YouGov Survey Results

Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th October 2014

		Gender		Age				Social Grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1782**	864	918	212	451	609	510	1016	766	228	579	381	438	155
Unweighted Sample	1782	831	951	68	373	731	610	1238	544	288	561	344	386	203
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following actors have you heard of?

Daniel Radcliffe	**87**	84	90	80	87	91	85	90	83	86	91	83	86	88
Benedict Cumberbatch	**77**	77	78	70	74	81	79	84	69	78	82	75	74	77
James McAvoy	**65**	63	67	58	69	73	55	68	62	66	64	60	66	79
Robert Pattinson	**59**	52	66	77	72	62	36	62	55	63	56	62	57	65
Henry Cavill	**24**	24	23	30	31	25	13	26	21	29	24	23	22	27
Andrew Garfield	**23**	22	24	40	27	23	11	23	23	30	24	19	21	25
Chiwetel Ejiofor	**23**	23	23	17	21	27	23	27	18	34	23	23	19	18
Ben Whishaw	**21**	22	20	16	19	24	21	24	16	27	22	21	17	17
Nicholas Hoult	**20**	16	23	36	27	20	6	22	16	30	18	18	17	22
Eddie Redmayne	**17**	15	20	17	14	18	19	22	11	24	18	15	15	14
Jamie Dornan	**13**	8	17	24	17	11	5	14	11	20	13	11	8	16
Dan Stevens	**13**	11	15	10	8	15	16	14	11	17	13	12	12	13
Kit Harington	**9**	10	8	17	16	7	3	10	8	15	7	8	8	14
Douglas Booth	**6**	5	8	13	7	6	3	6	7	7	6	8	5	8
None of them	**5**	6	5	2	5	5	8	4	8	5	5	6	7	3
Don't know	**3**	4	1	10	4	1	0	2	3	5	1	4	3	2

and which of the following actors do you rate highly?
[Asked to respondents who named an Actor; n=1665]

Benedict Cumberbatch	**52**	54	50	51	50	52	54	55	48	52	56	49	51	46
James McAvoy	**35**	34	36	37	38	40	25	35	34	38	31	34	32	51
Daniel Radcliffe	**30**	25	34	30	30	32	26	29	31	31	29	30	30	29
Chiwetel Ejiofor	**15**	14	15	14	14	17	14	17	11	21	15	15	14	9
Robert Pattinson	**8**	6	10	10	12	8	5	8	9	6	7	14	7	5
Ben Whishaw	**7**	7	7	9	8	7	5	8	5	12	8	5	5	7
Eddie Redmayne	**7**	6	8	7	5	8	9	9	5	12	7	5	7	6
Henry Cavill	**6**	6	6	7	11	4	3	5	7	7	5	5	7	10
Andrew Garfield	**5**	6	5	12	7	5	2	5	6	11	4	3	4	7
Nicholas Hoult	**5**	4	5	10	8	3	1	5	4	10	3	3	3	9
Kit Harington	**4**	4	4	8	9	2	1	4	3	7	3	3	3	6
Dan Stevens	**4**	3	5	5	2	4	6	4	4	5	3	6	4	7
Jamie Dornan	**3**	3	4	6	4	3	1	3	3	4	2	3	3	5
Douglas Booth	**1**	0	2	1	2	1	0	1	1	3	1	1	1	0
None of them	**16**	15	16	15	14	14	19	15	17	18	14	15	15	19
Don't know	**10**	11	9	2	9	12	12	11	9	10	11	6	12	9

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YouGov Survey Results

Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th October 2014

		Which of the following actors have you heard of?															
	Total	Ben Whishaw	Daniel Radcliffe	Jamie Dornan	Eddie Redmayne	Andrew Garfield	Benedict Cumberbatch	Kit Harington	Chiwetel Ejiofor	Henry Cavill	Douglas Booth	Nicholas Hoult	Robert Pattinson	James McAvoy	Dan Stevens	None of them	Don't know
Weighted Sample	**1782**	372	1550	223	306	407	1380	161	409	426	115	350	1053	1163	232	98	45
Unweighted Sample	1782	418	1583	209	359	361	1431	151	455	390	110	318	1004	1190	263	92	25
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following actors have you heard of?																	
Daniel Radcliffe	**87**	100	100	100	99	99	97	99	99	99	96	100	97	98	100	0	*0*
Benedict Cumberbatch	**77**	97	86	97	98	95	100	98	98	98	95	96	90	92	97	0	*0*
James McAvoy	**65**	92	73	92	92	92	77	95	92	94	91	92	82	100	85	0	*0*
Robert Pattinson	**59**	79	66	94	85	89	69	86	83	91	88	92	100	75	79	0	*0*
Henry Cavill	**24**	52	27	75	57	62	30	72	55	100	66	63	37	35	54	0	*0*
Andrew Garfield	**23**	53	26	68	54	100	28	68	50	60	71	67	34	32	51	0	*0*
Chiwetel Ejiofor	**23**	61	26	56	67	50	29	58	100	53	60	48	32	32	60	0	*0*
Ben Whishaw	**21**	100	24	50	62	48	26	60	56	45	62	45	28	30	57	0	*0*
Nicholas Hoult	**20**	43	23	65	49	58	24	67	41	52	65	100	31	28	48	0	*0*
Eddie Redmayne	**17**	51	20	52	100	40	22	54	50	41	62	43	25	24	56	0	*0*
Jamie Dornan	**13**	30	14	100	38	37	16	40	31	39	53	42	20	18	33	0	*0*
Dan Stevens	**13**	35	15	34	43	29	16	34	34	30	43	32	17	17	100	0	*0*
Kit Harington	**9**	26	10	29	28	27	11	100	23	27	40	31	13	13	24	0	*0*
Douglas Booth	**6**	19	7	27	23	20	8	28	17	18	100	21	10	9	21	0	*0*
None of them	**5**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	*0*
Don't know	**3**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	*100*
and which of the following actors do you rate highly?																	
[Asked to respondents who named an Actor; n=1665]																	
Benedict Cumberbatch	**52**	70	53	65	69	68	62	80	69	69	66	65	57	58	69	*0*	*0*
James McAvoy	**35**	55	36	66	57	60	39	67	58	62	59	62	43	49	53	*0*	*0*
Daniel Radcliffe	**30**	33	31	33	35	38	29	38	33	31	42	32	30	30	32	*0*	*0*
Chiwetel Ejiofor	**15**	39	16	39	46	33	17	39	60	32	42	30	19	20	38	*0*	*0*
Robert Pattinson	**8**	7	8	17	9	10	8	8	9	10	13	7	13	8	8	*0*	*0*
Ben Whishaw	**7**	31	7	22	29	21	8	35	23	18	29	21	9	9	26	*0*	*0*
Eddie Redmayne	**7**	19	8	21	39	17	9	19	18	18	22	17	10	9	22	*0*	*0*
Henry Cavill	**6**	12	6	17	13	13	7	21	12	23	19	11	8	8	12	*0*	*0*
Andrew Garfield	**5**	11	5	15	13	21	6	19	13	14	19	17	7	7	12	*0*	*0*
Nicholas Hoult	**5**	11	5	17	13	15	5	18	10	11	16	21	7	6	14	*0*	*0*
Kit Harington	**4**	7	4	9	9	12	5	41	7	11	16	13	5	6	6	*0*	*0*
Dan Stevens	**4**	10	5	10	13	9	5	14	10	11	18	9	6	6	30	*0*	*0*
Jamie Dornan	**3**	7	3	23	9	9	4	14	8	9	20	11	5	4	9	*0*	*0*
Douglas Booth	**1**	2	1	5	3	2	1	5	1	2	15	3	1	1	2	*0*	*0*
None of them	**16**	7	15	7	5	6	12	3	7	5	5	9	13	12	7	*0*	*0*
Don't know	**10**	7	9	5	6	5	9	3	5	5	4	6	7	8	6	*0*	*0*

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YouGov Survey Results

Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th October 2014

		Which of the following actresses have you heard of?														
	Total	Emilia Clarke	Natalie Dormer	Keira Knightley	Felicity Jones	Carey Mulligan	Emma Watson	Sienna Miller	Emily Blunt	Rosamund Pike	Michelle Dockery	Romola Garai	Gemma Arterton	Hayley Atwell	None of them	Don't know
Weighted Sample	**1782**	177	223	1575	138	557	1483	1339	1088	708	426	145	786	184	68	48
Unweighted Sample	1782	159	215	1608	136	588	1505	1389	1106	776	501	186	802	188	65	26
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following actors have you heard of?																
Daniel Radcliffe	**87**	97	98	94	93	100	95	96	97	99	97	99	99	96	26	*17*
Benedict Cumberbatch	**77**	93	96	85	83	98	85	89	90	97	95	99	96	95	26	*1*
James McAvoy	**65**	90	92	72	84	92	73	78	83	91	82	94	90	93	5	*2*
Robert Pattinson	**59**	82	90	66	79	85	68	71	75	82	71	81	85	89	4	*0*
Henry Cavill	**24**	58	68	27	46	49	27	31	35	45	37	58	44	67	2	*0*
Andrew Garfield	**23**	55	56	25	54	50	27	29	34	42	36	51	40	68	0	*0*
Chiwetel Ejiofor	**23**	50	57	26	39	54	27	29	33	46	45	74	42	62	0	*0*
Ben Whishaw	**21**	47	50	23	45	44	24	26	30	38	41	70	34	60	3	*0*
Nicholas Hoult	**20**	50	44	22	44	45	23	25	29	35	31	47	38	59	0	*0*
Eddie Redmayne	**17**	42	48	19	43	41	20	22	25	34	41	76	33	57	1	*0*
Jamie Dornan	**13**	30	35	14	33	31	15	16	19	24	22	39	24	41	0	*0*
Dan Stevens	**13**	25	32	14	32	30	15	17	19	25	40	47	23	39	0	*0*
Kit Harington	**9**	52	39	10	28	20	11	11	12	17	16	27	16	30	0	*0*
Douglas Booth	**6**	22	24	7	27	15	7	8	10	13	13	22	11	24	1	*0*
None of them	**5**	1	0	3	3	0	2	2	1	0	0	0	1	0	57	*9*
Don't know	**3**	0	0	0	2	0	1	0	0	0	0	0	0	1	0	*75*
and which of the following actors do you rate highly?																
[Asked to respondents who named an Actor; n=1665]																
Benedict Cumberbatch	**52**	68	73	54	57	69	55	55	59	66	62	74	62	74	*32*	*0*
James McAvoy	**35**	61	57	37	46	57	38	40	46	51	42	59	52	67	*3*	*0*
Daniel Radcliffe	**30**	32	36	30	33	34	32	30	31	33	31	30	31	37	*17*	*15*
Chiwetel Ejiofor	**15**	35	34	16	31	34	17	18	21	27	27	52	26	42	*0*	*0*
Robert Pattinson	**8**	10	12	9	9	9	9	9	9	8	7	5	9	11	*4*	*0*
Ben Whishaw	**7**	19	25	7	21	17	8	8	10	13	16	34	13	27	*0*	*0*
Eddie Redmayne	**7**	14	21	8	17	17	8	9	10	13	16	34	13	22	*3*	*0*
Henry Cavill	**6**	19	22	6	18	10	6	7	7	10	7	9	9	17	*4*	*0*
Andrew Garfield	**5**	16	15	6	16	11	6	6	7	9	8	11	10	17	*0*	*0*
Nicholas Hoult	**5**	12	11	5	16	10	5	6	7	7	6	11	9	12	*0*	*0*
Kit Harington	**4**	29	16	4	7	7	5	4	5	7	4	7	6	11	*0*	*0*
Dan Stevens	**4**	9	12	5	13	10	5	5	6	8	13	11	8	10	*0*	*0*
Jamie Dornan	**3**	9	8	3	11	7	3	4	4	6	4	7	6	7	*0*	*0*
Douglas Booth	**1**	4	5	1	4	3	1	1	1	2	2	4	1	3	*2*	*0*
None of them	**16**	5	8	15	14	7	14	14	11	8	12	5	10	10	*16*	*73*
Don't know	**10**	7	5	10	8	5	9	9	7	7	8	6	7	3	*32*	*11*

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		Gender		Age				Social Grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1782**	864	918	212	451	609	510	1016	766	228	579	381	438	155
Unweighted Sample	1782	831	951	68	373	731	610	1238	544	288	561	344	386	203
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following actresses have you heard of?

Keira Knightley	**88**	85	91	79	89	92	88	92	84	90	90	88	87	86
Emma Watson	**83**	79	87	82	83	86	80	87	78	85	84	83	80	86
Sienna Miller	**75**	69	81	59	80	83	68	80	69	81	77	73	72	73
Emily Blunt	**61**	56	66	56	62	67	56	65	55	68	62	59	56	64
Gemma Arterton	**44**	41	47	36	50	50	35	49	38	54	45	45	39	38
Rosamund Pike	**40**	36	43	33	40	45	37	44	34	45	43	35	38	36
Carey Mulligan	**31**	23	39	35	32	32	27	35	27	43	30	30	30	27
Michelle Dockery	**24**	17	31	8	11	27	39	26	22	30	25	24	23	14
Natalie Dormer	**13**	13	12	20	16	12	7	15	10	18	12	13	10	13
Emilia Clarke	**10**	11	9	18	15	8	5	11	8	13	8	12	9	11
Hayley Atwell	**10**	11	10	11	13	13	4	11	9	16	11	10	8	8
Felicity Jones	**8**	9	6	14	9	7	5	9	7	12	7	7	6	11
Romola Garai	**8**	6	10	4	6	9	11	11	5	14	8	7	7	7
None of them	**4**	5	3	0	3	4	6	2	6	1	4	5	5	2
Don't know	**3**	3	2	11	4	1	0	1	4	5	2	4	2	2

and which of the following actresses do you rate highly?

[Asked to respondents who named an Actress; n=1691]

Keira Knightley	**38**	38	38	37	41	39	35	37	40	37	36	38	40	40
Emma Watson	**35**	34	35	58	35	32	28	34	36	32	30	42	34	39
Emily Blunt	**20**	18	21	35	22	19	12	19	21	24	19	20	19	18
Rosamund Pike	**16**	16	16	19	16	16	14	17	14	20	16	15	16	15
Carey Mulligan	**14**	12	16	18	15	14	13	16	12	23	13	14	12	16
Gemma Arterton	**12**	14	11	8	13	15	11	14	10	16	15	13	8	7
Sienna Miller	**11**	13	9	7	14	11	9	12	9	12	9	14	11	7
Michelle Dockery	**7**	5	9	3	4	7	13	7	7	11	5	11	6	4
Natalie Dormer	**5**	5	4	7	8	4	3	5	5	7	5	4	4	6
Romola Garai	**4**	2	6	1	3	6	5	5	3	8	5	4	3	4
Emilia Clarke	**3**	4	3	7	7	2	1	4	3	6	4	3	2	4
Hayley Atwell	**2**	3	2	2	5	3	0	3	2	4	3	2	2	0
Felicity Jones	**1**	1	1	3	1	1	1	2	1	2	1	1	1	1
None of them	**19**	19	20	15	17	19	23	19	19	16	19	20	18	24
Don't know	**14**	15	13	8	10	15	18	14	13	14	14	10	18	11

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		Which of the following actors have you heard of?															
	Total	Ben Whishaw	Daniel Radcliffe	Jamie Dornan	Eddie Redmayne	Andrew Garfield	Benedict Cumberbatch	Kit Harington	Chiwetel Ejiofor	Henry Cavill	Douglas Booth	Nicholas Hoult	Robert Pattinson	James McAvoy	Dan Stevens	None of them	Don't know
Weighted Sample	**1782**	372	1550	223	306	407	1380	161	409	426	115	350	1053	1163	232	98	45
Unweighted Sample	**1782**	418	1583	209	359	361	1431	151	455	390	110	318	1004	1190	263	92	25
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following actresses have you heard of?																	
Keira Knightley	**88**	98	95	99	99	98	97	100	99	99	95	99	98	98	98	42	*4*
Emma Watson	**83**	96	91	99	97	97	92	99	97	95	94	99	96	94	97	27	*21*
Sienna Miller	**75**	94	83	96	96	96	86	91	96	97	93	96	90	90	97	21	*4*
Emily Blunt	**61**	87	68	93	90	91	71	83	88	89	92	89	77	78	89	8	*1*
Gemma Arterton	**44**	73	50	84	85	78	55	77	80	81	75	85	63	61	79	4	*0*
Rosamund Pike	**40**	72	45	76	78	73	50	77	79	75	78	71	55	55	75	3	*1*
Carey Mulligan	**31**	66	36	78	76	69	39	68	73	64	71	72	45	44	73	0	*0*
Michelle Dockery	**24**	47	27	42	57	38	29	42	47	37	48	37	29	30	73	2	*0*
Natalie Dormer	**13**	30	14	35	35	30	16	55	31	36	47	28	19	18	31	0	*0*
Emilia Clarke	**10**	22	11	24	24	24	12	58	22	24	34	25	14	14	19	1	*0*
Hayley Atwell	**10**	29	11	34	34	31	13	34	28	29	38	31	16	15	31	0	*3*
Felicity Jones	**8**	17	8	20	19	18	8	24	13	15	33	17	10	10	19	4	*5*
Romola Garai	**8**	27	9	25	36	18	10	24	26	20	28	19	11	12	29	0	*0*
None of them	**4**	1	1	0	0	0	1	0	0	0	0	0	0	0	0	40	*0*
Don't know	**3**	0	1	0	0	0	0	0	0	0	0	0	0	0	0	4	*79*
and which of the following actresses do you rate highly?																	
[Asked to respondents who named an Actress; n=1691]																	
Keira Knightley	**38**	36	39	37	35	41	40	43	36	40	42	34	40	42	35	25	*18*
Emma Watson	**35**	35	36	38	37	45	36	46	37	41	41	41	39	37	34	10	*15*
Emily Blunt	**20**	31	21	42	37	43	22	40	33	37	42	40	26	26	31	0	*0*
Rosamund Pike	**16**	31	17	35	40	33	19	40	35	32	42	29	22	21	34	1	*0*
Carey Mulligan	**14**	37	16	39	44	34	17	46	36	32	52	36	19	20	40	0	*0*
Gemma Arterton	**12**	20	13	26	25	21	15	23	25	23	26	22	16	17	24	0	*0*
Sienna Miller	**11**	14	11	11	13	14	11	17	13	14	19	12	12	11	8	7	*0*
Michelle Dockery	**7**	10	8	13	16	12	9	14	14	11	19	10	8	8	23	1	*0*
Natalie Dormer	**5**	11	5	10	14	11	6	26	11	15	18	10	7	6	12	0	*0*
Romola Garai	**4**	15	5	15	19	10	5	12	12	10	19	12	6	6	18	0	*0*
Emilia Clarke	**3**	5	4	7	6	10	4	28	6	9	11	10	4	5	4	1	*0*
Hayley Atwell	**2**	8	3	6	10	8	3	11	8	7	13	8	4	3	8	0	*0*
Felicity Jones	**1**	3	1	4	4	4	1	6	2	3	6	3	2	2	4	4	*0*
None of them	**19**	10	18	11	10	11	17	3	12	11	8	12	16	15	12	38	*11*
Don't know	**14**	11	13	8	9	7	13	5	9	8	3	9	10	11	7	28	*56*

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Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th October 2014

		Which of the following actresses have you heard of?														
	Total	Emilia Clarke	Natalie Dormer	Keira Knightley	Felicity Jones	Carey Mulligan	Emma Watson	Sienna Miller	Emily Blunt	Rosamund Pike	Michelle Dockery	Romola Garai	Gemma Arterton	Hayley Atwell	None of them	Don't know
Weighted Sample	**1782**	177	223	1575	138	557	1483	1339	1088	708	426	145	786	184	68	48
Unweighted Sample	**1782**	159	215	1608	136	588	1505	1389	1106	776	501	186	802	188	65	26
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following actresses have you heard of?																
Keira Knightley	**88**	96	97	100	94	99	96	99	97	99	99	99	99	95	0	*0*
Emma Watson	**83**	96	96	91	93	99	100	92	94	97	95	97	97	95	0	*0*
Sienna Miller	**75**	88	93	84	88	97	83	100	90	95	92	98	96	94	0	*0*
Emily Blunt	**61**	80	86	67	80	92	69	73	100	88	83	90	88	91	0	*0*
Gemma Arterton	**44**	69	76	50	64	84	51	57	63	76	71	86	100	88	0	*0*
Rosamund Pike	**40**	69	74	44	65	78	46	50	57	100	68	81	68	84	0	*0*
Carey Mulligan	**31**	54	61	35	53	100	37	40	47	61	58	83	59	75	0	*0*
Michelle Dockery	**24**	41	44	27	38	45	27	29	33	41	100	76	39	52	0	*0*
Natalie Dormer	**13**	49	100	14	38	24	14	16	18	23	23	40	22	46	0	*0*
Emilia Clarke	**10**	100	39	11	28	17	11	12	13	17	17	25	16	33	0	*0*
Hayley Atwell	**10**	34	38	11	29	25	12	13	15	22	23	39	21	100	0	*0*
Felicity Jones	**8**	22	23	8	100	13	9	9	10	13	12	20	11	22	0	*0*
Romola Garai	**8**	21	26	9	21	22	9	11	12	17	26	100	16	31	0	*0*
None of them	**4**	0	0	0	0	0	0	0	0	0	0	0	0	0	100	*0*
Don't know	**3**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	*100*
and which of the following actresses do you rate highly?																
[Asked to respondents who named an Actress; n=1691]																
Keira Knightley	**38**	42	42	40	40	40	40	40	39	40	39	34	38	38	*0*	*0*
Emma Watson	**35**	48	45	35	38	40	39	35	37	39	33	32	38	47	*0*	*0*
Emily Blunt	**20**	38	38	20	35	37	21	23	30	32	27	36	31	44	*0*	*0*
Rosamund Pike	**16**	28	32	17	28	34	17	19	23	38	25	40	27	34	*0*	*0*
Carey Mulligan	**14**	36	37	15	34	43	16	17	21	28	27	46	26	39	*0*	*0*
Gemma Arterton	**12**	17	20	13	20	24	14	15	17	22	19	26	26	28	*0*	*0*
Sienna Miller	**11**	16	18	11	18	12	11	13	12	12	10	9	13	14	*0*	*0*
Michelle Dockery	**7**	12	14	8	12	13	8	8	9	12	28	13	11	14	*0*	*0*
Natalie Dormer	**5**	22	36	5	11	9	5	6	6	8	8	15	8	20	*0*	*0*
Romola Garai	**4**	10	13	5	10	11	5	5	6	9	13	50	8	18	*0*	*0*
Emilia Clarke	**3**	32	15	4	11	5	4	4	4	5	4	6	4	10	*0*	*0*
Hayley Atwell	**2**	13	14	3	10	5	3	3	4	5	6	8	5	22	*0*	*0*
Felicity Jones	**1**	4	2	1	15	3	1	1	1	2	3	5	2	4	*0*	*0*
None of them	**19**	4	7	18	9	9	17	17	15	11	12	6	14	10	*0*	*0*
Don't know	**14**	8	9	13	13	9	13	12	11	10	11	12	9	8	*0*	*0*

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