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<u>38</u>	Q3A. Out of every 100 people in [...], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent of 12 tablespoons.
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<u>55</u>	Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
<u>56</u>	Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
<u>57</u>	Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
<u>58</u>	Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
<u>59</u>	Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
<u>60</u>	Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
<u>61</u>	Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.

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Q5A. Out of every 100 people in [..], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.

[63](#)

Q5A. Out of every 100 people in [..], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.

[64](#)

Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week

[65](#)

Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week

[66](#)

Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week

[67](#)

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[68](#)

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[69](#)

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[70](#)

Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week

[71](#)

Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week

[72](#)

Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week

Global @dvisor: PERCIEVED SOCIAL NORMS
Q1A. Out of every 100 people in [...], how many do you think are not saving enough for their retirement?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	6100	2753	3347	1680	2027	2393	1134	2475	2039	2911	3189	1438	2540	2122	3571	2529	551	5549	945	5155	3995	2055
Base: All Respondents (wtd)	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
0-10	288	165	123	119	73	96	50	128	93	124	164	115	98	75	181	106	45	243	62	226	194	89
	5%	6%	4%	5%	4%	5%	4%	5%	5%	5%	5%	6%	4%	4%	5%	4%	9%	4%	7%	4%	5%	4%
		B										M					Q		S			
11 - 20	164	78	86	67	49	48	18	56	70	80	84	52	62	50	95	70	21	143	38	126	108	56
	3%	3%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	2%	3%	3%
									F										S			
21-30	262	168	94	103	83	75	57	96	91	109	153	74	94	94	161	101	31	231	62	200	166	92
	4%	6%	3%	5%	5%	4%	5%	4%	5%	4%	5%	4%	4%	5%	5%	4%	6%	4%	7%	4%	4%	4%
		B																	S			
31-40	256	128	129	126	63	68	47	98	88	100	157	64	94	98	146	110	21	236	44	212	144	112
	4%	4%	4%	6%	3%	3%	4%	4%	4%	4%	5%	3%	4%	5%	4%	4%	4%	4%	5%	4%	4%	5%
				DE										K							T	
41-50	759	337	422	317	219	223	157	271	267	297	462	247	281	231	411	348	69	691	116	643	466	283
	13%	11%	14%	14%	12%	11%	14%	11%	13%	11%	14%	13%	13%	13%	12%	13%	13%	13%	13%	13%	12%	13%
			A	E							I											
51-60	660	337	323	273	190	197	142	251	220	280	380	192	258	210	386	273	45	615	97	563	421	237
	11%	11%	11%	12%	10%	10%	12%	10%	11%	10%	11%	10%	12%	11%	11%	11%	9%	11%	11%	11%	11%	11%
61-70	827	421	406	338	252	237	132	364	272	349	478	270	257	300	461	366	63	764	119	708	532	290
	14%	14%	13%	15%	14%	12%	12%	15%	14%	13%	14%	14%	12%	16%	14%	14%	12%	14%	13%	14%	14%	14%
				E				F						L								
71-80	1378	641	737	426	465	487	258	543	465	676	702	445	529	404	765	612	98	1279	175	1203	924	442
	23%	22%	24%	19%	25%	25%	23%	23%	23%	25%	21%	23%	24%	22%	23%	24%	19%	23%	19%	24%	24%	21%
			A	C	C					J								P		R	U	
81-90	840	410	430	270	260	309	152	354	279	404	436	283	325	232	469	371	60	780	102	738	526	311
	14%	14%	14%	12%	14%	16%	13%	15%	14%	15%	13%	14%	15%	13%	14%	14%	12%	14%	11%	15%	14%	15%
				C															R			
91-100	565	290	275	165	187	214	129	230	169	269	296	216	209	141	322	243	69	496	96	469	356	200
	9%	10%	9%	7%	10%	11%	11%	10%	8%	10%	9%	11%	9%	8%	9%	9%	13%	9%	11%	9%	9%	9%
				C	C	H						M					Q					
Sigma	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Mean (Incl. 0)	65.6	64.7	66.4	62.8	67	67.4	66.3	66.2	64.7	66.7	64.6	66.1	66	64.5	65	66.3	62.3	65.9	61.9	66.2	65.6	65.5
			A	C	C					J							P		R			
Std. Dev.	23.9	24.7	23	24	23.4	23.9	23.8	24.1	23.7	23.9	23.8	24.7	23.8	23.1	24.4	23.2	27.8	23.4	26.4	23.3	23.9	23.7
Std. Err.	0.3	0.5	0.4	0.6	0.5	0.5	0.7	0.5	0.5	0.4	0.4	0.7	0.5	0.5	0.4	0.5	1.2	0.3	0.9	0.3	0.4	0.5
Median (Incl. 0)	70	70	70	70	70	75	70	70	70	75	70	70	70	70	70	70	70	70	70	70	70	70
Mean (Excl. 0)	65.9	65.2	66.6	63.3	67.2	67.6	66.7	66.6	64.8	67.1	64.9	66.6	66.2	64.7	65.4	66.6	62.4	66.2	61.9	66.6	66	65.7
				C	C			H		J							P		R			
Std. Dev.	23.5	24.2	22.7	23.5	23.2	23.5	23.3	23.5	23.6	23.5	23.5	24.1	23.5	22.8	24	22.8	27.7	23	26.3	22.9	23.5	23.4
Std. Err.	0.3	0.5	0.4	0.6	0.5	0.5	0.7	0.5	0.5	0.4	0.4	0.6	0.5	0.5	0.4	0.5	1.2	0.3	0.9	0.3	0.4	0.5
Median (Excl. 0)	70	70	70	70	70	75	70	70	70	75	70	70	70	70	70	70	70	70	70	70	70	70

Global @dvisor: PERCIEVED SOCIAL NORMS

Q1A. Out of every 100 people in [..], how many do you think are not saving enough for their retirement?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Australia	Canada	France	Germany	Great Britain	United States
		A	B	C	D	E	F
Base: All Respondents (unwtd)	6100	1010	1025	1016	1015	1018	1016
Base: All Respondents (wtd)	6000	1000	1000	1000	1000	1000	1000
0-10	288	80	49	19	40	38	61
	5%	8%	5%	2%	4%	4%	6%
		BCDE	C		C	C	CE
11 - 20	164	22	31	11	31	24	46
	3%	2%	3%	1%	3%	2%	5%
			C		C	C	ACE
21-30	262	32	47	32	42	57	51
	4%	3%	5%	3%	4%	6%	5%
						AC	C
31-40	256	52	42	31	43	51	37
	4%	5%	4%	3%	4%	5%	4%
						C	
41-50	759	146	127	120	137	127	102
	13%	15%	13%	12%	14%	13%	10%
		F			F		
51-60	660	86	107	110	142	126	89
	11%	9%	11%	11%	14%	13%	9%
					AF	AF	
61-70	827	142	149	131	131	156	119
	14%	14%	15%	13%	13%	16%	12%
						F	
71-80	1378	184	249	269	225	215	236
	23%	18%	25%	27%	22%	21%	24%
			A	AE			A
81-90	840	142	109	188	131	119	151
	14%	14%	11%	19%	13%	12%	15%

				ABDEF			BE
91-100	565	113	90	88	77	89	108
	9%	11%	9%	9%	8%	9%	11%
		D					D
Sigma	6000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%
Summary							
Mean (Incl. 0)	65.6	64.2	64.3	70.7	64.9	64.7	64.5
				ABDEF			
Std. Dev.	23.9	26.2	23.7	20.5	22.9	23	26
Std. Err.	0.3	0.8	0.7	0.6	0.7	0.7	0.8
Median (Incl. 0)	70	70	70	75	70	70	70
Mean (Excl. 0)	65.9	64.6	64.6	71	65.1	65.1	65.1
				ABDEF			
Std. Dev.	23.5	25.8	23.4	20	22.7	22.5	25.4
Std. Err.	0.3	0.8	0.7	0.6	0.7	0.7	0.8
Median (Excl. 0)	70	70	70	78.3	70	70	70

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Global @dvisor: PERCIEVED SOCIAL NORMS

Q1A. Out of every 100 people in [..], how many do you think are not saving enough for their retirement?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	6100	2041	-	3049	1010	5090	-	-
Base: All Respondents (wtd)	6000	2000	-	3000	1000	5000	-	-
0-10	288	110	-	97	80	207	-	-
	5%	6%	-	3%	8%	4%	-	-
		CE			ACE			
11 - 20	164	77	-	65	22	142	-	-
	3%	4%	-	2%	2%	3%	-	-
		C						
21-30	262	98	-	132	32	230	-	-
	4%	5%	-	4%	3%	5%	-	-
31-40	256	79	-	126	52	205	-	-
	4%	4%	-	4%	5%	4%	-	-
41-50	759	229	-	384	146	613	-	-
	13%	11%	-	13%	15%	12%	-	-
51-60	660	196	-	378	86	574	-	-
	11%	10%	-	13%	9%	11%	-	-
				AD				
61-70	827	268	-	418	142	685	-	-
	14%	13%	-	14%	14%	14%	-	-
71-80	1378	485	-	708	184	1194	-	-
	23%	24%	-	24%	18%	24%	-	-
		D		D		D		
81-90	840	259	-	438	142	697	-	-
	14%	13%	-	15%	14%	14%	-	-

91-100	565	198	-	254	113	452	-	-
	9%	10%	-	8%	11%	9%	-	-
					C			
Sigma	6000	2000	-	3000	1000	5000	-	-
	100%	100%	-	100%	100%	100%	-	-
Summary								
Mean (Incl. 0)	65.6	64.4	-	66.8	64.2	65.8	-	-
				AD				
Std. Dev.	23.9	24.8	-	22.3	26.2	23.4	-	-
Std. Err.	0.3	0.5	-	0.4	0.8	0.3	-	-
Median (Incl. 0)	70	70	-	70	70	70	-	-
Mean (Excl. 0)	65.9	64.8	-	67	64.6	66.2	-	-
				AD				
Std. Dev.	23.5	24.4	-	22	25.8	23	-	-
Std. Err.	0.3	0.5	-	0.4	0.8	0.3	-	-
Median (Excl. 0)	70	70	-	70	70	70	-	-

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Global @divisor: PERCEIVED SOCIAL NORMS
Q1A. Out of every 100 people in [...], how many do you think are not saving enough for their retirement?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed				NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1010	430	580	126	299	585	269	491	250	547	463	338	364	308	572	438	113	897	161	849	586	402	660	350	287	313	191	113	106	
Base: All Respondents (wtd)	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
0-10	80	60	20	56	15	10	11	41	28	45	35	18	27	36	53	28	22	58	30	51	62	17	66	14	36	12	8	8	17	
11 - 20	8%	12%	4%	14%	5%	3%	5%	8%	10%	10%	7%	6%	8%	10%	9%	6%	21%	7%	17%	6%	10%	5%	9%	5%	13%	3%	4%	10%	16%	
	B			DE													Q*		5*		U		Y		WYZ		*	*	WYZ*	
	22	5	17	9	4	9	6	8	8	9	13	12	7	3	5	17	2	20	5	17	8	14	14	8	8	6	5	*	3	
	2%	1%	3%	2%	1%	3%	3%	2%	3%	2%	2%	4%	2%	1%	1%	4%	2%	2%	3%	2%	1%	4%	2%	3%	3%	2%	3%	*	3%	
21-30	32	14	18	12	9	11	7	19	7	13	19	7	13	11	20	12	1	31	3	29	18	13	22	10	8	10	9	4	2	
31-40	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	4%	2%	4%	3%	4%	3%	1%	3%	2%	3%	3%	4%	3%	3%	4%	3%	4%	4%	2%	
																	*		*								*	*		
	52	20	31	34	9	8	8	26	18	23	29	14	13	25	23	28	2	50	7	45	21	31	34	17	14	22	8	7	1	
41-50	5%	4%	6%	9%	3%	3%	3%	5%	6%	5%	5%	4%	4%	7%	4%	6%	1%	6%	4%	5%	3%	9%	5%	6%	5%	7%	4%	8%	1%	
	146	56	90	62	46	37	41	60	45	47	100	41	56	49	73	73	10	136	17	129	81	62	105	41	33	62	26	10	15	
	15%	11%	18%	16%	16%	12%	18%	12%	15%	10%	19%	13%	17%	13%	13%	17%	10%	15%	10%	16%	13%	17%	15%	14%	12%	18%	13%	11%	15%	
51-60	86	48	38	39	15	32	31	36	20	39	47	33	28	25	53	34	7	80	13	73	61	25	62	24	25	35	10	9	8	
61-70	9%	10%	8%	10%	5%	10%	14%	7%	7%	8%	9%	11%	8%	7%	9%	8%	6%	9%	7%	9%	10%	7%	9%	8%	9%	10%	5%	10%	8%	
																	*		*								*	*		
	142	75	67	61	44	37	25	86	31	65	77	52	24	66	83	59	10	131	25	117	91	49	98	43	45	34	34	10	18	
71-80	14%	15%	13%	15%	12%	11%	18%	11%	14%	15%	17%	7%	18%	15%	13%	10%	15%	15%	14%	14%	14%	14%	15%	17%	10%	17%	12%	12%	17%	
																	*		*								*	*		
	184	87	97	47	70	67	40	83	61	104	81	46	64	74	101	83	19	166	29	155	125	55	131	53	45	66	40	16	18	
81-90	18%	17%	19%	12%	25%	21%	18%	17%	21%	22%	15%	15%	20%	20%	18%	19%	18%	19%	17%	19%	20%	15%	19%	18%	16%	20%	20%	19%	17%	
																	*		*								*	*		
	142	70	73	50	39	53	28	81	33	68	75	40	52	50	80	63	20	122	26	117	91	49	100	43	40	48	33	14	9	
91-100	14%	14%	14%	13%	14%	16%	13%	17%	11%	14%	14%	13%	16%	14%	14%	14%	19%	14%	15%	14%	15%	14%	14%	15%	15%	14%	16%	16%	8%	
																	*		*								*	*		
	113	60	53	24	32	57	26	46	41	57	56	44	44	25	68	45	12	101	17	96	70	43	74	39	20	42	29	8	15	
Sigma	11%	12%	11%	6%	11%	18%	12%	10%	14%	12%	11%	14%	13%	7%	12%	10%	11%	11%	10%	12%	11%	12%	10%	13%	7%	12%	14%	9%	14%	
	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Mean (Incl. 0)	64.2	63	65.3	56.7	67.3	70.6	64.8	64.4	63.3	64.9	63.6	65.9	64.7	62.2	64.2	64.1	60	64.7	59.2	65.2	64.5	63.7	63.2	66.6	59.6	66.6	68.8	62.8	60.6	
Std. Dev.	26.2	28.2	24	27.9	23.8	23.6	24.3	26.5	27	27.2	25.2	25.3	27	26	26.9	25.2	33.1	25.2	31.1	24.9	26.7	25.3	26.6	25	28.6	23.2	23.8	27.4	29.8	
Std. Err.	0.8	1.4	1	2.5	1.4	1	1.5	1.2	1.7	1.2	1.2	1.4	1.4	1.5	1.1	1.2	3.1	0.8	2.4	0.9	1.1	1.3	1	1.3	1.7	1.3	1.7	2.6	2.9	
Median (Incl. 0)	70	70	70	60	70	75	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	75	70	70
Mean (Excl. 0)	64.6	63.8	65.3	57.3	67.3	70.9	65	65.1	63.3	65.5	63.7	65.9	64.9	63.1	64.9	64.1	60	65.1	59.2	65.7	65	63.8	63.7	66.7	60.6	66.6	68.8	63.2	61.1	
Std. Dev.	25.8	27.4	24	27.4	23.8	23.2	24.1	25.7	27	26.6	25	25.3	26.8	25.2	26.2	25.2	33.1	24.7	31.1	24.4	26.1	25.2	26.1	24.9	27.7	23.2	23.8	27.1	29.4	
Std. Err.	0.8	1.3	1	2.4	1.4	1	1.5	1.2	1.7	1.1	1.2	1.4	1.4	1.4	1.1	1.2	3.1	0.8	2.4	0.8	1.1	1.3	1	1.3	1.6	1.3	1.7	2.6	2.9	
Median (Excl. 0)	70	70	70	60	70	75	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	75	70	70

Global @divisor: PERCEIVED SOCIAL NORMS
Q1A. Out of every 100 people in [...], how many do you think are not saving enough for their retirement?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Canada Total		Canada																										
				Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Chief Income Yes	Earner No	Business Yes	Owner No	Senior Executive Yes	Decision No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)		1025	467	558	298	356	371	157	289	480	489	536	216	437	582	443	115	910	179	846	694	318	63	73	103	145	-	380	261	
Base: All Respondents (wtd)		1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240
0-10		49	21	29	7	15	28	8	20	17	18	31	28	16	5	23	26	5	44	5	44	36	11	4	-	13	4	-	27	1
		5%	4%	6%	2%	5%	8%	4%	7%	4%	4%	6%	6%	4%	3%	4%	6%	5%	5%	3%	5%	6%	3%	6%	-	13%	3%	-	7%	1%
						C											*						b*	*	WYb*			b		
11 - 20		31	14	17	14	5	11	6	6	17	15	16	13	11	7	24	7	5	26	11	20	22	8	-	1	4	4	-	17	4
		3%	3%	3%	4%	2%	3%	3%	2%	4%	3%	3%	3%	3%	4%	5%	1%	4%	3%	7%	2%	4%	2%	*	2%	4%	3%	-	4%	2%
															O		*			S			*	*	*	*				
21-30		47	25	22	21	11	16	17	13	13	20	28	17	22	8	27	21	9	38	9	38	24	23	*	1	4	12	-	21	9
		5%	5%	4%	6%	4%	4%	9%	5%	3%	4%	5%	4%	6%	5%	5%	4%	9%	4%	6%	5%	4%	6%	*	1%	4%	9%	-	6%	4%
							H								*		*					*	*	*	*	*				
31-40		42	26	16	19	7	16	8	10	17	21	21	16	18	9	26	16	8	35	11	31	26	16	3	2	2	4	-	20	11
		4%	5%	3%	6%	2%	4%	4%	3%	4%	5%	4%	3%	5%	6%	5%	3%	7%	4%	7%	4%	4%	4%	5%	3%	2%	3%	-	5%	5%
																	*					*	*	*	*	*				
41-50		127	56	71	56	40	31	21	30	64	50	78	58	49	20	64	64	18	109	27	101	76	50	5	9	19	19	-	50	25
		13%	12%	14%	16%	14%	9%	11%	11%	15%	11%	14%	13%	13%	13%	12%	13%	17%	12%	17%	12%	12%	13%	8%	12%	18%	15%	-	13%	10%
							E										*					*	*	*	*	*				
51-60		107	48	59	46	27	33	20	36	42	40	67	39	48	19	54	53	12	94	15	92	54	51	9	8	7	16	-	30	36
		11%	10%	11%	13%	9%	9%	11%	12%	10%	9%	12%	9%	12%	13%	10%	11%	12%	11%	10%	11%	9%	14%	13%	11%	7%	12%	-	8%	15%
																	*					*	*	*	*	*				
61-70		149	83	66	57	46	45	31	42	57	58	91	71	52	26	81	68	13	135	16	133	97	50	16	14	10	18	-	53	37
		15%	17%	13%	17%	16%	12%	16%	15%	14%	13%	16%	16%	13%	17%	15%	14%	13%	15%	10%	16%	16%	13%	25%	20%	10%	14%	-	14%	15%
																	*					X*	*	*	*	*				
71-80		249	110	139	72	81	96	39	70	109	124	125	110	103	37	127	122	18	231	34	215	163	81	16	23	30	30	-	86	65
		25%	23%	27%	21%	28%	26%	21%	24%	26%	28%	22%	24%	26%	24%	24%	26%	17%	26%	22%	25%	27%	22%	24%	32%	28%	22%	-	23%	27%
																	*					*	*	*	*	*				
81-90		109	53	55	25	36	48	21	33	48	51	58	54	40	15	61	48	4	105	9	100	60	48	6	8	5	13	-	40	37
		11%	11%	11%	7%	12%	13%	11%	11%	11%	11%	10%	12%	10%	10%	12%	10%	4%	12%	6%	12%	10%	13%	9%	11%	5%	10%	-	10%	15%
							C										P					*	*	*	*	*			X	
91-100		90	50	39	25	24	41	18	29	35	47	43	49	33	8	41	49	12	77	16	74	54	33	6	5	11	14	-	38	16
		9%	10%	8%	7%	8%	11%	9%	10%	8%	11%	8%	11%	8%	5%	8%	10%	12%	9%	10%	9%	9%	9%	9%	7%	11%	10%	-	10%	6%
												M					*					*	*	*	*	*				
Sigma		1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Summary																														
Mean (Incl. 0)		64.3	64.9	63.8	62.1	66.2	65	63	64.7	64.6	65.9	63.1	65.1	64.1	62.7	63.5	65.3	59.1	65	60.4	65	63.9	65	66.5	70.5	59.8	63.4	-	61.9	68.4
																	*					*	*	Xa*	*	*		-	Xa	
Std. Dev.		23.7	23.7	23.7	21.8	22.8	25.8	24.6	24.2	23.1	23.7	23.6	24.6	23.2	21.9	23.9	23.3	25.3	23.4	25.1	23.3	24	22.7	21.7	16.3	27.2	23.6	-	26.2	18.8
																												-		
Std. Err.		0.7	1.1	1	1.3	1.2	1.3	2	1.4	1.1	1.1	1	1.7	1.1	1.1	1	1.1	2.4	0.8	1.9	0.8	0.9	1.3	2.7	1.9	2.7	2	-	1.3	1.2
Median (Incl. 0)		70	70	70	65	70	73.6	69	70	70	75	69	70	70	68	70	70	60	70	60	70	70	70	70	74.6	70	65	-	70	70
Mean (Excl. 0)		64.6	65.4	63.8	62.1	66.4	65.4	63	64.7	64.8	66.3	63.2	65.4	64.3	62.7	63.6	65.6	59.1	65.2	60.4	65.3	64	65	66.5	70.5	59.8	63.4	-	62.5	68.4
																	*					R		Xa*	*	*		-	Xa	
Std. Dev.		23.4	23.1	23.7	21.8	22.5	25.4	24.6	24.2	22.9	23.3	23.4	24.2	23	21.9	23.8	22.9	25.3	23.1	25.1	23	23.9	22.7	21.7	16.3	27.2	23.6	-	25.6	18.8
																		*										-		
Std. Err.		0.7	1.1	1	1.3	1.2	1.3	2	1.4	1	1.1	1	1.7	1.1	1.1	1	1.1	2.4	0.8	1.9	0.8	0.9	1.3	2.7	1.9	2.7	2	-	1.3	1.2
Median (Excl. 0)		70	70	70	65	70	75	69	70	70	75	69	70	70	68	70	70	60	70	60	70	70	70	70	74.6	70	65	-	70	70

Global @dvisor: PERCEIVED SOCIAL NORMS
Q1A. Out of every 100 people in [...], how many do you think are not saving enough for their retirement?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Ile de France	NORD OUEST	Region	SUD-OUEST	SUD-EST	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	V	W	X	Y	Z
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	1016	453	563	356	322	338	221	486	169	376	640	193	447	376	587	429	30	986	69	947	645	371	172	212	202	183	247
Base: All Respondents (wtd)	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
0-10	19	8	11	7	4	9	1	12	3	3	16	9	7	4	15	5	-	19	1	18	10	9	2	4	4	1	7
	2%	2%	2%	2%	1%	3%	1%	2%	2%	1%	3%	3%	2%	1%	3%	1%	-	2%	1%	2%	2%	2%	1%	2%	2%	1%	3%
																	**		*								
11 - 20	11	5	6	5	4	2	2	4	2	3	8	-	4	7	3	8	1	10	-	11	5	5	2	3	2	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	2%	3%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
																	**		*								
21-30	32	24	8	5	11	17	8	15	6	15	17	12	9	11	17	16	2	30	3	29	15	18	8	9	7	4	3
	3%	5%	2%	1%	3%	5%	4%	3%	4%	4%	3%	5%	2%	4%	3%	3%	6%	3%	5%	3%	2%	5%	5%	4%	4%	2%	1%
																	**		*								
31-40	31	16	15	13	9	10	9	11	6	6	25	4	14	13	19	12	-	31	2	29	20	12	9	3	8	5	6
	3%	3%	3%	3%	3%	3%	4%	2%	4%	2%	4%	1%	3%	4%	3%	3%	-	3%	3%	3%	3%	3%	5%	2%	4%	3%	3%
																	**		*								
41-50	120	48	72	47	29	44	27	42	24	37	83	31	56	34	66	55	3	117	6	114	66	54	20	31	30	18	21
	12%	10%	14%	13%	9%	14%	12%	9%	15%	10%	13%	12%	13%	11%	12%	12%	11%	12%	9%	12%	11%	14%	12%	15%	15%	10%	9%
																	**		*								
51-60	110	64	46	44	36	30	27	56	15	38	73	23	51	36	66	44	1	109	6	104	64	46	12	23	22	24	30
	11%	13%	9%	12%	12%	9%	12%	12%	9%	10%	12%	9%	12%	12%	12%	10%	3%	11%	9%	11%	10%	12%	7%	11%	11%	13%	13%
																	**		*								
61-70	131	70	61	43	45	43	26	66	27	50	81	29	53	49	72	59	3	127	8	123	79	52	25	21	36	20	29
	13%	14%	12%	12%	14%	13%	11%	14%	17%	13%	13%	11%	12%	17%	13%	13%	11%	13%	12%	13%	13%	14%	15%	10%	18%	11%	12%
																	**		*								
71-80	269	125	143	98	84	86	62	135	37	105	164	73	123	72	144	125	5	263	18	251	173	96	46	64	49	50	60
	27%	25%	28%	27%	27%	27%	27%	29%	22%	28%	26%	27%	28%	25%	26%	28%	18%	27%	27%	27%	28%	25%	27%	30%	25%	28%	25%
																	**		*								
81-90	188	93	96	77	59	52	46	86	30	78	111	57	86	45	107	81	10	178	16	172	129	60	29	37	28	44	51
	19%	19%	19%	21%	19%	16%	20%	18%	18%	21%	18%	21%	20%	15%	19%	18%	35%	18%	25%	18%	21%	15%	17%	17%	14%	24%	21%
																	**		*								
91-100	88	41	47	31	32	26	19	45	14	43	45	29	35	24	47	41	4	84	6	82	55	33	18	17	11	15	28
	9%	8%	9%	8%	10%	8%	8%	9%	8%	11%	7%	11%	8%	8%	9%	9%	14%	9%	9%	9%	9%	9%	10%	8%	6%	8%	12%
																	**		*								
Sigma	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																											
Mean (Incl. 0)	70.7	70.1	71.3	71.1	72.1	68.9	71.4	71.5	69.1	73.4	69.1	71.8	71.3	68.8	70.4	71.1	75.2	70.6	72.7	70.6	72.2	68.4	70.6	69.7	67.4	72.9	72.8
Std. Dev.	20.5	20.6	20.3	20	19.6	21.7	19.2	20.5	21.1	19.4	20.9	22	19.4	20.4	20.8	20.1	21.7	20.4	20.1	20.5	19.6	21.6	20.8	20.8	20.2	18.9	20.9
Std. Err.	0.6	1	0.9	1.1	1.1	1.2	1.3	0.9	1.6	1	0.8	1.6	0.9	1.1	0.9	1	4	0.6	2.4	0.7	0.8	1.1	1.6	1.4	1.4	1.4	1.3
Median (Incl. 0)	75	75	80	78.7	80	75	80	80	70	80	75	80	80	70	75	80	80	75	80	75	80	70	80	75	70	80	80
Mean (Excl. 0)	71	70.3	71.6	71.4	72.1	69.4	71.4	71.9	69.7	73.7	69.3	72.7	71.5	68.8	70.7	71.4	75.2	70.9	72.7	70.9	72.3	68.8	70.6	69.7	68	72.9	73.5
Std. Dev.	20	20.3	19.7	19.5	19.6	21	19.2	19.8	20.1	18.9	20.5	20.7	19.2	20.4	20.3	19.6	21.7	19.9	20.1	20	19.3	20.9	20.8	20.8	19.2	18.9	19.8
Std. Err.	0.6	1	0.8	1	1.1	1.1	1.3	0.9	1.6	1	0.8	1.5	0.9	1.1	0.8	0.9	4	0.6	2.4	0.7	0.8	1.1	1.6	1.4	1.4	1.4	1.3
Median (Excl. 0)	78.3	75	80	80	80	75	80	80	70	80	75	80	80	70	75	80	80	75	80	75	80	70	80	75	70	80	80

Global @divisor: PERCEIVED SOCIAL NORMS
Q1A. Out of every 100 people in [...], how many do you think are not saving enough for their retirement?
Proportions/Means - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region V(a&b)	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	1015	450	565	267	385	363	207	274	416	459	556	40	712	263	651	364	89	926	202	813	754	261	130	130	144	176	137	66	121	111	
Base: All Respondents (wtd)	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
0-10	40	23	17	6	16	17	5	11	18	12	28	10	22	8	31	9	6	34	11	30	35	5	5	10	3	3	14	1	2	1	
	4%	5%	3%	2%	5%	5%	3%	4%	4%	3%	5%	6%	4%	3%	5%	3%	8%	4%	6%	4%	5%	2%	3%	5%	2%	2%	9%	3%	3%	2%	
11 - 20	31	18	13	11	8	12	3	5	11	10	21	5	21	4	22	9	1	30	5	26	15	16	2	7	3	4	10	1	2	2	
	3%	4%	3%	3%	2%	4%	1%	2%	3%	2%	4%	3%	4%	2%	3%	2%	1%	3%	3%	3%	2%	6%	1%	3%	2%	3%	6%	1%	3%	3%	
												*					*					T	*	*	*	*	*	*	*	*	
21-30	42	28	15	16	16	11	7	9	20	13	30	-	21	21	30	12	3	39	14	28	34	9	9	4	5	9	8	3	3	1	
	4%	5%	3%	5%	5%	3%	4%	4%	5%	3%	5%	-	4%	8%	5%	3%	5%	4%	8%	3%	5%	3%	6%	2%	3%	7%	5%	6%	4%	2%	
												*					*					S	*	*	*	*	*	*	*	*	
31-40	43	18	25	18	14	12	9	9	17	20	23	5	26	13	25	18	5	39	11	33	22	22	14	10	1	4	6	2	2	4	
	4%	4%	5%	5%	4%	4%	5%	3%	4%	5%	4%	3%	5%	5%	4%	5%	7%	4%	6%	4%	3%	8%	9%	5%	1%	3%	4%	5%	3%	5%	
												*					*					T	x*	*	*	*	*	*	*	*	
41-50	137	58	79	52	34	51	29	30	64	62	74	30	68	38	75	62	5	132	24	113	92	45	25	27	18	15	21	7	15	10	
	14%	11%	16%	15%	10%	16%	15%	12%	15%	14%	13%	17%	12%	15%	12%	17%	7%	14%	13%	14%	13%	16%	15%	12%	13%	11%	13%	14%	20%	13%	
51-60	142	74	68	57	51	34	21	38	63	66	76	20	89	33	91	51	6	136	26	116	104	38	26	43	17	14	21	5	8	8	
	14%	15%	14%	17%	15%	10%	11%	15%	15%	15%	14%	12%	15%	13%	15%	14%	9%	15%	14%	14%	15%	13%	16%	20%	13%	11%	13%	11%	10%	11%	
61-70	131	71	60	60	33	38	13	46	57	50	81	21	71	39	87	44	9	123	23	108	98	34	22	26	16	15	28	5	8	11	
	13%	14%	12%	18%	10%	12%	7%	18%	13%	11%	15%	12%	12%	15%	14%	12%	12%	13%	13%	13%	14%	12%	14%	12%	12%	11%	18%	12%	11%	14%	
				D				F				*					*					*	*	*	*	*	*	*	*	*	
71-80	225	104	121	63	92	69	57	60	85	108	117	43	130	52	134	91	18	207	30	195	162	63	27	36	44	40	31	10	16	20	
	22%	21%	25%	19%	27%	21%	29%	23%	20%	25%	21%	25%	23%	21%	21%	24%	24%	22%	16%	24%	23%	22%	17%	17%	32%	30%	20%	23%	21%	27%	
				C			H					*					*					*	*	VW*	VW*	*	*	*	*	*	
81-90	131	73	58	30	47	54	22	34	67	70	61	33	71	27	81	50	7	124	21	110	95	36	14	39	12	23	12	8	13	11	
	13%	14%	12%	9%	14%	17%	11%	13%	16%	16%	11%	19%	12%	11%	13%	13%	10%	13%	11%	14%	13%	13%	9%	18%	9%	17%	7%	18%	17%	14%	
				C								*					*					*	*	*	*	*	*	*	*	*	
91-100	77	40	37	27	24	25	29	18	23	30	47	8	52	17	49	28	12	65	19	58	58	19	17	15	17	6	5	3	7	7	
	8%	8%	8%	8%	7%	8%	15%	7%	5%	7%	8%	4%	9%	7%	8%	8%	17%	7%	10%	7%	8%	7%	11%	7%	12%	5%	3%	7%	9%	9%	
							GH										Q*									2*					
Sigma	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																															
Mean (Incl. 0)	64.9	64.4	65.5	64.1	65.5	65.2	69.1	66.2	64.2	67	63.3	66.4	65.2	63.2	64.2	66.1	66.7	64.8	62.1	65.6	65.4	63.8	63.1	65.2	69.8	66.4	57.6	66.6	66.4	69.1	
Std. Dev.	22.9	23.9	21.9	21.1	23.7	24.1	22.3	21.8	22.8	21.4	24	22.7	23.3	22.4	23.7	21.5	26.7	22.6	25.3	22.3	23.1	22.4	22.2	22.9	20.7	22.5	25.5	22.4	22.9	20.8	
Std. Err.	0.7	1.1	0.9	1.3	1.2	1.3	1.6	1.3	1.1	1	1	3.6	0.9	1.4	0.9	1.1	2.8	0.7	1.8	0.8	0.8	1.4	1.9	2	1.7	1.7	2.2	2.8	2.1	2	
Median (Incl. 0)	70	70	70	70	70	70	75	70	70	70	70	70	70	70	70	70	75	70	70	70	70	65	63.8	65	75	73	60	70	70	74.8	
Mean (Excl. 0)	65.1	64.6	65.6	64.4	65.6	65.3	69.3	66.3	64.2	67.2	63.4	66.4	65.3	63.7	64.3	66.4	66.7	65	62.5	65.7	65.6	63.8	63.1	65.2	70.2	66.7	58	66.6	66.4	69.1	
Std. Dev.	22.7	23.6	21.8	20.7	23.5	23.9	22	21.6	22.8	21.1	23.8	22.7	23.2	21.7	23.7	21	26.7	22.4	24.8	22.2	22.8	22.4	22.2	22.9	20.7	22.1	25	22.4	22.9	20.8	
Std. Err.	0.7	1.1	0.9	1.3	1.2	1.3	1.5	1.3	1.1	1	1	3.6	0.9	1.3	0.9	1.1	2.8	0.7	1.8	0.8	0.8	1.4	1.9	2	1.7	1.7	2.1	2.8	2.1	2	
Median (Excl. 0)	70	70	70	70	70	70	75	70	70	70	70	70	70	70	70	70	75	70	70	70	70	65	63.8	65	75	73	60	70	70	74.8	

Global @divisor: PERCEIVED SOCIAL NORMS
Q1A. Out of every 100 people in [...], how many do you think are not saving enough for their retirement?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	Age 35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	Region GEO 4 S WEST & WALES	GEO 5 S EAST & ANGULIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	1018	476	542	349	358	311	147	477	299	460	558	296	217	505	599	419	86	932	150	868	685	333	135	117	169	134	232	145	86
	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84
	38	18	20	20	9	9	6	21	7	12	26	17	9	12	20	18	3	35	4	34	22	16	8	3	3	7	9	5	3
	4%	4%	4%	5%	3%	3%	4%	4%	3%	3%	4%	6%	4%	2%	3%	4%	4%	4%	3%	4%	3%	5%	6%	3%	2%	5%	4%	3%	3%
11 - 20																													
	24	12	11	11	9	4	1	12	8	15	8	4	8	12	14	10	3	21	3	21	18	5	-	4	2	2	4	6	5
21-30	2%	2%	2%	3%	3%	1%	1%	3%	3%	4%	1%	1%	3%	2%	2%	2%	3%	2%	2%	3%	2%	-	4%	1%	2%	2%	4%	4%	6%
	57	39	18	25	22	10	10	20	22	19	38	15	14	29	35	22	6	51	9	48	39	18	11	9	8	2	16	7	4
31-40	6%	8%	4%	6%	7%	4%	7%	4%	8%	4%	7%	5%	6%	6%	6%	5%	7%	6%	7%	6%	6%	5%	8%	8%	5%	1%	7%	5%	5%
	51	29	22	20	14	17	4	26	18	17	34	11	12	28	35	16	3	48	6	45	35	16	5	7	8	9	9	5	
41-50	5%	6%	4%	5%	4%	6%	3%	6%	6%	4%	6%	4%	5%	6%	6%	4%	3%	5%	4%	5%	5%	5%	4%	6%	5%	7%	4%	6%	5%
	127	64	63	61	35	31	19	62	35	49	78	36	29	62	73	54	16	111	20	107	87	40	12	14	23	18	27	22	10
51-60	13%	13%	13%	15%	11%	11%	13%	13%	12%	11%	14%	12%	13%	13%	13%	13%	20%	12%	14%	13%	13%	12%	9%	13%	14%	14%	12%	16%	12%
	126	61	65	48	35	43	21	56	42	53	72	39	27	60	70	56	7	119	18	108	84	41	9	13	23	21	29	16	14
61-70	13%	12%	13%	12%	11%	15%	15%	12%	14%	12%	13%	13%	12%	12%	12%	13%	8%	13%	12%	13%	13%	12%	7%	12%	14%	16%	12%	11%	17%
	156	68	88	62	52	42	17	74	50	74	82	47	26	83	79	76	8	148	22	134	94	61	27	14	31	18	36	18	11
71-80	16%	14%	18%	16%	15%	12%	16%	17%	17%	14%	16%	16%	12%	17%	14%	18%	10%	16%	15%	16%	14%	18%	20%	12%	19%	13%	16%	13%	13%
	215	103	112	75	71	68	32	99	59	100	114	67	47	101	124	90	13	202	26	189	142	72	26	27	34	28	55	29	16
81-90	21%	21%	22%	19%	22%	24%	22%	21%	20%	23%	20%	23%	21%	21%	22%	21%	16%	22%	18%	22%	21%	21%	19%	23%	21%	21%	24%	21%	19%
	119	61	57	44	36	38	18	52	36	52	66	30	26	63	70	48	11	108	15	103	71	47	23	12	15	11	30	15	12
91-100	12%	12%	11%	11%	11%	13%	12%	11%	12%	12%	12%	10%	12%	13%	12%	11%	13%	12%	11%	12%	11%	14%	17%	11%	9%	9%	13%	11%	14%
	89	44	45	27	39	23	16	46	17	36	53	27	24	38	56	33	13	76	21	68	70	19	12	11	16	16	16	13	4
Sigma	9%	9%	9%	7%	12%	8%	11%	10%	6%	8%	9%	9%	11%	8%	10%	8%	16%	8%	15%	8%	10%	6%	9%	9%	10%	12%	7%	9%	5%
	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																													
Mean (Incl. 0)	64.7	63.8	65.6	62.2	66.3	66.4	66.1	64.6	63.7	65.9	63.8	64.2	64.4	65.2	64.9	64.5	65	64.7	66.5	64.4	64.9	64.3	65.9	63.5	66.3	65.2	64.9	63.4	62.4
Std. Dev.	23	23.7	22.3	23.7	23.3	21.3	23.5	23.3	21.8	22.4	23.4	23.7	24.3	21.9	23.2	22.7	25.3	22.8	23.1	23	23.2	22.5	24.6	23.1	20.3	23.6	23	23.5	23.6
Std. Err.	0.7	1.1	1	1.3	1.2	1.2	1.9	1.1	1.3	1	1	1.4	1.7	1	0.9	1.1	2.7	0.7	1.9	0.8	0.9	1.2	2.1	2.1	1.6	2	1.5	2	2.5
Median (Incl. 0)	70	70	70	65.8	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	65
Mean (Excl. 0)	65.1	64.4	65.7	62.7	66.5	66.7	66.6	65.2	63.7	66.3	64.1	65.2	64.4	65.3	65.3	64.8	65	65.1	66.5	64.8	65.4	64.5	66.4	63.5	66.3	65.6	65.6	63.9	62.4
Std. Dev.	22.5	23	22.1	23.1	23.1	21	22.9	22.6	21.8	21.8	23.1	22.5	24.3	21.8	22.8	22.3	25.3	22.3	23.1	22.5	22.7	22.3	24	23.1	20.3	23	22.2	22.9	23.6
Std. Err.	0.7	1.1	1	1.2	1.2	1.2	1.9	1	1.3	1	1	1.3	1.7	1	0.9	1.1	2.7	0.7	1.9	0.8	0.9	1.2	2.1	2.1	1.6	2	1.5	1.9	2.5
Median (Excl. 0)	70	70	70	67.8	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	65

Global @dvisor: PERCEIVED SOCIAL NORMS
Q1A. Out of every 100 people in [...], how many do you think are not saving enough for their retirement?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

		United States	United States																								
		Total	Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)		1016	477	539	284	307	425	133	458	425	580	436	355	363	298	580	436	118	898	184	832	631	370	192	231	378	215
Base: All Respondents (wtd)		1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230
0-10		61	35	26	22	15	24	18	25	18	33	28	33	17	11	40	21	9	52	12	50	29	31	11	15	16	19
		6%	7%	5%	6%	5%	7%	11%	6%	4%	6%	6%	7%	7%	4%	7%	5%	7%	6%	6%	6%	5%	8%	6%	7%	4%	8%
								H										*				T					
11 - 20		46	24	23	17	19	10	1	21	25	29	18	19	11	17	27	20	10	37	14	32	39	8	7	15	14	10
		5%	5%	5%	5%	7%	3%	*	5%	6%	5%	4%	4%	4%	6%	5%	4%	8%	4%	7%	4%	6%	2%	4%	7%	4%	4%
						E		F		F								*				U					
21-30		51	38	13	26	14	11	9	20	23	29	22	23	15	14	32	19	10	41	22	29	37	12	8	12	20	12
		5%	8%	3%	7%	5%	3%	5%	5%	5%	5%	5%	5%	6%	5%	6%	4%	8%	5%	12%	4%	6%	3%	4%	5%	5%	5%
						E												*		S							
31-40		37	18	19	22	8	6	9	17	11	13	24	15	11	11	17	20	4	33	8	29	22	15	9	8	19	2
		4%	4%	4%	6%	3%	2%	5%	4%	3%	2%	5%	3%	4%	4%	3%	4%	3%	4%	4%	4%	4%	4%	5%	4%	5%	1%
						E						I						*						Y		Y	
41-50		102	55	47	40	34	28	20	47	35	53	49	52	23	28	61	41	16	86	22	80	65	32	18	25	39	20
		10%	11%	9%	11%	12%	8%	13%	11%	8%	10%	10%	11%	9%	10%	11%	9%	13%	10%	12%	10%	11%	8%	10%	12%	11%	9%
																		*									
51-60		89	42	47	39	24	25	21	30	38	44	45	37	16	36	54	35	12	77	19	70	53	35	23	12	32	21
		9%	9%	9%	11%	8%	7%	13%	7%	9%	8%	10%	8%	6%	13%	10%	8%	9%	9%	10%	9%	9%	9%	13%	5%	9%	9%
																		*									
61-70		119	54	64	54	32	32	19	50	50	53	66	51	32	36	59	60	19	100	25	94	74	44	21	29	30	39
		12%	11%	13%	15%	11%	9%	12%	12%	12%	10%	14%	11%	13%	13%	11%	14%	15%	11%	13%	12%	12%	12%	11%	13%	8%	17%
																		*								X	
71-80		236	112	124	70	67	100	28	95	114	135	102	106	62	68	135	101	26	211	38	198	159	75	44	55	93	45
		24%	23%	25%	19%	23%	29%	17%	23%	27%	25%	22%	23%	25%	24%	24%	23%	20%	24%	20%	25%	26%	20%	24%	25%	25%	20%
																		*				U					
81-90		151	60	91	44	43	63	17	68	66	86	65	70	49	32	69	82	7	143	14	136	80	70	25	30	61	34
		15%	12%	18%	12%	15%	18%	10%	16%	16%	16%	14%	15%	19%	11%	12%	18%	6%	16%	7%	17%	13%	19%	13%	14%	17%	15%
							A											*				R					
91-100		108	55	52	30	36	42	22	47	39	56	52	59	20	28	62	46	15	92	18	90	50	53	18	18	44	28
		11%	11%	10%	8%	12%	13%	11%	9%	11%	11%	11%	13%	8%	10%	11%	10%	12%	11%	9%	11%	8%	14%	10%	8%	12%	12%
																		*				T					
Sigma		1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																											
Mean (Incl. 0)		64.5	62.3	66.8	61.1	64.4	68.3	61.5	64.9	65.4	64.7	64.4	65	64.4	63.8	63	66.4	59.7	65.3	58	66.1	63.1	67	64.3	61.7	66.2	64.8
																		*				T					
Std. Dev.		26	26.9	24.8	25.7	26.5	25.4	28.3	26.1	24.9	26.3	25.6	26.6	26.4	24.6	26.8	24.8	27.7	25.7	27	25.5	25.3	26.9	25.2	27.2	25.2	26.6
Std. Err.		0.8	1.2	1.1	1.5	1.5	1.2	2.5	1.2	1.2	1.1	1.2	1.4	1.4	1.4	1.1	1.2	2.5	0.9	2	0.9	1	1.4	1.8	1.8	1.3	1.8
Median (Incl. 0)		70	70	75	67	70	75	65.1	73.1	75	75	70	74	75	70	70	75	66	75	60	75	70	75	70	70	75	70
Mean (Excl. 0)		65.1	62.6	67.5	62	65	68.4	63.3	65.4	65.4	65	65.2	65.6	65.4	63.8	63.6	66.9	60	65.8	58	66.8	63.4	67.8	64.7	63.6	66.3	64.8
																		*				T					
Std. Dev.		25.4	26.6	24	24.8	25.9	25.3	26.7	25.5	24.9	26.1	24.7	26	25.4	24.6	26.3	24.2	27.3	25.1	27	24.8	24.9	26	24.8	25.4	25.1	26.6
Std. Err.		0.8	1.2	1	1.5	1.5	1.2	2.3	1.2	1.2	1.1	1.2	1.4	1.3	1.4	1.1	1.2	2.5	0.8	2	0.9	1	1.4	1.8	1.7	1.3	1.8
Median (Excl. 0)		70	70	75	67	71.6	75	70	74	75	75	70	74.6	75	70	70	75	66.5	75	60	75	70	75	70	70	75	70

Global @dvisor: PERCIEVED SOCIAL NORMS
Q1B. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	6100	2753	3347	1680	2027	2393	1134	2475	2039	2911	3189	1438	2540	2122	3571	2529	551	5549	945	5155	3995	2055
Base: All Respondents (wtd)	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
Strongly agree	2033	875	1158	754	689	590	555	893	476	815	1218	759	779	495	1120	913	183	1850	267	1766	1212	802
	34%	29%	38%	34%	37%	30%	49%	37%	24%	30%	37%	39%	35%	27%	33%	35%	35%	34%	29%	35%	32%	38%
Agree			A	E	E		GH	H			I	M	M						R		T	
	1692	857	836	649	536	508	292	695	586	784	909	543	607	543	983	709	175	1518	315	1377	1197	486
	28%	29%	28%	29%	29%	26%	26%	29%	29%	29%	27%	28%	27%	30%	29%	27%	33%	28%	35%	27%	31%	23%
Neither agree nor disagree				E	E												Q		S		U	
	1337	721	617	541	343	453	220	486	487	584	753	435	493	409	695	642	80	1257	156	1181	783	538
	22%	24%	20%	25%	19%	23%	19%	20%	24%	22%	23%	22%	22%	22%	20%	25%	15%	23%	17%	23%	20%	25%
Disagree		B		D		D			FG							N		P		R		T
	653	368	286	194	214	246	41	226	330	351	302	148	228	278	424	229	57	597	118	535	472	178
	11%	12%	9%	9%	12%	13%	4%	9%	16%	13%	9%	8%	10%	15%	12%	9%	11%	11%	13%	11%	12%	8%
Strongly disagree		B			C	C		F	FG	J			K	KL	O						U	
	284	155	128	66	61	157	33	94	133	154	130	74	101	109	176	108	27	257	54	230	173	110
	5%	5%	4%	3%	3%	8%	3%	4%	7%	6%	4%	4%	5%	6%	5%	4%	5%	5%	6%	5%	5%	5%
Sigma						CD			FG	J				K								
	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/ Agree)	3725	1732	1993	1403	1224	1098	848	1587	1063	1599	2126	1301	1386	1038	2103	1622	358	3367	583	3143	2410	1288
	62%	58%	66%	64%	66%	56%	74%	66%	53%	59%	64%	66%	63%	57%	62%	62%	69%	61%	64%	62%	63%	61%
Low2Box (Disagree/ Strongly disagree)			A	E	E		GH	H			I	LM	M				Q					
	937	523	414	260	274	403	75	319	463	505	432	222	328	387	600	337	84	854	172	765	645	288
	16%	18%	14%	12%	15%	21%	7%	13%	23%	19%	13%	11%	15%	21%	18%	13%	16%	16%	19%	15%	17%	14%
		B			C	CD		F	FG	J			K	KL	O				S		U	

Global @dvisor: PERCIEVED SOCIAL NORMS

Q1B. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Australia	Canada	France	Germany	Great Britain	United States
		A	B	C	D	E	F
Base: All Respondents (unwtd)	6100	1010	1025	1016	1015	1018	1016
Base: All Respondents (wtd)	6000	1000	1000	1000	1000	1000	1000
Strongly agree	2033	307	356	435	271	305	358
	34%	31%	36%	43%	27%	30%	36%
			DE	ABDEF			DE
Agree	1692	312	271	225	267	294	323
	28%	31%	27%	22%	27%	29%	32%
		C	C			C	BCD
Neither agree nor disagree	1337	242	225	250	223	221	176
	22%	24%	23%	25%	22%	22%	18%
		F	F	F	F	F	
Disagree	653	103	100	54	175	123	97
	11%	10%	10%	5%	18%	12%	10%
		C	C		ABCEF	C	C
Strongly disagree	284	35	47	36	64	56	45
	5%	4%	5%	4%	6%	6%	5%
					AC	C	
Sigma	6000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%
Summary							
Top2Box (Strongly agree/ Agree)	3725	619	628	660	538	599	682
	62%	62%	63%	66%	54%	60%	68%
		D	D	DE		D	ABDE
Low2Box (Disagree/ Strongly disagree)	937	139	147	90	239	180	142
	16%	14%	15%	9%	24%	18%	14%
		C	C		ABCEF	ACF	C

Global @dvisor: PERCIEVED SOCIAL NORMS

Q1B. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	6100	2041	-	3049	1010	5090	-	-
Base: All Respondents (wtd)	6000	2000	-	3000	1000	5000	-	-
Strongly agree	2033	715	-	1011	307	1726	-	-
	34%	36%	-	34%	31%	35%	-	-
		D						
Agree	1692	595	-	786	312	1381	-	-
	28%	30%	-	26%	31%	28%	-	-
		C			C			
Neither agree nor disagree	1337	401	-	694	242	1095	-	-
	22%	20%	-	23%	24%	22%	-	-
				A	A			
Disagree	653	197	-	353	103	550	-	-
	11%	10%	-	12%	10%	11%	-	-
Strongly disagree	284	92	-	156	35	249	-	-
	5%	5%	-	5%	4%	5%	-	-
Sigma	6000	2000	-	3000	1000	5000	-	-
	100%	100%	-	100%	100%	100%	-	-
Summary								
Top2Box (Strongly agree/ Agree)	3725	1309	-	1797	619	3106	-	-
	62%	65%	-	60%	62%	62%	-	-
		CE						
Low2Box (Disagree/ Strongly disagree)	937	290	-	509	139	799	-	-
	16%	14%	-	17%	14%	16%	-	-
				A				

Global @divisor: PERCIEVED SOCIAL NORMS
Q18. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed				NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1010	430	580	126	299	585	269	491	250	547	463	338	364	308	572	438	113	897	161	849	586	402	660	350	287	313	191	113	106	
	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	Strongly agree	307	126	181	130	91	86	99	153	56	113	194	112	101	94	165	143	36	271	51	256	177	122	206	101	89	97	63	26	32
Agree	31%	25%	36%	33%	32%	27%	44%	32%	19%	24%	37%	36%	31%	26%	29%	32%	34%	30%	30%	31%	28%	34%	29%	34%	32%	29%	31%	31%	31%	
		A					GH				I		M				*		*								*	*	*	
	312	159	152	134	80	98	61	166	84	147	165	96	114	102	164	148	41	271	61	251	213	97	207	104	90	95	69	23	35	
Neither agree nor disagree	31%	32%	30%	34%	28%	30%	28%	34%	29%	31%	31%	31%	35%	28%	29%	34%	39%	30%	35%	30%	34%	27%	29%	36%	33%	28%	34%	28%	33%	
																	*		*								*	*	*	
	242	111	132	99	76	67	49	106	88	122	121	75	73	94	123	120	16	226	37	206	141	97	178	64	61	92	46	20	23	
Disagree	24%	22%	26%	25%	27%	21%	22%	22%	30%	26%	23%	24%	22%	26%	22%	27%	15%	25%	21%	25%	22%	27%	25%	22%	22%	27%	23%	24%	22%	
																	*		*								*	*	*	
	103	74	30	28	30	45	6	46	51	69	35	20	26	57	81	23	9	94	19	85	77	26	86	18	28	41	13	11	11	
Strongly disagree	10%	15%	6%	7%	11%	14%	3%	10%	18%	15%	7%	6%	8%	16%	14%	5%	9%	11%	11%	10%	12%	7%	12%	6%	10%	12%	6%	13%	10%	
		B				C		F		J		KL		O			*		Q	W							*	*	*	
	35	26	9	5	6	25	8	14	13	19	16	5	14	16	28	7	3	32	5	30	19	15	29	6	5	11	10	5	4	
Sigma	4%	5%	2%	1%	2%	8%	4%	3%	4%	4%	3%	2%	4%	4%	5%	2%	3%	4%	3%	4%	3%	4%	4%	2%	2%	3%	5%	5%	4%	
		B				CD											*		*								*	*	*	
	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Top2Box (Strongly agree/ Agree)	619	286	334	264	171	184	160	319	140	260	359	208	215	196	328	291	77	542	112	507	390	219	414	205	179	192	132	49	68	
	62%	58%	66%	67%	60%	57%	72%	66%	48%	55%	68%	68%	65%	54%	59%	66%	73%	61%	65%	61%	62%	61%	59%	70%	66%	57%	66%	58%	64%	
Low2Box (Disagree/ Strongly disagree)	139	100	39	32	36	70	14	61	64	88	50	25	40	74	108	30	12	126	24	114	96	41	115	24	33	52	23	15	15	
	14%	20%	8%	8%	13%	22%	6%	13%	22%	19%	10%	8%	12%	20%	19%	7%	12%	14%	14%	14%	15%	12%	16%	8%	12%	15%	12%	18%	14%	
		B					CD			FG	J			KL	O		*		*				W			W		W*	*	

Global @divisor: PERCIEVED SOCIAL NORMS
Q18. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1025	467	558	298	356	371	157	289	480	489	536	216	437	372	582	443	115	910	179	846	694	318	63	73	103	145	-	380	261	
Base: All Respondents (wtd)	1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
Strongly agree	356	145	211	131	107	118	104	108	135	135	221	173	148	35	184	172	40	316	49	308	205	146	21	30	45	51	-	134	75	
	36%	30%	41%	38%	37%	32%	55%	42%	26%	31%	40%	38%	38%	22%	35%	37%	38%	35%	32%	36%	34%	39%	32%	42%	42%	38%	-	35%	31%	
Agree			A				GH				I		M				*						*	*	*					
	271	136	136	87	95	89	44	72	118	128	144	113	109	50	155	117	23	248	44	228	189	78	23	16	23	44	-	87	79	
	27%	28%	26%	25%	33%	24%	23%	25%	28%	29%	26%	25%	28%	32%	29%	25%	22%	28%	29%	27%	31%	21%	35%	22%	21%	33%	-	23%	33%	
				E													U	*								a				
Neither agree nor disagree	225	128	98	93	48	84	31	59	108	93	132	111	79	35	108	118	22	203	33	192	116	104	18	17	25	21	-	89	55	
	23%	26%	19%	27%	16%	23%	17%	21%	26%	21%	24%	25%	20%	23%	20%	25%	21%	23%	22%	23%	19%	28%	27%	25%	24%	16%	-	23%	23%	
Disagree			B				D				F						*					T	*	*	*					
	100	48	52	25	30	45	5	24	56	57	43	35	38	27	55	45	15	85	21	79	71	28	3	6	8	13	-	47	24	
	10%	10%	10%	7%	10%	12%	3%	8%	13%	13%	8%	8%	10%	17%	10%	10%	15%	9%	13%	9%	12%	8%	4%	9%	7%	10%	-	12%	10%	
Strongly disagree							F				J						*								*	*				
	47	28	19	6	12	29	3	12	30	30	17	21	18	8	27	20	5	42	6	41	30	17	1	2	6	5	-	26	8	
	5%	6%	4%	2%	4%	8%	2%	4%	7%	7%	3%	5%	5%	5%	5%	4%	4%	5%	4%	5%	5%	4%	1%	2%	5%	4%	-	7%	3%	
							C				F						*						*	*	*					
Sigma	1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
Summary																														
Top2Box (Strongly agree/ Agree)	628	281	347	218	203	207	148	193	225	263	365	286	257	84	338	289	63	565	92	535	394	224	44	46	67	95	-	222	154	
	63%	58%	67%	64%	69%	57%	79%	67%	54%	59%	65%	63%	66%	55%	64%	61%	60%	63%	61%	63%	64%	60%	67%	64%	64%	71%	-	58%	64%	
Low2Box (Disagree/ Strongly disagree)	147	77	70	31	42	74	9	37	86	87	60	56	56	34	82	65	20	127	27	120	101	45	4	8	13	18	-	73	31	
	15%	16%	14%	9%	14%	20%	5%	13%	20%	20%	11%	12%	14%	22%	16%	14%	19%	14%	18%	14%	17%	12%	6%	11%	13%	14%	-	19%	13%	
							C		F	FG	J			KL			*					*	*	*	*				V	

Global @dvisor: PERCEIVED SOCIAL NORMS
Q18. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Île de France	NORD OUEST	Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed					NORD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	1016	453	563	356	322	338	221	486	169	376	640	193	447	376	587	429	30	986	69	947	645	371	172	212	202	183	247
	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
Strongly agree	435	194	241	156	169	110	131	207	49	159	276	135	197	103	230	205	16	419	23	412	257	178	76	104	82	69	105
	43%	39%	48%	42%	54%	35%	57%	44%	30%	42%	44%	51%	45%	35%	41%	46%	51%	43%	35%	44%	42%	46%	45%	49%	41%	37%	44%
Agree	225	112	113	86	69	70	42	110	45	91	134	59	94	72	129	96	7	218	21	204	161	64	33	44	51	45	52
	22%	23%	22%	23%	22%	22%	18%	23%	27%	24%	22%	22%	21%	25%	23%	22%	24%	22%	32%	22%	26%	17%	19%	21%	26%	24%	22%
Neither agree nor disagree																											
Disagree	250	140	110	106	52	92	48	111	46	89	161	55	114	81	136	114	3	246	10	239	141	108	45	48	47	56	54
	25%	28%	22%	29%	17%	29%	21%	23%	28%	23%	26%	21%	26%	28%	24%	26%	11%	25%	16%	26%	23%	28%	26%	22%	24%	31%	23%
Strongly disagree	54	32	23	12	17	26	7	25	17	23	32	10	21	24	38	16	2	52	8	46	38	16	10	8	12	9	15
	5%	6%	4%	3%	5%	8%	3%	5%	10%	6%	5%	4%	5%	8%	7%	4%	8%	5%	13%	5%	6%	4%	6%	4%	6%	5%	6%
Sigma	36	16	20	9	7	21	4	19	8	17	19	9	14	14	23	13	2	35	3	33	18	19	7	9	5	4	10
	4%	3%	4%	2%	2%	7%	2%	4%	5%	4%	3%	3%	3%	5%	4%	3%	5%	4%	5%	4%	3%	5%	4%	4%	3%	2%	4%
Summary	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly agree/ Agree)	660	306	354	242	238	179	172	316	94	250	410	194	290	176	358	301	23	637	44	616	418	242	109	148	133	113	157
	66%	62%	70%	66%	76%	56%	75%	67%	57%	66%	66%	73%	66%	60%	65%	68%	75%	66%	67%	66%	68%	63%	64%	70%	67%	62%	66%
Low2Box (Disagree/ Strongly disagree)																											
	90	48	42	21	23	46	11	45	25	40	51	18	35	38	61	29	4	86	11	79	56	35	17	17	17	14	25
	9%	10%	8%	6%	7%	15%	5%	9%	15%	10%	8%	7%	8%	13%	11%	7%	13%	9%	17%	8%	9%	9%	10%	8%	9%	7%	11%

Global @divisor: PERCEIVED SOCIAL NORMS
Q18. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region V(a&b)	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd) Base: All Respondents (wtd) Strongly agree		1015	450	565	267	385	363	207	274	416	459	556	40	712	263	651	364	89	926	202	813	754	261	130	130	144	176	137	66	121	111
		1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75
		271	125	146	94	92	85	82	92	86	118	153	74	149	49	162	109	21	250	35	236	175	97	39	50	45	39	29	15	23	31
Agree		27%	25%	30%	28%	27%	26%	42%	35%	20%	27%	27%	42%	26%	19%	26%	29%	29%	27%	19%	29%	24%	34%	24%	23%	33%	29%	19%	34%	29%	42%
								H	H			LM*	M				*		R		T	*	*	*	*	*	*	*	*	VMW*	
		267	125	141	90	93	84	61	73	108	105	162	43	155	68	172	95	23	243	67	200	194	73	45	48	38	32	52	14	19	19
Neither agree nor disagree		27%	25%	29%	26%	28%	26%	31%	28%	25%	24%	29%	25%	27%	27%	28%	25%	32%	26%	36%	25%	27%	26%	28%	22%	28%	24%	33%	31%	24%	26%
								*	*			S					*		S				*	*	*	*	*	*	*	*	
		223	123	100	80	71	73	34	38	103	98	125	30	137	56	135	88	12	211	34	189	167	56	35	54	19	33	40	7	20	15
Disagree		22%	24%	20%	23%	21%	22%	17%	15%	24%	22%	22%	17%	24%	22%	22%	24%	16%	23%	18%	23%	23%	19%	22%	25%	14%	25%	26%	16%	26%	20%
								G	G			*					*						*	*	*	*	*	*	*	*	
		175	103	72	59	65	51	12	46	90	84	91	21	95	59	123	52	11	164	31	144	132	43	33	35	29	26	27	4	12	8
Strongly disagree		18%	20%	15%	17%	19%	16%	6%	18%	21%	19%	16%	12%	17%	23%	20%	14%	16%	18%	17%	18%	19%	15%	21%	16%	22%	19%	17%	10%	16%	11%
								F	F			*				*							*	*	*	*	*	*	*	*	
		64	30	33	18	15	30	6	11	38	36	28	6	37	21	32	32	5	59	17	47	46	18	9	29	5	3	8	4	4	1
Sigma		6%	6%	7%	5%	9%	3%	4%	9%	8%	5%	4%	6%	8%	5%	8%	7%	6%	9%	6%	6%	6%	6%	14%	4%	3%	5%	10%	5%	2%	
								F	F			*				*						*	XYc*	*	*	*	Yc*	*	*	*	
		1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																															
Top2Box (Strongly agree/ Agree)		538	251	288	184	185	169	143	165	194	223	315	117	304	117	335	204	44	494	102	436	368	170	83	99	83	71	81	29	41	51
		54%	49%	58%	54%	55%	52%	73%	63%	46%	50%	56%	67%	53%	46%	54%	62%	53%	55%	53%	52%	59%	52%	45%	61%	53%	52%	65%	53%	67%	
				A				H	H			M*					*						*	*		W*	*		W*	*	VW*
Low2Box (Disagree/ Strongly disagree)		239	133	106	77	80	81	18	57	128	120	119	27	132	79	155	83	16	223	48	191	178	61	42	64	34	29	35	9	16	9
		24%	26%	21%	23%	24%	25%	9%	22%	30%	27%	21%	16%	23%	31%	25%	22%	22%	24%	26%	23%	25%	21%	26%	30%	25%	22%	22%	20%	21%	12%
								F	F			*			KL			*					c*	c*	c*	*	*	*	*	*	*

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Global @divisor: PERCIEVED SOCIAL NORMS
Q18. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGUA	GEO 6 LONDON	GEO 7 SCOTLAND		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All Respondents (unwtd)	1018	476	542	349	358	311	147	477	299	460	558	296	217	505	599	419	86	932	150	868	685	333	135	117	169	134	232	145	86	
Base: All Respondents (wtd)	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84	
Strongly agree	305	145	160	116	112	76	70	156	53	108	197	105	70	130	177	128	26	279	42	263	193	111	44	30	50	49	71	40	20	
	30%	29%	32%	30%	35%	27%	49%	33%	18%	25%	34%	36%	32%	27%	31%	30%	*	31%	30%	29%	31%	29%	33%	33%	26%	31%	37%	31%	29%	24%
							GH	H			I	M					*													
Agree	294	149	145	121	110	63	32	137	98	134	160	79	61	154	181	113	29	265	50	245	227	67	41	32	51	39	57	44	31	
	29%	30%	29%	31%	34%	22%	22%	29%	33%	31%	28%	27%	28%	32%	32%	27%	36%	29%	35%	29%	34%	20%	30%	28%	31%	29%	25%	31%	37%	
				E	E				F								*				U									2*
Neither agree nor disagree	221	109	113	103	48	70	31	102	64	92	129	66	59	97	99	122	16	205	24	198	121	100	31	35	32	18	58	29	18	
	22%	22%	22%	26%	15%	24%	21%	22%	22%	23%	23%	26%	20%	17%	29%	20%	22%	17%	23%	18%	30%	23%	31%	20%	14%	25%	21%	21%	21%	
				D	D											N	*				T		XY			Y			*	
Disagree	123	69	54	37	41	46	5	49	59	63	61	27	22	74	80	44	6	117	17	106	91	32	12	11	20	20	29	19	13	
	12%	14%	11%	9%	13%	16%	4%	11%	20%	15%	11%	9%	10%	15%	14%	10%	8%	13%	12%	12%	14%	10%	9%	10%	12%	15%	13%	13%	15%	*
					C			F	FG					K			*													*
Strongly disagree	56	27	30	15	11	31	6	24	19	31	26	15	9	32	39	18	5	52	10	46	30	26	7	6	10	6	16	9	2	
	6%	5%	6%	4%	3%	11%	4%	5%	7%	7%	4%	5%	4%	7%	7%	4%	6%	6%	7%	5%	5%	8%	5%	5%	6%	5%	7%	6%	2%	*
						CD										*					T									*
Sigma	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Top2Box (Strongly agree/ Agree)	599	294	305	237	222	139	102	293	151	242	357	184	131	284	358	241	55	544	91	508	420	179	84	62	101	88	129	84	52	
	60%	59%	61%	61%	69%	49%	71%	63%	52%	57%	62%	63%	59%	58%	62%	57%	67%	59%	64%	59%	63%	53%	63%	54%	62%	66%	55%	60%	61%	
				E	CE		H	H							*						U					2			*	
Low2Box (Disagree/ Strongly disagree)	180	96	84	52	52	76	11	73	78	94	86	42	32	107	119	61	11	169	28	152	121	59	19	17	30	26	46	28	15	
	18%	19%	17%	13%	16%	27%	8%	16%	27%	22%	15%	14%	14%	22%	21%	14%	13%	18%	20%	18%	18%	17%	14%	15%	18%	20%	20%	20%	17%	
						CD		F	FG	J				KL	O		*												*	

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Global @dvisor: PERCIEVED SOCIAL NORMS
Q1B. To what extent do you agree or disagree with the following statement: I am not saving enough for my retirement
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States	United States																								
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1016	477	539	284	307	425	133	458	425	580	436	355	363	298	580	436	118	898	184	832	631	370	192	231	378	215
Base: All Respondents (wtd)	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230
Strongly agree	358	140	218	127	117	115	70	164	125	182	176	159	114	85	203	155	45	313	67	291	205	148	67	72	130	89
	36%	28%	43%	35%	40%	34%	43%	39%	30%	34%	37%	34%	45%	30%	37%	35%	36%	36%	35%	36%	34%	40%	37%	33%	35%	39%
Agree	323	175	148	130	88	105	53	138	133	180	143	154	74	96	182	141	51	272	74	249	214	106	64	64	114	80
	32%	35%	29%	36%	30%	31%	32%	33%	32%	34%	30%	33%	29%	34%	33%	32%	40%	31%	38%	31%	35%	28%	35%	29%	31%	35%
																	*				U					
Neither agree nor disagree	176	110	66	60	48	67	28	70	78	90	86	99	32	45	95	81	10	165	18	158	96	72	27	42	71	36
	18%	22%	13%	17%	16%	20%	17%	17%	19%	17%	18%	21%	13%	16%	17%	18%	8%	19%	9%	20%	16%	19%	15%	19%	19%	16%
		B										L					*	P		R						
Disagree	97	42	55	33	30	34	6	34	57	56	41	36	25	36	48	49	12	85	22	75	62	32	16	28	39	14
	10%	8%	11%	9%	10%	10%	4%	8%	14%	11%	9%	8%	10%	13%	9%	11%	10%	10%	11%	9%	10%	9%	9%	13%	11%	6%
									FG				K				*							Y		
Strongly disagree	45	28	17	14	10	21	6	14	26	21	24	17	9	19	27	18	8	37	12	33	30	15	8	13	14	10
	5%	6%	3%	4%	3%	6%	3%	3%	6%	4%	5%	4%	3%	7%	5%	4%	6%	4%	6%	4%	5%	4%	5%	6%	4%	4%
																	*									
Sigma	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly agree/ Agree)	682	315	367	257	205	219	122	301	258	362	320	313	188	181	386	296	96	586	141	540	419	254	132	136	244	170
	68%	64%	73%	71%	70%	64%	75%	72%	62%	68%	68%	67%	74%	64%	69%	67%	76%	67%	73%	67%	69%	68%	72%	62%	66%	74%
		A					H	H					M				*					W				W
Low2Box (Disagree/ Strongly disagree)	142	70	73	47	40	55	12	48	83	77	66	53	34	56	75	68	20	122	34	109	92	48	24	41	53	24
	14%	14%	14%	13%	14%	16%	7%	11%	20%	14%	14%	11%	13%	20%	13%	15%	16%	14%	18%	13%	15%	13%	13%	19%	14%	11%
									FG				KL				*							Y		

Global @dvisor: PERCIEVED SOCIAL NORMS
Q2A. Out of every 100 people in [...], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	6100	2753	3347	1680	2027	2393	1134	2475	2039	2911	3189	1438	2540	2122	3571	2529	551	5549	945	5155	3995	2055
Base: All Respondents (wtd)	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
0-10	1060	563	497	394	327	339	180	412	384	510	550	334	376	349	598	462	91	970	144	916	691	365
	18%	19%	16%	18%	18%	17%	16%	17%	19%	19%	17%	17%	17%	19%	18%	18%	17%	18%	16%	18%	18%	17%
		B							F	J												
11 - 20	931	464	466	328	288	315	147	373	344	428	502	264	344	323	516	414	69	862	138	793	604	319
	16%	16%	15%	15%	16%	16%	13%	16%	17%	16%	15%	13%	16%	18%	15%	16%	13%	16%	15%	16%	16%	15%
								F						K								
21-30	875	405	469	349	239	287	149	343	316	369	506	260	325	290	503	372	71	804	133	741	548	319
	15%	14%	16%	16%	13%	15%	13%	14%	16%	14%	15%	13%	15%	16%	15%	14%	14%	15%	15%	15%	14%	15%
				D																		
31-40	543	261	282	209	138	196	99	210	182	250	293	175	198	170	325	218	42	501	78	465	350	190
	9%	9%	9%	9%	7%	10%	9%	9%	9%	9%	9%	9%	9%	9%	10%	8%	8%	9%	9%	9%	9%	9%
					D																	
41-50	1169	544	625	425	391	353	253	502	337	497	672	457	414	298	621	548	90	1079	157	1012	724	435
	19%	18%	21%	19%	21%	18%	22%	21%	17%	19%	20%	23%	19%	16%	18%	21%	17%	20%	17%	20%	19%	21%
				E	H		H					LM	M		N							
51-60	403	199	204	162	124	117	92	167	121	168	235	118	165	121	231	172	46	357	77	326	261	136
	7%	7%	7%	7%	7%	6%	8%	7%	6%	6%	7%	6%	7%	7%	7%	7%	9%	7%	8%	6%	7%	6%
61-70	272	132	140	94	86	92	53	112	86	121	151	94	100	78	152	120	19	253	42	230	172	98
	5%	4%	5%	4%	5%	5%	5%	5%	4%	4%	5%	5%	5%	4%	4%	5%	4%	5%	5%	5%	4%	5%
71-80	393	196	197	128	131	134	103	139	121	170	223	148	142	102	244	148	41	352	60	333	258	130
	7%	7%	7%	6%	7%	7%	9%	6%	6%	6%	7%	8%	6%	6%	7%	6%	8%	6%	7%	7%	7%	6%
							GH					M										
81-90	173	94	79	53	63	58	28	70	62	88	85	49	65	59	99	74	25	148	41	131	113	60
	3%	3%	3%	2%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	3%	5%	3%	5%	3%	3%	3%
															Q				S			
91-100	182	116	66	62	56	64	39	65	59	87	95	59	79	44	109	73	28	154	40	142	116	63
	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	5%	3%	4%	3%	3%	3%
		B											M				Q		S			
Sigma	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Mean (Incl. 0)	39	39.2	38.9	38.3	39.9	39	41.9	39	37.5	38.6	39.4	40.3	39.7	37	39.3	38.8	42.5	38.7	41.4	38.6	39	39.1
Std. Dev.	25.3	26.3	24.2	24.7	25.8	25.4	25.7	24.8	25.3	25.7	24.9	25.1	25.6	24.9	25.6	24.8	27.8	25	26.7	25	25.4	24.9
Std. Err.	0.3	0.5	0.4	0.6	0.6	0.5	0.8	0.5	0.6	0.5	0.4	0.7	0.5	0.5	0.4	0.5	1.2	0.3	0.9	0.3	0.4	0.6
Median (Incl. 0)	36.6	35	40	35	40	35	40	40	30	35	40	40	40	30	35	40	40	35	40	35	35	40
Mean (Excl. 0)	39.6	39.8	39.5	38.9	40.5	39.6	42.8	39.6	37.8	39.4	39.9	41.1	40.2	37.4	40	39.2	43.1	39.3	41.9	39.2	39.6	39.6
							GH	H				M	M						S			
	25	26	23.9	24.4	25.5	25.1	25.2	24.5	25.1	25.4	24.7	24.7	25.3	24.7	25.3	24.6	27.5	24.7	26.4	24.7	25.1	24.7
Std. Dev.	0.3	0.5	0.4	0.6	0.6	0.5	0.8	0.5	0.6	0.5	0.4	0.7	0.5	0.5	0.4	0.5	1.2	0.3	0.9	0.3	0.4	0.5
Median (Excl. 0)	40	40	40	35	40	39.3	45	40	30	39.1	40	40	40	30	40	40	40	40	40	40	40	40

Global @dvisor: PERCIEVED SOCIAL NORMS

Q2A. Out of every 100 people in [...], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Australia	Canada	France	Germany	Great Britain	United States
		A	B	C	D	E	F
Base: All Respondents (unwtd)	6100	1010	1025	1016	1015	1018	1016
Base: All Respondents (wtd)	6000	1000	1000	1000	1000	1000	1000
0-10	1060	171	158	112	274	199	147
	18%	17%	16%	11%	27%	20%	15%
		C	C		ABCEF	BCF	C
11 - 20	931	117	134	154	185	196	145
	16%	12%	13%	15%	19%	20%	14%
					ABF	ABCF	
21-30	875	138	141	139	154	153	150
	15%	14%	14%	14%	15%	15%	15%
31-40	543	71	104	97	94	92	85
	9%	7%	10%	10%	9%	9%	8%
			A				
41-50	1169	240	209	240	126	150	204
	19%	24%	21%	24%	13%	15%	20%
		DE	DE	DE			DE
51-60	403	65	82	74	55	71	57
	7%	7%	8%	7%	5%	7%	6%
61-70	272	39	46	62	36	41	48
	5%	4%	5%	6%	4%	4%	5%
				DE			
71-80	393	81	74	67	33	63	74
	7%	8%	7%	7%	3%	6%	7%
		D	D	D		D	D
81-90	173	43	31	28	15	17	41
	3%	4%	3%	3%	1%	2%	4%

		DE					DE
91-100	182	35	20	27	29	20	50
	3%	4%	2%	3%	3%	2%	5%
							BCE
Sigma	6000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%
Summary							
Mean (Incl. 0)	39	42.1	40.2	42.5	32.2	35.5	41.8
		DE	DE	DE		D	DE
Std. Dev.	25.3	26.3	24.4	23.8	24.3	24.2	26.7
Std. Err.	0.3	0.8	0.8	0.7	0.8	0.8	0.8
Median (Incl. 0)	36.6	45	40	40	25	30	40
Mean (Excl. 0)	39.6	42.8	40.8	43.1	32.7	35.8	42.6
		DE	DE	DE		D	DE
Std. Dev.	25	26	24.1	23.5	24.1	24.1	26.2
Std. Err.	0.3	0.8	0.8	0.7	0.8	0.8	0.8
Median (Excl. 0)	40	48	40	45	25.1	30	40

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Global @dvisor: PERCIEVED SOCIAL NORMS

Q2A. Out of every 100 people in [..], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	6100	2041	-	3049	1010	5090	-	-
Base: All Respondents (wtd)	6000	2000	-	3000	1000	5000	-	-
0-10	1060	304	-	585	171	889	-	-
	18%	15%	-	19%	17%	18%	-	-
				A		A		
11 - 20	931	279	-	534	117	814	-	-
	16%	14%	-	18%	12%	16%	-	-
				AD		AD		
21-30	875	291	-	446	138	737	-	-
	15%	15%	-	15%	14%	15%	-	-
31-40	543	189	-	283	71	472	-	-
	9%	9%	-	9%	7%	9%	-	-
41-50	1169	413	-	516	240	929	-	-
	19%	21%	-	17%	24%	19%	-	-
		C			CE			
51-60	403	139	-	199	65	338	-	-
	7%	7%	-	7%	7%	7%	-	-
61-70	272	95	-	139	39	234	-	-
	5%	5%	-	5%	4%	5%	-	-
71-80	393	149	-	162	81	311	-	-
	7%	7%	-	5%	8%	6%	-	-
		C			C			
81-90	173	71	-	59	43	130	-	-
	3%	4%	-	2%	4%	3%	-	-

		C			CE			
91-100	182	70	-	77	35	146	-	-
	3%	3%	-	3%	4%	3%	-	-
Sigma	6000	2000	-	3000	1000	5000	-	-
	100%	100%	-	100%	100%	100%	-	-
Summary								
Mean (Incl. 0)	39	41	-	36.7	42.1	38.4	-	-
		CE			CE	C		
Std. Dev.	25.3	25.6	-	24.5	26.3	25	-	-
Std. Err.	0.3	0.6	-	0.4	0.8	0.4	-	-
Median (Incl. 0)	36.6	40	-	30	45	35	-	-
Mean (Excl. 0)	39.6	41.7	-	37.2	42.8	39	-	-
		CE			CE	C		
Std. Dev.	25	25.2	-	24.3	26	24.7	-	-
Std. Err.	0.3	0.6	-	0.4	0.8	0.3	-	-
Median (Excl. 0)	40	40	-	30	48	35	-	-

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Global @divisor: PERCIEVED SOCIAL NORMS
Q2A. Out of every 100 people in [...], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year?
Proportions/Means: - Column Proportions:
- Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Australia Total	Australia																												
			Gender		Age			Household Income			Marital Status		Education			Australia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)		1010	430	580	126	299	585	269	491	250	547	463	338	364	308	572	438	113	897	161	849	586	402	660	350	287	313	191	113	106	
		1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	0-10	171	89	82	76	45	49	37	87	46	91	79	58	47	66	104	67	18	153	18	153	99	71	114	56	46	64	32	9	20	
		17%	18%	16%	19%	16%	15%	17%	18%	16%	19%	15%	19%	14%	18%	19%	15%	17%	17%	10%	18%	16%	20%	16%	19%	17%	19%	16%	11%	18%	
11 - 20		117	64	53	31	38	48	24	63	30	62	55	29	37	50	73	44	9	108	18	99	69	44	74	43	32	32	26	11	16	
		12%	13%	10%	8%	14%	15%	11%	13%	10%	13%	10%	10%	11%	14%	13%	10%	9%	12%	10%	12%	11%	12%	10%	15%	12%	9%	13%	13%	16%	
21-30		138	62	75	61	38	38	22	68	48	61	77	40	48	49	74	64	18	119	33	105	91	46	99	38	38	47	24	13	16	
		14%	13%	15%	15%	13%	12%	10%	14%	16%	13%	15%	13%	15%	14%	13%	15%	18%	13%	19%	13%	14%	13%	14%	13%	14%	14%	12%	15%	15%	
31-40		71	34	37	17	29	24	17	24	30	40	31	19	17	35	46	25	8	63	13	58	50	19	50	21	26	21	12	5	7	
		7%	7%	7%	4%	10%	8%	8%	5%	10%	9%	6%	6%	5%	10%	8%	6%	7%	7%	7%	7%	8%	5%	7%	7%	9%	6%	6%	5%	7%	
41-50		240	101	139	127	51	62	65	130	46	92	148	91	74	75	106	134	25	215	35	205	145	91	181	59	74	72	51	18	24	
		24%	20%	28%	32%	18%	19%	29%	27%	16%	20%	28%	30%	23%	21%	19%	30%	24%	24%	20%	25%	23%	25%	26%	20%	27%	21%	25%	22%	22%	
51-60		65	25	41	36	12	18	14	33	19	24	42	20	26	19	39	26	5	61	15	51	38	27	51	15	11	30	13	8	3	
		7%	5%	8%	9%	4%	5%	6%	7%	6%	5%	8%	7%	8%	5%	7%	6%	4%	7%	8%	6%	6%	7%	7%	5%	4%	9%	7%	9%	3%	
61-70		39	19	20	12	11	16	9	11	18	18	21	11	14	14	19	19	5	33	9	30	25	12	23	16	10	13	11	2	3	
		4%	4%	4%	3%	4%	5%	4%	2%	6%	4%	4%	3%	4%	4%	3%	4%	5%	4%	5%	4%	4%	3%	3%	5%	4%	4%	6%	2%	3%	
71-80		81	45	37	27	23	32	23	25	33	32	49	21	33	27	44	37	8	74	12	70	58	23	57	24	18	21	22	11	9	
		8%	9%	7%	7%	8%	10%	10%	5%	11%	7%	9%	7%	10%	7%	8%	7%	8%	7%	8%	7%	6%	8%	8%	7%	6%	11%	13%	8%	*	*
81-90		43	33	10	5	24	14	6	23	13	28	14	9	15	19	32	10	5	37	16	27	29	14	31	11	12	14	6	5	5	
		4%	7%	2%	1%	8%	4%	3%	5%	5%	6%	3%	3%	4%	5%	6%	2%	5%	4%	9%	3%	5%	4%	4%	4%	4%	4%	3%	6%	5%	
91-100			B			CE										*	*	*	*	5*	*						*	*	*	*	
		35	24	12	2	12	21	6	21	8	21	14	9	17	9	21	14	5	31	6	30	23	11	26	9	6	20	4	2	2	
Sigma		4%	5%	2%	1%	4%	6%	3%	4%	3%	4%	3%	3%	5%	3%	4%	3%	4%	3%	4%	4%	4%	3%	4%	3%	2%	6%	2%	3%	2%	
		1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																															
Mean (Incl. 0)			42.1	43.1	41.2	39.3	43.6	44.3	43	41.1	43.3	41.2	43	41.2	45.3	40.1	41.4	43	43.1	42	45.9	41.4	43.1	40.4	42.9	40.3	40.7	43.3	42.7	45.3	38.8
Std. Dev.			26.3	28.5	23.9	22.7	28.4	28.2	25.5	26.4	26.7	27.8	24.8	24.9	27.5	26.1	27.5	24.7	26.9	26.2	26.3	26.2	26.5	25.9	26.1	26.8	25.1	27.4	25.8	26.5	26.8
Std. Err.			0.8	1.4	1	2	1.6	1.2	1.6	1.2	1.7	1.2	1.2	1.4	1.4	1.5	1.2	1.2	2.5	0.9	2.1	0.9	1.1	1.3	1	1.4	1.5	1.9	2.5	2.6	
Median (Incl. 0)			45	40	45	49.8	40	45	49.2	43.9	40	40	50	48	50	40	40	50	45.1	45	50	40	45	40	50	40	40	45	50	50	35
Mean (Excl. 0)			42.8	44	41.6	40	43.9	45.2	44.2	41.9	43.3	42	43.5	41.7	45.8	41	42.5	43.2	43.5	42.7	46.1	42.1	43.7	41.1	43.7	40.7	41.5	43.6	43.3	47.3	39.1
Std. Dev.			26	28.1	23.7	22.3	28.2	27.8	24.8	26	26.7	27.5	24.5	24.7	27.2	25.7	27.1	24.6	26.7	25.9	26.2	25.9	26.2	25.6	25.7	26.6	24.6	27.2	25.4	25.2	26.7
Std. Err.			0.8	1.4	1	2	1.6	1.2	1.5	1.2	1.7	1.2	1.1	1.4	1.4	1.5	1.1	1.2	2.5	0.9	2.1	0.9	1.1	1.3	1	1.4	1.5	1.9	2.4	2.6	
Median (Excl. 0)			48	48	48.3	50	40	45	50	50	40	40	50	48	50	40	40	50	47.2	48	50	45	48	45	50	40	40	47.7	50	50	35.4

Global @divisor: PERCEIVED SOCIAL NORMS
Q2A. Out of every 100 people in [...], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1025	467	558	298	356	371	157	289	480	489	536	216	437	372	582	443	115	910	179	846	694	318	63	73	103	145	-	380	261	
	1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
	0-10	158	81	77	42	40	77	29	49	64	87	71	68	61	29	82	76	15	142	24	134	101	54	13	6	17	29	-	64	28
	16%	17%	15%	12%	14%	21%	16%	17%	15%	20%	13%	15%	16%	19%	16%	16%	15%	16%	16%	16%	17%	14%	20%	9%	16%	21%	-	17%	12%	
11 - 20					CD					J							*					*	*	*	b					
	134	72	63	37	38	59	22	30	67	65	69	49	59	26	66	68	13	121	16	119	82	52	8	12	11	21	-	52	30	
	13%	15%	12%	11%	13%	16%	12%	11%	16%	15%	12%	11%	15%	17%	13%	14%	13%	14%	10%	14%	13%	14%	13%	17%	10%	16%	-	14%	12%	
21-30														K			*					*	*	*	*					
	141	63	78	59	33	49	23	38	65	66	75	72	46	23	78	63	13	128	23	118	85	54	13	12	23	18	-	51	24	
	14%	13%	15%	17%	11%	13%	12%	13%	15%	15%	14%	16%	12%	15%	15%	13%	12%	14%	15%	14%	14%	15%	19%	16%	22%	14%	-	13%	10%	
31-40																	*					*	*	*	b*					
	104	54	50	44	25	35	19	29	40	45	59	49	38	18	60	44	10	95	16	89	65	39	8	7	13	4	-	50	23	
	10%	11%	10%	13%	9%	9%	10%	10%	10%	10%	11%	11%	10%	11%	11%	9%	9%	11%	10%	10%	11%	11%	12%	10%	12%	3%	-	13%	9%	
41-50																	*					Y*	*	Y*			Y	Y		
	209	89	120	73	77	59	41	55	95	83	126	101	83	25	104	105	18	191	25	183	119	86	9	19	20	24	-	78	58	
	21%	18%	23%	21%	26%	16%	22%	19%	23%	19%	23%	22%	21%	17%	20%	22%	17%	21%	17%	22%	20%	23%	13%	27%	19%	18%	-	20%	24%	
51-60																	*					*	*	*	*					
	82	42	40	24	30	28	19	24	30	32	50	34	39	9	41	41	15	67	17	65	49	29	6	5	9	7	-	36	19	
	8%	9%	8%	7%	10%	8%	10%	8%	7%	7%	9%	7%	10%	6%	8%	9%	14%	8%	11%	8%	8%	8%	8%	8%	8%	5%	-	9%	8%	
61-70																	Q*					*	*	*	*					
	46	21	25	15	15	16	3	17	22	19	27	20	18	8	25	22	5	41	7	40	33	13	4	2	8	8	-	13	11	
	5%	4%	5%	4%	5%	4%	2%	6%	5%	4%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	3%	7%	3%	8%	6%	-	3%	4%	
71-80																	*					*	*	*	*					
	74	33	41	27	25	23	26	25	17	25	49	38	27	10	49	26	9	65	13	62	50	22	2	3	2	14	-	24	29	
	7%	7%	8%	8%	6%	14%	9%	4%	6%	9%	8%	8%	7%	6%	9%	5%	9%	7%	8%	7%	8%	6%	4%	4%	2%	11%	-	6%	12%	
81-90																	H					*	*	*	X					
	31	14	16	8	8	15	4	15	11	12	19	17	10	4	14	17	6	25	6	24	18	12	2	4	2	2	-	11	10	
	3%	3%	3%	2%	3%	4%	2%	5%	3%	3%	3%	4%	3%	2%	3%	4%	5%	3%	4%	3%	3%	3%	6%	2%	2%	2%	-	3%	4%	
91-100																	*					*	*	*	*					
	20	16	4	12	2	7	2	6	8	7	13	7	11	2	9	11	2	18	6	15	10	11	-	1	1	5	-	5	8	
	2%	3%	1%	3%	1%	2%	1%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	4%	2%	2%	3%	*	1%	1%	4%	-	1%	3%	
Sigma																	*					*	*	*	*					
	1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
Summary																														
Mean (Incl. 0)	40.2	40	40.4	42	42	37.2	41.6	42.4	38.3	37.1	42.7	41.1	40.7	36.6	40.6	39.8	43.3	39.8	42.8	39.7	40	40.4	35.6	41	37	39.6	-	38.4	45.8	
				E	E					I		M	M				*					*	*	*	*				VXyA	
Std. Dev.	24.4	25.3	23.6	24.4	23.3	25.1	25.1	25.8	23	24.2	24.4	24.3	24.7	24	24.5	24.4	25.8	24.2	26	24.1	24.4	24.4	22.6	23.1	21.7	26.8	-	23.8	25.3	
Std. Err.	0.8	1.2	1	1.4	1.2	1.3	2	1.5	1.1	1.1	1.1	1.7	1.2	1.2	1	1.2	2.4	0.8	1.9	0.8	0.9	1.4	2.8	2.7	2.1	2.2	-	1.2	1.6	
Median (Incl. 0)	40	40	40	40	50	30	45	40	35	34	45	40	40	30	40	40	45	40	40	40	40	40	30	40	40	36.5	30	-	40	50
Mean (Excl. 0)	40.8	40.7	40.9	42.2	42.7	37.9	42.2	43.1	38.7	37.9	43.1	41.6	41.2	37.2	41.2	40.4	43.9	40.4	43.1	40.4	40.6	40.7	35.6	41	37.7	39.6	-	39.4	46.5	
				E				H		I		M	M				*					*	*	*	*				VXyA	
Std. Dev.	24.1	25	23.3	24.3	22.8	24.8	24.8	25.5	22.8	23.8	24.1	24	24.4	23.8	24.2	24.1	25.5	23.9	25.9	23.8	24	24.3	22.6	23.1	21.3	26.8	-	23.3	24.9	
Std. Err.	0.8	1.2	1	1.4	1.2	1.3	2	1.5	1	1.1	1	1.6	1.2	1.2	1	1.2	2.4	0.8	1.9	0.8	0.9	1.4	2.8	2.7	2.1	2.2	-	1.2	1.6	
Median (Excl. 0)	40	40	40	40	50	34.1	45	44.1	39	35	45	40	40	33.6	40	40	45.9	40	40	40	40	40	30	40	39.5	30	-	40	50	

Global @dvisor: PERCIEVED SOCIAL NORMS
Q2A. Out of every 100 people in [...], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earning		Business Owner		Senior Executive/Decision		Employment Status		Île de France		NORD OUEST		Region	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	V	W	X	Y	Z
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd) Base: All Respondents (wtd) 0-10	1016	453	563	356	322	338	221	486	169	376	640	193	447	376	587	429	30	986	69	947	645	371	172	212	202	183	247
	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	112	53	59	49	34	29	19	58	19	36	76	20	52	41	62	50	2	110	8	104	75	38	16	25	23	22	28
	11%	11%	12%	13%	11%	9%	8%	12%	12%	10%	12%	7%	12%	14%	11%	11%	8%	11%	13%	11%	12%	10%	9%	12%	12%	12%	12%
11 - 20	154	77	77	56	45	53	27	80	32	64	89	41	63	49	84	69	2	152	10	143	94	60	29	31	36	25	32
	15%	16%	15%	15%	14%	17%	12%	17%	19%	17%	14%	15%	14%	17%	15%	16%	7%	16%	15%	15%	15%	16%	17%	15%	18%	14%	14%
21-30	139	73	66	50	41	48	28	59	35	52	87	29	64	46	78	61	4	135	8	131	87	52	28	29	27	24	31
	14%	15%	13%	13%	13%	15%	12%	12%	21%	14%	14%	11%	15%	16%	14%	14%	13%	14%	13%	14%	14%	14%	16%	14%	14%	13%	13%
31-40	97	48	49	38	18	42	24	45	13	37	60	28	37	32	58	40	4	94	6	91	59	39	14	20	21	21	22
	10%	10%	10%	10%	6%	13%	10%	10%	8%	10%	10%	11%	8%	11%	10%	9%	12%	10%	9%	10%	10%	10%	8%	9%	11%	11%	9%
41-50	240	119	121	75	100	65	60	119	28	89	151	71	114	55	145	96	9	231	17	223	150	91	46	64	40	41	49
	24%	24%	24%	20%	32%	20%	26%	25%	17%	24%	24%	27%	26%	19%	26%	21%	31%	24%	26%	24%	24%	24%	27%	30%	20%	23%	21%
51-60	74	40	33	26	25	23	18	34	12	28	46	19	29	26	36	38	2	72	4	70	47	26	17	9	12	16	19
	7%	8%	7%	7%	8%	7%	8%	7%	7%	7%	7%	7%	7%	9%	6%	8%	5%	7%	6%	7%	8%	7%	10%	4%	6%	9%	8%
61-70	62	25	37	24	20	18	18	29	7	24	38	22	27	14	26	36	1	61	2	60	32	30	8	15	12	11	17
	6%	5%	7%	7%	6%	6%	8%	6%	4%	6%	6%	8%	6%	5%	5%	8%	3%	6%	3%	6%	5%	8%	4%	7%	6%	6%	7%
71-80	67	32	35	22	18	27	20	28	13	29	38	22	31	14	35	32	4	62	7	59	39	28	4	13	14	15	22
	7%	7%	7%	6%	6%	9%	9%	6%	8%	8%	6%	8%	7%	5%	6%	7%	15%	6%	11%	6%	6%	7%	2%	6%	7%	8%	9%
81-90	28	14	13	16	8	4	7	13	3	11	17	3	13	11	13	15	1	27	-	28	21	6	3	4	9	2	10
	3%	3%	3%	4%	3%	1%	3%	3%	2%	3%	3%	1%	3%	4%	2%	3%	3%	3%	-	3%	3%	2%	2%	2%	4%	1%	4%
91-100	27	12	16	13	5	9	10	7	2	7	20	12	9	7	17	10	1	26	2	26	12	15	6	3	5	7	6
	3%	2%	3%	4%	2%	3%	4%	2%	1%	2%	3%	4%	2%	2%	3%	2%	4%	3%	3%	3%	2%	4%	4%	1%	2%	4%	3%
Sigma	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																											
Mean (Incl. 0)	42.5	42.1	42.9	42.6	42.5	42.4	47.4	41.1	38.4	42.6	42.4	45.5	42.4	39.9	41.9	43.2	48.3	42.3	42	42.5	41.8	43.6	41.3	40.9	41.9	43.2	44.7
Std. Dev.	23.8	23.4	24.2	25.3	22.4	23.4	24.2	23.1	22.7	23.4	24.1	23.6	23.8	23.8	23.7	24	24.1	23.8	23.7	23.8	23.7	24	22.4	22.2	25	24	25
Std. Err.	0.7	1.1	1	1.3	1.3	1.3	1.6	1	1.7	1.2	1	1.7	1.1	1.2	1	1.2	4.4	0.8	2.9	0.8	0.9	1.2	1.7	1.5	1.8	1.8	1.6
Median (Incl. 0)	40	40	45	40	50	40	50	40	30	40	40	50	45	40	40	45	50	40	42.4	40	40	45	40	45	40	43.9	50
Mean (Excl. 0)	43.1	42.5	43.6	43.2	43.1	42.9	47.7	41.6	39.1	43.6	42.7	46.2	43.1	40.2	42.5	43.8	50.7	42.8	42.6	43.1	42.4	44.1	41.8	41.3	43	43.6	45.3
Std. Dev.	23.5	23.2	23.8	25	22	23	24	22.8	22.3	22.7	23.9	23.1	23.3	23.7	23.3	23.6	22	23.5	23.4	23.5	23.3	23.7	22.1	22	24.3	23.8	24.7
Std. Err.	0.7	1.1	1	1.3	1.2	1.3	1.6	1	1.7	1.2	0.9	1.7	1.1	1.2	1	1.1	4.1	0.8	2.8	0.8	0.9	1.2	1.7	1.5	1.7	1.8	1.6
Median (Excl. 0)	45	40	45	40	50	40	50	40	30	45	43.4	50	45	40	40	45	50	42.7	44.6	45	40	45	42.1	45	40	45	50

Global @divisor: PERCEIVED SOCIAL NORMS
Q2A. Out of every 100 people in [...], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year
Proportions/Means - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region V(a&b)	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unrtd)	1015	450	565	267	385	363	207	274	416	459	556	40	712	263	651	364	89	926	202	813	754	261	130	130	144	176	137	66	121	111	
Base: All Respondents (wtd)	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
0-10	274	138	136	97	87	90	34	73	132	129	145	57	144	74	151	124	19	255	46	229	199	75	42	64	38	32	51	8	18	22	
	27%	27%	28%	28%	26%	28%	17%	28%	31%	29%	26%	33%	25%	29%	24%	33%	27%	27%	25%	28%	28%	26%	26%	30%	28%	24%	33%	17%	23%	29%	
11 - 20	185	94	91	64	64	58	36	45	87	81	104	29	108	48	122	63	10	175	42	143	132	53	28	28	25	26	35	8	17	19	
	19%	19%	18%	19%	19%	18%	18%	17%	21%	18%	19%	17%	19%	19%	19%	17%	14%	19%	23%	18%	18%	19%	18%	13%	18%	19%	22%	17%	23%	25%	
												*				*						*	*	*	*	*	*	*	*	W*	
21-30	154	67	87	62	55	37	36	43	54	50	104	14	96	44	101	53	7	147	17	137	97	57	26	36	16	23	20	9	11	12	
	15%	13%	18%	18%	16%	11%	18%	17%	13%	11%	19%	8%	17%	17%	16%	14%	10%	16%	9%	17%	14%	20%	16%	17%	12%	17%	13%	21%	15%	16%	
												*				*						*	*	*	*	*	*	*	*	*	
31-40	94	47	47	28	27	39	23	21	38	48	45	21	56	17	59	35	7	86	12	81	60	34	13	24	10	15	13	5	6	7	
	9%	9%	9%	8%	8%	12%	12%	8%	9%	11%	8%	12%	10%	7%	9%	9%	10%	9%	7%	10%	8%	12%	8%	11%	7%	12%	9%	11%	8%	10%	
												*				*						*	*	*	*	*	*	*	*	*	
41-50	126	64	62	32	41	53	29	35	51	62	64	34	63	29	72	54	7	119	24	102	93	33	20	26	29	16	12	5	10	8	
	13%	13%	13%	9%	12%	17%	15%	14%	12%	14%	11%	20%	11%	11%	12%	14%	10%	13%	13%	12%	13%	12%	12%	12%	22%	12%	8%	12%	13%	10%	
												*				*						*	*	*	*	*	*	*	*	*	
51-60	55	31	23	26	16	13	17	12	23	20	34	7	37	11	40	15	6	49	16	39	45	10	7	19	4	11	4	3	4	3	
	5%	6%	5%	7%	5%	4%	9%	5%	5%	5%	6%	4%	6%	4%	6%	4%	8%	5%	9%	5%	6%	3%	4%	9%	3%	8%	3%	7%	5%	3%	
												*				*						*	*	*	*	*	*	*	*	*	
61-70	36	21	15	11	9	16	6	17	8	9	26	5	21	10	27	9	2	34	4	32	27	9	5	3	6	4	8	2	6	2	
	4%	4%	3%	3%	3%	5%	3%	7%	2%	2%	5%	3%	4%	4%	4%	2%	3%	4%	2%	4%	4%	3%	3%	2%	4%	3%	5%	5%	7%	2%	
												*				*						*	*	*	*	*	*	*	*	*	
71-80	33	20	13	7	20	5	6	6	12	19	14	6	15	11	26	7	6	27	9	24	27	6	9	10	2	2	3	-	3	2	
	3%	4%	3%	2%	6%	2%	3%	2%	3%	4%	3%	4%	3%	5%	4%	2%	9%	3%	5%	3%	4%	2%	6%	5%	2%	2%	2%	-	4%	3%	
												*				*						*	*	*	*	*	*	*	*	*	
81-90	15	8	7	4	7	4	5	1	4	5	9	-	11	4	9	6	3	12	5	9	10	5	3	1	1	1	5	2	-	*	
	1%	1%	1%	1%	2%	1%	2%	*	1%	1%	2%	-	2%	2%	1%	2%	4%	1%	3%	1%	1%	2%	2%	1%	1%	1%	3%	4%	-	1%	
												*				*						*	*	*	*	*	*	*	*	*	
91-100	29	18	11	11	10	8	5	6	15	17	13	-	24	5	19	11	4	25	8	22	24	5	6	4	5	3	5	3	2	1	
	3%	4%	2%	3%	3%	3%	3%	2%	3%	4%	2%	-	4%	2%	3%	3%	6%	3%	4%	3%	3%	2%	4%	2%	4%	3%	3%	7%	2%	1%	
												*				*						*	*	*	*	*	*	*	*	*	
Sigma	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																															
Mean (Incl. 0)	32.2	33.4	31	30.9	33.4	32.2	35.9	31.7	30.1	32.4	32	30.2	33.3	31.1	33.6	29.9	39.5	31.6	35.2	31.5	33	30.3	34.1	31.9	32.7	32.5	30.1	37.4	33.5	27.4	
							H					*				*						*	*	*	*	*	*	c*	*	*	
Std. Dev.	24.3	25.4	23	23.8	25.6	23.4	23.6	23.2	24.1	25.1	23.6	20.9	25.2	24.2	24.7	23.4	29.5	23.7	27.1	23.5	25.1	21.9	26.4	23.4	24.4	22.6	25.6	26.4	23.9	20.4	
Std. Err.	0.8	1.2	1	1.5	1.3	1.2	1.6	1.4	1.2	1	3.3	0.9	1.5	1	1.2	3.1	0.8	1.9	0.8	0.9	0.9	1.4	2.3	2.1	2	1.7	2.2	3.3	2.2	1.9	
Median (Incl. 0)	25	25	25	25	30	30	30	25.2	20	25	25	30	25	25	30	21	31	25	30	25	25	25	27.8	25	30	30	20	30	20	27.5	20
Mean (Excl. 0)	32.7	33.7	31.8	31.6	34	32.6	36.3	32	30.7	33.2	32.4	30.9	33.7	31.8	34.1	30.5	39.5	32.2	36.1	32	33.7	30.4	34.5	32.4	34.3	32.8	30.4	37.4	33.7	28.3	
							H					*				*						*	*	*	*	*	*	c*	*	*	
Std. Dev.	24.1	25.3	22.8	23.6	25.4	23.2	23.4	23.1	24	24.9	23.5	20.7	25.1	24	24.5	23.3	29.5	23.6	26.9	23.4	24.9	21.8	26.4	23.2	23.9	22.5	25.5	26.4	23.8	20.1	
Std. Err.	0.8	1.2	1	1.5	1.3	1.2	1.6	1.4	1.2	1	3.3	0.9	1.5	1	1.2	3.1	0.8	1.9	0.8	0.9	0.9	1.4	2.3	2.1	2	1.7	2.2	3.3	2.2	2	
Median (Excl. 0)	25.1	27.5	25	25	30	30	30	28.2	20	25	27.8	30	30	25	30	25	31	25	30	25	30	25	30	28	30	30	20	30	28.8	20	

Global @divisor: PERCEIVED SOCIAL NORMS
Q2A. Out of every 100 people in [...], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	Region GEO 4 S WEST & WALES	GEO 5 S EAST & ANGUA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1018	476	542	349	358	311	147	477	299	460	558	296	217	505	599	419	86	932	150	868	685	333	135	117	169	134	232	145	86	
Base: All Respondents (wtd)	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84	
0-10	199	117	81	83	69	46	32	86	63	89	110	49	40	110	110	88	21	177	29	170	132	67	30	26	20	30	51	27	14	
	20%	24%	16%	21%	22%	16%	22%	18%	21%	21%	19%	17%	18%	22%	19%	21%	26%	19%	20%	20%	20%	20%	22%	23%	12%	22%	22%	19%	17%	
11 - 20	B	95	100	83	62	51	27	87	63	75	121	57	43	95	100	96	18	178	25	171	128	68	26	14	42	24	45	25	19	
	20%	19%	20%	21%	19%	18%	19%	19%	22%	18%	21%	20%	20%	20%	17%	23%	22%	19%	17%	20%	19%	20%	19%	13%	26%	18%	20%	18%	23%	
21-30	153	68	85	54	42	57	19	67	53	63	90	37	31	85	95	58	10	143	24	130	100	53	18	19	25	20	31	24	16	
	15%	14%	17%	14%	13%	20%	13%	14%	18%	15%	16%	13%	14%	17%	16%	14%	13%	16%	17%	15%	15%	16%	14%	17%	15%	15%	14%	17%	19%	
31-40	92	40	52	44	18	30	12	50	21	41	51	23	26	43	56	36	3	89	7	85	54	37	16	12	16	11	15	14	7	
	9%	8%	10%	11%	6%	11%	8%	11%	7%	9%	9%	8%	12%	9%	10%	8%	3%	10%	5%	10%	8%	11%	12%	10%	10%	9%	7%	10%	8%	
41-50	D	150	82	68	52	60	38	20	72	44	63	87	50	33	67	95	55	10	140	20	129	110	40	19	21	23	19	38	21	9
	15%	16%	14%	13%	19%	13%	14%	15%	15%	15%	15%	17%	15%	14%	16%	13%	12%	15%	14%	15%	17%	12%	14%	18%	14%	15%	16%	15%	11%	
51-60	C	71	25	45	27	24	20	11	45	12	30	40	25	15	31	40	30	9	61	14	57	47	24	12	8	8	10	16	11	6
	7%	5%	9%	7%	7%	7%	7%	10%	4%	7%	7%	8%	7%	6%	7%	7%	12%	7%	10%	7%	7%	7%	9%	7%	5%	7%	7%	8%	7%	5%
61-70	A	41	20	22	12	10	19	7	20	10	29	13	19	8	14	21	20	2	40	8	33	24	17	6	7	9	2	11	4	3
	4%	4%	4%	3%	3%	7%	5%	4%	3%	7%	2%	7%	3%	3%	4%	5%	2%	4%	6%	4%	4%	5%	4%	6%	5%	2%	5%	3%	3%	4%
71-80	CD	63	28	35	25	21	17	11	29	15	26	36	21	17	24	40	23	4	59	9	54	41	22	6	5	14	6	14	11	6
	6%	6%	7%	6%	6%	6%	7%	6%	5%	6%	6%	7%	8%	5%	7%	5%	5%	6%	6%	6%	6%	6%	5%	4%	8%	4%	6%	8%	8%	8%
81-90		17	7	9	2	10	4	3	6	5	7	10	4	1	11	10	7	3	13	4	12	10	7	-	1	3	4	6	1	3
	2%	1%	2%	1%	3%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	4%	1%	3%	1%	1%	2%	-	1%	2%	3%	3%	1%	3%	3%
91-100	C	20	16	4	10	7	3	3	6	8	6	14	5	7	7	10	10	2	18	3	16	18	2	1	1	3	6	4	3	1
	2%	3%	1%	3%	2%	1%	2%	1%	3%	1%	2%	2%	3%	1%	2%	2%	3%	2%	2%	2%	3%	3%	1%	1%	1%	2%	5%	2%	2%	1%
Sigma	B	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Mean (Incl. 0)	35.5	34.6	36.4	34.5	36.1	36.1	36	36.2	33.5	35.8	35.2	38	36.8	33.4	36.1	34.6	33.9	35.6	37.2	35.2	35.9	34.8	33	34.7	37.1	35.9	35.7	36.1	35.2	
Std. Dev.	24.2	25.1	23.3	24.3	25.3	22.8	25.3	23.3	24.3	24.2	24.2	24.5	24.7	23.6	24	24.5	26.7	24	25.9	23.9	24.6	23.3	22	22.5	23.8	26.5	24.8	24.3	25.2	
Std. Err.	0.8	1.1	1	1.3	1.3	1.3	2.1	1.1	1.4	1.1	1	1.4	1.7	1.1	1	1.2	2.9	0.8	2.1	0.8	0.9	1.3	1.9	2.1	1.8	2.3	1.6	2	2.7	
Median (Incl. 0)	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	25	30	30	30	30	30	30	30	30	30	30	30	30	
Mean (Excl. 0)	35.8	34.9	36.7	34.9	36.4	36.2	36.6	36.5	33.7	36.3	35.4	38.6	37.2	33.5	36.4	34.9	34.3	35.9	37.5	35.5	36.2	35	33.4	35	37.1	36.1	36.2	36.4	35.2	
Std. Dev.	24.1	25	23.1	24.1	25.1	22.8	25.1	23.2	24.2	24	24.1	24.1	24.5	23.6	23.9	24.3	26.6	23.8	25.8	23.8	24.5	23.2	21.8	22.4	23.8	26.4	24.6	24.2	25.2	
Std. Err.	0.8	1.1	1	1.3	1.3	1.3	2.1	1.1	1.4	1.1	1	1.4	1.7	1.1	1	1.2	2.9	0.8	2.1	0.8	0.9	1.3	1.9	2.1	1.8	2.3	1.6	2	2.7	
Median (Excl. 0)	30	30	30	30	30	30	30	30	30	30	30	35	30	30	30	30	25	30	30	30	30	30	30	30	30	30	30	30	30	

Global @dvisor: PERCEIVED SOCIAL NORMS
Q2A. Out of every 100 people in [...], how many do you think have avoided paying the full amount of tax they should on either their income or their purchases in the last year?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																									
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd) Base: All Respondents (wtd) 0-10	1016	477	539	284	307	425	133	458	425	580	436	355	363	298	580	436	118	898	184	832	631	370	192	231	378	215	
	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230	
	147	85	61	47	51	48	29	59	59	77	69	82	34	31	88	58	15	132	20	127	85	60	21	36	57	33	
	15%	17%	12%	13%	17%	14%	18%	14%	14%	15%	15%	18%	13%	11%	16%	13%	12%	15%	10%	16%	14%	16%	11%	16%	15%	14%	
11 - 20		B										M					*										
	145	62	83	57	42	46	12	68	64	80	65	58	33	54	72	73	16	128	27	117	100	43	30	31	46	38	
	14%	13%	16%	16%	14%	14%	7%	16%	15%	15%	14%	12%	13%	19%	13%	16%	13%	15%	14%	15%	16%	11%	16%	14%	12%	17%	
		F						F				F					*				U						
21-30	150	72	78	63	29	57	21	68	61	78	72	68	40	42	78	72	18	132	28	122	88	57	28	41	50	32	
	15%	15%	15%	17%	10%	17%	13%	16%	15%	15%	15%	15%	16%	15%	14%	16%	14%	15%	15%	15%	15%	15%	15%	19%	13%	14%	
		D						D									*										
	85	38	47	38	20	27	4	40	40	39	46	35	24	26	47	38	12	73	24	61	63	21	15	18	30	22	
31-40	8%	8%	9%	10%	7%	8%	3%	10%	10%	7%	10%	7%	10%	9%	8%	9%	9%	8%	12%	8%	10%	6%	8%	8%	8%	10%	
								F	F								*				U						
	204	89	115	66	62	77	39	91	74	108	96	110	49	46	99	106	21	183	35	169	107	95	32	39	85	48	
	20%	18%	23%	18%	21%	22%	24%	22%	18%	20%	20%	24%	19%	16%	18%	24%	17%	21%	18%	21%	18%	25%	18%	18%	23%	21%	
41-50								M									N				T						
	57	35	22	24	17	16	13	18	25	33	24	13	19	25	35	22	10	47	12	45	35	19	15	8	25	9	
	6%	7%	4%	7%	6%	5%	8%	4%	6%	6%	5%	3%	7%	9%	6%	5%	8%	5%	6%	6%	6%	5%	8%	4%	7%	4%	
								K									*										
51-60	48	26	22	19	21	8	10	18	21	22	26	17	13	18	33	15	4	44	12	36	31	17	7	9	17	15	
	5%	5%	4%	5%	7%	2%	6%	4%	5%	4%	5%	4%	5%	7%	6%	3%	3%	5%	6%	4%	5%	5%	4%	4%	4%	7%	
					E												*										
	74	38	36	20	25	30	17	26	31	38	36	40	18	16	51	24	9	65	10	64	43	29	19	18	23	15	
61-70	7%	8%	7%	5%	8%	9%	11%	6%	8%	7%	8%	9%	7%	6%	9%	5%	7%	7%	5%	8%	7%	8%	11%	8%	6%	6%	
															O		*										
	41	18	23	17	6	17	3	13	25	25	16	15	16	10	21	20	7	34	10	31	25	16	9	10	14	7	
	4%	4%	5%	5%	2%	5%	2%	3%	6%	5%	3%	3%	6%	4%	4%	4%	5%	4%	5%	4%	4%	5%	5%	5%	4%	3%	
71-80																	*										
	50	30	19	14	20	16	13	18	18	28	21	27	9	14	33	17	14	36	16	34	29	19	6	10	23	10	
	5%	6%	4%	4%	7%	5%	8%	4%	4%	5%	5%	6%	4%	5%	6%	4%	11%	4%	8%	4%	5%	5%	3%	5%	6%	4%	
																	Q*		S								
81-90	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Sigma																											
	Mean (Incl. 0)	41.8	42	41.6	40.5	43.2	41.9	45.4	39.8	42.4	42.3	41.2	41.1	43	41.8	42.9	40.3	47.2	41	44.9	41	41.3	42.5	43	40.3	43	40.3
								G									Q*										
	Std. Dev.	26.7	28	25.3	25.9	27.7	26.6	29	25.4	26.9	26.8	26.5	27.5	26	25.8	27.8	25.1	29.5	26.1	27.4	26.5	26.5	26.9	26.2	27.6	26.8	26.1
Std. Err.																											
	0.8	1.3	1.1	1.5	1.6	1.3	2.5	1.2	1.3	1.1	1.3	1.5	1.4	1.5	1.2	1.2	2.7	0.9	2	0.9	1.1	1.4	1.9	1.8	1.4	1.8	
	Median (Incl. 0)	40	40	40	40	45	40	50	40	40	40	40	40	40	40	40	40	45.7	40	40	40	40	45	40	35	45	40
Mean (Excl. 0)																											
	42.6	43.2	42.1	41.5	43.8	42.9	48.3	40.5	42.7	42.8	42.5	42.5	43.5	42.2	44.3	40.7	48.1	41.9	45.6	41.9	42	43.5	43.7	41.9	43.2	41.5	
							G								O		Q*										
	26.2	27.5	25	25.4	27.4	26.1	27.5	25	26.7	26.6	25.8	26.9	25.8	25.6	27.2	24.9	29.1	25.7	27	26	26.2	26.3	25.8	26.9	26.6	25.5	
Std. Err.																											
	0.8	1.3	1.1	1.5	1.6	1.3	2.4	1.2	1.3	1.1	1.3	1.4	1.4	1.5	1.1	1.2	2.7	0.9	2	0.9	1.1	1.4	1.9	1.8	1.4	1.8	
	Median (Excl. 0)	40	40	40	40	45	40	50	40	40	40	40	40	40	40	44.6	40	50	40	40	40	40	45	40	40	45	40

Global @dvisor: PERCIEVED SOCIAL NORMS

Q2B. To what extent do you agree or disagree with the following statement:I have avoided paying the full amount of tax I should have on either my income or purchases in the last year

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	6100	2753	3347	1680	2027	2393	1134	2475	2039	2911	3189	1438	2540	2122	3571	2529	551	5549	945	5155	3995	2055
Base: All Respondents (wtd)	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
Strongly agree	157	106	51	62	66	29	45	39	68	80	77	42	60	56	119	38	56	101	73	84	118	37
	3%	4%	2%	3%	4%	2%	4%	2%	3%	3%	2%	2%	3%	3%	4%	1%	11%	2%	8%	2%	3%	2%
		B		E	E		G		G						O		Q		S		U	
Agree	359	247	113	186	97	77	66	144	136	178	181	109	130	120	251	109	68	291	123	237	267	92
	6%	8%	4%	8%	5%	4%	6%	6%	7%	7%	5%	6%	6%	7%	7%	4%	13%	5%	13%	5%	7%	4%
		B		DE											O		Q		S		U	
Neither agree nor disagree	1010	560	450	396	332	282	228	412	258	381	629	365	374	270	566	444	78	932	137	873	634	359
	17%	19%	15%	18%	18%	14%	20%	17%	13%	14%	19%	19%	17%	15%	17%	17%	15%	17%	15%	17%	17%	17%
		B		E			H	H		I		M										
Disagree	1246	593	654	469	361	416	228	496	448	595	651	407	427	412	662	584	94	1153	168	1079	815	424
	21%	20%	22%	21%	20%	21%	20%	21%	22%	22%	20%	21%	19%	22%	19%	22%	18%	21%	18%	21%	21%	20%
							J							L	N							
Strongly disagree	3227	1471	1757	1091	987	1149	575	1300	1104	1454	1773	1035	1216	977	1801	1426	226	3001	409	2818	2004	1202
	54%	49%	58%	50%	54%	59%	50%	54%	55%	54%	54%	53%	55%	53%	53%	55%	43%	55%	45%	55%	52%	57%
		A		C	CD				F									P		R		T
Sigma	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/ Agree)	516	353	164	247	162	107	112	183	204	258	258	151	190	175	370	146	124	392	196	320	384	129
	9%	12%	5%	11%	9%	5%	10%	8%	10%	10%	8%	8%	9%	10%	11%	6%	24%	7%	22%	6%	10%	6%
		B		DE	E				G						O		Q		S		U	
Low2Box (Disagree/ Strongly disagree)	4474	2064	2410	1560	1348	1565	803	1797	1551	2049	2425	1442	1643	1389	2463	2010	320	4154	577	3897	2819	1626
	75%	69%	80%	71%	73%	80%	70%	75%	77%	76%	73%	74%	74%	76%	72%	77%	61%	76%	63%	77%	73%	77%
		A				CD		F	F	J					N		P		R		T	

Global @dvisor: PERCIEVED SOCIAL NORMS

Q2B. To what extent do you agree or disagree with the following statement:I have avoided paying the full amount of tax I should have on either my income or purchases in the last y

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Australia	Canada	France	Germany	Great Britain	United States
		A	B	C	D	E	F
Base: All Respondents (unwtd)	6100	1010	1025	1016	1015	1018	1016
Base: All Respondents (wtd)	6000	1000	1000	1000	1000	1000	1000
Strongly agree	157	15	22	37	16	19	47
	3%	2%	2%	4%	2%	2%	5%
				ADE			ABDE
Agree	359	69	65	48	43	39	95
	6%	7%	7%	5%	4%	4%	9%
		E	E				BCDE
Neither agree nor disagree	1010	204	189	215	105	143	155
	17%	20%	19%	21%	11%	14%	15%
		DEF	DE	DEF		D	D
Disagree	1246	264	212	188	164	186	232
	21%	26%	21%	19%	16%	19%	23%
		BCDE	D				CDE
Strongly disagree	3227	448	512	511	671	614	472
	54%	45%	51%	51%	67%	61%	47%
			A	A	ABCEF	ABCF	
Sigma	6000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%
Summary							
Top2Box (Strongly agree/ Agree)	516	85	87	86	59	58	142
	9%	8%	9%	9%	6%	6%	14%
			E	E			ABCDE
Low2Box (Disagree/ Strongly disagree)	4474	712	724	699	836	799	704
	75%	71%	72%	70%	84%	80%	70%
					ABCF	ABCF	

Global @dvisor: PERCIEVED SOCIAL NORMS

Q2B. To what extent do you agree or disagree with the following statement:I have avoided paying the full amount of tax I should have on either my income or purchases in the last y

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	6100	2041	-	3049	1010	5090	-	-
Base: All Respondents (wtd)	6000	2000	-	3000	1000	5000	-	-
Strongly agree	157	69	-	73	15	142	-	-
	3%	3%	-	2%	2%	3%	-	-
		D						
Agree	359	160	-	130	69	290	-	-
	6%	8%	-	4%	7%	6%	-	-
		CE			C	C		
Neither agree nor disagree	1010	344	-	463	204	806	-	-
	17%	17%	-	15%	20%	16%	-	-
					CE			
Disagree	1246	444	-	538	264	983	-	-
	21%	22%	-	18%	26%	20%	-	-
		CE			CE			
Strongly disagree	3227	983	-	1796	448	2779	-	-
	54%	49%	-	60%	45%	56%	-	-
				ADE		AD		
Sigma	6000	2000	-	3000	1000	5000	-	-
	100%	100%	-	100%	100%	100%	-	-
Summary								
Top2Box (Strongly agree/ Agree)	516	229	-	203	85	432	-	-
	9%	11%	-	7%	8%	9%	-	-
		CE				C		
Low2Box (Disagree/ Strongly disagree)	4474	1428	-	2334	712	3762	-	-
	75%	71%	-	78%	71%	75%	-	-
				ADE		A		

Global @divisor: PERCIEVED SOCIAL NORMS
Q28. To what extent do you agree or disagree with the following statement:I have avoided paying the full amount of tax I should have on either my income or purchases in the last year
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed				NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1010	430	580	126	299	585	269	491	250	547	463	338	364	308	572	438	113	897	161	849	586	402	660	350	287	313	191	113	106	
Base: All Respondents (wtd)	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
Strongly agree	15	11	5	1	11	3	1	8	6	8	7	*	3	11	13	3	2	13	9	6	12	4	11	4	4	4	4	1	2	
	2%	2%	1%	*	4%	1%	1%	2%	2%	2%	1%	*	1%	3%	2%	1%	2%	1%	5%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	
					CE								K				*		S*								*	*		
Agree	69	47	22	38	21	10	17	40	12	36	34	19	29	21	46	24	17	53	22	48	54	15	62	8	19	29	10	9	2	
	7%	10%	4%	10%	8%	3%	8%	8%	4%	8%	6%	6%	9%	6%	8%	5%	16%	6%	12%	6%	9%	4%	9%	3%	7%	9%	5%	11%	2%	
		B		E	E										Q*				S*				W			W		W*		
Neither agree nor disagree	204	100	103	93	66	45	48	99	56	73	131	76	63	65	96	107	18	185	34	170	124	74	141	63	58	55	41	21	30	
	20%	20%	20%	24%	23%	14%	22%	20%	19%	16%	25%	25%	19%	18%	17%	24%	17%	21%	19%	21%	20%	21%	20%	21%	21%	16%	20%	24%	28%	
				E	E						I						*		*							*	*			
Disagree	264	129	135	106	71	87	53	126	84	146	118	61	75	128	150	114	27	237	37	227	182	80	189	74	71	100	42	20	31	
	26%	26%	27%	27%	25%	27%	24%	26%	29%	31%	22%	20%	23%	35%	27%	26%	25%	26%	21%	27%	29%	22%	27%	25%	26%	30%	21%	24%	29%	
										J				KL			*		*								*	*		
Strongly disagree	448	209	239	157	114	177	103	212	133	207	241	151	158	139	255	193	42	406	72	376	256	186	304	144	121	149	104	33	41	
	45%	42%	47%	40%	40%	55%	46%	44%	46%	44%	46%	49%	48%	38%	46%	44%	39%	45%	41%	46%	41%	52%	43%	49%	44%	44%	52%	39%	39%	
					CD												*		*		T						*	*		
Sigma	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Top2Box (Strongly agree/ Agree)	85	58	27	39	32	13	18	48	18	44	41	20	32	33	58	26	19	66	30	54	65	18	72	12	23	33	14	10	5	
	8%	12%	5%	10%	11%	4%	8%	10%	6%	9%	8%	6%	10%	9%	10%	6%	18%	7%	18%	7%	10%	5%	10%	4%	8%	10%	7%	12%	4%	
		B		E	E										Q*			S*		U		W			W		W*			
Low2Box (Disagree/ Strongly disagree)	712	338	374	263	185	264	156	338	218	353	359	212	233	267	405	307	68	644	109	603	438	265	494	218	192	248	146	53	72	
	71%	68%	74%	67%	65%	82%	70%	70%	74%	75%	68%	69%	71%	73%	72%	70%	65%	72%	63%	73%	70%	74%	70%	74%	70%	74%	73%	63%	68%	
					CD												*		*								*	*		

Global @divisor: PERCIEVED SOCIAL NORMS
Q28. To what extent do you agree or disagree with the following statement:I have avoided paying the full amount of tax I should have on either my income or purchases in the last year
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	Age 35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1025	467	558	298	356	371	157	289	480	489	536	216	437	372	582	443	115	910	179	846	694	318	63	73	103	145	-	380	261	
	1000	485	515	342	293	365	188	289	419	443	557	454	392	354	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
	16	16	6	10	8	4	9	4	9	6	16	6	12	4	14	8	5	17	4	18	12	9	1	-	1	-	6	12	6	
	2%	3%	1%	3%	3%	1%	5%	1%	2%	1%	3%	1%	3%	2%	3%	2%	5%	2%	2%	2%	2%	2%	2%	-	1%	1%	-	2%	5%	
Agree																	*					*	*	*	*			a		
	65	44	21	33	18	14	7	18	37	22	43	29	23	13	38	27	8	58	17	48	46	20	2	5	6	11	-	16	26	
	7%	9%	4%	10%	6%	4%	4%	6%	9%	5%	8%	6%	6%	8%	7%	6%	7%	6%	11%	6%	7%	5%	2%	7%	6%	8%	-	4%	11%	
		B		E													*		S				*	*	*			a		
Neither agree nor disagree	189	118	71	65	61	64	42	59	62	67	122	88	72	29	116	73	22	167	34	155	128	55	9	13	19	27	-	55	66	
	19%	24%	14%	19%	21%	17%	22%	20%	15%	15%	22%	19%	18%	19%	22%	15%	21%	19%	22%	18%	21%	15%	14%	19%	18%	20%	-	14%	27%	
		B									I				O		*						*	*	*				a	
	212	87	126	75	60	77	36	58	97	106	106	91	88	33	95	117	20	193	30	183	131	81	20	18	17	33	-	86	38	
Disagree	21%	18%	24%	22%	20%	21%	19%	20%	23%	24%	19%	20%	23%	21%	18%	25%	19%	22%	19%	22%	21%	22%	31%	25%	16%	25%	-	22%	16%	
		A													N	*							b*	*	*					
	512	221	290	159	146	207	94	150	214	242	270	240	196	76	265	247	50	461	68	444	294	209	33	35	64	62	-	220	99	
	51%	46%	56%	46%	50%	57%	50%	52%	51%	55%	48%	53%	50%	49%	50%	52%	48%	52%	44%	52%	48%	56%	51%	49%	60%	46%	-	57%	41%	
Sigma		A			C											*							*	*	b*			Yb		
	1000	485	515	342	293	365	188	289	419	443	557	454	392	354	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
	Summary																													
Top2Box (Strongly agree/ Agree)	87	60	27	43	26	18	16	22	46	28	59	35	36	16	52	35	13	74	21	66	58	28	3	5	7	12	-	22	38	
	9%	12%	5%	13%	9%	5%	9%	8%	11%	6%	11%	8%	9%	11%	10%	7%	12%	8%	14%	8%	9%	8%	4%	7%	6%	9%	-	6%	16%	
		B		E							I					*		S					*	*	*			VXa		
	724	308	416	234	206	284	130	209	310	348	376	331	284	109	360	363	70	654	97	627	425	290	53	53	80	95	-	306	136	
Low2Box (Disagree/ Strongly disagree)	72%	63%	81%	68%	70%	78%	69%	72%	74%	79%	67%	73%	72%	71%	68%	77%	67%	73%	64%	74%	70%	78%	82%	74%	76%	71%	-	80%	57%	
		A			C					J					N	*		R		T		b*	b*	b*	b			b		

Global @dvisor: PERCIEVED SOCIAL NORMS

Q2B. To what extent do you agree or disagree with the following statement: I have avoided paying the full amount of tax I should have on either my income or purchases in the last year

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	Region NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	1016	453	563	356	322	338	221	486	169	376	640	193	447	376	587	429	30	986	69	947	645	371	172	212	202	183	247
Base: All Respondents (wtd)	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
Strongly agree	37	22	16	10	16	11	22	6	6	12	26	16	17	4	25	12	4	33	5	32	22	15	3	8	7	10	9
	4%	4%	3%	3%	5%	3%	10%	1%	4%	3%	4%	6%	4%	1%	5%	3%	14%	3%	8%	3%	4%	4%	2%	4%	4%	5%	4%
							GH	1%			G		M				**		*								
							11	26	6	20	28	14	22	12	28	20	5	44	9	39	27	21	6	9	12	11	10
Agree	5%	6%	4%	6%	3%	5%	5%	5%	4%	5%	5%	5%	5%	4%	5%	5%	15%	5%	14%	4%	4%	5%	3%	4%	6%	6%	4%
																	**		S*								
Neither agree nor disagree	215	113	102	92	70	53	61	83	31	64	151	56	89	69	114	100	6	209	13	202	121	94	36	48	48	28	54
	21%	23%	20%	25%	22%	17%	26%	18%	19%	17%	24%	21%	20%	23%	21%	23%	20%	22%	20%	22%	20%	24%	21%	23%	25%	15%	23%
				E			G				I						**		*				Y				
Disagree	188	100	88	65	57	66	38	100	29	79	109	54	77	57	105	83	3	185	7	181	125	63	29	42	33	34	51
	19%	20%	17%	18%	18%	21%	17%	21%	18%	21%	18%	20%	18%	19%	19%	19%	10%	19%	11%	19%	20%	16%	17%	20%	17%	19%	21%
																	**		*								
Strongly disagree	511	230	281	181	161	170	98	257	91	204	308	126	233	152	282	229	12	499	31	481	320	191	98	105	97	99	112
	51%	47%	56%	49%	51%	53%	42%	54%	56%	54%	49%	47%	53%	52%	51%	51%	41%	51%	47%	51%	52%	50%	57%	49%	49%	54%	47%
			A				F		F		F						**		*								
Sigma	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																											
Top2Box (Strongly agree/ Agree)	86	51	35	32	25	28	34	32	13	32	54	30	40	16	53	32	9	77	15	71	49	37	9	17	19	21	19
	9%	10%	7%	9%	8%	9%	15%	7%	8%	8%	9%	11%	9%	5%	10%	7%	29%	8%	23%	8%	8%	9%	5%	8%	10%	12%	8%
							G					M					**		S*						V		
Low2Box (Disagree/ Strongly disagree)	699	330	370	246	218	236	136	357	120	283	417	180	310	209	387	312	16	684	38	662	445	254	126	147	130	134	163
	70%	67%	73%	67%	70%	74%	59%	76%	73%	75%	67%	68%	71%	71%	70%	70%	52%	71%	58%	71%	72%	66%	74%	69%	66%	73%	69%
						C		F	F	J							**		*	R	U						

Global @divisor: PERCEIVED SOCIAL NORMS
Q28. To what extent do you agree or disagree with the following statement: I have avoided paying the full amount of tax I should have on either my income or purchases in the last year
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region V(a&b)	Region VI	Region VII
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	1015	450	565	267	385	363	207	274	416	459	556	40	712	263	651	364	89	926	202	813	754	261	130	130	144	176	137	66	121	111
Base: All Respondents (wtd)	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75
Strongly agree	16	9	7	4	5	7	1	3	11	10	7	-	12	4	13	3	3	13	9	7	14	2	1	4	2	3	1	1	1	2
	2%	2%	1%	1%	2%	2%	*	1%	2%	2%	1%	-	2%	1%	2%	1%	4%	1%	5%	1%	2%	1%	1%	2%	2%	2%	1%	3%	1%	3%
												*					*		S			*	*	*	*	*	*	*	*	
Agree	43	26	18	21	14	8	7	14	18	25	19	-	32	11	31	12	8	35	19	24	34	9	6	11	3	7	8	1	2	4
	4%	5%	4%	6%	4%	3%	3%	5%	4%	6%	3%	-	6%	4%	5%	3%	11%	4%	10%	3%	5%	3%	4%	5%	2%	5%	5%	3%	3%	6%
												Q*					S						*	*	*	*	*	*	*	
Neither agree nor disagree	105	67	39	33	46	26	24	25	27	36	69	19	65	21	72	33	9	96	15	90	83	22	25	19	11	12	14	6	11	7
	11%	13%	8%	10%	14%	8%	12%	10%	6%	8%	12%	11%	11%	8%	11%	9%	13%	10%	8%	11%	12%	8%	16%	9%	8%	9%	9%	12%	14%	9%
												*					*					*	*	*	*	*	*	*	*	*
Disagree	164	79	85	61	41	62	38	33	75	75	89	38	89	37	96	68	10	155	35	129	117	47	25	34	24	23	33	6	8	11
	16%	16%	17%	18%	12%	19%	19%	13%	18%	17%	16%	22%	16%	15%	15%	18%	14%	17%	19%	16%	16%	16%	16%	15%	18%	18%	21%	13%	11%	15%
												*					*					*	*	*	*	*	*	*	*	*
Strongly disagree	671	327	344	221	229	221	127	185	294	296	375	116	374	180	413	258	42	629	106	565	466	205	102	149	96	87	100	31	55	50
	67%	64%	70%	65%	68%	68%	65%	71%	69%	67%	67%	67%	65%	71%	66%	69%	58%	68%	58%	69%	65%	72%	64%	68%	71%	66%	64%	69%	71%	67%
												*					*					*	*	*	*	*	*	*	*	*
Sigma	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Top2Box (Strongly agree/ Agree)	59	34	25	25	19	15	7	17	29	34	25	-	45	15	44	16	11	48	28	32	48	12	8	16	5	10	9	2	3	7
	6%	7%	5%	7%	6%	5%	4%	6%	7%	8%	4%	-	8%	6%	7%	4%	15%	5%	15%	4%	7%	4%	5%	7%	4%	7%	6%	5%	4%	9%
												*					Q*		S			*	*	*	*	*	*	*	*	*
Low2Box (Disagree/ Strongly disagree)	836	406	429	283	271	283	165	218	369	371	464	155	464	217	509	326	52	784	141	694	583	252	127	183	120	111	133	37	64	62
	84%	80%	87%	83%	81%	87%	84%	84%	87%	84%	83%	89%	81%	86%	82%	87%	72%	84%	77%	85%	82%	88%	80%	84%	88%	83%	85%	82%	82%	82%
			A									*					*	P		R		*	*	*	*	*	*	*	*	*

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Global @divisor: PERCIEVED SOCIAL NORMS
Q2B. To what extent do you agree or disagree with the following statement:I have avoided paying the full amount of tax I should have on either my income or purchases in the last year
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	1018	476	542	349	358	311	147	477	299	460	558	296	217	505	599	419	86	932	150	868	685	333	135	117	169	134	232	145	86
Base: All Respondents (wtd)	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84
Strongly agree	19	12	8	9	7	3	5	8	6	9	10	6	3	10	16	3	7	12	11	8	17	2	2	2	1	2	8	3	1
	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	1%	2%	3%	1%	9%	1%	8%	1%	3%	1%	1%	2%	1%	4%	2%	1%	
															O		Q*		S		U								*
Agree	39	28	10	19	11	8	7	13	17	17	21	9	10	20	32	7	6	33	11	28	33	6	3	3	8	7	6	7	5
	4%	6%	2%	5%	3%	3%	5%	3%	6%	4%	4%	3%	5%	4%	6%	2%	7%	4%	7%	3%	5%	2%	2%	3%	5%	3%	5%	6%	
	B								G						O		*		S		U								*
Neither agree nor disagree	143	72	71	68	41	34	23	72	33	60	83	50	46	47	73	70	9	134	16	127	88	54	21	17	22	14	39	23	8
	14%	14%	14%	17%	13%	12%	16%	15%	11%	14%	15%	17%	21%	10%	13%	16%	10%	15%	11%	15%	13%	16%	15%	15%	13%	11%	17%	16%	9%
Disagree	186	87	99	75	68	43	20	83	68	82	104	52	36	98	99	87	14	172	27	159	126	60	23	15	30	35	39	26	17
	19%	17%	20%	19%	21%	15%	14%	18%	23%	19%	18%	18%	16%	20%	17%	20%	17%	19%	19%	18%	19%	18%	17%	13%	19%	26%	17%	19%	20%
									F								*									WZ			*
Strongly disagree	614	300	313	222	195	196	89	291	169	260	354	175	125	313	356	258	46	567	78	536	398	216	85	77	102	75	140	81	53
	61%	60%	63%	57%	61%	69%	62%	62%	58%	61%	62%	60%	56%	64%	62%	61%	56%	62%	54%	63%	60%	64%	64%	68%	62%	56%	60%	58%	64%
Sigma						CD																							
	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																													
Top2Box (Strongly agree/ Agree)	58	40	18	28	19	11	12	22	23	27	31	15	14	30	48	10	14	44	22	36	50	8	5	5	9	9	14	10	6
	6%	8%	4%	7%	6%	4%	8%	5%	8%	6%	5%	5%	6%	6%	8%	2%	16%	5%	15%	4%	8%	2%	4%	4%	6%	7%	6%	7%	7%
Low2Box (Disagree/ Strongly disagree)	B														O		Q*		S		U								*
	799	387	412	297	263	240	109	374	237	341	458	227	162	411	455	345	60	739	105	694	524	275	108	92	132	109	179	108	70
	80%	78%	82%	76%	82%	84%	76%	80%	81%	80%	80%	78%	73%	84%	79%	81%	73%	81%	73%	69%	79%	82%	81%	81%	81%	83%	77%	77%	84%
						C								KL			*			R									*

Global @dvisor: PERCIEVED SOCIAL NORMS
Q2B. To what extent do you agree or disagree with the following statement:I have avoided paying the full amount of tax I should have on either my income or purchases in the last year
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1016	477	539	284	307	425	133	458	425	580	436	355	363	298	580	436	118	898	184	832	631	370	192	231	378	215
Base: All Respondents (wtd)	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230
Strongly agree	47	38	10	27	18	2	7	10	30	35	12	13	11	23	39	8	34	13	35	12	41	5	9	5	23	10
	5%	8%	2%	7%	6%	1%	4%	2%	7%	7%	3%	3%	4%	8%	7%	2%	27%	2%	18%	1%	7%	1%	5%	2%	6%	4%
		B		E	E				G	J				K	O		Q*		S		U					
		9%	15%	4%	15%	8%	6%	11%	8%	11%	11%	8%	8%	5%	15%	14%	4%	20%	8%	23%	6%	12%	6%	8%	9%	9%
Neither agree nor disagree		B		DE										KL	O		Q*		S		U					
	155	90	64	46	48	60	31	75	48	82	72	76	38	40	94	61	14	141	25	129	90	60	29	32	50	44
	15%	18%	13%	13%	16%	18%	19%	18%	12%	16%	15%	16%	15%	14%	17%	14%	11%	16%	13%	16%	15%	16%	16%	14%	14%	19%
Disagree		B					H	H									*									
	232	112	120	87	64	81	42	96	94	107	125	112	61	59	117	115	20	212	32	200	134	93	36	59	83	54
	23%	23%	24%	24%	22%	24%	26%	23%	22%	20%	27%	24%	24%	21%	21%	26%	16%	24%	16%	25%	22%	25%	20%	27%	23%	24%
Strongly disagree										I							*			R						
	472	183	289	152	141	179	64	205	202	246	226	226	130	116	230	241	34	438	56	416	270	195	94	104	179	95
	47%	37%	57%	42%	48%	52%	40%	49%	48%	47%	48%	49%	51%	41%	41%	54%	27%	50%	29%	52%	44%	52%	51%	47%	48%	41%
Sigma		A			C									M		N	*	P		R						
	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly agree/ Agree)	142	110	32	80	41	21	24	43	75	93	49	51	25	66	115	27	59	83	81	61	114	27	23	25	57	37
	14%	22%	6%	22%	14%	6%	15%	10%	18%	18%	10%	11%	10%	23%	21%	6%	47%	9%	42%	8%	19%	7%	13%	11%	15%	16%
		B		DE	E					G	J				KL	O		Q*		S		U				
Low2Box (Disagree/ Strongly disagree)	704	295	409	239	205	260	106	301	296	353	351	337	191	175	347	357	54	650	87	616	404	288	130	162	262	150
	70%	60%	81%	65%	70%	76%	66%	72%	71%	67%	74%	73%	75%	62%	62%	80%	43%	74%	45%	76%	66%	77%	71%	74%	71%	65%
		A				C					I	M		M		N	*	P		R		T				

Global @dvisor: PERCIEVED SOCIAL NORMS

Q3A. Out of every 100 people in [...], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent of 12 tablespoons.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	6100	2753	3347	1680	2027	2393	1134	2475	2039	2911	3189	1438	2540	2122	3571	2529	551	5549	945	5155	3995	2055
Base: All Respondents (wtd)	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
0-10	163	98	65	69	47	47	32	74	43	89	74	49	58	56	117	46	24	139	25	138	114	46
	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	2%	2%	3%	3%	3%	2%	5%	3%	3%	3%	3%	2%
		B								J					O		Q					
11 - 20	150	87	63	45	40	66	33	59	49	63	87	42	70	39	100	50	13	137	23	127	101	49
	3%	3%	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	3%	2%
						CD									O							
21-30	267	150	118	80	90	97	57	91	102	139	128	98	100	69	155	112	30	237	63	204	192	74
	4%	5%	4%	4%	5%	5%	5%	4%	5%	5%	4%	5%	5%	4%	5%	4%	6%	4%	7%	4%	5%	3%
										J								S		U		
31-40	315	184	131	114	92	108	59	118	100	129	186	121	103	91	179	135	28	287	51	264	205	106
	5%	6%	4%	5%	5%	6%	5%	5%	5%	5%	6%	6%	5%	5%	5%	5%	5%	5%	6%	5%	5%	5%
		B																				
41-50	861	452	408	291	269	301	181	351	259	393	468	299	311	251	513	347	77	783	120	741	553	302
	14%	15%	14%	13%	15%	15%	16%	15%	13%	15%	14%	15%	14%	14%	15%	13%	15%	14%	13%	15%	14%	14%
51-60	651	354	297	223	205	223	102	264	240	299	353	194	248	208	378	273	58	594	108	543	425	220
	11%	12%	10%	10%	11%	11%	9%	11%	12%	11%	11%	10%	11%	11%	11%	11%	11%	11%	12%	11%	11%	10%
		B								F												
61-70	818	376	442	331	250	237	165	320	256	328	490	251	303	264	447	371	62	756	110	708	504	312
	14%	13%	15%	15%	14%	12%	14%	13%	13%	12%	15%	13%	14%	14%	13%	14%	12%	14%	12%	14%	13%	15%
				E						I												
71-80	1308	592	716	459	402	447	227	534	465	590	718	417	462	429	678	630	100	1208	188	1120	812	488
	22%	20%	24%	21%	22%	23%	20%	22%	23%	22%	22%	21%	21%	23%	20%	24%	19%	22%	21%	22%	21%	23%
		A													N							
81-90	870	403	467	355	262	253	158	350	308	384	485	272	328	269	492	377	75	795	135	735	551	311
	14%	14%	15%	16%	14%	13%	14%	15%	15%	14%	15%	14%	15%	15%	14%	15%	14%	15%	15%	14%	14%	15%
				E																		
91-100	597	280	318	236	186	175	128	232	191	274	324	215	223	159	339	258	55	542	87	511	380	207
	10%	9%	11%	11%	10%	9%	11%	10%	9%	10%	10%	11%	10%	9%	10%	10%	11%	10%	10%	10%	10%	10%
Sigma	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Mean (Incl. 0)	66.4	64.5	68.3	67.5	66.5	65.1	66	66.5	67	65.9	66.8	66.2	66.4	66.7	65.3	67.8	64.6	66.6	65.2	66.6	65.8	67.5
		A		E											N						T	
Std. Dev.	22.7	23.5	21.8	23	22.4	22.6	23.3	22.8	22.2	23.3	22.2	22.9	22.9	22.3	23.5	21.6	24.7	22.5	23.6	22.6	23.2	21.8
Std. Err.	0.3	0.4	0.4	0.6	0.5	0.5	0.7	0.5	0.5	0.4	0.4	0.6	0.5	0.5	0.4	0.4	1.1	0.3	0.8	0.3	0.4	0.5
Median (Incl. 0)	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70
Mean (Excl. 0)	66.8	64.9	68.6	68.1	66.7	65.4	66.4	66.9	67.1	66.3	67.1	66.7	66.6	67.1	65.8	68	64.8	67	65.3	67	66.1	67.8
		A		E											N						T	
Std. Dev.	22.2	22.9	21.5	22.2	22.1	22.3	22.8	22.2	22	22.8	21.8	22.2	22.6	21.8	22.9	21.2	24.5	22	23.4	22	22.7	21.3
Std. Err.	0.3	0.4	0.4	0.5	0.5	0.5	0.7	0.4	0.5	0.4	0.4	0.6	0.4	0.5	0.4	0.4	1	0.3	0.8	0.3	0.4	0.5
Median (Excl. 0)	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70

Global @dvisor: PERCIEVED SOCIAL NORMS

Q3A. Out of every 100 people in [..], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Australia	Canada	France	Germany	Great Britain	United States
		A	B	C	D	E	F
Base: All Respondents (unwtd)	6100	1010	1025	1016	1015	1018	1016
Base: All Respondents (wtd)	6000	1000	1000	1000	1000	1000	1000
0-10	163	30	11	34	36	18	33
	3%	3%	1%	3%	4%	2%	3%
		B		BE	BE		BE
11 - 20	150	14	11	57	36	18	15
	3%	1%	1%	6%	4%	2%	1%
				ABEF	ABEF		
21-30	267	36	30	74	58	26	42
	4%	4%	3%	7%	6%	3%	4%
				ABEF	BE		
31-40	315	41	56	80	62	38	37
	5%	4%	6%	8%	6%	4%	4%
				AEF	EF		
41-50	861	126	148	183	147	124	133
	14%	13%	15%	18%	15%	12%	13%
				AEF			
51-60	651	84	96	139	107	127	98
	11%	8%	10%	14%	11%	13%	10%
				ABF		ABF	
61-70	818	132	144	173	131	140	98
	14%	13%	14%	17%	13%	14%	10%
			F	ADF		F	
71-80	1308	233	253	140	185	250	247
	22%	23%	25%	14%	18%	25%	25%
		C	CD		C	CD	CD
81-90	870	179	154	75	132	158	171
	14%	18%	15%	8%	13%	16%	17%

		CD	C		C	C	CD
91-100	597	125	98	44	105	99	127
	10%	12%	10%	4%	11%	10%	13%
		C	C		C	C	C
Sigma	6000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%
Summary							
Mean (Incl. 0)	66.4	69.8	68.9	57.8	64.3	69.2	68.5
		CD	CD		C	CD	CD
Std. Dev.	22.7	22.8	20.1	22.4	24.4	20.7	23.3
Std. Err.	0.3	0.7	0.6	0.7	0.8	0.6	0.7
Median (Incl. 0)	70	75	73	60	70	75	75
Mean (Excl. 0)	66.8	70.4	69.1	58.1	64.5	69.5	69.1
		CD	CD		C	CD	CD
Std. Dev.	22.2	22	19.7	22.2	24.1	20.2	22.5
Std. Err.	0.3	0.7	0.6	0.7	0.8	0.6	0.7
Median (Excl. 0)	70	75	75	60	70	75	75

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Global @dvisor: PERCIEVED SOCIAL NORMS

Q3A. Out of every 100 people in [..], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	6100	2041	-	3049	1010	5090	-	-
Base: All Respondents (wtd)	6000	2000	-	3000	1000	5000	-	-
0-10	163	45	-	88	30	133	-	-
	3%	2%	-	3%	3%	3%	-	-
11 - 20	150	25	-	111	14	137	-	-
	3%	1%	-	4%	1%	3%	-	-
				ADE		A		
21-30	267	72	-	159	36	231	-	-
	4%	4%	-	5%	4%	5%	-	-
				A				
31-40	315	93	-	181	41	273	-	-
	5%	5%	-	6%	4%	5%	-	-
41-50	861	281	-	454	126	735	-	-
	14%	14%	-	15%	13%	15%	-	-
51-60	651	194	-	373	84	567	-	-
	11%	10%	-	12%	8%	11%	-	-
				AD		D		
61-70	818	242	-	444	132	686	-	-
	14%	12%	-	15%	13%	14%	-	-
				A				
71-80	1308	500	-	575	233	1075	-	-
	22%	25%	-	19%	23%	21%	-	-
		CE			C	C		
81-90	870	325	-	366	179	691	-	-
	14%	16%	-	12%	18%	14%	-	-

		CE			CE			
91-100	597	224	-	249	125	473	-	-
	10%	11%	-	8%	12%	9%	-	-
		C			CE			
Sigma	6000	2000	-	3000	1000	5000	-	-
	100%	100%	-	100%	100%	100%	-	-
Summary								
Mean (Incl. 0)	66.4	68.7	-	63.8	69.8	65.7	-	-
		CE			CE	C		
Std. Dev.	22.7	21.8	-	23	22.8	22.7	-	-
Std. Err.	0.3	0.5	-	0.4	0.7	0.3	-	-
Median (Incl. 0)	70	75	-	70	75	70	-	-
Mean (Excl. 0)	66.8	69.1	-	64	70.4	66.1	-	-
		CE			CE	C		
Std. Dev.	22.2	21.2	-	22.7	22	22.2	-	-
Std. Err.	0.3	0.5	-	0.4	0.7	0.3	-	-
Median (Excl. 0)	70	75	-	70	75	70	-	-

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Global @divisor: PERCEIVED SOCIAL NORMS
Q3A. Out of every 100 people in [...], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent of 12 tablespoons.

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed				NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1010	430	580	126	299	585	269	491	250	547	463	338	364	308	572	438	113	897	161	849	586	402	660	350	287	313	191	113	106	
	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	0-10	30	13	17	19	7	5	6	23	1	28	2	1	11	19	23	8	8	22	8	22	25	5	25	5	10	8	5	2	5
		3%	3%	3%	5%	2%	2%	3%	5%	*	6%	*	*	3%	5%	4%	2%	8%	2%	5%	3%	4%	1%	4%	2%	4%	2%	3%	2%	4%
11 - 20	14	6	7	6	1	7	5	5	3	6	7	1	7	6	9	5	1	13	1	13	8	6	9	4	2	10	1	-	-	
	1%	1%	1%	2%	*	2%	2%	1%	1%	1%	1%	*	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	3%	1%	-	-	
					D												*		*								*	*	*	
																												*	*	*
21-30	36	24	12	17	9	10	5	10	21	19	18	7	13	17	20	17	9	28	16	20	31	5	33	3	6	14	5	2	9	
	4%	5%	2%	4%	3%	3%	2%	2%	7%	4%	3%	2%	4%	5%	3%	4%	8%	3%	9%	2%	5%	1%	5%	1%	2%	4%	2%	2%	9%	
									G								Q*		5*		U		W				*	W*		
																											*	*	*	
31-40	41	31	11	21	6	15	16	14	11	13	28	25	7	9	23	19	2	39	6	35	24	17	34	7	14	13	9	*	5	
	4%	6%	2%	5%	2%	5%	7%	3%	4%	3%	5%	8%	2%	3%	4%	4%	2%	4%	3%	4%	4%	5%	5%	2%	5%	4%	4%	*	5%	
		B					G					LM					*		*								*	*	*	
																												*	*	*
41-50	126	72	54	39	39	48	31	70	25	69	57	41	35	50	77	49	7	119	16	110	78	46	89	37	36	42	26	11	10	
	13%	14%	11%	10%	14%	15%	14%	14%	8%	15%	11%	13%	11%	14%	14%	11%	7%	13%	9%	13%	12%	13%	13%	13%	13%	13%	13%	13%	10%	
																	*		*								*	*	*	
																												*	*	*
51-60	84	38	46	32	19	33	14	39	31	29	55	25	25	34	49	35	10	73	18	65	54	28	63	21	27	33	10	6	8	
	8%	8%	9%	8%	7%	10%	6%	8%	10%	6%	10%	8%	7%	9%	9%	8%	10%	8%	11%	8%	9%	8%	9%	7%	10%	10%	5%	8%	7%	
																	*		*								*	*	*	
																											*	*	*	
61-70	132	56	76	63	38	31	32	55	45	56	76	45	42	46	69	63	13	119	22	110	80	52	89	43	33	38	35	11	14	
	13%	11%	15%	16%	13%	10%	15%	11%	15%	12%	14%	14%	13%	13%	12%	14%	12%	13%	13%	13%	13%	14%	13%	15%	12%	11%	18%	13%	14%	
																	*		*								*	*	*	
																											*	*	*	
71-80	233	111	122	86	72	75	42	114	77	105	128	62	77	95	115	118	22	212	29	204	136	94	162	71	67	81	41	17	26	
	23%	22%	24%	22%	25%	23%	19%	24%	26%	22%	24%	20%	23%	26%	21%	27%	21%	24%	17%	25%	22%	26%	23%	24%	24%	24%	21%	21%	25%	
																	*		*								*	*	*	
																											*	*	*	
81-90	179	98	81	70	51	58	35	103	41	91	88	57	68	54	115	64	22	157	39	140	116	58	126	53	53	57	35	17	17	
	18%	20%	16%	18%	18%	18%	16%	21%	14%	19%	17%	18%	21%	15%	21%	14%	21%	18%	22%	17%	18%	16%	18%	18%	19%	17%	17%	20%	16%	
																	*		*								*	*	*	
																											*	*	*	
91-100	125	47	77	41	42	41	35	52	37	53	71	44	45	35	60	64	11	113	17	108	76	47	75	50	25	38	33	17	11	
	12%	10%	15%	11%	15%	13%	16%	11%	13%	11%	13%	14%	14%	10%	11%	15%	11%	13%	10%	13%	12%	13%	11%	17%	9%	11%	16%	20%	11%	
																	*		*								VX	VX*	*	
																											*	*	*	
Sigma	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Mean (Incl. 0)	69.8	68	71.6	67.7	72.3	70.2	69	69.9	70.2	68	71.4	71.7	71.3	66.9	68.6	71.3	66.2	70.2	66.5	70.5	68.5	71.8	68.2	73.8	69.2	68.5	71.7	75.2	67.7	
Std. Dev.	22.8	23.1	22.4	24.6	21.1	21.7	23.6	23.5	20.9	25.1	20.4	20	23.4	24.2	23.8	21.4	27.3	22.2	25.3	22.2	24.1	20.4	23.6	20.2	22.4	23.3	21.6	21.2	25	
Std. Err.	0.7	1.1	0.9	2.2	1.2	0.9	1.4	1.1	1.3	1.1	0.9	1.1	1.2	1.4	1	1	2.6	0.7	2	0.8	1	1	0.9	1.1	1.3	1.3	1.6	2	2.4	
Median (Incl. 0)	75	75	80	73.8	80	75	75	80	75	75	75	75	80	75	75	80	75	75	70	75	75	75	75	80	75	75	75	80	75	
Mean (Excl. 0)	70.4	68.8	72	68.9	72.3	70.5	69.7	70.8	70.2	68.9	71.7	71.8	71.9	67.8	69.6	71.4	66.2	70.9	66.5	71.2	69.2	72.2	69	73.8	70.5	68.6	71.7	77.1	68.2	
Std. Dev.	22	22	21.8	23.1	21.1	21.2	22.7	22.3	20.9	24	20	19.7	22.5	23	22.5	21.2	27.3	21.2	25.3	21.1	23.2	19.7	22.5	20.2	20.5	23.1	21.6	17.7	24.4	
Std. Err.	0.7	1.1	0.9	2.1	1.2	0.9	1.4	1	1.3	1	0.9	1.1	1.2	1.3	0.9	1	2.6	0.7	2	0.7	1	1	0.9	1.1	1.2	1.3	1.6	1.7	2.4	
Median (Excl. 0)	75	75	80	75	80	75	75	80	75	75	75	75	80	75	75	80	75	75	70	75	75	75	75	80	75	75	75	80	75	

Global @divisor: PERCIEVED SOCIAL NORMS
Q3A. Out of every 100 people in [...], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent of 12 tablespoons.

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1025	467	558	298	356	371	157	289	480	489	536	216	437	372	582	443	115	910	179	846	694	318	63	73	103	145	-	380	261	
Base: All Respondents (wtd)	1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
0-10	11	5	6	2	3	6	2	1	5	6	5	4	6	1	7	5	1	10	1	10	8	1	2	-	-	-	-	-	8	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	4%	-	-	-	-	-	2%	1%
	11	7	4	4	2	4	2	3	5	8	2	2	6	3	6	5	2	9	4	7	9	2	2	1	*	3	-	3	2	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	*	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	*	2%	-	1%	1%	
21-30	30	14	16	3	10	17	6	10	12	15	15	17	7	6	19	11	2	28	4	26	23	7	3	1	1	1	-	14	10	
	3%	3%	3%	1%	3%	5%	3%	3%	3%	3%	3%	4%	2%	4%	4%	2%	2%	3%	3%	4%	2%	4%	1%	1%	1%	-	-	4%	4%	
31-40	56	33	23	18	13	24	6	17	22	23	33	31	16	9	32	24	8	48	8	48	31	25	1	*	1	9	-	32	13	
	6%	7%	4%	5%	5%	7%	3%	6%	5%	5%	6%	7%	4%	6%	6%	5%	8%	5%	5%	6%	5%	7%	1%	1%	1%	6%	-	8%	5%	
41-50	148	79	69	57	37	54	34	39	62	56	92	77	51	19	88	60	16	132	19	129	87	60	13	9	22	19	-	49	37	
	15%	16%	13%	17%	13%	15%	18%	14%	15%	13%	17%	17%	13%	13%	17%	13%	15%	15%	12%	15%	14%	16%	19%	12%	20%	14%	-	13%	15%	
51-60	96	58	38	26	36	34	16	21	52	42	54	34	46	16	49	47	14	82	20	76	66	26	5	10	15	11	-	29	26	
	10%	12%	7%	8%	12%	9%	8%	7%	12%	9%	10%	7%	12%	10%	9%	10%	13%	9%	13%	9%	11%	7%	8%	14%	14%	8%	-	8%	11%	
61-70	144	66	78	53	50	40	32	44	50	58	86	68	58	19	77	67	14	130	21	123	85	58	7	15	13	24	-	54	31	
	14%	14%	15%	16%	17%	11%	17%	15%	12%	13%	15%	15%	15%	12%	15%	14%	14%	14%	14%	15%	14%	15%	11%	22%	12%	18%	-	14%	13%	
71-80	253	110	143	81	71	101	36	84	107	123	130	118	96	38	120	133	23	230	37	216	149	101	20	15	26	34	-	101	58	
	25%	23%	28%	24%	24%	28%	19%	29%	26%	28%	23%	26%	25%	25%	23%	28%	22%	26%	24%	26%	24%	27%	30%	22%	24%	25%	-	26%	24%	
81-90	154	67	87	62	46	45	35	41	63	70	84	55	66	32	78	76	16	138	23	131	93	59	9	12	20	20	-	57	36	
	15%	14%	17%	18%	16%	12%	19%	14%	15%	16%	15%	12%	17%	21%	15%	16%	15%	15%	15%	15%	16%	14%	17%	18%	15%	15%	-	15%	15%	
91-100	98	45	53	35	24	38	19	29	41	42	55	48	39	11	53	44	8	89	17	80	61	34	4	8	9	14	-	36	27	
	10%	9%	10%	10%	8%	11%	10%	10%	10%	10%	10%	11%	10%	7%	10%	9%	8%	10%	11%	9%	10%	9%	6%	11%	9%	10%	-	9%	11%	
Sigma	1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
Summary																														
Mean (Incl. 0)	68.9	67.2	70.5	70.7	68.9	67.2	69.3	69.5	68.7	69	68.8	68.3	69.5	69	67.8	70.1	67.3	69.1	69.3	68.8	68.5	69.8	66	72.4	71	70	-	67.7	68.9	
Std. Dev.	20.1	20.3	19.8	19.2	19.1	21.5	20.1	19.2	20.1	20.7	19.6	20	20.1	20.2	20.6	19.5	20.3	20.1	20.6	20	20.5	18.7	21.8	16.3	16.7	19.2	-	21.4	20.4	
Std. Err.	0.6	0.9	0.8	1.1	1	1.1	1.6	1.1	0.9	0.9	0.8	1.4	1	1	0.9	0.9	1.9	0.7	1.5	0.7	0.8	1	2.7	1.9	1.6	1.6	-	1.1	1.3	
Median (Incl. 0)	73	70	75	75	70	73.2	70	75	73	75	70	70	75	75	70	75	70	75	74.5	73	70	75	72.3	72.4	75	75	-	72	73.9	
Mean (Excl. 0)	69.1	67.7	70.5	70.7	69.2	67.6	69.3	69.5	68.9	69.4	68.9	68.7	69.7	69	67.9	70.5	67.3	69.3	69.3	69.1	68.6	69.8	66	72.4	71	70	-	68.3	68.9	
Std. Dev.	19.7	19.5	19.8	19.2	18.7	20.9	20.1	19.2	19.8	20.1	19.4	19.5	19.8	20.2	20.4	18.8	20.3	19.6	20.6	19.6	20.3	18.7	21.8	16.3	16.7	19.2	-	20.4	20.4	
Std. Err.	0.6	0.9	0.8	1.1	1	1.1	1.6	1.1	0.9	0.9	0.8	1.3	0.9	1	0.8	0.9	1.9	0.7	1.5	0.7	0.8	1	2.7	1.9	1.6	1.6	-	1.1	1.3	
Median (Excl. 0)	75	70	75	75	70	75	70	75	74	75	70	70	75	75	70	75	70	75	74.5	74.6	70	75	72.3	72.4	75	75	-	73.1	73.9	

Global @dvisor: PERCIEVED SOCIAL NORMS

Q3A. Out of every 100 people in [...], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent of 12 tablespoons.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earning		Business Owner		Senior Executive/Decision		Employment Status		Île de France		NORD OUEST		Region	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	V	W	X	Y	Z
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	1016	453	563	356	322	338	221	486	169	376	640	193	447	376	587	429	30	986	69	947	645	371	172	212	202	183	247
Base: All Respondents (wtd)	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
0-10	34	21	13	6	12	16	8	18	4	13	21	14	12	8	27	6	-	34	-	34	22	12	5	5	4	7	11
	3%	4%	3%	2%	4%	5%	3%	4%	2%	3%	3%	5%	3%	3%	5%	1%	-	3%	-	4%	4%	3%	3%	2%	2%	4%	5%
						C									O			**	*								
11 - 20	57	28	29	13	16	27	16	29	7	17	40	17	29	11	35	22	2	55	5	52	34	23	10	10	15	10	12
	6%	6%	6%	4%	5%	9%	7%	6%	4%	4%	6%	7%	7%	4%	6%	5%	5%	6%	7%	6%	5%	6%	6%	5%	8%	5%	5%
						C									*			*									
21-30	74	37	37	22	23	29	22	33	13	29	45	23	34	18	45	29	3	71	4	71	50	24	20	12	15	14	13
	7%	8%	7%	6%	7%	9%	10%	7%	8%	8%	7%	9%	8%	6%	8%	7%	10%	7%	5%	8%	8%	6%	11%	6%	8%	8%	6%
															**			*					Z				
31-40	80	38	43	28	26	27	18	42	8	33	47	23	35	22	44	36	1	79	5	75	49	32	8	19	16	14	24
	8%	8%	8%	7%	8%	8%	8%	9%	5%	9%	8%	9%	8%	8%	8%	8%	4%	8%	8%	8%	8%	8%	5%	9%	8%	8%	10%
															**			*									V
41-50	183	97	86	69	59	55	37	87	37	72	111	42	94	48	97	86	8	175	10	173	112	71	37	47	26	28	44
	18%	20%	17%	19%	19%	17%	16%	18%	23%	19%	18%	16%	21%	16%	18%	19%	27%	18%	15%	19%	18%	19%	22%	22%	13%	15%	19%
															**			*					X	X			
51-60	139	71	68	42	50	47	26	75	26	67	72	47	55	36	69	70	6	133	11	128	77	62	25	26	29	21	38
	14%	14%	13%	11%	16%	15%	11%	16%	16%	18%	12%	18%	13%	12%	12%	16%	18%	14%	17%	14%	12%	16%	15%	12%	15%	12%	16%
											J				*		**	*									
61-70	173	76	97	76	48	49	36	81	25	58	115	44	64	65	94	79	6	167	11	161	97	75	27	37	36	36	37
	17%	15%	19%	21%	15%	16%	16%	17%	15%	15%	19%	17%	15%	22%	17%	18%	19%	17%	17%	17%	16%	20%	16%	18%	18%	20%	15%
														L		**		*									
71-80	140	70	70	56	44	40	35	59	29	51	89	29	61	50	79	61	-	140	13	128	93	47	22	29	33	26	31
	14%	14%	14%	15%	14%	13%	15%	13%	17%	14%	14%	11%	14%	17%	14%	14%	-	14%	19%	14%	15%	12%	13%	13%	17%	14%	13%
															**			*									
81-90	75	33	42	25	30	20	19	31	11	21	54	19	32	24	42	34	4	71	6	69	51	24	11	18	17	17	13
	8%	7%	8%	7%	10%	6%	8%	7%	7%	6%	9%	7%	7%	8%	8%	8%	13%	7%	9%	7%	8%	6%	6%	9%	8%	9%	5%
															*		**	*									
91-100	44	23	21	32	6	6	13	16	5	16	28	8	23	13	21	23	1	43	1	43	31	14	6	9	7	9	13
	4%	5%	4%	9%	2%	2%	6%	3%	3%	4%	5%	3%	5%	4%	4%	5%	4%	4%	2%	5%	5%	4%	4%	4%	3%	5%	5%
				DE											**			*									
Sigma	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																											
Mean (Incl. 0)	57.8	57	58.7	61.9	57.2	53.7	57.9	56.3	58.6	57.2	58.2	55.1	57.4	60.9	56.4	59.6	58.3	57.8	60.8	57.6	58.2	57.2	56.2	58.8	58.5	58.9	56.8
Std. Dev.	22.4	22.7	22.1	21.8	22.1	22.8	23.5	22.1	20.9	21.6	23	23.1	22.6	21.4	23.4	21	20.3	22.5	20.2	22.6	23	21.6	22.2	21.6	22.6	23.2	22.6
Std. Err.	0.7	1.1	0.9	1.2	1.2	1.2	1.6	1	1.6	1.1	0.9	1.7	1.1	1.1	1	1	3.7	0.7	2.4	0.7	0.9	1.1	1.7	1.5	1.6	1.7	1.4
Median (Incl. 0)	60	60	60	65	60	60	60	60	60	60	60	60	60	65	60	60	60	60	60	60	60	60	60	60	60	60	60
Mean (Excl. 0)	58.1	57.2	58.9	62.1	57.5	53.9	57.9	56.5	59.4	57.6	58.4	55.6	57.4	61.3	56.7	59.8	58.3	58.1	60.8	57.9	58.5	57.4	56.4	59	58.8	58.9	57.1
Std. Dev.	22.2	22.5	21.9	21.6	21.7	22.6	23.5	22	19.9	21.1	22.8	22.5	22.6	20.9	23.1	20.8	20.3	22.2	20.2	22.3	22.7	21.4	21.9	21.4	22.2	23.2	22.2
Std. Err.	0.7	1.1	0.9	1.1	1.2	1.2	1.6	1	1.5	1.1	0.9	1.6	1.1	1.1	1	1	3.7	0.7	2.4	0.7	0.9	1.1	1.7	1.5	1.6	1.7	1.4
Median (Excl. 0)	60	60	60	65	60	60	60	60	60	60	60	60	60	65	60	60	60	60	60	60	60	60	60	60	60	60	60

Global @divisor: PERCEIVED SOCIAL NORMS
Q3A. Out of every 100 people in [...], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent of 12 tablespoons
Proportions/Means - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region V(a&b)	Region VI	Region VII		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
Base: All Respondents (unwtd)		1015	450	565	267	385	363	207	274	416	459	556	40	712	263	651	364	89	926	202	813	754	261	130	130	144	176	137	66	121	111	
Base: All Respondents (wtd)		1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
0-10		36	22	14	11	12	13	6	11	15	18	18	4	22	10	24	12	3	33	6	30	27	9	6	7	8	6	4	1	1	3	
		4%	4%	3%	3%	4%	4%	3%	4%	4%	3%	3%	4%	4%	4%	3%	5%	4%	3%	4%	4%	3%	3%	3%	6%	5%	2%	1%	1%	4%	*	
11 - 20		36	25	12	6	13	18	4	11	19	17	20	13	19	4	30	6	2	34	5	32	26	10	7	3	2	2	13	1	4	4	
		4%	5%	2%	2%	4%	6%	2%	4%	4%	4%	4%	8%	3%	2%	5%	2%	3%	4%	3%	4%	4%	4%	5%	1%	1%	2%	8%	2%	6%	5%	
						C						*				*						*	*	*	*	*	WX*	*	*	*	*	
21-30		58	28	31	18	21	19	15	8	30	28	30	21	28	9	26	32	3	56	16	42	41	18	9	16	5	6	14	4	2	3	
		6%	6%	6%	5%	6%	6%	7%	3%	7%	6%	5%	12%	5%	4%	4%	9%	4%	6%	9%	5%	6%	6%	5%	7%	3%	4%	9%	8%	3%	4%	
												*				N	*					*	*	*	*	*	*	*	*	*	*	
31-40		62	38	24	21	23	18	8	19	26	27	35	15	27	20	38	24	5	57	14	48	52	10	8	7	10	16	12	2	3	4	
		6%	7%	5%	6%	7%	6%	4%	7%	6%	6%	6%	8%	5%	8%	6%	6%	7%	6%	8%	6%	7%	3%	5%	3%	8%	12%	8%	3%	4%	5%	
												*					*					*	*	*	*	*	*	*	*	*	*	
41-50		147	70	78	32	54	61	26	45	57	67	80	33	75	39	101	47	11	136	27	121	106	42	17	37	21	19	23	6	10	14	
		15%	14%	16%	9%	16%	19%	13%	17%	13%	15%	14%	19%	13%	16%	16%	12%	16%	15%	15%	15%	15%	15%	11%	17%	15%	14%	15%	13%	13%	19%	
51-60		107	59	48	41	34	32	15	31	47	50	57	8	71	28	79	28	4	103	19	88	81	26	13	20	12	15	23	5	10	9	
		11%	12%	10%	12%	10%	10%	8%	12%	11%	11%	10%	5%	12%	11%	13%	7%	5%	11%	10%	11%	11%	9%	8%	9%	9%	11%	15%	12%	13%	12%	
												*					*					*	*	*	*	*	*	*	*	*	*	
61-70		131	66	65	51	38	42	32	38	47	53	78	17	81	33	76	55	11	120	28	102	90	40	16	28	17	18	19	8	16	8	
		13%	13%	13%	15%	11%	13%	16%	14%	11%	12%	14%	10%	14%	13%	12%	15%	15%	13%	15%	13%	13%	14%	10%	13%	12%	14%	12%	17%	21%	10%	
												*					*					*	*	*	*	*	*	*	*	*	*	
71-80		185	79	106	67	62	56	44	44	80	69	115	25	111	49	96	89	16	169	32	153	124	60	37	49	26	21	18	5	12	17	
		18%	16%	21%	20%	19%	17%	23%	17%	19%	16%	21%	14%	19%	19%	15%	24%	22%	18%	17%	19%	17%	21%	23%	22%	19%	16%	12%	10%	16%	22%	
												*					N	*				Z*	*	*	*	*	*	*	*	*	*	
81-90		132	67	65	54	39	39	25	31	63	54	78	20	74	38	87	45	7	125	18	114	83	49	22	35	16	18	15	8	10	9	
		13%	13%	13%	16%	12%	13%	12%	15%	12%	14%	11%	13%	15%	14%	12%	10%	14%	10%	14%	12%	17%	14%	16%	12%	13%	10%	17%	12%	12%	12%	
												*					*					*	*	*	*	*	*	*	*	*	*	
91-100		105	54	51	41	39	25	22	22	41	57	48	17	65	23	68	37	11	94	18	88	82	23	25	14	20	13	14	7	8	5	
		11%	11%	10%	12%	11%	8%	11%	8%	10%	13%	9%	10%	11%	9%	11%	10%	15%	10%	10%	11%	12%	8%	16%	7%	14%	9%	9%	15%	10%	6%	
												*					N	*				W*	*	*	*	*	*	*	*	*	*	
Sigma		1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																																
Mean (Incl. 0)		64.3	62.8	65.7	67.7	63.6	61.3	66.5	62.6	63.7	63.9	64.5	58.6	65.5	65.3	63.8	64.9	66.1	64.1	62.2	64.7	63.6	65.8	67.8	65.4	65.5	62.6	58.7	67.8	65.7	62.3	
					E							*				*						Z*	*	*	*	*	*	*	*	*	*	
Std. Dev.		24.4	25.1	23.6	23.7	24.7	24.4	23.5	23.9	24.8	25.4	23.7	26.5	24	23.4	24.6	24.1	25.3	24.3	24.2	24.4	24.7	23.6	25.7	22.5	25.6	24.4	25.4	23.7	22.2	24	
Std. Err.		0.8	1.2	1	1.4	1.3	1.3	1.6	1.4	1.2	1.2	1	4.2	0.9	1.4	1	1.3	2.7	0.8	1.7	0.9	0.9	1.5	2.3	2	2.1	1.8	2.2	2.9	2	2.3	
Median (Incl. 0)		70	65	70	70	65.4	65	70	65	70	69.6	70	58.4	70	70	65	70	70	70	65	70	65	70	77.1	70	70	63.3	60	70	70	63.2	
Mean (Excl. 0)		64.5	63.2	65.9	68.1	63.8	61.5	66.6	62.8	63.9	64.2	64.8	58.6	65.7	65.8	64.1	65.2	66.5	64.4	62.6	65	64	65.8	67.8	65.4	65.5	63.6	59.2	67.8	65.7	62.8	
					E							*				*						Z*	*	*	*	*	*	*	*	*	*	
Std. Dev.		24.1	24.8	23.3	23.2	24.5	24.2	23.3	23.7	24.6	25.1	23.3	26.5	23.7	22.8	24.3	23.8	24.9	24.1	23.8	24.2	24.3	23.6	25.7	22.5	25.6	23.2	24.9	23.7	22.2	23.4	
Std. Err.		0.8	1.2	1	1.4	1.3	1.3	1.6	1.4	1.2	1.2	1	4.2	0.9	1.4	1	1.2	2.7	0.8	1.7	0.8	0.9	1.5	2.3	2	2.1	1.8	2.1	2.9	2	2.2	
Median (Excl. 0)		70	65	70	70	66.1	65	70	65	70	70	70	58.4	70	70	65	70	70	70	65	70	66.2	70	77.1	70	70	65	60	70	70	64.3	

Global @divisor: PERCEIVED SOCIAL NORMS
Q3A. Out of every 100 people in [...], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent of 12 tablespoons.
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Region			
		Male	Female	Under 35	Age 35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGUA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	1018	476	542	349	358	311	147	477	299	460	558	296	217	505	599	419	86	932	150	868	685	333	135	117	169	134	232	145	86
Base: All Respondents (wtd)	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84
0-10	18	15	3	12	4	2	2	8	6	9	9	4	4	9	11	7	5	13	4	14	16	2	4	1	-	-	7	4	2
	2%	3%	1%	3%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	6%	1%	3%	2%	2%	1%	3%	1%	-	-	3%	3%	2%
	B		E														Q*						XY				X	XY	X*
11 - 20	18	9	9	3	6	4	6	7	7	11	7	5	6	10	8	-	-	18	1	17	13	5	3	4	2	1	3	4	1
	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	4%	1%	1%	1%	3%	1%
																	*												*
21-30	26	16	10	8	12	7	5	11	6	16	11	8	8	9	12	14	1	25	3	23	11	15	2	4	3	3	7	3	5
	3%	3%	2%	2%	4%	2%	3%	2%	2%	4%	2%	3%	4%	2%	2%	3%	1%	3%	2%	3%	2%	4%	2%	4%	2%	2%	3%	2%	6%
																	T												*
31-40	38	26	13	14	13	11	6	10	16	13	26	11	9	18	23	16	9	30	10	28	25	13	6	2	7	8	8	6	2
	4%	5%	3%	4%	4%	4%	4%	2%	6%	3%	4%	4%	4%	4%	4%	4%	10%	3%	7%	3%	4%	4%	5%	2%	4%	6%	3%	4%	2%
	B								G								Q*		S										*
41-50	124	66	58	54	37	33	18	57	33	55	69	34	29	60	73	51	12	112	17	107	86	38	13	13	16	21	31	21	8
	12%	13%	12%	14%	11%	12%	12%	12%	11%	13%	12%	12%	13%	12%	13%	12%	14%	12%	12%	12%	13%	11%	10%	12%	10%	16%	13%	15%	10%
																	*												*
51-60	127	70	57	49	39	39	15	57	43	55	73	35	27	66	79	48	11	116	19	109	85	42	21	17	21	14	29	20	7
	13%	14%	11%	12%	12%	14%	11%	12%	15%	13%	13%	12%	12%	13%	14%	11%	14%	13%	13%	13%	13%	12%	15%	15%	13%	10%	13%	14%	8%
																	*												*
61-70	140	69	71	54	49	37	21	61	45	54	87	40	28	73	78	62	8	132	16	124	85	55	16	21	26	20	32	12	13
	14%	14%	14%	14%	15%	13%	15%	13%	15%	13%	15%	14%	12%	15%	14%	15%	10%	14%	12%	14%	13%	16%	12%	19%	16%	15%	14%	9%	15%
																	*												*
71-80	250	111	139	90	78	82	32	126	70	115	135	69	55	126	144	106	20	230	38	212	167	83	38	23	48	27	59	30	27
	25%	22%	28%	23%	24%	29%	22%	27%	24%	27%	24%	24%	25%	26%	25%	25%	25%	25%	27%	25%	25%	25%	28%	20%	29%	20%	25%	21%	32%
			A														*												*
81-90	158	68	90	67	53	38	28	79	40	64	94	47	38	74	83	76	10	148	20	138	107	51	19	19	24	22	36	23	15
	16%	14%	18%	17%	16%	13%	20%	17%	13%	15%	17%	16%	17%	15%	14%	18%	12%	16%	14%	16%	16%	15%	14%	17%	15%	17%	16%	17%	17%
																	*												*
91-100	99	48	51	35	35	29	13	53	28	42	57	35	18	45	63	36	6	93	14	85	67	32	11	10	17	18	21	18	5
	10%	10%	10%	9%	11%	10%	9%	11%	9%	10%	10%	12%	8%	9%	11%	9%	8%	10%	10%	10%	10%	9%	8%	9%	10%	13%	9%	12%	6%
																	*												*
Sigma	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																													
Mean (Incl. 0)	69.2	66.5	71.9	68.1	70.2	69.6	68.7	70.9	68	68.6	69.6	69.5	68	69.6	69.2	69.3	63.9	69.7	68.1	69.4	69.3	69	68.2	68.5	70.9	70.9	68.6	68.3	69.3
Std. Dev.	20.7	22.1	18.8	21.8	20.1	19.7	21.8	20	20.8	21.2	20.3	21.3	21.6	19.9	20.7	20.6	23.5	20.3	21.7	20.5	21	20	21.5	20.6	17.8	19.3	21.6	22.4	21.2
Std. Err.	0.6	1	0.8	1.2	1.1	1.1	1.8	0.9	1.2	1	0.9	1.2	1.5	0.9	0.8	1	2.5	0.7	1.8	0.7	0.8	1.1	1.9	1.9	1.4	1.7	1.4	1.9	2.3
Median (Incl. 0)	75	70	75	70	75	75	75	75	70	75	75	75	75	75	75	75	67	75	75	75	75	70	75	70	75	73.2	70	75	75
Mean (Excl. 0)	69.5	67.1	71.9	68.5	70.4	69.8	69.2	71.2	68	69.1	69.8	70.3	68.3	69.6	69.7	69.3	64.7	69.9	68.6	69.7	69.6	69.3	68.7	68.5	70.9	70.9	69.2	68.8	69.3
Std. Dev.	20.2	21.3	18.8	21.3	19.7	19.3	21	19.5	20.8	20.4	20.1	20.1	21.2	19.9	19.9	20.6	22.5	20	21	20.1	20.5	19.6	20.8	20.6	17.8	19.3	20.7	21.7	21.2
Std. Err.	0.6	1	0.8	1.1	1	1.1	1.7	0.9	1.2	1	0.9	1.2	1.4	0.9	0.8	1	2.4	0.7	1.7	0.7	0.8	1.1	1.8	1.9	1.4	1.7	1.4	1.8	2.3
Median (Excl. 0)	75	70	75	70	75	75	75	75	70	75	75	75	73.2	75	75	75	68.4	75	75	75	75	70	75	70	75	73.2	75	75	75

Global @dvisor: PERCIEVED SOCIAL NORMS
Q3A. Out of every 100 people in [...], how many do you think eat more sugar than the recommended daily limit? The recommended daily limit is 50g of sugar, which is the equivalent of 12 tablespoons
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																									
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	1016	477	539	284	307	425	133	458	425	580	436	355	363	298	580	436	118	898	184	832	631	370	192	231	378	215	
Base: All Respondents (wtd)	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230	
0-10	33	22	11	19	9	6	9	13	12	15	19	21	3	9	25	8	5	28	5	28	17	16	5	7	17	5	
	3%	5%	2%	5%	3%	2%	5%	3%	3%	3%	4%	5%	1%	3%	5%	2%	4%	3%	3%	3%	4%	3%	3%	5%	5%	2%	
				E								L			O		*										
11 - 20	15	11	3	7	5	2	2	5	8	8	6	2	5	8	10	4	7	8	8	7	12	3	2	8	2	2	
	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	*	2%	3%	2%	1%	5%	1%	4%	1%	2%	1%	1%	4%	1%	1%	
		B										K			K		Q*		5		X						
21-30	42	30	11	12	16	14	4	18	20	33	9	22	10	10	32	9	13	29	21	21	36	5	11	3	15	12	
	4%	6%	2%	3%	5%	4%	3%	4%	5%	6%	2%	5%	4%	3%	6%	2%	10%	3%	11%	3%	6%	1%	6%	1%	4%	5%	
		B								J					O		Q*		5		U		W			W	
31-40	37	19	18	13	12	13	5	15	17	20	17	17	8	13	20	17	3	34	7	30	24	10	8	6	12	10	
	4%	4%	4%	3%	4%	4%	3%	4%	4%	4%	4%	4%	3%	5%	4%	4%	2%	4%	3%	4%	4%	3%	5%	3%	3%	5%	
																	*										
41-50	133	68	64	40	43	50	35	52	45	73	60	71	27	35	78	55	23	110	32	101	85	44	20	35	50	29	
	13%	14%	13%	11%	15%	15%	22%	13%	11%	14%	13%	15%	11%	12%	14%	12%	18%	13%	16%	13%	14%	12%	11%	16%	13%	13%	
							GH										*										
51-60	98	58	40	34	27	38	16	41	41	55	43	44	25	29	53	46	13	85	22	76	61	35	14	21	41	22	
	10%	12%	8%	9%	9%	11%	10%	10%	10%	11%	9%	10%	10%	10%	9%	10%	10%	10%	11%	9%	10%	9%	8%	9%	11%	10%	
																	*										
61-70	98	43	55	34	27	37	12	42	44	50	47	38	31	29	53	44	10	87	11	87	67	31	21	25	33	18	
	10%	9%	11%	9%	9%	11%	8%	10%	10%	10%	10%	8%	12%	10%	10%	10%	8%	10%	6%	11%	11%	8%	12%	11%	9%	8%	
																	*										
71-80	247	110	136	79	74	94	37	107	103	126	121	114	62	71	123	124	19	228	39	207	143	102	47	56	94	51	
	25%	22%	27%	22%	25%	27%	23%	25%	25%	24%	26%	25%	24%	25%	22%	28%	15%	26%	20%	26%	24%	27%	26%	25%	25%	22%	
																	*										
81-90	171	69	102	77	41	53	15	65	91	84	87	74	50	47	88	83	17	154	29	142	100	70	31	37	50	53	
	17%	14%	20%	21%	14%	15%	9%	15%	22%	16%	18%	16%	20%	17%	16%	19%	13%	18%	15%	18%	16%	19%	17%	17%	14%	23%	
			A	D					FG								*									X	
91-100	127	63	64	51	40	35	26	62	39	63	64	61	34	32	73	54	17	109	20	107	63	57	23	22	54	28	
	13%	13%	13%	14%	14%	10%	16%	15%	9%	12%	13%	13%	13%	11%	13%	12%	14%	13%	10%	13%	10%	15%	13%	10%	15%	12%	
							H		H								*										
Sigma	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																											
Mean (Incl. 0)	68.5	65.3	71.7	69	67.6	68.9	66.5	69.2	68.7	67.3	69.9	67.6	71.1	67.7	66.4	71.2	62.1	69.5	62.9	69.9	66.7	71.5	69	67.5	68.1	69.8	
			A												N		*				T						
Std. Dev.	23.3	25.3	20.8	25.3	23.5	20.8	24.9	23.3	22.7	23.2	23.4	24.3	21.3	23.4	25.1	20.6	26.8	22.6	25.5	22.6	23.3	22.9	23	22.8	24.1	22.8	
Std. Err.	0.7	1.2	0.9	1.5	1.3	1	2.2	1.1	1.1	1	1.1	1.3	1.1	1.4	1	1	2.5	0.8	1.9	0.8	0.9	1.2	1.7	1.5	1.2	1.6	
Median (Incl. 0)	75	70	75	75	75	75	70	75	75	75	75	75	75	75	75	75	60.7	75	66	75	73	79.1	75	75	75	75	
Mean (Excl. 0)	69.1	65.9	72.3	70.3	67.9	69	67.7	70.1	68.7	67.3	71.1	68.6	71.2	68	67.1	71.6	62.1	70.1	62.9	70.6	67.1	72.6	69	68.9	68.6	70.1	
			A												N		*				T						
Std. Dev.	22.5	24.6	19.8	23.7	23.1	20.7	23.4	22.1	22.7	23.2	21.6	23	21.1	23.1	24.3	19.9	26.8	21.7	25.5	21.5	22.9	21.4	23	20.8	23.5	22.3	
Std. Err.	0.7	1.1	0.9	1.4	1.3	1	2	1	1.1	1	1	1.2	1.1	1.3	1	1	2.5	0.7	1.9	0.7	0.9	1.1	1.7	1.4	1.2	1.5	
Median (Excl. 0)	75	70	75	75	75	75	70	75	75	75	75	75	75	75	75	75	60.7	75	66	75	74.2	80	75	75	75	75	

Global @dvisor: PERCIEVED SOCIAL NORMS
Q3B. To what extent do you agree or disagree with the following statement:I eat more sugar than the recommended daily limit
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	6100	2753	3347	1680	2027	2393	1134	2475	2039	2911	3189	1438	2540	2122	3571	2529	551	5549	945	5155	3995	2055
Base: All Respondents (wtd)	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
Strongly agree	747	339	408	366	229	153	159	288	264	302	445	269	269	210	398	349	84	664	132	616	473	270
	12%	11%	14%	17%	12%	8%	14%	12%	13%	11%	13%	14%	12%	11%	12%	13%	16%	12%	14%	12%	12%	13%
			A	DE	E						I						Q					
Agree	1681	818	863	734	527	420	299	678	603	721	960	534	619	528	935	746	159	1522	289	1392	1102	572
	28%	27%	29%	33%	29%	22%	26%	28%	30%	27%	29%	27%	28%	29%	27%	29%	30%	28%	32%	27%	29%	27%
				DE	E														S			
Neither agree nor disagree	1394	779	615	490	457	447	285	578	388	628	766	486	517	391	800	594	109	1285	173	1221	901	471
	23%	26%	20%	22%	25%	23%	25%	24%	19%	23%	23%	25%	23%	21%	24%	23%	21%	23%	19%	24%	23%	22%
			B				H	H				M							R			
Disagree	1310	602	708	415	400	495	210	522	474	625	685	383	463	464	753	557	105	1206	199	1111	848	453
	22%	20%	23%	19%	22%	25%	18%	22%	24%	23%	21%	20%	21%	25%	22%	21%	20%	22%	22%	22%	22%	21%
				A			CD	F	F	J				KL								
Strongly disagree	868	438	430	199	230	439	189	326	284	412	455	286	340	241	512	355	66	802	117	751	513	348
	14%	15%	14%	9%	12%	22%	17%	14%	14%	15%	14%	15%	15%	13%	15%	14%	13%	15%	13%	15%	13%	16%
				C	CD	G															T	
Sigma	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/ Agree)	2428	1157	1271	1099	755	573	458	966	867	1023	1405	803	888	738	1333	1095	242	2186	421	2007	1575	842
	40%	39%	42%	50%	41%	29%	40%	40%	43%	38%	42%	41%	40%	40%	39%	42%	46%	40%	46%	39%	41%	40%
			A	DE	E						I						Q		S			
Low2Box (Disagree/ Strongly disagree)	2178	1039	1138	614	630	934	399	848	758	1037	1141	669	803	705	1266	912	171	2007	316	1861	1361	801
	36%	35%	38%	28%	34%	48%	35%	35%	38%	39%	34%	34%	36%	38%	37%	35%	33%	37%	35%	37%	35%	38%
				C	CD					J				K								

Global @dvisor: PERCIEVED SOCIAL NORMS

Q3B. To what extent do you agree or disagree with the following statement:I eat more sugar than the recommended daily limit

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Australia	Canada	France	Germany	Great Britain	United States
		A	B	C	D	E	F
Base: All Respondents (unwtd)	6100	1010	1025	1016	1015	1018	1016
Base: All Respondents (wtd)	6000	1000	1000	1000	1000	1000	1000
Strongly agree	747	125	135	93	102	124	167
	12%	13%	14%	9%	10%	12%	17%
			C			C	ACDE
Agree	1681	319	291	187	242	312	330
	28%	32%	29%	19%	24%	31%	33%
		CD	C		C	CD	CD
Neither agree nor disagree	1394	219	227	249	294	218	188
	23%	22%	23%	25%	29%	22%	19%
				F	ABEF		
Disagree	1310	220	211	222	223	232	203
	22%	22%	21%	22%	22%	23%	20%
Strongly disagree	868	117	136	249	139	114	112
	14%	12%	14%	25%	14%	11%	11%
				ABDEF			
Sigma	6000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%
Summary							
Top2Box (Strongly agree/ Agree)	2428	444	426	280	345	436	497
	40%	44%	43%	28%	34%	44%	50%
		CD	CD		C	CD	BCDE
Low2Box (Disagree/ Strongly disagree)	2178	337	347	470	362	346	315
	36%	34%	35%	47%	36%	35%	32%
				ABDEF			

Global @dvisor: PERCIEVED SOCIAL NORMS

Q3B. To what extent do you agree or disagree with the following statement:I eat more sugar than the recommended daily limit

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	6100	2041	-	3049	1010	5090	-	-
Base: All Respondents (wtd)	6000	2000	-	3000	1000	5000	-	-
Strongly agree	747	302	-	320	125	622	-	-
	12%	15%	-	11%	13%	12%	-	-
		CE				C		
Agree	1681	621	-	741	319	1362	-	-
	28%	31%	-	25%	32%	27%	-	-
		CE			CE	C		
Neither agree nor disagree	1394	414	-	761	219	1175	-	-
	23%	21%	-	25%	22%	24%	-	-
				A		A		
Disagree	1310	414	-	676	220	1090	-	-
	22%	21%	-	23%	22%	22%	-	-
Strongly disagree	868	249	-	502	117	750	-	-
	14%	12%	-	17%	12%	15%	-	-
				AD		A		
Sigma	6000	2000	-	3000	1000	5000	-	-
	100%	100%	-	100%	100%	100%	-	-
Summary								
Top2Box (Strongly agree/ Agree)	2428	923	-	1061	444	1984	-	-
	40%	46%	-	35%	44%	40%	-	-
		CE			CE	C		
Low2Box (Disagree/ Strongly disagree)	2178	662	-	1178	337	1840	-	-
	36%	33%	-	39%	34%	37%	-	-
				AD		A		

Global @divisor: PERCEIVED SOCIAL NORMS
Q38. To what extent do you agree or disagree with the following statement:I eat more sugar than the recommended daily limit
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	Region				
		Male	Female	Under 35	Age 35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed				NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1010	430	580	126	299	585	269	491	250	547	463	338	364	308	572	438	113	897	161	849	586	402	660	350	287	313	191	113	106	
	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	Strongly agree	125	39	87	71	31	23	28	51	45	46	79	55	35	35	51	74	9	116	17	108	69	54	91	34	35	41	19	9	21
Agree	13%	8%	17%	18%	11%	7%	13%	11%	16%	10%	15%	18%	11%	10%	9%	17%	9%	13%	10%	13%	11%	15%	13%	12%	13%	12%	10%	11%	20%	
		A	E									M			N	*		*		*								*	*	
	319	142	177	154	86	78	80	154	85	122	197	97	118	104	169	149	33	286	58	261	196	116	220	98	85	128	60	35	12	
Neither agree nor disagree	32%	29%	35%	39%	30%	24%	36%	32%	29%	26%	37%	31%	36%	28%	30%	34%	31%	32%	34%	32%	31%	33%	31%	34%	31%	38%	30%	41%	11%	
		E										b			b	b	b	b	b	b	b	b	b	b	b	b	b	b*		
	219	133	86	77	74	68	50	123	46	113	106	56	75	87	125	94	24	195	32	187	146	68	145	74	63	56	47	19	33	
Disagree	22%	27%	17%	20%	26%	21%	22%	25%	16%	24%	20%	18%	23%	24%	22%	21%	23%	22%	18%	23%	23%	19%	20%	25%	23%	17%	24%	23%	31%	
		B							H							*		*		*			Y			*	Y*			
	220	117	102	69	65	85	34	109	76	128	91	69	50	101	144	76	22	198	41	178	145	72	164	55	64	72	50	13	20	
Strongly disagree	22%	24%	20%	18%	23%	27%	15%	23%	26%	27%	17%	22%	15%	28%	26%	17%	21%	22%	24%	22%	23%	20%	23%	19%	24%	21%	25%	16%	19%	
					C			F		J					O		*		*		*						*	*		
	117	65	53	23	28	67	30	48	40	61	56	30	50	37	70	48	18	99	24	93	70	46	87	31	26	39	25	8	19	
Sigma	12%	13%	10%	6%	10%	21%	13%	10%	14%	13%	11%	10%	15%	10%	12%	11%	17%	11%	14%	11%	11%	13%	12%	11%	10%	12%	10%	18%		
					CD											*		*		*							*	*		
	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Top2Box (Strongly agree/ Agree)	444	180	264	225	117	101	109	205	130	167	276	152	153	139	221	223	42	402	75	368	266	171	311	133	119	169	79	43	33	
	44%	36%	52%	57%	41%	32%	49%	42%	44%	36%	52%	49%	47%	38%	39%	51%	39%	45%	44%	45%	42%	48%	44%	45%	44%	50%	39%	52%	31%	
		A	DE	E						I	M				N	*		*		*						b	b*	*		
Low2Box (Disagree/ Strongly disagree)	337	182	155	92	93	153	64	157	116	190	148	100	100	138	213	124	40	297	66	272	215	118	251	86	90	111	75	21	40	
	34%	37%	31%	23%	33%	47%	29%	32%	40%	40%	28%	32%	30%	38%	38%	28%	38%	33%	38%	33%	34%	33%	36%	29%	33%	33%	37%	26%	38%	
					CD					J					O		*		*		*						*	*		

Global @divisor: PERCIEVED SOCIAL NORMS
Q38. To what extent do you agree or disagree with the following statement: I eat more sugar than the recommended daily limit
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)		467	558	298	356	371	157	289	480	489	536	216	437	372	582	443	115	910	179	846	694	318	63	73	103	145	-	380	261	
Base: All Respondents (wtd)		485	515	342	293	365	188	289	419	443	557	454	392	354	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
Strongly agree		135	68	67	52	47	31	34	44	52	80	65	52	19	70	66	19	116	15	121	86	47	5	8	18	17	-	52	35	
		14%	14%	13%	17%	16%	9%	18%	15%	13%	12%	14%	14%	13%	12%	13%	14%	19%	13%	10%	14%	14%	13%	8%	12%	17%	13%	-	14%	15%
					E	E											*					*	*	*	*					
Agree		291	144	147	121	101	69	40	82	138	121	170	126	117	47	155	135	35	256	56	235	196	94	25	25	33	39	-	98	71
		29%	30%	29%	35%	34%	19%	21%	28%	33%	27%	30%	28%	30%	30%	29%	29%	33%	29%	36%	28%	32%	25%	39%	35%	31%	29%	-	25%	30%
					E	E			F	F							*				*	*	*	*	*					
Neither agree nor disagree		227	128	99	78	61	88	48	80	71	100	127	106	86	35	128	99	26	201	33	194	138	79	18	13	21	34	-	81	60
		23%	26%	19%	23%	21%	24%	25%	28%	17%	23%	23%	23%	22%	23%	24%	21%	24%	22%	22%	23%	23%	21%	27%	18%	19%	26%	-	21%	25%
			B				H	H									*					*	*	*	*					
Disagree		211	79	132	58	54	98	36	58	89	100	111	84	92	35	108	102	20	191	31	179	125	85	14	16	24	29	-	91	37
		21%	16%	26%	17%	18%	27%	19%	20%	21%	23%	20%	19%	23%	23%	21%	22%	19%	21%	21%	20%	23%	21%	23%	23%	22%	-	24%	15%	
			A				CD										*					*	*	*	*			b		
Strongly disagree		136	66	70	28	30	78	30	25	68	67	70	73	45	18	67	69	5	131	18	118	66	68	3	9	10	15	-	62	37
		14%	14%	14%	8%	10%	21%	16%	9%	16%	15%	12%	16%	12%	12%	13%	15%	5%	15%	12%	14%	11%	18%	5%	12%	10%	11%	-	16%	15%
							CD	G		G							*	P				T	*	*	*	*		V		
Sigma		1000	485	515	342	293	365	188	289	419	443	557	454	392	354	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Summary																														
Top2Box (Strongly agree/ Agree)		426	212	214	178	147	101	74	126	191	176	250	191	169	65	225	201	54	372	70	356	283	142	31	33	51	56	-	150	106
		43%	44%	42%	52%	50%	28%	39%	43%	46%	40%	45%	42%	43%	42%	43%	43%	52%	42%	46%	42%	46%	38%	47%	47%	48%	42%	-	39%	44%
					E	E											*				U									
Low2Box (Disagree/ Strongly disagree)		347	145	202	87	84	176	67	83	157	167	181	157	137	53	176	172	25	322	49	298	191	153	17	25	35	44	-	153	74
		35%	30%	39%	25%	29%	48%	35%	29%	38%	38%	32%	35%	35%	35%	33%	36%	24%	36%	32%	35%	31%	41%	26%	35%	33%	33%	-	40%	31%
				A			CD			G							*	P			T	*	*	*	*	*				

Global @divisor: PERCIEVED SOCIAL NORMS
Q3B. To what extent do you agree or disagree with the following statement:I eat more sugar than the recommended daily limit
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	Region NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd) Base: All Respondents (wtd) Strongly agree																											
	1016	453	563	356	322	338	221	486	169	376	640	193	447	376	587	429	30	986	69	947	645	371	172	212	202	183	247
	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	93	38	55	42	32	19	26	45	12	34	59	25	38	31	48	45	6	88	13	80	63	31	12	23	25	21	13
Agree	9%	8%	11%	11%	10%	6%	11%	10%	8%	9%	10%	9%	9%	11%	9%	10%	19%	9%	20%	9%	10%	8%	7%	11%	13%	11%	5%
	187	110	77	85	60	41	42	80	37	64	123	39	83	65	100	87	4	182	19	168	132	55	33	46	32	37	39
	19%	22%	15%	23%	19%	13%	18%	17%	22%	17%	20%	15%	19%	22%	18%	19%	15%	19%	30%	18%	21%	14%	19%	22%	16%	20%	16%
		B		E		E								K			**		S*		U						
Neither agree nor disagree	249	128	121	93	87	69	61	115	33	85	164	81	101	67	138	112	11	238	13	237	152	97	36	57	55	44	58
	25%	26%	24%	25%	28%	22%	26%	24%	20%	23%	26%	30%	23%	23%	25%	25%	38%	25%	19%	25%	25%	25%	21%	27%	28%	24%	25%
Disagree																	**		*								
	222	105	117	80	62	80	43	111	42	86	136	57	95	70	114	108	5	216	10	212	125	96	40	41	43	36	61
Strongly disagree	22%	21%	23%	22%	20%	25%	19%	23%	26%	23%	22%	21%	22%	24%	21%	24%	17%	22%	16%	23%	20%	25%	23%	19%	22%	20%	26%
	249	113	136	68	71	109	59	121	39	109	139	65	121	62	155	94	3	245	10	239	143	106	51	46	42	45	65
	25%	23%	27%	18%	23%	34%	26%	26%	24%	29%	22%	24%	28%	21%	28%	21%	11%	25%	15%	26%	23%	27%	30%	22%	21%	25%	28%
						CD					J			M		O		**		*							
Sigma	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																											
Top2Box (Strongly agree/ Agree)	280	148	132	128	93	60	68	125	49	98	183	64	121	96	149	131	10	270	32	248	195	86	45	68	57	58	52
	28%	30%	26%	35%	30%	19%	29%	26%	30%	26%	29%	24%	28%	33%	27%	30%	33%	28%	50%	27%	32%	22%	26%	32%	29%	32%	22%
Low2Box (Disagree/ Strongly disagree)				E		E								K			**		S*		U		Z		Z		
	470	218	253	148	134	189	102	231	82	195	275	122	217	132	269	202	9	462	20	450	268	202	90	87	84	81	126
	47%	44%	50%	40%	43%	59%	44%	49%	50%	52%	44%	46%	49%	45%	48%	45%	28%	48%	31%	48%	44%	52%	53%	41%	43%	44%	54%
						CD				J							**		*		T		W				WX

Global @divisor: PERCEIVED SOCIAL NORMS
Q38. To what extent do you agree or disagree with the following statement: I eat more sugar than the recommended daily limit
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region V(a&b)	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unrtd)	1015	450	565	267	385	363	207	274	416	459	556	40	712	263	651	364	89	926	202	813	754	261	130	130	144	176	137	66	121	111	
Base: All Respondents (wtd)	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
Strongly agree	102	60	43	46	36	20	16	23	48	44	59	18	63	22	63	39	6	96	19	83	68	34	15	31	13	7	16	8	8	2	
	10%	12%	9%	14%	11%	6%	8%	9%	11%	10%	10%	10%	11%	9%	10%	10%	9%	10%	11%	10%	10%	12%	10%	14%	10%	6%	10%	18%	11%	3%	
Agree	242	118	125	96	78	68	55	61	103	105	137	24	148	70	154	89	15	228	41	201	163	79	41	60	34	29	34	10	14	20	
	24%	23%	25%	28%	23%	21%	28%	23%	24%	24%	25%	14%	26%	28%	25%	24%	20%	25%	23%	25%	23%	28%	26%	28%	25%	22%	22%	23%	17%	26%	
												*					*					*	*	*	*	*	*	Ye+	c+	*	
Neither agree nor disagree	294	162	131	91	103	100	58	81	109	141	152	81	154	59	175	119	17	276	46	247	210	84	52	51	37	49	40	13	26	26	
	29%	32%	27%	27%	31%	31%	30%	31%	26%	32%	27%	47%	27%	23%	28%	32%	24%	30%	25%	30%	29%	29%	33%	24%	27%	37%	25%	28%	34%	35%	
Disagree	223	100	122	78	73	71	39	65	98	83	140	28	126	69	145	77	20	203	52	171	169	54	35	46	29	30	36	10	20	16	
	22%	20%	25%	23%	22%	22%	20%	25%	23%	19%	25%	16%	22%	27%	23%	21%	27%	22%	28%	21%	24%	19%	22%	21%	21%	22%	23%	21%	26%	22%	
												*					*					*	*	*	*	*	*	*	*	*	
Strongly disagree	139	67	72	30	46	63	28	29	66	68	71	24	82	33	87	52	14	125	25	114	104	35	16	28	23	18	29	4	9	11	
	14%	13%	15%	9%	14%	20%	14%	11%	16%	15%	13%	14%	14%	13%	14%	14%	20%	13%	13%	14%	15%	12%	10%	13%	17%	14%	19%	10%	12%	14%	
												*					*					*	*	*	*	*	*	*	*	*	
Sigma	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																															
Top2box (Strongly agree/ Agree)	345	177	167	142	113	89	71	84	152	149	196	41	211	92	217	128	21	324	61	284	231	113	56	91	48	36	51	18	22	22	
	34%	35%	34%	42%	34%	28%	36%	32%	36%	34%	35%	24%	37%	37%	35%	34%	29%	35%	33%	35%	32%	40%	35%	42%	35%	27%	32%	41%	28%	29%	
												*					*					*	*	*	*	*	*	*	*	*	
Low2box (Disagree/ Strongly disagree)	362	167	194	108	120	134	67	94	164	151	211	52	208	102	233	129	34	328	76	285	272	89	51	75	52	48	66	14	29	27	
	36%	33%	39%	32%	36%	42%	34%	36%	39%	34%	38%	30%	36%	40%	37%	34%	47%	35%	42%	35%	38%	31%	32%	34%	38%	36%	42%	31%	38%	36%	
												*					Q*					*	*	*	*	*	*	*	*	*	

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Global @divisor: PERCEIVED SOCIAL NORMS
Q38. To what extent do you agree or disagree with the following statement: I eat more sugar than the recommended daily limit
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Great Britain																												
	Great Britain Total	Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	Age 35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1018	476	542	349	358	311	147	477	299	460	558	296	217	505	599	419	86	932	150	868	685	333	135	117	169	134	232	145	86	
Base: All Respondents (wtd)	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84	
Strongly agree	124	54	70	70	30	25	20	58	38	44	81	37	28	60	68	56	10	114	22	102	82	42	18	13	20	22	33	13	5	
	12%	11%	14%	18%	9%	9%	14%	12%	13%	10%	14%	13%	12%	12%	12%	13%	12%	12%	16%	12%	12%	12%	13%	11%	12%	17%	14%	9%	6%	
		DE																*												
Agree	312	147	165	139	105	68	37	158	99	129	183	100	65	147	172	140	25	287	36	276	212	100	47	33	57	38	71	39	28	
	31%	29%	33%	35%	33%	24%	26%	34%	34%	30%	32%	34%	29%	30%	30%	33%	31%	31%	25%	32%	32%	30%	35%	29%	35%	28%	31%	28%	34%	
		E															*												*	
Neither agree nor disagree	218	122	96	82	82	54	34	102	52	92	126	62	57	99	134	84	13	205	31	187	145	73	29	26	35	26	50	34	17	
	22%	24%	19%	21%	25%	19%	24%	22%	18%	21%	22%	21%	26%	20%	23%	20%	16%	22%	22%	22%	22%	22%	22%	23%	21%	20%	21%	24%	21%	
		B															*												*	
Disagree	232	111	121	75	80	77	31	89	80	116	116	54	54	124	129	103	19	213	33	199	155	77	27	29	37	33	52	32	21	
	23%	22%	24%	19%	25%	27%	22%	19%	27%	27%	20%	19%	24%	25%	22%	24%	23%	23%	23%	23%	23%	23%	20%	26%	23%	25%	22%	23%	25%	
		C															*												*	
Strongly disagree	114	65	49	27	26	61	20	60	24	48	66	38	18	58	72	41	15	98	20	94	68	45	13	12	14	13	26	22	12	
	11%	13%	10%	7%	8%	21%	14%	13%	8%	11%	12%	13%	8%	12%	13%	10%	18%	11%	14%	11%	10%	13%	10%	11%	9%	10%	11%	16%	15%	
		CD																												
Sigma	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Top2Box (Strongly agree/ Agree)	436	201	235	209	135	92	58	217	138	173	263	137	93	207	240	196	35	401	59	378	295	142	65	46	77	60	104	51	33	
	44%	40%	47%	53%	42%	32%	40%	46%	47%	40%	46%	47%	42%	42%	42%	46%	43%	44%	41%	44%	44%	42%	48%	41%	47%	45%	45%	37%	40%	
		A															*												*	
Low2Box (Disagree/ Strongly disagree)	346	175	170	102	106	138	52	149	104	163	182	92	72	181	202	144	34	312	53	293	223	122	40	41	51	46	79	55	33	
	35%	35%	34%	26%	33%	48%	36%	32%	36%	38%	32%	32%	33%	37%	35%	34%	41%	34%	37%	34%	34%	36%	30%	36%	31%	35%	34%	39%	40%	
					C	CD				J							*											*		

Global @dvisor: PERCIEVED SOCIAL NORMS
Q3B. To what extent do you agree or disagree with the following statement:I eat more sugar than the recommended daily limit
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States	United States																								
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1016	477	539	284	307	425	133	458	425	580	436	355	363	298	580	436	118	898	184	832	631	370	192	231	378	215
	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230
	Base: All Respondents (wtd)	167	80	87	79	53	34	66	67	80	53	79	37	33	45	37	33	133	45	122	104	61	31	32	59	45
Strongly agree	17%	16%	17%	22%	18%	10%	21%	16%	16%	15%	18%	15%	21%	15%	17%	16%	26%	15%	23%	15%	17%	16%	17%	14%	16%	19%
				E	E								K				Q*		S							
	Agree	330	158	172	138	97	95	45	144	141	181	150	148	87	95	184	146	47	283	79	252	202	127	50	75	120
Neither agree nor disagree	33%	32%	34%	38%	33%	28%	28%	34%	34%	34%	32%	32%	34%	34%	33%	33%	37%	32%	41%	31%	33%	34%	28%	34%	33%	37%
				E													*		S							
	188	105	82	70	50	67	35	76	76	97	91	100	44	44	101	87	17	170	19	169	110	69	35	45	69	39
Disagree	19%	21%	16%	19%	17%	20%	22%	18%	18%	18%	19%	21%	17%	16%	18%	19%	14%	19%	10%	21%	18%	18%	19%	20%	19%	17%
																	*		R							
	203	89	114	54	65	83	26	89	88	112	91	90	46	66	113	90	20	183	31	172	128	69	45	45	76	37
Strongly disagree	20%	18%	22%	15%	22%	24%	16%	21%	21%	21%	19%	19%	18%	24%	20%	20%	15%	21%	16%	21%	21%	18%	25%	21%	21%	16%
					C	C											*						Y			
	112	62	50	23	28	61	22	44	47	59	53	57	23	32	61	51	9	103	20	92	62	47	21	23	43	25
Sigma	11%	13%	10%	6%	9%	18%	13%	10%	11%	11%	11%	12%	9%	11%	11%	12%	7%	12%	10%	11%	10%	13%	12%	10%	12%	11%
					CD												*									
	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly agree/ Agree)	497	238	259	217	150	130	80	210	208	260	237	218	141	138	281	216	81	417	123	374	307	189	81	106	180	130
	50%	48%	51%	60%	51%	38%	49%	50%	50%	49%	50%	47%	55%	49%	51%	49%	64%	48%	64%	46%	50%	50%	45%	48%	49%	56%
				E	E								K				Q*		S							V
Low2Box (Disagree/ Strongly disagree)	315	151	164	78	93	144	47	133	135	171	144	147	69	99	174	142	29	286	52	264	191	116	66	68	119	62
	32%	31%	32%	21%	32%	42%	29%	32%	32%	32%	31%	32%	27%	35%	31%	32%	23%	33%	27%	33%	31%	31%	36%	31%	32%	27%
					C	CD								L			*	P								

Global @dvisor: PERCIEVED SOCIAL NORMS
Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	6100	2753	3347	1680	2027	2393	1134	2475	2039	2911	3189	1438	2540	2122	3571	2529	551	5549	945	5155	3995	2055
Base: All Respondents (wtd)	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
0-10	465	270	195	129	156	180	100	171	156	235	230	161	176	128	283	182	54	411	80	385	302	156
	8%	9%	6%	6%	8%	9%	9%	7%	8%	9%	7%	8%	8%	7%	8%	7%	10%	7%	9%	8%	8%	7%
		B			C	C				J							Q					
11 - 20	823	445	378	300	257	266	139	323	314	355	469	265	313	245	477	346	83	740	140	683	545	274
	14%	15%	13%	14%	14%	14%	12%	13%	16%	13%	14%	14%	14%	13%	14%	13%	16%	14%	15%	13%	14%	13%
		B							F													
21-30	1109	625	484	390	325	395	185	436	401	523	586	314	402	393	677	432	99	1010	179	930	712	392
	18%	21%	16%	18%	18%	20%	16%	18%	20%	19%	18%	16%	18%	21%	20%	17%	19%	18%	20%	18%	19%	19%
		B							F					KL	O							
31-40	1002	459	543	413	278	311	164	425	323	397	604	328	384	290	540	462	65	937	134	868	641	349
	17%	15%	18%	19%	15%	16%	14%	18%	16%	15%	18%	17%	17%	16%	16%	18%	12%	17%	15%	17%	17%	17%
			A	DE				F			I						P					
41-50	1223	554	669	463	393	367	246	475	409	567	656	418	429	375	651	572	94	1129	174	1049	770	444
	20%	19%	22%	21%	21%	19%	22%	20%	20%	21%	20%	21%	19%	20%	19%	22%	18%	21%	19%	21%	20%	21%
			A													N						
51-60	560	251	309	200	185	175	128	205	180	252	308	176	216	169	317	243	42	518	71	489	367	190
	9%	8%	10%	9%	10%	9%	11%	9%	9%	9%	9%	9%	10%	9%	9%	9%	8%	9%	8%	10%	10%	9%
			A				G															
61-70	327	156	171	124	101	103	63	153	88	127	200	107	121	99	189	138	24	303	47	280	208	116
	5%	5%	6%	6%	5%	5%	6%	6%	4%	5%	6%	5%	5%	5%	6%	5%	5%	6%	5%	6%	5%	5%
								H														
71-80	317	129	188	114	88	114	70	139	92	151	166	123	106	88	172	145	30	287	44	273	186	128
	5%	4%	6%	5%	5%	6%	6%	6%	5%	6%	5%	6%	5%	5%	5%	6%	6%	5%	5%	5%	5%	6%
			A																			
81-90	100	41	59	36	31	33	22	45	25	49	52	40	28	32	50	51	15	85	17	83	53	48
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	3%	2%	2%	2%	1%	2%
																Q					T	
91-100	74	47	27	36	28	10	23	21	24	33	41	26	34	14	43	31	16	58	24	50	54	17
	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	3%	1%	1%	1%
			B	E	E		G						M			Q			S			
Sigma	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Mean (Incl. 0)	40.8	39	42.6	41.8	41	39.6	42.6	41.3	39.4	40.5	41.1	41.6	40.5	40.4	40.1	41.8	40.5	40.9	40.2	40.9	40.4	41.5
			A	E	E		H	H								N						
Std. Dev.	20.6	20.9	20.1	20.3	20.8	20.6	21.9	20.4	20	20.9	20.3	21.3	20.5	19.9	20.7	20.4	23.4	20.3	22	20.3	20.5	20.6
Std. Err.	0.3	0.4	0.3	0.5	0.5	0.4	0.6	0.4	0.4	0.4	0.4	0.6	0.4	0.4	0.3	0.4	1	0.3	0.7	0.3	0.3	0.5
Median (Incl. 0)	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Mean (Excl. 0)	41.1	39.3	42.8	42	41.1	40	42.9	41.4	39.5	40.7	41.4	42	40.7	40.6	40.4	41.9	40.6	41.1	40.2	41.2	40.6	41.8
			A	E			H	H								N						
Std. Dev.	20.4	20.7	20	20.1	20.8	20.3	21.6	20.3	20	20.8	20.1	21	20.4	19.8	20.5	20.3	23.4	20.1	22	20.1	20.4	20.3
Std. Err.	0.3	0.4	0.3	0.5	0.5	0.4	0.6	0.4	0.4	0.4	0.4	0.6	0.4	0.4	0.3	0.4	1	0.3	0.7	0.3	0.3	0.4
Median (Excl. 0)	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40

Global @dvisor: PERCIEVED SOCIAL NORMS

Q5A. Out of every 100 people in [..], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Australia	Canada	France	Germany	Great Britain	United States
		A	B	C	D	E	F
Base: All Respondents (unwtd)	6100	1010	1025	1016	1015	1018	1016
Base: All Respondents (wtd)	6000	1000	1000	1000	1000	1000	1000
0-10	465	84	62	72	111	72	64
	8%	8%	6%	7%	11%	7%	6%
					BCEF		
11 - 20	823	130	116	165	198	107	108
	14%	13%	12%	16%	20%	11%	11%
				BEF	ABEF		
21-30	1109	166	188	214	178	186	176
	18%	17%	19%	21%	18%	19%	18%
				AF			
31-40	1002	154	168	164	155	170	191
	17%	15%	17%	16%	15%	17%	19%
41-50	1223	228	208	188	170	206	222
	20%	23%	21%	19%	17%	21%	22%
		D					D
51-60	560	95	98	94	83	108	81
	9%	10%	10%	9%	8%	11%	8%
61-70	327	49	75	45	40	62	55
	5%	5%	8%	5%	4%	6%	6%
			CD			D	
71-80	317	52	63	39	44	59	60
	5%	5%	6%	4%	4%	6%	6%
			C			C	C
81-90	100	27	15	11	4	23	20
	2%	3%	2%	1%	*	2%	2%

		CD				CD	D
91-100	74	15	6	7	18	7	22
	1%	1%	1%	1%	2%	1%	2%
							BCE
Sigma	6000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%
Summary							
Mean (Incl. 0)	40.8	42	42.2	38.9	37.2	42.3	42.4
		CD	CD			CD	CD
Std. Dev.	20.6	21.5	20.1	19.1	21	20.3	21
Std. Err.	0.3	0.7	0.6	0.6	0.7	0.6	0.7
Median (Incl. 0)	40	40	40	40	35	40	40
Mean (Excl. 0)	41.1	42.3	42.4	39	37.4	42.5	42.9
		CD	CD			CD	CD
Std. Dev.	20.4	21.3	19.9	19	20.8	20.2	20.6
Std. Err.	0.3	0.7	0.6	0.6	0.7	0.6	0.6
Median (Excl. 0)	40	40	40	40	35	40	40

Global @dvisor: PERCIEVED SOCIAL NORMS

Q5A. Out of every 100 people in [..], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	6100	2041	-	3049	1010	5090	-	-
Base: All Respondents (wtd)	6000	2000	-	3000	1000	5000	-	-
0-10	465	126	-	255	84	381	-	-
	8%	6%	-	9%	8%	8%	-	-
				A				
11 - 20	823	224	-	469	130	693	-	-
	14%	11%	-	16%	13%	14%	-	-
				A		A		
21-30	1109	364	-	578	166	943	-	-
	18%	18%	-	19%	17%	19%	-	-
31-40	1002	359	-	489	154	848	-	-
	17%	18%	-	16%	15%	17%	-	-
41-50	1223	430	-	565	228	995	-	-
	20%	21%	-	19%	23%	20%	-	-
		C			C			
51-60	560	180	-	285	95	465	-	-
	9%	9%	-	9%	10%	9%	-	-
61-70	327	131	-	147	49	278	-	-
	5%	7%	-	5%	5%	6%	-	-
		C						
71-80	317	123	-	142	52	265	-	-
	5%	6%	-	5%	5%	5%	-	-
81-90	100	35	-	38	27	73	-	-
	2%	2%	-	1%	3%	1%	-	-

					CE			
91-100	74	28	-	32	15	59	-	-
	1%	1%	-	1%	1%	1%	-	-
Sigma	6000	2000	-	3000	1000	5000	-	-
	100%	100%	-	100%	100%	100%	-	-
Summary								
Mean (Incl. 0)	40.8	42.3	-	39.5	42	40.6	-	-
		CE			C	C		
Std. Dev.	20.6	20.5	-	20.3	21.5	20.4	-	-
Std. Err.	0.3	0.5	-	0.4	0.7	0.3	-	-
Median (Incl. 0)	40	40	-	40	40	40	-	-
Mean (Excl. 0)	41.1	42.6	-	39.6	42.3	40.8	-	-
		CE			C	C		
Std. Dev.	20.4	20.2	-	20.1	21.3	20.2	-	-
Std. Err.	0.3	0.4	-	0.4	0.7	0.3	-	-
Median (Excl. 0)	40	40	-	40	40	40	-	-

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Global @divisor: PERCIEVED SOCIAL NORMS
Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																				Region								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed								
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd) Base: All Respondents (wtd) 0-10	1010	430	580	126	299	585	269	491	250	547	463	338	364	308	572	438	113	897	161	849	586	402	660	350	287	313	191	113	106	
	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	84	55	29	24	29	31	24	46	14	48	35	20	40	23	61	22	17	67	24	60	64	19	59	25	15	34	15	10	9	
	8%	11%	6%	6%	10%	10%	11%	9%	5%	10%	7%	6%	12%	6%	11%	5%	16%	7%	14%	7%	10%	5%	8%	9%	6%	10%	8%	12%	9%	
11 - 20	B														O		Q*		S*									*	*	
	130	57	74	57	37	37	21	71	38	62	68	41	52	37	57	73	20	110	29	101	80	49	101	29	25	51	22	14	18	
	13%	11%	15%	14%	13%	11%	10%	15%	13%	13%	13%	13%	16%	10%	10%	17%	19%	12%	17%	12%	13%	14%	10%	9%	15%	11%	17%	*	17%	
21-30															N				*									*	*	
	166	113	53	64	47	56	42	67	58	77	90	56	40	71	111	56	18	148	31	136	106	58	120	46	56	51	32	14	14	
	17%	23%	11%	16%	17%	17%	19%	14%	20%	16%	17%	18%	12%	19%	20%	13%	17%	17%	18%	16%	17%	16%	17%	16%	21%	15%	16%	16%	13%	
31-40	B														O		*		*									*	*	
	154	58	96	79	35	40	23	86	45	47	107	48	59	47	86	68	13	140	20	134	97	53	102	52	47	45	27	17	18	
	15%	12%	19%	20%	12%	13%	10%	18%	15%	10%	20%	15%	18%	13%	15%	15%	13%	16%	11%	16%	16%	15%	14%	18%	17%	13%	13%	20%	17%	
41-50	A																											*	*	
	228	104	124	84	76	68	57	106	65	127	100	70	62	96	123	104	12	216	27	201	138	86	168	59	61	71	49	17	30	
	23%	21%	25%	21%	27%	21%	26%	22%	22%	19%	23%	19%	26%	22%	24%	11%	24%	16%	24%	22%	24%	24%	24%	20%	22%	21%	24%	20%	28%	
51-60										J							*	P	*	*								*	*	
	95	47	48	35	28	32	25	34	36	48	47	21	39	36	53	42	9	86	21	75	62	32	69	26	26	37	17	6	8	
	10%	9%	10%	9%	10%	10%	11%	7%	12%	10%	9%	7%	12%	10%	9%	10%	9%	10%	12%	9%	10%	9%	10%	9%	10%	11%	9%	7%	8%	
61-70															*	*		*	*	*								*	*	
	49	26	24	16	10	23	9	26	14	22	28	11	14	25	26	23	5	44	8	41	27	22	32	17	18	16	8	4	4	
	5%	5%	5%	4%	4%	7%	4%	5%	5%	5%	5%	3%	4%	7%	5%	5%	5%	5%	5%	4%	6%	5%	6%	5%	6%	5%	4%	5%	3%	
71-80															*	*		*	*	*								*	*	
	52	23	29	20	10	22	13	26	13	21	31	23	11	18	21	31	7	45	9	43	29	22	31	21	18	15	16	1	2	
	5%	5%	6%	5%	3%	7%	6%	5%	5%	4%	6%	8%	3%	5%	4%	7%	6%	5%	5%	5%	5%	6%	4%	7%	7%	4%	8%	1%	2%	
81-90															*	*		*	*	*								*	*	
	27	8	19	15	6	7	7	16	4	11	16	13	3	11	14	13	2	25	2	25	13	14	14	13	3	11	12	-	-	
	3%	2%	4%	4%	2%	2%	3%	3%	1%	2%	3%	4%	1%	3%	2%	3%	2%	3%	1%	3%	2%	4%	2%	4%	1%	3%	6%	-	-	
91-100															*	*		*	*	*								VX	*	*
	15	7	8	2	7	5	3	6	6	7	8	6	7	1	7	7	2	13	2	13	10	3	11	4	2	5	2	2	3	
	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	*	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	
Sigma	1000	496	504	395	284	322	223	485	292	470	530	308	328	364	559	441	105	895	173	827	627	358	707	293	273	336	201	84	106	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Mean (Incl. 0)	42	39.5	44.4	42	41.1	42.8	42.3	41.5	42.6	41.1	42.8	43.3	39.4	43.2	40.3	44.2	37	42.6	37.8	42.9	40.8	43.9	41.1	44.2	43.2	41.2	45.1	37.1	39.2	
		A													N		*		*					a			a	*	*	
Std. Dev.	21.5	21.4	21.3	20.7	21.5	22.4	22.3	21.9	20.1	21.8	21.2	22.6	21.9	20	21.2	21.6	24.2	21.1	22.2	21.2	21.5	21.1	21.1	22.2	20.2	22.1	22.8	20.1	20.2	
															*	*		*	*	*								*	*	
Std. Err.	0.7	1	0.9	1.8	1.2	0.9	1.4	1	1.3	0.9	1	1.2	1.1	1.1	0.9	1	2.3	0.7	1.8	0.7	0.9	1.1	0.8	1.2	1.2	1.2	1.6	1.9	2	
Median (Incl. 0)	40	40	43.9	40	40	40	45	40	40	45	40	40	40	45	40	45	30	40	35	40	40	42.7	40	40	40	40	50	40	40	
Mean (Excl. 0)	42.3	39.8	44.7	42.2	41.2	43.3	42.9	41.7	42.6	41.3	43.1	43.3	40	43.3	40.7	44.2	37	42.9	37.8	43.2	41	44.3	41.3	44.5	43.3	41.3	45.3	38	39.8	
		A															*		R								a	*	*	
Std. Dev.	21.3	21.2	21.1	20.5	21.4	22.1	21.8	21.7	20.1	21.6	20.9	22.6	21.5	19.9	20.9	21.6	24.2	20.8	22.2	21	21.3	20.8	20.9	22	20.1	22	22.6	19.5	19.7	
																			*	*								*	*	
Std. Err.	0.7	1	0.9	1.8	1.2	0.9	1.3	1	1.3	0.9	1	1.2	1.1	1.1	0.9	1	2.3	0.7	1.8	0.7	0.9	1	0.8	1.2	1.2	1.2	1.6	1.8	1.9	
																												*	*	
Median (Excl. 0)	40	40	45	40	40	40	47.1	40	40	45	40	40	40	45.7	40	45	30	40	35	40	40	45	40	40	40	40	50	40	40	

Global @divisor: PERCEIVED SOCIAL NORMS
Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1025	467	558	298	356	371	157	289	480	489	536	216	437	372	582	443	115	910	179	846	694	318	63	73	103	145	-	380	261	
Base: All Respondents (wtd)	1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
0-10	62	33	29	17	17	28	9	15	31	31	32	29	23	10	29	33	7	55	13	49	37	21	2	4	10	14	-	18	14	
	6%	7%	6%	5%	6%	8%	5%	5%	7%	7%	6%	6%	6%	7%	6%	7%	7%	6%	8%	6%	6%	6%	3%	6%	10%	10%	-	5%	6%	
																	*					*	*	*	*					
11 - 20	116	67	48	44	27	44	17	38	52	50	66	56	35	24	72	43	14	101	18	98	80	35	7	11	11	9	-	50	27	
	12%	14%	9%	13%	9%	12%	9%	13%	13%	11%	12%	12%	9%	16%	14%	9%	14%	11%	12%	12%	13%	9%	11%	15%	11%	7%	-	13%	11%	
																	*					*	*	*	*					
21-30	188	93	96	60	50	78	34	48	88	101	88	83	72	32	102	86	22	166	25	164	111	76	15	11	25	19	-	75	43	
	19%	19%	19%	17%	17%	21%	18%	17%	21%	23%	16%	18%	18%	21%	19%	18%	21%	19%	16%	19%	18%	20%	24%	16%	23%	14%	-	20%	18%	
										J							*					*	*	*	*					
31-40	168	86	82	63	41	64	32	54	63	61	107	72	75	21	97	71	14	153	26	142	106	58	10	15	15	22	-	69	38	
	17%	18%	16%	18%	14%	17%	17%	19%	15%	14%	19%	16%	19%	14%	18%	15%	14%	17%	17%	17%	16%	15%	21%	14%	16%	-	18%	16%		
																	*					*	*	*	*					
41-50	208	88	120	74	65	69	42	51	90	93	115	96	82	30	99	109	26	182	35	173	135	71	16	16	20	31	-	70	54	
	21%	18%	23%	22%	22%	19%	22%	18%	21%	21%	21%	21%	21%	20%	19%	23%	25%	20%	23%	20%	22%	19%	24%	23%	19%	23%	-	18%	23%	
																	*					*	*	*	*					
51-60	98	41	57	30	38	31	29	24	35	37	61	45	38	15	48	50	6	92	12	87	54	44	5	3	11	13	-	33	34	
	10%	9%	11%	9%	13%	9%	15%	8%	8%	8%	11%	10%	10%	10%	9%	11%	6%	10%	8%	10%	9%	12%	8%	4%	10%	10%	-	9%	14%	
										H							*					*	*	*	*				W	
61-70	75	42	33	28	24	23	10	28	25	28	48	35	31	9	41	34	7	69	14	62	49	24	5	6	9	12	-	26	16	
	8%	9%	6%	8%	8%	6%	5%	10%	6%	6%	9%	8%	8%	6%	8%	7%	6%	8%	9%	7%	8%	7%	7%	9%	9%	9%	-	7%	7%	
																	*					*	*	*	*					
71-80	63	27	36	22	18	22	11	20	28	29	34	27	26	10	30	33	4	59	5	58	30	32	3	4	1	10	-	32	13	
	6%	6%	7%	7%	6%	6%	6%	7%	7%	7%	6%	6%	7%	6%	6%	7%	4%	7%	3%	7%	5%	9%	4%	6%	1%	8%	-	8%	5%	
																	*					*	*	*	*					
81-90	15	3	13	1	10	4	2	8	4	12	4	7	7	1	6	9	4	11	3	13	6	10	2	-	4	1	-	9	*	
	2%	1%	2%	*	4%	1%	1%	3%	1%	3%	1%	2%	2%	1%	1%	2%	4%	1%	2%	1%	1%	3%	2%	-	4%	1%	-	2%	*	
			A		C					J							*					*	*	b*						
91-100	6	5	1	4	1	1	1	3	1	2	4	3	3	*	3	2	-	6	3	3	4	2	1	1	-	3	-	1	*	
	1%	1%	*	1%	*	*	1%	1%	*	*	1%	1%	1%	*	1%	*	-	1%	2%	*	1%	*	1%	1%	-	2%	-	*	*	
																	*					*	*	*	*					
Sigma	1000	485	515	342	293	365	188	289	419	443	557	454	392	154	528	472	105	895	152	848	612	373	65	71	106	134	-	383	240	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Summary																														
Mean (Incl. 0)	42.2	40.7	43.6	42.2	45	39.9	43.6	43.4	40.4	41.6	42.7	42.1	43.2	40	41.2	43.2	40.6	42.4	42.1	42.2	41.2	44.1	42.4	41.4	39.9	43.5	-	42.5	42.2	
					E								M				*					*	*	*	*					
Std. Dev.	20.1	20.3	19.8	19.9	20.4	19.8	19	21	19.8	20.6	19.7	20.3	19.9	19.8	19.8	20.4	20.1	20.1	20.7	20	19.5	20.6	19.2	19	20.8	21.6	-	20.6	18.7	
Std. Err.	0.6	0.9	0.8	1.2	1.1	1	1.5	1.2	0.9	0.9	0.9	1.4	1	1	0.8	1	1.9	0.7	1.5	0.7	0.7	1.2	2.4	2.2	2	1.8	-	1.1	1.2	
Median (Incl. 0)	40	40	45	40	46.9	40	44.2	40	40	40	40	40	40	40	40	45	40	40	40	40	40	40	40	40	40	45	-	40	40	
Mean (Excl. 0)	42.4	41	43.7	42.3	45.2	40.2	43.6	43.5	40.5	41.8	42.8	42.3	43.4	40	41.3	43.6	40.6	42.6	42.1	42.4	41.3	44.1	42.4	41.4	39.9	43.9	-	42.9	42.2	
					E								M				*					*	*	*	*					
Std. Dev.	19.9	20.1	19.7	19.7	20.3	19.5	19	20.9	19.8	20.4	19.5	20.1	19.7	19.8	19.7	20.1	20.1	19.9	20.7	19.8	19.5	20.6	19.2	19	20.8	21.3	-	20.3	18.7	
Std. Err.	0.6	0.9	0.8	1.1	1.1	1	1.5	1.2	0.9	0.9	0.8	1.4	0.9	1	0.8	1	1.9	0.7	1.5	0.7	0.7	1.2	2.4	2.2	2	1.8	-	1	1.2	
Median (Excl. 0)	40	40	45	40	49.1	40	44.2	40	40	40	40	40	40	40	40	45	40	40	40	40	40	40	40	40	40	45	-	40	40	

Global @dvisor: PERCIEVED SOCIAL NORMS
Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	Region NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	1016	453	563	356	322	338	221	486	169	376	640	193	447	376	587	429	30	986	69	947	645	371	172	212	202	183	247
Base: All Respondents (wtd)	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
0-10	72	37	35	22	25	25	18	27	14	32	40	27	28	18	36	37	3	69	7	65	41	31	18	14	10	12	18
	7%	8%	7%	6%	8%	8%	8%	6%	9%	9%	6%	10%	6%	6%	6%	8%	11%	7%	11%	7%	7%	8%	11%	7%	5%	6%	8%
																	**		*								
11 - 20	165	85	80	59	65	41	38	76	36	61	103	41	73	51	94	70	6	159	13	152	109	56	32	27	43	27	36
	16%	17%	16%	16%	21%	13%	16%	16%	22%	16%	17%	15%	17%	17%	17%	16%	18%	16%	20%	16%	18%	14%	19%	13%	22%	15%	15%
					E												**		*					W			
21-30	214	110	104	72	58	84	43	105	37	90	124	60	93	62	119	96	6	208	17	198	125	89	34	42	43	40	55
	21%	22%	20%	20%	18%	27%	19%	22%	22%	24%	20%	22%	21%	21%	21%	22%	21%	21%	25%	21%	20%	23%	20%	20%	22%	22%	23%
					CD												**		*								
31-40	164	77	87	76	39	49	42	69	25	51	113	34	72	58	90	75	2	162	9	155	100	64	30	41	26	33	34
	16%	16%	17%	21%	12%	16%	18%	15%	15%	13%	18%	13%	16%	20%	16%	17%	8%	17%	13%	17%	16%	17%	18%	19%	13%	18%	14%
					D									K			**		*								
41-50	188	94	94	68	63	58	45	94	23	69	119	47	90	51	109	80	4	185	9	180	111	77	21	45	35	39	49
	19%	19%	19%	18%	20%	18%	20%	20%	14%	18%	19%	18%	21%	17%	20%	18%	13%	19%	13%	19%	18%	20%	12%	21%	18%	21%	21%
																	**		*				V			V	
51-60	94	42	52	37	30	27	20	47	17	32	62	31	37	26	51	43	3	91	3	91	63	31	15	26	22	11	20
	9%	8%	10%	10%	9%	9%	9%	10%	10%	9%	10%	12%	9%	9%	9%	10%	10%	9%	4%	10%	10%	8%	9%	12%	11%	6%	8%
																	**		*					Y			
61-70	45	22	23	14	19	13	11	26	4	15	30	10	25	11	28	18	1	45	2	43	29	16	7	6	9	12	12
	5%	4%	5%	5%	4%	6%	4%	5%	2%	4%	5%	4%	6%	4%	5%	4%	2%	5%	3%	5%	5%	4%	4%	3%	4%	6%	5%
																	**		*								
71-80	39	16	23	13	13	13	9	23	5	18	21	11	14	14	21	18	3	36	3	36	25	14	9	10	6	7	7
	4%	3%	4%	4%	4%	4%	4%	5%	3%	5%	3%	4%	3%	5%	4%	4%	11%	4%	5%	4%	4%	4%	5%	5%	3%	4%	3%
																	**		*								
81-90	11	7	4	2	2	6	1	2	3	6	5	5	2	3	5	5	1	10	2	9	7	3	1	-	3	1	5
	1%	1%	1%	1%	1%	2%	*	*	2%	1%	1%	2%	*	1%	1%	1%	3%	1%	3%	1%	1%	1%	-	2%	1%	2%	
																	**		*							W	
91-100	7	3	4	5	1	1	2	4	1	3	4	1	5	1	4	3	1	6	1	6	5	2	3	1	1	-	2
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	4%	1%	2%	1%	1%	1%	2%	*	*	-	1%
																	**		*								
Sigma	1000	494	506	369	314	317	230	472	165	378	622	267	439	295	555	445	30	970	65	935	615	385	171	213	197	183	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																											
Mean (Incl. 0)	38.9	38.1	39.6	39.3	38.4	38.9	39	39.9	36.4	38.6	39.1	38.7	39	38.9	39	38.7	41.9	38.8	36	39.1	39.1	38.6	37.7	39.9	38.3	38.9	39.4
Std. Dev.	19.1	19.1	19.1	18.8	19.4	19.2	19.2	19	19.5	19.9	18.6	20.2	18.8	18.6	19.1	19.2	26.1	18.9	22.4	18.9	19.4	18.6	21	17.9	19.4	18	19.4
Std. Err.	0.6	0.9	0.8	1	1.1	1	1.3	0.9	1.5	1	0.7	1.5	0.9	1	0.8	0.9	4.8	0.6	2.7	0.6	0.8	1	1.6	1.2	1.4	1.3	1.2
Median (Incl. 0)	40	35	40	40	40	40	40	40	30	35	40	38.4	40	40	40	40	34.8	40	30	40	40	40	35	40	35	40	40
Mean (Excl. 0)	39	38.3	39.6	39.4	38.4	39.1	39	39.9	36.7	38.7	39.2	38.9	39.1	38.9	39.2	38.7	41.9	38.9	36	39.2	39.3	38.6	37.7	39.9	38.5	38.9	39.6
Std. Dev.	19	19	19.1	18.7	19.4	19.1	19.2	19	19.3	19.8	18.6	20.1	18.8	18.6	18.9	19.2	26.1	18.8	22.4	18.8	19.3	18.6	21	17.9	19.2	18	19.2
Std. Err.	0.6	0.9	0.8	1	1.1	1	1.3	0.9	1.5	1	0.7	1.4	0.9	1	0.8	0.9	4.8	0.6	2.7	0.6	0.8	1	1.6	1.2	1.4	1.3	1.2
Median (Excl. 0)	40	37.8	40	40	40	40	40	40	30	35	40	39.8	40	40	40	40	34.8	40	30	40	40	40	35	40	35	40	40

Global @divisor: PERCEIVED SOCIAL NORMS
Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a wee
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region V(a&b)	Region VI
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	1015	450	565	267	385	363	207	274	416	459	556	40	712	263	651	364	89	926	202	813	754	261	130	130	144	176	137	66	121	111	
Base: All Respondents (wtd)	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
0-10	111	68	44	28	35	48	18	32	47	55	56	28	59	24	74	38	8	103	15	96	82	29	23	9	14	16	23	3	12	11	
	11%	13%	9%	8%	10%	15%	9%	12%	11%	13%	10%	16%	10%	10%	12%	10%	12%	11%	8%	12%	12%	10%	14%	4%	10%	12%	15%	6%	15%	15%	
						C																W*	*	*	*	W*	*	W*	W*	W*	
11-20	198	113	84	65	64	68	31	43	107	76	122	57	90	50	121	77	14	183	41	157	136	61	14	57	26	29	39	8	15	10	
	20%	22%	17%	19%	19%	21%	16%	17%	25%	17%	22%	33%	16%	20%	19%	21%	20%	20%	22%	19%	19%	21%	9%	26%	19%	21%	25%	19%	19%	14%	
									G			L*					*					*	V*	V*	V*	V*	V*	*	V*	*	
21-30	178	105	73	64	61	53	25	55	76	76	102	4	115	58	119	59	16	162	40	138	122	56	33	43	23	21	22	8	13	15	
	18%	21%	15%	19%	18%	16%	13%	21%	18%	17%	18%	3%	20%	23%	19%	16%	22%	17%	22%	17%	17%	20%	21%	20%	17%	16%	14%	18%	17%	20%	
												*	K	K			*					*	*	*	*	*	*	*	*	*	
31-40	155	69	85	59	50	47	23	37	70	76	79	33	88	34	81	74	6	149	21	134	113	42	18	37	21	25	23	4	14	12	
	15%	14%	17%	17%	15%	14%	12%	14%	16%	17%	14%	19%	15%	13%	20%	9%	16%	12%	16%	16%	15%	11%	17%	16%	19%	15%	9%	18%	16%		
												*			N	*						*	*	*	*	*	*	*	*	*	
41-50	170	73	97	55	62	52	38	46	67	77	94	25	100	46	106	65	11	160	34	136	118	52	31	33	30	22	18	10	11	15	
	17%	14%	20%	16%	19%	16%	19%	18%	16%	17%	17%	14%	17%	18%	17%	17%	15%	17%	19%	17%	17%	18%	20%	15%	22%	17%	11%	22%	14%	20%	
												*			*		*					*	*	*	*	*	*	*	*	*	
51-60	83	34	49	26	29	28	27	15	26	43	40	14	52	18	55	28	8	75	14	69	63	20	19	11	8	9	17	5	8	7	
	8%	7%	10%	8%	9%	9%	14%	6%	6%	10%	7%	8%	9%	7%	9%	8%	11%	8%	8%	8%	9%	7%	12%	5%	6%	7%	11%	10%	10%	9%	
							GH					*				*	*					*	*	*	*	*	*	*	*	*	
61-70	40	18	21	15	11	14	10	10	19	11	29	4	20	16	27	12	4	35	7	32	28	11	12	8	4	6	5	2	3	1	
	4%	4%	4%	4%	3%	4%	5%	4%	4%	2%	5%	2%	4%	6%	4%	3%	6%	4%	4%	4%	4%	4%	7%	4%	2%	4%	3%	6%	4%	1%	
												*				*	*					*	*	*	*	*	*	*	*	*	
71-80	44	13	30	18	13	13	14	17	8	16	27	4	34	6	31	13	2	42	7	37	31	12	4	17	8	3	3	3	3	2	
	4%	3%	6%	5%	4%	4%	7%	6%	2%	4%	5%	3%	6%	2%	5%	3%	3%	4%	4%	5%	4%	4%	3%	8%	6%	2%	2%	6%	4%	3%	
			A				H	H			*	M			*	*						*	*	*	*	*	*	*	*	*	
81-90	4	2	3	2	2	*	2	1	1	1	3	-	4	-	4	-	-	4	-	4	4	1	2	-	-	1	-	-	-	2	
	*	*	1%	*	1%	*	1%	*	*	*	1%	-	1%	-	1%	-	-	*	-	1%	1%	*	1%	-	-	1%	-	-	-	2%	
												*				*	*					*	*	*	*	*	*	*	*	*	
91-100	18	11	7	8	8	1	7	4	4	9	8	5	11	2	7	10	2	15	4	13	15	2	5	3	2	1	5	2	-	-	
	2%	2%	1%	2%	2%	*	4%	1%	1%	2%	1%	3%	2%	1%	1%	3%	2%	2%	2%	2%	2%	1%	3%	1%	2%	1%	3%	4%	-	-	
												*				*	*					*	*	*	*	*	*	*	*	*	
Sigma	1000	507	493	341	336	323	196	260	425	441	559	174	573	253	625	375	72	928	184	816	714	286	160	217	136	133	156	45	77	75	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																															
Mean (Incl. 0)	37.2	34.3	40.1	38.9	37.9	34.6	43.2	37.5	34.1	36.9	37.3	33	39	36	37.1	37.3	37.1	37.2	37.1	37.2	37.6	36.1	40.5	37.7	37.4	35.3	34.5	42.3	34.9	36.1	
			A	E			GH				*				*		*					*	*	*	*	*	*	b*	*	*	
Std. Dev.	21	20.7	20.8	21.2	21.1	20.4	23.6	21.2	18.7	20.8	21.1	22.2	21.3	18.8	21.1	20.7	22	20.9	20.2	21.1	21.4	19.9	22.6	20	20.2	19.6	23	22.4	19.3	19.6	
Std. Err.	0.7	1	0.9	1.3	1.1	1.1	1.6	1.3	0.9	1	0.9	3.5	0.8	1.2	0.8	1.1	2.3	0.7	1.4	0.7	0.8	1.2	2	1.8	1.7	1.5	2	2.8	1.8	1.9	
Median (Incl. 0)	35	30	40	38.3	35	30	43.7	32.2	30	35	32.7	30	38	30	30	40	30	35	30	35	35	30	40	30.8	40	34.6	30	40	31	35	
Mean (Excl. 0)	37.4	34.8	40.1	39.1	37.9	35.2	43.3	37.6	34.1	37	37.8	33.9	39	36.2	37.5	37.4	37.1	37.5	37.3	37.5	37.7	36.8	40.5	37.7	37.4	35.6	35.9	42.3	34.9	36.1	
			A				GH				*				*		*					*	*	*	*	*	*	b*	*	*	
Std. Dev.	20.8	20.5	20.8	21.1	21.1	20	23.6	21.2	18.7	20.8	20.8	21.8	21.3	18.7	20.9	20.6	22	20.7	20.2	21	21.3	19.4	22.6	20	20.2	19.4	22.3	22.4	19.3	19.6	
Std. Err.	0.7	1	0.9	1.3	1.1	1.1	1.6	1.3	0.9	1	0.9	3.5	0.8	1.2	0.8	1.1	2.3	0.7	1.4	0.7	0.8	1.2	2	1.8	1.7	1.5	1.9	2.8	1.8	1.9	
Median (Excl. 0)	35	30	40	39.1	35	30	44.8	33	30	35	35	30	38.4	30	33.6	40	30	35	30	35	35	32.2	40	30.8	40	35	30	40	31	35	

Global @divisor: PERCEIVED SOCIAL NORMS
Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week.
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	Age 35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	Region GEO 4 S WEST & WALES	GEO 5 S EAST & ANGUA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1018	476	542	349	358	311	147	477	299	460	558	296	217	505	599	419	86	932	150	868	685	333	135	117	169	134	232	145	86	
Base: All Respondents (wtd)	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84	
0-10	72	41	30	18	31	22	16	27	24	38	34	21	12	38	46	26	11	61	15	57	48	23	15	5	10	11	19	8	4	
	7%	8%	6%	5%	10%	8%	11%	6%	8%	9%	6%	7%	6%	8%	8%	6%	13%	7%	10%	7%	7%	7%	11%	4%	6%	8%	8%	6%	4%	
11 - 20				C			G										Q*					W							*	
	107	56	51	34	34	39	19	52	29	48	59	29	34	44	64	43	10	96	17	90	68	39	13	11	16	12	24	19	11	
	11%	11%	10%	9%	10%	14%	13%	11%	10%	11%	10%	10%	15%	9%	11%	10%	13%	10%	12%	10%	10%	12%	10%	10%	16	9%	10%	13%	13%	
21-30													M				*													
	186	105	82	76	58	52	21	90	56	78	108	42	34	110	114	73	20	166	28	158	130	57	23	20	33	30	42	22	16	
	19%	21%	16%	19%	18%	18%	15%	19%	19%	18%	19%	14%	15%	23%	20%	17%	24%	18%	20%	18%	20%	17%	18%	17%	20%	23%	18%	16%	19%	
31-40																	*												*	
	170	79	91	67	51	52	20	86	45	65	105	53	39	78	96	74	8	162	22	148	114	56	19	19	33	25	37	25	11	
	17%	16%	18%	17%	16%	18%	14%	18%	15%	15%	18%	18%	17%	16%	17%	18%	10%	18%	15%	17%	17%	17%	14%	17%	20%	19%	16%	18%	13%	
41-50																	*												*	
	206	101	105	94	62	50	26	91	69	85	121	61	43	102	102	104	15	191	28	178	132	74	29	24	31	24	48	34	16	
	21%	20%	21%	24%	19%	18%	18%	19%	23%	20%	21%	21%	20%	21%	18%	24%	18%	21%	20%	21%	20%	22%	22%	21%	19%	18%	21%	24%	20%	
51-60				E													N													
	108	52	55	43	40	25	16	44	36	44	64	33	26	48	68	40	6	102	7	100	75	33	15	14	10	13	28	15	12	
	11%	10%	11%	11%	12%	9%	11%	10%	12%	10%	11%	11%	12%	10%	12%	9%	7%	11%	5%	12%	11%	10%	11%	12%	6%	10%	12%	11%	14%	
61-70																	*												X*	
	62	22	41	22	24	16	11	32	15	32	30	22	13	28	38	24	3	60	9	53	41	21	6	9	12	9	14	9	3	
	6%	4%	8%	6%	7%	6%	8%	7%	5%	7%	5%	7%	6%	6%	7%	6%	3%	7%	6%	6%	6%	6%	5%	8%	8%	7%	6%	6%	3%	
71-80				A													*												*	
	59	24	36	23	15	21	8	33	12	29	30	22	10	27	35	25	4	55	9	50	36	23	8	7	11	5	12	6	10	
	6%	5%	7%	6%	5%	7%	6%	7%	4%	7%	5%	8%	4%	6%	6%	6%	5%	6%	6%	6%	5%	7%	6%	6%	7%	4%	5%	4%	12%	
81-90																	*												Y2a*	
	23	16	7	8	7	8	6	10	5	9	14	8	7	8	11	12	4	19	5	18	13	10	4	3	6	2	6	1	1	
	2%	3%	1%	2%	2%	3%	5%	2%	2%	2%	3%	3%	3%	2%	2%	3%	5%	2%	4%	2%	2%	3%	3%	3%	4%	1%	3%	1%	1%	
91-100																	*												*	
	7	3	3	6	1	-	-	1	3	1	6	-	4	3	3	4	1	6	2	4	6	1	-	1	1	-	2	1	1	
	1%	1%	1%	1%	*	-	-	*	1%	*	1%	-	2%	1%	1%	1%	1%	1%	2%	1%	1%	*	-	1%	1%	-	1%	1%	1%	
Sigma				E									K				*												*	
	1000	499	501	392	323	285	144	468	293	428	572	291	222	487	576	424	82	918	143	857	663	337	134	114	163	132	232	140	84	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																														
Mean (Incl. 0)	42.3	40.8	43.9	44.1	41.6	40.7	42	42.4	41.8	42.8	43.8	42.2	41.5	41.6	43.3	38.6	42.7	40.9	42.6	42.1	42.8	41.3	44.8	42.4	39.9	42.5	42	44.5	*	
Std. Dev.	20.3	20.7	19.8	19.7	20.4	20.9	22.2	20	20	20.9	19.9	20.5	20.8	20	20.4	20.2	23.5	20	22.8	19.9	20.3	20.4	21	20.2	20.9	18.9	20.6	19.2	21.4	*
Std. Err.	0.6	0.9	0.9	1.1	1.1	1.2	1.8	0.9	1.2	1	0.8	1.2	1.4	0.9	0.8	1	2.5	0.7	1.9	0.7	0.8	1.1	1.8	1.9	1.6	1.6	1.4	1.6	2.3	*
Median (Incl. 0)	40	40	40	40.8	40	40	40	40	40	40	40	40.6	40	40	40	40	30.5	40	40	40	40	40	40	45	40	40	40	40	47.8	*
Mean (Excl. 0)	42.5	41	44	44.3	41.7	41	42.3	42.5	42	42.1	42.8	44.2	42.4	41.5	41.9	43.4	39.1	42.8	41.2	42.7	42.2	43	41.6	44.8	42.4	39.9	42.8	42	45	*
Std. Dev.	20.2	20.5	19.7	19.6	20.3	20.7	21.9	19.9	19.9	20.7	19.8	20.1	20.6	20	20.2	20.1	23.2	19.9	22.6	19.8	20.2	20.2	20.8	20.2	20.9	18.9	20.3	19.2	21	*
Std. Err.	0.6	0.9	0.8	1	1.1	1.2	1.8	0.9	1.2	1	0.8	1.2	1.4	0.9	0.8	1	2.5	0.7	1.9	0.7	0.8	1.1	1.8	1.9	1.6	1.6	1.3	1.6	2.3	*
Median (Excl. 0)	40	40	40	41.6	40	40	40	40	40	40	40	43	40	40	40	40	32.1	40	40	40	40	40	45	40	40	40	40	40	49.9	*

Global @dvisor: PERCIEVED SOCIAL NORMS
Q5A. Out of every 100 people in [...], how many do you think do the recommended amount of physical activity each week? The recommended amount is walking briskly for 30 minutes or more five times a week or taking more vigorous exercise for 20 minutes three times a week
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																									
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	1016	477	539	284	307	425	133	458	425	580	436	355	363	298	580	436	118	898	184	832	631	370	192	231	378	215	
Base: All Respondents (wtd)	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230	
0-10	64	36	28	19	20	25	15	24	25	31	33	36	13	15	37	27	7	57	7	57	30	33	16	11	28	10	
	6%	7%	6%	5%	7%	7%	9%	6%	6%	6%	7%	8%	5%	5%	7%	6%	6%	6%	4%	7%	5%	9%	9%	5%	8%	4%	
																	*				T						
11 - 20	108	66	42	40	30	38	13	43	53	58	50	40	28	39	69	39	18	90	22	86	71	34	25	28	34	20	
	11%	13%	8%	11%	10%	11%	8%	10%	13%	11%	11%	9%	11%	14%	13%	9%	14%	10%	12%	11%	12%	9%	14%	13%	9%	9%	
		B								K							*										
21-30	176	99	77	54	50	72	20	70	86	101	75	68	48	60	113	63	16	160	39	137	118	56	21	55	53	46	
	18%	20%	15%	15%	17%	21%	12%	17%	20%	19%	16%	15%	19%	21%	20%	14%	12%	18%	20%	17%	20%	15%	12%	25%	14%	20%	
						C			F					K	O		*				VX					V	
31-40	191	90	101	70	62	59	24	93	74	98	93	88	51	52	91	100	21	170	36	155	111	75	29	37	79	47	
	19%	18%	20%	19%	21%	17%	15%	22%	18%	19%	20%	19%	20%	18%	16%	22%	16%	20%	19%	19%	18%	20%	16%	17%	21%	20%	
																	N										
41-50	222	94	128	88	65	70	39	87	96	116	106	121	52	50	112	110	27	195	40	182	135	84	50	45	80	48	
	22%	19%	25%	24%	22%	20%	24%	21%	23%	22%	23%	26%	20%	18%	20%	25%	21%	22%	21%	23%	22%	23%	27%	21%	22%	21%	
			A									M					*										
51-60	81	34	47	29	21	31	12	40	30	46	35	32	23	26	43	39	11	71	15	67	51	30	11	16	33	21	
	8%	7%	9%	8%	7%	9%	7%	9%	7%	9%	7%	7%	9%	9%	8%	9%	8%	8%	7%	8%	8%	8%	6%	7%	9%	9%	
61-70	55	26	29	28	13	14	12	31	12	19	36	26	18	11	28	27	5	51	7	49	33	21	11	9	15	20	
	6%	5%	6%	8%	4%	4%	7%	7%	3%	4%	8%	6%	7%	4%	5%	6%	4%	6%	3%	6%	5%	6%	6%	4%	4%	9%	
																	*									X	
71-80	60	26	34	18	20	22	15	21	25	38	22	35	12	14	35	26	10	51	11	49	35	25	13	13	22	12	
	6%	5%	7%	5%	7%	7%	9%	5%	6%	7%	5%	7%	5%	5%	6%	6%	8%	6%	6%	6%	6%	7%	7%	6%	6%	5%	
																	*										
81-90	20	6	13	8	4	8	3	8	8	11	9	6	5	9	9	10	4	16	5	15	10	9	3	2	10	5	
	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%	
																	*										
91-100	22	18	4	10	10	2	10	4	9	10	12	12	4	7	18	4	9	13	12	10	14	7	3	2	15	2	
	2%	4%	1%	3%	3%	1%	6%	1%	2%	2%	2%	3%	1%	2%	3%	1%	7%	2%	6%	1%	2%	2%	2%	1%	4%	1%	
				E	E		G								O		Q*		S						WY		
Sigma	1000	495	505	365	294	342	162	419	419	529	471	465	254	281	555	445	127	873	193	807	607	374	182	219	368	230	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																											
Mean (Incl. 0)	42.4	40.7	44.1	43.8	42.8	40.5	46.6	42.1	41	42.3	42.5	43.5	41.9	41	41.6	43.3	46.1	41.8	44.4	41.9	42.2	42.6	42.2	39.5	43.9	42.9	
			A				GH										*								W		
Std. Dev.	21	22.1	19.6	21.1	21.5	20.2	24.9	19.5	20.6	20.7	21.2	21.3	19.9	21.3	22.1	19.5	24.7	20.3	23.1	20.4	20.4	21.5	21.3	19.4	22.4	19.6	
Std. Err.	0.7	1	0.8	1.3	1.2	1	2.2	0.9	1	0.9	1	1.1	1	1.2	0.9	0.9	2.3	0.7	1.7	0.7	0.8	1.1	1.5	1.3	1.2	1.3	
Median (Incl. 0)	40	40	45	40	40	40	45	40	40	40	40	41.1	40	40	40	40	42.6	40	40	40	40	40	42.3	40	40	40	
Mean (Excl. 0)	42.9	41.2	44.5	44.4	43	41.1	48.2	42.6	41.1	42.5	43.2	44.3	41.9	41.3	42.3	43.5	46.1	42.4	44.4	42.5	42.6	43.2	42.7	40.6	44	43.3	
			A		E		GH										*										
Std. Dev.	20.6	21.8	19.2	20.6	21.3	19.8	23.8	19	20.5	20.5	20.7	20.6	19.8	21.1	21.6	19.3	24.7	19.9	23.1	19.9	20.1	21.1	21	18.5	22.3	19.2	
Std. Err.	0.6	1	0.8	1.2	1.2	1	2.1	0.9	1	0.9	1	1.1	1	1.2	0.9	0.9	2.3	0.7	1.7	0.7	0.8	1.1	1.5	1.2	1.1	1.3	
Median (Excl. 0)	40	40	45	42.6	40	40	45	40	40	40	40	45	40	40	40	40	42.6	40	40	40	40	40	44.3	40	40	40	

Global @dvisor: PERCIEVED SOCIAL NORMS
Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	6100	2753	3347	1680	2027	2393	1134	2475	2039	2911	3189	1438	2540	2122	3571	2529	551	5549	945	5155	3995	2055
Base: All Respondents (wtd)	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
Strongly agree	889	468	421	373	265	251	144	308	371	369	520	233	322	334	520	369	127	762	203	686	596	289
	15%	16%	14%	17%	14%	13%	13%	13%	18%	14%	16%	12%	15%	18%	15%	14%	24%	14%	22%	13%	16%	14%
				E					FG				K	KL			Q		S			
Agree	1360	691	669	567	401	392	210	586	484	611	749	417	482	461	796	564	161	1200	287	1073	929	420
	23%	23%	22%	26%	22%	20%	18%	24%	24%	23%	23%	21%	22%	25%	23%	22%	31%	22%	31%	21%	24%	20%
				DE				F	F					KL			Q		S		U	
Neither agree nor disagree	1184	646	538	402	362	421	252	481	320	538	647	395	445	345	678	507	90	1094	148	1037	736	427
	20%	22%	18%	18%	20%	22%	22%	20%	16%	20%	20%	20%	20%	19%	20%	19%	17%	20%	16%	20%	19%	20%
		B				C	H	H											R			
Disagree	1619	734	885	563	497	559	287	659	570	759	861	535	589	496	874	745	92	1528	181	1438	1032	584
	27%	25%	29%	26%	27%	29%	25%	28%	28%	28%	26%	27%	27%	27%	26%	29%	18%	28%	20%	28%	27%	28%
			A												N		P		R			
Strongly disagree	947	436	511	300	317	331	249	359	268	412	536	380	369	198	531	416	52	895	92	855	545	394
	16%	15%	17%	14%	17%	17%	22%	15%	13%	15%	16%	19%	17%	11%	16%	16%	10%	16%	10%	17%	14%	19%
			A		C	C	GH					M	M					P		R		T
Sigma	6000	2976	3024	2204	1842	1954	1142	2392	2013	2688	3312	1958	2207	1834	3399	2601	522	5478	910	5090	3837	2114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/ Agree)	2249	1159	1089	940	666	643	354	894	855	980	1269	650	804	795	1316	933	288	1961	489	1759	1525	709
	37%	39%	36%	43%	36%	33%	31%	37%	42%	36%	38%	33%	36%	43%	39%	36%	55%	36%	54%	35%	40%	34%
		B		DE				F	FG					KL			Q		S		U	
Low2Box (Disagree/ Strongly disagree)	2567	1170	1397	862	814	890	536	1018	838	1170	1396	914	958	695	1405	1161	144	2423	273	2293	1577	978
	43%	39%	46%	39%	44%	46%	47%	43%	42%	44%	42%	47%	43%	38%	41%	45%	28%	44%	30%	45%	41%	46%
			A		C	C	GH					M	M			N		P		R		T

Global @dvisor: PERCIEVED SOCIAL NORMS

Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Australia	Canada	France	Germany	Great Britain	United States
		A	B	C	D	E	F
Base: All Respondents (unwtd)	6100	1010	1025	1016	1015	1018	1016
Base: All Respondents (wtd)	6000	1000	1000	1000	1000	1000	1000
Strongly agree	889	115	158	130	149	167	170
	15%	12%	16%	13%	15%	17%	17%
			A			AC	AC
Agree	1360	219	224	150	246	250	271
	23%	22%	22%	15%	25%	25%	27%
		C	C		C	C	ABC
Neither agree nor disagree	1184	219	200	215	183	189	179
	20%	22%	20%	21%	18%	19%	18%
Disagree	1619	310	265	285	255	242	263
	27%	31%	26%	29%	25%	24%	26%
		DE		E			
Strongly disagree	947	137	153	220	168	152	118
	16%	14%	15%	22%	17%	15%	12%
			F	ABDEF	F	F	
Sigma	6000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%
Summary							
Top2Box (Strongly agree/ Agree)	2249	334	382	280	395	417	441
	37%	33%	38%	28%	39%	42%	44%
		C	C		AC	AC	ABC
Low2Box (Disagree/ Strongly disagree)	2567	447	418	505	422	394	381
	43%	45%	42%	51%	42%	39%	38%
		EF		ABDEF			

Global @dvisor: PERCIEVED SOCIAL NORMS

Q5B. To what extent do you agree or disagree with the following statement: I do the recommended amount of physical activity each week

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	6100	2041	-	3049	1010	5090	-	-
Base: All Respondents (wtd)	6000	2000	-	3000	1000	5000	-	-
Strongly agree	889	328	-	446	115	773	-	-
	15%	16%	-	15%	12%	15%	-	-
		D				D		
Agree	1360	495	-	646	219	1141	-	-
	23%	25%	-	22%	22%	23%	-	-
		C						
Neither agree nor disagree	1184	379	-	587	219	966	-	-
	20%	19%	-	20%	22%	19%	-	-
Disagree	1619	528	-	782	310	1310	-	-
	27%	26%	-	26%	31%	26%	-	-
					ACE			
Strongly disagree	947	270	-	540	137	810	-	-
	16%	14%	-	18%	14%	16%	-	-
				AD		A		
Sigma	6000	2000	-	3000	1000	5000	-	-
	100%	100%	-	100%	100%	100%	-	-
Summary								
Top2Box (Strongly agree/ Agree)	2249	823	-	1092	334	1915	-	-
	37%	41%	-	36%	33%	38%	-	-
		CD				D		
Low2Box (Disagree/ Strongly disagree)	2567	798	-	1321	447	2120	-	-
	43%	40%	-	44%	45%	42%	-	-
				A				