**State of The New North**

**Question 2.1:** Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can better manage the state government

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*11/21/2011*
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Can better manage the state government

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
**Question 2.2:** Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can handle the Wisconsin economy

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Question 2.2: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can handle the Wisconsin economy

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Presented by: The Business Success Center - UW Oshkosh
Question 2.3: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can bring about the kind of changes the state needs

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11/21/2011
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Can bring about the kind of changes the state needs

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Presented by: The Business Success Center - UW Oshkosh
**Question 2.4:** Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can handle health care

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Can handle health care

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
Question 2.5: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can promote a high quality education

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Question 2.5: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can promote a high quality education

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11/21/2011
Question 2.6: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can better control crime

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Question 2.6: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

**Can better control crime**

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11/21/2011
Question 2.7: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can meet the state's transportation needs

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11/21/2011
Question 2.7: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Can meet the state's transportation needs

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
**State of The New North**

**Question 2.8:** Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Is more concerned with the values of people like me

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Question 2.8: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Is more concerned with the values of people like me

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Question 2.9: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Selects better candidates for office

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11/21/2011
Question 2.9: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Selects better candidates for office

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**State of The New North**

**Question 2.10:** Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

- Governs in a more honest and ethical way

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11/21/2011
Question 2.10: Thinking about the political parties for a moment: Please tell me if you think each phrase I read better describes the REPUBLICAN party and its leaders or the DEMOCRATIC party and its leaders. Which party do you think is better described by the phrase?

Governs in a more honest and ethical way

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11/21/2011
Question 3: Overall, which party - the Democrats or the Republicans - do you trust to do a better job in coping with the major problems the state faces over the next few years?

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State of The New North

11/21/2011
Question 3: Overall, which party - the Democrats or the Republicans - do you trust to do a better job in coping with the major problems the state faces over the next few years?

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Presented by: The Business Success Center - UW Oshkosh
Question 4: Looking ahead for the next few years, which political party do you think will do a better job of keeping the state prosperous: the Republican Party or the Democratic Party?

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<tr>
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Democratic Party

|       | 182      | 135        | 2           | 30    | 4         |
|       | 34%      | 83%        | 1%          | 25%   | 40%       |
|       | 74%      | 1%         | 16%         | 2%    | 17%       |

Republican Party

|       | 242      | 7          | 170         | 40    | 4         |
|       | 45%      | 4%         | 94%         | 34%   | 40%       |
|       | 3%       | 70%        | 17%         | 2%    | 8%        |

No difference

|       | 52       | 8          | 6           | 25    | 2         |
|       | 10%      | 5%         | 3%          | 21%   | 20%       |
|       |          | 15%        | 12%         | 48%   | 4%        |

Unsure

|       | 61       | 12         | 2           | 23    | 0         |
|       | 11%      | 7%         | 1%          | 19%   | 0%        |
|       |          | 20%        | 3%          | 38%   | 0%        |

Presented by: The Business Success Center - UW Oshkosh 11/21/2011
**Question 5:** Some people say we should have a third major political party in this country in addition to the Democrats and Republicans. Do you agree or disagree?

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
Question 6: Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, other or undecided?

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<tr>
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Question 6: Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, other or undecided?

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
Question 7: As an independent, do you lean to or do you more frequently vote for candidates of one of the two parties? Which one?

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Presented by: The Business Success Center - UW Oshkosh
State of The New North

Question 8: Do you approve or disapprove of the way Scott Walker is handling his job as Governor?

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11/21/2011
Question 8: Do you approve or disapprove of the way Scott Walker is handling his job as Governor?

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<th>Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, other or undecided?</th>
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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
Question 9: Do you approve or disapprove of the performance of the Democrats in the state legislature?

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11/21/2011
Question 9: Do you approve or disapprove of the performance of the Democrats in the state legislature?

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
Question 10: Do you think that the policies recently enacted by Republicans in the state legislature are moving Wisconsin in the right direction?

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
Question 11: Do you think that it is good or bad for Wisconsin that one political party controls the governorship and both houses of the state legislature?

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11/21/2011
Question 12: Over the next few years, would you like to see the state of Wisconsin move in a more conservative direction, a less conservative direction, or stay about the same?

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Presented by: The Business Success Center - UW Oshkosh 11/21/2011
Question 13: Do you have a positive or negative feeling about the use of Recall elections to hold elected officials accountable?

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
Question 14: Of the following issues, which do you think the MOST important problem facing our state today?

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Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, other or undecided?

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Question 14: Of the following issues, which do you think the MOST important problem facing our state today?

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11/21/2011
Question 14: Of the following issues, which do you think the MOST important problem facing our state today?

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| 11/21/2011 |
State of The New North

Question 14: Of the following issues, which do you think the MOST important problem facing our state today?

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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
State of The New North

**Question 16:** Of the following issues, which ONE would you say will be MOST important to your vote in the 2012 presidential election?

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11/21/2011
## State of The New North

### Question 16: Of the following issues, which ONE would you say will be MOST important to your vote in the 2012 presidential election?

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11/21/2011
Question 16: Of the following issues, which ONE would you say will be MOST important to your vote in the 2012 presidential election?

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Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, other or undecided?

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**Question 16:** Of the following issues, which ONE would you say will be MOST important to your vote in the 2012 presidential election?

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State of The New North

**Question 18:** We are interested in how people are getting along financially these days. Would you say that you (and your family) are better off or worse off financially than you were a year ago?

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State of The New North

Question 19: Now looking ahead - do you think that a year from now you (and your family) will be better off financially, worse off, or just about the same as now?

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<tr>
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</tbody>
</table>

Presented by: The Business Success Center - UW Oshkosh 11/21/2011
**Question 20:** About the big things people buy for their homes - such as furniture or appliances, generally speaking, do you think now is a good or bad time for people to buy major household items?

<table>
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<tr>
<th>TOTAL</th>
<th>Democrat</th>
<th>Republican</th>
<th>Independent</th>
<th>Other</th>
<th>Undecided</th>
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<tr>
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<td>12%</td>
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<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Good Time to buy</td>
<td>146</td>
<td>50</td>
<td>44</td>
<td>33</td>
<td>2</td>
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<td>23%</td>
<td>1%</td>
<td>12%</td>
</tr>
<tr>
<td>Neither Good or Bad</td>
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<td>51</td>
<td>35</td>
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<td>2%</td>
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<tr>
<td>Bad Time to Buy</td>
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<td>10%</td>
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Presented by: The Business Success Center - UW Oshkosh 11/21/2011
Question 21: How do you rate the quality of life in the community where you live?

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<th>Quality of Life</th>
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<td>34%</td>
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<td>2%</td>
<td>12%</td>
</tr>
<tr>
<td>Excellent</td>
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<td>48</td>
<td>25</td>
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<td>8</td>
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<td>37%</td>
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<td>1%</td>
<td>6%</td>
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<tr>
<td>Good</td>
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<td>48</td>
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<td>73%</td>
<td>80%</td>
<td>75%</td>
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<td>33%</td>
<td>24%</td>
<td>2%</td>
<td>13%</td>
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<tr>
<td>Poor</td>
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<td>10</td>
<td>8</td>
<td>6</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
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<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>0%</td>
<td>8%</td>
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<td>28%</td>
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Question 21: How do you rate the quality of life in the community where you live?

<table>
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<th>Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, other or undecided?</th>
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<td>Very Poor</td>
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11/21/2011
State of The New North

Question 22: Can you tell me the range of your age?

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<tr>
<th>Age Range</th>
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<th>Republican</th>
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<th>Other</th>
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<td></td>
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11/21/2011
Question 22: Can you tell me the range of your age?

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<th>TOTAL</th>
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<th>Republican</th>
<th>Independent</th>
<th>Other</th>
<th>Undecided</th>
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<tbody>
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<td>180</td>
<td>119</td>
<td>10</td>
<td>64</td>
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<tr>
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<td>23%</td>
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<tr>
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<td>47</td>
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Presented by: The Business Success Center - UW Oshkosh

11/21/2011
Question 23: Are you currently employed?

<table>
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<th>Independent</th>
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<th>Undecided</th>
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<td>30%</td>
<td>34%</td>
<td>22%</td>
<td>2%</td>
<td>12%</td>
</tr>
</tbody>
</table>

| yes   | 331      | 101        | 115         | 71    | 6         |
|       | 62%      | 63%        | 64%         | 60%   | 60%       |
|       |          | 31%        | 35%         | 21%   | 2%        |
| no    | 206      | 60         | 65          | 48    | 4         |
|       | 38%      | 37%        | 36%         | 40%   | 40%       |
|       |          | 29%        | 32%         | 23%   | 2%        |

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**State of The New North**

**Question 24:** Can you provide your household income?

<table>
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<th>TOTAL</th>
<th>Democrat</th>
<th>Republican</th>
<th>Independent</th>
<th>Other</th>
<th>Undecided</th>
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<tbody>
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<td>434</td>
<td>135</td>
<td>146</td>
<td>90</td>
<td>8</td>
<td>52</td>
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<td>100%</td>
<td>31%</td>
<td>34%</td>
<td>21%</td>
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<th>8</th>
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11/21/2011
### Question 24: Can you provide your household income?

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<th>Independent</th>
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<th>Undecided</th>
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<td>146</td>
<td>90</td>
<td>8</td>
<td>52</td>
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<td>100%</td>
<td>31%</td>
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<td>108</td>
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</tbody>
</table>

Presented by: The Business Success Center - UW Oshkosh
Question 25:  Do you or anyone in your household hold a union member status?

<table>
<thead>
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<th>TOTAL</th>
<th>Democrat</th>
<th>Republican</th>
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</tbody>
</table>

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11/21/2011
**State of The New North**

Question 26: And finally, can you provide your education level?

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>Democrat</th>
<th>Republican</th>
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<th>Other</th>
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11/21/2011
Question 26: And finally, can you provide your education level?

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11/21/2011