees & Alumni
1726 M Street NW
Suite 802
Washington, DC 20036

OMNITEL

OMNITEL is a weekly national telephone omnibus service from GfK Roper, a division of GfK Custom Research North America.

The sample for each week's OMNITEL wave consists of 1,000 completed interviews, made up of male and female adults (in approximately equal number), all 18 years of age and over.

All interviews are conducted by telephone from three GfK phone centers: Twin Falls & Rexburg, ID and Cebu, Philippines. Together, the three sites have a full-time capacity of 300 lines, and utilize an interviewing procedure known as CATI - Computer Assisted Telephone Interviewing. Interviewers have been professionally trained and are continuously monitored and supervised.

Each OMNITEL study is based on a random digit dialing (RDD) probability sample of all telephone households in the continental United States. The RDD sampling system is totally computer based and provides an equal probability of selection for each and every telephone household. Thus, the sample represents telephone households with both listed and unlisted phones in their proper proportions. All sample numbers selected by this procedure are subject to an original and at least four follow-up attempts to complete an interview.

All data are entered and cleaned through the CATI system during the interviewing process. Thus, this process eliminates the editing and keypunch operations. All completed interviews are weighted to ensure accurate and reliable representation of the total population, 18 years and older.

The raw data are weighted by a custom designed computer program, which automatically develops a weighting factor for each respondent. This procedure employs five variables: age, sex, education, race and geographic region. Each interview is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, education, race and geographic characteristics and the proportion in our sample that week. Tabular results show both weighted and unweighted bases for these demographic variables.

Because of the use of rigid and replicable sampling, field, and weighting procedures, all OMNITEL studies are parallel to one another. This affords the opportunity to draw trend comparisons, as well as point-in-time analysis.

In addition to the standard breakdowns by sex, age, income, region, Internet access and Influentials,^{*} the following classification items have been obtained and are available to subscribers:

Nine Census Regions	Family Size/Composition
Metro Area vs. Non-Metro	Marital Status
Nielsen County Classifications	Race
DMA Affiliations	Employment Status
MSA Affiliations	Education
Time Zone	Cable TV

Optional classification items available upon a request only basis prior to field start are:

Home Ownership	Primary Grocery Shopper
Head of Household	Status of Non-Employed

* The Influentials; a GfK exclusive, are identified by a Political/Social activity index built out of response to a list of activities reportedly engaged in during the last year – such things as having written a letter to the editor or a politician, having made a speech, or written an article, having worked in a political campaign, being an officer of a civic or fraternal organization, being a member of a group that tries to influence public policy or government, signed a petition, etc. “Signed a petition” was put on the list largely so that anyone who wanted to say he/she had done something would have something to say. All responses to “signed a petition” are ignored in building this scale. Respondents who have done four or more of the things on the list (beyond signing a petition) are classified as “Influential” – and may be roughly equated with “thought leaders.”

The results contained in this report are based on interviews conducted from August 10 – 12. A total of approximately 1,000 interviews were completed, with approximately 500 female adults and 500 male adults. The margin of error on weighted data is ± 3 percentage points for the full sample.

The client's questionnaire is shown on the next page, with tabular results following.

** **Tabulation note:** Please be advised that frequencies on all summary tables are percentaged off of their original bases, not necessarily off of the base shown on the summary table.

PROGRAMMER: ASK ONLY THOSE 21-34 AND COLLEGER GRAD/POST-GRAD (FROM DEMOS).

Next,

1. Who is the chief justice of the Supreme Court?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 Sandra Day O'Connor
- 2 John Boehner (Bay-Ner)
- 3 John Roberts
- 4 Sonia Sotomayor
- dk (DO NOT READ) Don't Know

2. How long are terms for members of Congress?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 4 years for senators, 4 years for representatives
- 2 6 years for senators, 2 years for representatives
- 3 4 years for senators, 2 years for representatives
- 4 4 years for senators, 6 years for representatives
- dk (DO NOT READ) Don't Know

3. Which of the following freedoms is NOT protected in the First Amendment?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 Freedom of speech
- 2 Right to petition the government for redress of grievances
- 3 Right to assembly
- 4 Right to a speedy and public trial by an impartial jury
- dk (DO NOT READ) Don't Know

4. Who is Lady Gaga?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 A musical performer
- 2 A scientist
- 3 A European novelist
- 4 A member of the British royal family
- dk (DO NOT READ) Don't Know

5. The Emancipation Proclamation issued by Lincoln stated that:

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 Slaves were free in areas of the Confederate states not held by the Union
- 2 Slaves were free in both the Union and Confederate states.
- 3 Slavery was abolished in the Union
- 4 Slavery could continue nationwide, but buying or selling slaves was no longer legal
- dk (DO NOT READ) Don't Know

6. Which document established the division of powers between the states and the federal government?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 The Marshall Plan
- 2 The Articles of Confederation
- 3 The Virginia and Kentucky Resolutions
- 4 The Constitution
- dk (DO NOT READ) Don't Know

7. Who was the American general at Yorktown?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 William T. Sherman
- 2 Ulysses S. Grant
- 3 George Washington
- 4 Robert E. Lee
- dk (DO NOT READ) Don't Know

8. Who was the "Father of the Constitution"?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 John Adams
- 2 Thomas Jefferson
- 3 James Madison
- 4 Benjamin Franklin
- dk (DO NOT READ) Don't Know

9. What was the source of the following phrase: "Government of the people, by the people, for the people"?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 George Washington's Farewell Address
- 2 Declaration of Independence
- 3 U.S. Constitution
- 4 Gettysburg Address
- dk (DO NOT READ) Don't Know

10. The Battle of the Bulge occurred during:

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.
PROGRAMMER: ROTATE LIST.

- 1 World War II
- 2 Revolutionary War
- 3 World War I
- 4 The Civil War
- dk (DO NOT READ) Don't Know

11. Who said the phrase: "From each according to his ability, to each according to his need"?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.
PROGRAMMER: ROTATE LIST.

- 1 Barack Obama
- 2 George Washington
- 3 Karl Marx
- 4 Adam Smith
- dk (DO NOT READ) Don't Know

12. In times of inflation...

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.
PROGRAMMER: ROTATE LIST.

- 1 Money loses value
- 2 Money gains value
- 3 The value of money stays the same
- 4 Prices go down
- dk (DO NOT READ) Don't Know

13. How does the payment of interest on a loan affect the total?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.
PROGRAMMER: ROTATE LIST.

- 1 It increases the total due.
- 2 It reduces the total due.
- 3 It has no impact on the total.
- 4 It may increase or decrease the total due depending on the interest rate
- dk (DO NOT READ) Don't Know

14. Profit is...

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.
PROGRAMMER: ROTATE LIST.

- 1 Cost minus revenue
- 2 Assets minus liabilities
- 3 Revenue minus expenses
- 4 Earnings minus assets
- dk (DO NOT READ) Don't Know

15. What does GDP stand for?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 General Debt and Payables
- 2 Gross Domestic Product
- 3 General Domestic Production
- 4 Gross Debt Payable
- dk (DO NOT READ) Don't Know

Just for curiosity sake....

16. What type of college did you attend?

INTERVIEWER: READ LIST. SELECT ONLY ONE RESPONSE.

PROGRAMMER: ROTATE LIST.

- 1 Public
- 2 Private
- 3 Ivy League
- ref (DO NOT READ) Refused

17. What type of degree did you receive?

INTERVIEWER: DO NOT READ LIST. SELECT ONLY ONE RESPONSE. IF THEY SAY BACHELORS WHAT TYPE OF BACHELORS.

PROGRAMMER: ROTATE LIST.

- 1 B.A. (Bachelor of Arts)
- 2 B.S. (Bachelor of Science)
- 3 Bachelor's degree (unspecified)
- 4 Masters
- 5 PhD (Doctorate)
- ref Refused

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Omnitel - August 10, 2012
 American History Literacy survey 2012

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UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL



Omnitel - August 10, 2012**American History Literacy survey 2012****Q.1 Who is the chief justice of the Supreme Court?****Base : Total Respondents**

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
John Roberts	171 57.1	95 63.6 c	76 50.7	56 53.5	115 59.0	8 52.2	11 61.5	11 64.9	14 69.0	116 56.6	99 61.0 j	35 47.9	49 63.2	58 59.1	29 57.2
Sonia Sotomayor	27 9.0	13 8.6	14 9.4	12 11.0	16 8.0	2 14.0	1 3.4	1 7.4	- -	22 10.8	19 11.9	8 10.5	7 9.6	9 9.2	3 5.5
John Boehner (Bay-Ner)	26 8.8	12 7.9	14 9.6	9 8.6	17 8.8	1 7.2	1 4.3	2 12.8	2 12.4	18 8.9	13 8.0	11 14.8 m	4 4.5	7 7.1	5 9.6
Sandra Day O'Connor	25 8.4	7 5.0	18 11.9 b	7 6.6	18 9.4	1 8.2	2 13.2	2 9.6	1 3.8	16 7.6	15 9.2 j	4 5.0	9 11.3	7 7.1	6 11.7
Don't know/No response	50 16.7	22 15.0	28 18.4	21 20.2	29 14.8	3 18.4	3 17.6	1 5.3	3 14.8	33 16.2 k	16 10.0	16 21.7	9 11.4	17 17.4	8 16.1

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012**American History Literacy survey 2012****Q.2 How long are terms for members of Congress?**

Table 2

Base : Total Respondents

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
6 years for senators, 2 years for representatives	115 38.4	70 46.7 C	46 30.2	44 41.8	71 36.7	3 18.8	5 29.3	8 45.6	10 48.6	75 36.6	67 41.4 J	24 33.2	35 44.6	40 41.0	16 31.9
4 years for senators, 2 years for representatives	70 23.4	27 18.3	43 28.4 b	18 17.1	52 26.8	1 7.7	4 23.2	3 17.3	4 18.0	52 25.4	43 26.6	19 25.3	17 21.5	19 19.7	15 30.5
4 years for senators, 6 years for representatives	38 12.6	20 13.3	18 11.9	14 13.8	23 12.0	4 26.1 i	2 14.1	2 13.1	- -	28 13.8	20 12.5	10 13.4	9 11.1	13 13.1	7 13.0
4 years for senators, 4 years for representatives	31 10.4	16 10.9	15 10.0	7 6.3	25 12.7	- -	3 14.9	3 18.7	3 17.3	22 10.8	18 10.9	7 9.3	9 11.1	11 11.2	5 9.7
Don't know/No response	45 15.1	16 10.7	29 19.5 b	22 21.1	23 11.9	8 47.4 hJK	3 18.6	1 5.3	3 16.1	28 13.4 K	14 8.5	14 18.8	9 11.7	15 15.1	8 14.8

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012

American History Literacy survey 2012

Q.3 Which of the following freedoms is NOT protected in the First Amendment?

Base : Total Respondents

	Total (A)	Gender		Age		Income					Region				
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Right to a speedy and public trial by an impartial jury	158 52.6	93 62.1 C	65 43.2	56 53.0	102 52.4	7 45.2	9 51.2	13 77.1	11 53.9	104 50.7	93 56.9 J	40 53.7	37 47.6	57 57.8	25 48.6
Right to petition the government for redress of grievances	90 29.9	34 22.8	56 36.9 B	27 25.8	62 32.0	8 47.6	8 48.8 jk	4 22.9	7 33.3	59 28.7	45 27.8	26 34.9	20 25.3	31 32.0	13 25.4
Freedom of speech	25 8.2	12 8.2	13 8.3	10 9.6	15 7.5	1 7.2	- -	- -	- -	21 10.2 K	12 7.2	3 4.2	6 8.3	7 6.8	8 16.7 Ln
Right to assembly	9 3.0	3 1.7	7 4.4	5 4.8	4 2.1	- -	- -	- -	- -	8 4.1	7 4.1	3 4.3	5 6.0	1 1.3	- -
Don't know/No response	19 6.2	8 5.3	11 7.1	7 6.8	12 5.9	- -	- -	- -	3 12.9	13 6.4 K	6 4.0	2 2.9	10 12.7 IN	2 2.1	5 9.2 n

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL



Omnitel - August 10, 2012**American History Literacy survey 2012****Q.4 Who is Lady Gaga?****Base : Total Respondents**

	Gender		Age		Income						Region				
	Total (A)	Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
A musical performer	288 96.2	144 96.1	145 96.2	98 93.6	190 97.5	16 100.0	17 95.5	17 100.0	20 100.0	196 95.1	159 97.4 J	66 88.8	77 99.0 L	95 97.4 I	51 100.0 L
A European novelist	2 0.8	2 1.5	-	2 1.6	1 0.3	-	-	-	-	2 1.1	2 1.4	2 2.3	-	1 0.6	-
A scientist	1 0.3	1 0.5	-	-	1 0.4	-	1 4.5 JK	-	-	-	-	1 1.1	-	-	-
A member of the British royal family	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/No response	8 2.8	3 1.8	6 3.8	5 4.8	3 1.8	-	-	-	-	8 3.8 K	2 1.2	6 7.8 mo	1 1.0	2 2.0	-

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012

American History Literacy survey 2012

Q.5 The Emancipation Proclamation issued by Lincoln stated that:

Base : Total Respondents

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Slavery was abolished in the Union	124 41.2	60 39.9	64 42.6	56 53.3 E	68 34.7	5 30.1	4 24.0	11 66.8 g	10 50.7	86 42.0	65 39.9	37 49.8	28 36.2	36 36.8	23 45.0
Slaves were free in both the Union and Confederate states	96 32.1	49 32.5	48 31.6	28 26.3	69 35.2	9 57.0 jk	9 51.3 jk	4 26.5	7 34.1	58 28.3	46 28.4	19 25.6	19 23.9	37 37.4	22 43.7 IM
Slaves were free in areas of the Confederate states not held by the Union	50 16.6	33 21.9 C	17 11.3	14 13.5	36 18.2	2 12.9	4 24.7	1 3.4	2 11.5	33 16.2	30 18.3 j	12 15.6 o	19 23.8 O	18 18.4 O	2 3.2
Slavery could continue nationwide, but buying or selling slaves was no longer legal	16 5.3	3 2.2	13 8.4 b	4 4.2	11 5.9	- -	- -	1 3.3	- -	14 7.0	14 8.9 J	5 6.1	4 5.7	4 3.6	3 6.7
Don't know/No response	15 4.9	5 3.5	9 6.2	3 2.7	12 6.0	- -	- -	- -	1 3.7	13 6.4 K	8 4.7	2 2.8	8 10.3 o	4 3.8	1 1.5

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012**American History Literacy survey 2012****Q.6 Which document established the division of powers between the states and the federal government?****Base : Total Respondents**

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
The Constitution	175 58.2	101 67.3 C	74 49.1	66 62.7	109 55.7	13 80.8	12 68.4	15 86.4 jk	15 73.5 j	107 52.1	86 53.0	41 55.6	41 52.6	61 62.3	32 62.6
The Articles of Confederation	76 25.2	39 25.9	37 24.5	16 15.2	60 30.5 D	3 19.2	4 21.6	2 10.3	3 13.2	58 28.4	52 31.8 J	17 22.7	22 27.7	24 24.6	13 25.9
The Virginia and Kentucky Resolutions	22 7.2	6 4.1	16 10.3 b	16 15.2 E	6 2.9	- -	2 10.0	- -	1 3.6	19 9.3	15 9.1	6 8.4	9 11.6 o	5 5.2	1 2.5
The Marshall Plan	8 2.8	1 0.8	7 4.7 b	2 1.5	7 3.5	- -	- -	- -	1 3.8	5 2.6	4 2.3	1 1.3	5 6.3 o	2 2.5	- -
Don't know/No response	20 6.7	3 1.9	17 11.3 B	6 5.4	14 7.3	- -	- -	1 3.3	1 5.9	16 7.6 K	6 3.8	9 12.0 M	1 1.7	5 5.4	5 9.0 m

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012**American History Literacy survey 2012****Q.7 Who was the American general at Yorktown?**

Table 7

Base : Total Respondents

	Gender		Age		Income						Region				
	Total (A)	Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
George Washington	145 48.3	89 59.5 C	56 37.1	48 45.7	97 49.6	6 34.6	6 34.3	11 65.5	10 49.4	99 48.3	79 48.7	38 51.3	29 37.3	50 51.0	28 55.4 m
Ulysses S. Grant	60 20.1	26 17.2	35 23.1	14 13.7	46 23.6	5 33.3	3 19.1	3 16.7	3 15.6	43 20.8	41 25.3 J	5 6.8	26 33.9 Ln	18 18.8 I	11 21.0 L
Robert E. Lee	37 12.4	10 6.8	27 17.9 B	17 16.0	20 10.5	- -	2 10.6	2 9.1	4 19.6	28 13.6	21 13.0	7 9.7	8 10.7	17 17.6	4 8.8
William T. Sherman	20 6.6	11 7.6	8 5.6	8 8.0	11 5.8	2 14.5	2 10.6	1 3.3	3 15.4 Jk	8 3.9	7 4.5	7 9.2	7 8.5	4 3.8	3 5.3
Don't know/No response	38 12.6	13 8.9	24 16.2	18 16.7	20 10.4	3 17.6	4 25.4 Ik	1 5.3	- -	28 13.4 K	14 8.5	17 23.0 mNo	7 9.7	8 8.7	5 9.5

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012
American History Literacy survey 2012
Q.8 Who was the "Father of the Constitution"?

Table 8

Base : Total Respondents

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Thomas Jefferson	151 50.2	68 45.7	82 54.6	51 48.5	100 51.1	5 31.0	6 36.2	5 29.3	14 71.1 fghk	107 52.2 k	80 49.3	37 50.4	44 56.7	42 43.1	27 53.4
James Madison	59 19.8	41 27.8 C	18 11.9	19 18.4	40 20.6	1 7.2	3 18.4	10 61.4 FgiJK	4 18.5	36 17.7	32 19.6	12 15.9	12 15.3	25 25.6	11 21.2
Benjamin Franklin	42 13.9	16 10.6	26 17.2	16 15.1	26 13.3	6 35.9 jk	2 11.7	2 9.3	1 6.7	27 13.3	21 12.6	8 10.8	10 13.2	15 15.2	9 16.9
John Adams	37 12.2	18 11.9	19 12.5	12 11.0	25 12.9	1 3.5	4 23.9 i	- -	1 3.7	30 14.5	28 17.3 J	14 19.5	7 9.1	12 11.8	4 7.3
Don't know/No response	12 3.9	6 4.0	6 3.8	7 7.1	4 2.1	4 22.4 JK	2 9.8 jK	- -	- -	5 2.3 K	2 1.2	2 3.3	4 5.6	4 4.2	1 1.2

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL



Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012**American History Literacy survey 2012****Q.9 What was the source of the following phrase: "Government of the people, by the people, for the people"?****Base : Total Respondents**

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Declaration of Independence	162 54.0	74 49.6	88 58.4	59 56.0	103 53.0	11 67.2	6 36.4	9 54.2	12 59.3	114 55.2	90 55.0	43 58.0	39 50.1	49 50.0	31 62.0
U.S. Constitution	66 22.1	35 23.5	31 20.8	23 22.2	43 22.1	- -	3 17.2	3 15.4	4 17.7	49 24.1 k	35 21.7	16 21.6	25 32.7 no	17 17.3	8 15.8
Gettysburg Address	52 17.4	32 21.2	21 13.7	16 14.9	36 18.7	1 7.9	7 39.2 JK	4 26.3	4 19.4	31 14.9	27 16.4	14 18.7	9 11.6	19 19.2	10 20.7
George Washington's Farewell Address	12 3.9	7 4.9	5 3.0	3 3.0	9 4.4	- -	1 7.2	1 4.0	1 3.7	9 4.4	8 5.1	- -	2 2.7	9 9.1 L	1 1.5
Don't know/No response	8 2.5	1 0.9	6 4.2	4 3.9	4 1.8	4 24.9 gIJK	- -	- -	- -	3 1.4	3 1.8	1 1.6	2 2.9	4 4.3	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012**American History Literacy survey 2012****Q.10 The Battle of the Bulge occurred during:****Base : Total Respondents**

	Total (A)	Gender		Age		Income					Region				
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
World War II	126 42.0	85 57.0 C	41 27.1	40 37.9	86 44.2	12 71.6 j	9 50.2	11 64.9	7 36.0	78 38.0	70 42.7 J	27 36.0	30 38.1	46 47.1	24 46.7
Revolutionary War	53 17.8	16 10.8	37 24.7 B	21 20.3	32 16.4	1 3.5	2 13.4	3 18.9	4 19.8	39 18.9	30 18.2	18 23.7	9 12.1	13 13.5	13 25.9 mn
World War I	53 17.5	26 17.6	26 17.4	16 15.5	36 18.6	- -	4 21.9	2 11.0	2 11.4	39 18.8	35 21.2 j	14 18.8	16 21.1	16 16.4	6 12.4
The Civil War	41 13.7	14 9.2	27 18.1 b	12 11.5	29 14.8	- -	- -	1 5.2	5 26.1 G	31 15.2 g	23 14.1	7 9.1	15 19.2	13 12.8	7 13.4
Don't know/No response	27 9.1	8 5.4	19 12.7 b	15 14.7 e	12 6.0	4 24.9 K	3 14.4 k	- -	1 6.6	19 9.0 K	6 3.9	9 12.4 o	7 9.5 o	10 10.2 o	1 1.5

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012

American History Literacy survey 2012

Q.11 Who said the phrase: "From each according to his ability, to each according to his need"?

Base : Total Respondents

	Gender		Age		Income						Region				
	Total (A)	Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Karl Marx	157 52.5	89 59.5 C	68 45.4	53 50.2	105 53.7	7 44.3	7 41.1	6 33.5	9 45.0	114 55.6	96 59.0 J	39 53.2	37 47.8	50 51.0	31 61.5
Adam Smith	41 13.8	22 14.8	19 12.8	13 12.0	29 14.8	- -	5 29.4 fj	1 7.4	4 21.0	29 13.9	28 17.1 J	12 15.8	10 12.9	14 13.8	6 12.2
George Washington	35 11.7	10 6.5	25 16.9 B	12 11.3	23 12.0	- -	5 26.3 fjk	4 21.7	1 6.8	22 10.6	18 11.2	4 6.0	15 18.9 I	11 11.6	5 9.1
Barack Obama	17 5.5	6 4.1	11 7.0	7 6.6	10 4.9	5 29.8 gJK	- -	- -	3 13.5 k	9 4.4	6 3.5	1 1.6	6 8.1	7 6.7	3 5.3
Don't know/No response	49 16.5	23 15.1	27 17.8	21 19.9	28 14.6	4 25.9	1 3.3	6 37.4 gK	3 13.8	32 15.5 K	15 9.3	17 23.4	10 12.4	17 16.9	6 11.9

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012**American History Literacy survey 2012****Q.12 In times of inflation...****Base : Total Respondents**

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Money loses value	255 85.0	137 91.6 C	118 78.4	87 83.0	168 86.1	16 100.0	13 76.2	13 78.9	18 90.8	172 83.5	141 86.4 J	61 83.2	64 82.2	83 85.2	46 91.6
Money gains value	19 6.2	7 4.7	12 7.7	6 5.7	13 6.5	- -	2 10.6	2 9.1	2 9.2	12 5.9	10 6.0	2 2.6	9 11.7 I	5 5.6	2 4.4
The value of money stays the same	5 1.8	1 0.8	4 2.7	2 1.8	3 1.8	- -	- -	1 4.0	- -	5 2.3	4 2.4	1 1.6	- -	3 3.5	1 1.5
Prices go down	11 3.5	3 2.2	7 4.9	5 4.7	6 2.9	- -	2 13.2 J	1 7.9	- -	7 3.4	7 4.3	1 1.6	3 4.1	6 5.7	1 1.2
Don't know/No response	10 3.4	1 0.7	9 6.2 B	5 4.8	5 2.7	- -	- -	- -	- -	10 5.0 K	2 0.9	8 11.0 mNo	2 2.0	- -	1 1.5

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012

American History Literacy survey 2012

Q.13 How does the payment of interest on a loan affect the total?

Base : Total Respondents

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
It increases the total due	189 62.9	84 56.0	105 69.7 B	64 60.5	125 64.2	14 83.2	11 63.5	8 48.3	15 73.6	128 62.0	107 J 65.4	44 60.2	52 66.4	65 66.5	28 54.9
It reduces the total due	24 7.9	10 7.0	13 8.8	12 11.5	12 6.0	- -	- -	5 31.6 gJK	- -	17 8.3 K	10 6.0	7 9.4	3 3.8	10 9.7	4 8.5
It has no impact on the total	40 13.3	27 17.9 c	13 8.6	15 14.5	25 12.6	- -	3 16.4	1 7.0	3 15.3	29 14.0	23 14.4	15 20.2	11 13.5	9 9.3	5 10.2
It may increase or decrease the total due depending on the interest rate	43 14.3	25 16.7	18 11.8	13 12.3	30 15.3	2 13.3	2 13.0	2 13.1	2 11.1	31 15.1	22 13.4	6 8.8	13 16.3	12 11.9	12 23.8 Ln
Don't know/No response	5 1.6	3 2.3	1 1.0	1 1.2	4 1.9	1 3.5	1 7.2 JK	- -	- -	1 0.6	1 0.8	1 1.4	- -	3 2.6	1 2.6

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL



Omnitel - August 10, 2012

American History Literacy survey 2012

Q.14 Profit is...

Base : Total Respondents

	Gender		Age		Income						Region				
	Total (A)	Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Revenue minus expenses	218 72.8	119 79.8 C	99 65.8	72 68.4	147 75.1	9 52.7	12 70.9	13 79.2	16 79.0	150 73.1	123 75.4 j	48 64.5	61 78.0	69 70.1	42 82.0 l
Cost minus revenue	43 14.2	15 10.0	28 18.4 b	23 21.6 E	20 10.3	6 37.7 hj	3 18.5	- -	3 13.4	28 13.8	26 16.0 j	11 14.4	11 14.8	16 15.8	5 10.1
Assets minus liabilities	16 5.4	10 6.8	6 4.0	- -	16 8.3 D	1 3.5	1 3.3	1 3.4	- -	13 6.3	10 5.9	4 5.1	1 1.8	9 9.0 m	2 4.4
Earnings minus assets	6 2.0	1 0.5	5 3.6	2 1.7	4 2.2	- -	1 4.1	2 10.5 jk	2 7.6 JK	2 1.0 K	1 0.5	1 1.0	3 3.7	2 1.6	1 1.8
Don't know/No response	17 5.5	4 2.8	12 8.3 b	9 8.3	8 4.0	1 6.1	1 3.2	1 6.9	- -	12 5.8 K	4 2.3	11 14.9 MNO	1 1.8	3 3.4	1 1.8

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012

American History Literacy survey 2012

Q.15 What does GDP stand for?

Base : Total Respondents

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Gross Domestic Product	256 85.2	138 92.5 C	117 77.9	80 76.4	175 89.9 D	15 89.3	16 90.0	16 96.7	19 92.7	168 81.8	139 85.3 J	59 79.6	68 87.8	84 86.0	44 87.7
Gross Debt Payable	15 5.1	6 3.8	10 6.4	7 6.4	9 4.4	- -	2 10.0	- -	- -	14 6.6 K	7 4.4	- -	3 3.7	9 9.5 L	3 6.1 I
General Domestic Production	11 3.6	4 2.9	6 4.3	5 5.0	6 2.8	- -	- -	1 3.3	1 7.3	9 4.3	9 5.4 j	2 2.4	6 7.5	2 2.5	1 1.5
General Debt and Payables	4 1.2	- -	4 2.5	1 0.8	3 1.4	- -	- -	- -	- -	3 1.4 K	1 0.5	2 2.8	- -	- -	2 3.2
Don't know/No response	15 4.9	1 0.9	13 8.9 B	12 11.3 E	3 1.4	2 10.7	- -	- -	- -	12 6.0 K	7 4.4	11 15.2 MNO	1 1.0	2 2.0	1 1.5

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012**American History Literacy survey 2012****Q.16 What type of college did you attend?**

Table 16

Base : Total Respondents

	Total (A)	Gender		Age		Income					Region				
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
Public	186 61.9	91 61.2	94 62.6	70 66.2	116 59.6	7 41.9	10 59.4	11 66.6	9 44.4	132 64.2 K	100 61.1	39 52.9	61 77.9 LNO	58 58.9	29 56.3
Private	108 36.2	56 37.2	53 35.1	36 33.8	73 37.4	9 54.6	6 37.2	6 33.4	11 55.6 j	69 33.6	59 36.5 j	34 45.8 M	17 21.3	37 37.4 m	22 42.6 M
Ivy League	4 1.3	2 1.2	2 1.4	- -	4 2.0	- -	- -	- -	- -	4 1.9	4 2.4	1 1.3	- -	2 2.4	1 1.1
Refused	2 0.6	1 0.4	1 0.9	- -	2 1.0	1 3.5 k	1 3.4 K	- -	- -	1 0.3	- -	- -	1 0.8	1 1.3	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E - F/G/H/I/J/K - L/M/N/O
Overlap formulae used. * small base

Omnitel - August 10, 2012**American History Literacy survey 2012****Q.17 What type of degree did you receive?**

Table 17

Base : Total Respondents

	Total (A)	Gender		Age		Income						Region			
		Male (B)	Female (C)	21-29 (D)	30-34 (E)	Less than \$20K (F)	\$20K-29.9K (G)	\$30K-39.9K (H)	\$40K-49.9K (I)	\$50K+ (J)	\$75K+ (K)	North east (L)	Midwest (M)	South (N)	West (O)
Total Unweighted	300	150	150	68	232	11	19	15	21	208	172	62	80	103	55
Total Weighted	300 100	149 100	151 100	105* 100*	195 100	16* 100*	17* 100*	17* 100*	20* 100*	206 100	163 100	74* 100*	78 100	98 100	51* 100*
B.S. (Bachelor of Science)	98 32.8	63 42.4 C	35 23.4	37 35.4	61 31.4	2 15.1	3 15.9	7 42.9	3 14.8	73 35.6 i	60 37.0 gi	23 30.6	24 31.1	32 32.4	20 39.6
B.A. (Bachelor of Arts)	82 27.3	34 22.7	48 31.9	31 30.0	51 25.9	7 44.1	10 59.8 iJK	5 28.0	6 29.9	51 25.0 K	35 21.3	24 33.1	25 31.8	20 20.6	13 25.0
Masters	57 19.0	26 17.1	32 20.9	14 13.6	43 21.9	5 29.6	3 20.1	3 18.7	6 27.9	36 17.6	34 20.6 J	8 11.0	13 16.8	28 28.7 L	8 15.3
Bachelor's degree (unspecified)	49 16.3	20 13.1	29 19.5	19 18.4	30 15.2	1 7.7	1 4.2	2 10.5	5 27.4 g	34 16.7 k	24 14.5	15 20.9	10 12.5	14 14.5	10 19.0
PhD (Doctorate)	11 3.5	5 3.2	6 3.8	1 1.0	10 4.9	- -	- -	- -	- -	10 4.8	10 6.1 j	2 2.1	6 7.8	2 2.4	1 1.1
Refused	3 1.0	2 1.5	1 0.5	2 1.6	1 0.7	1 3.5	- -	- -	- -	1 0.3	1 0.4	2 2.3	- -	1 1.3	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

