

SOCIALOGUE

Which would you rather do?

		All Countries																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	19271	10059	9212	7801	6591	4879	5571	7705	5785	9258	9507	5445	6859	6967	10958	8313	13427	5844	2363	16908	3720	15551	
Base: All Respondents (wtd)	12500	6227	6273	5462	4113	2924	3833	4607	3889	5614	6386	4316	4349	3834	6711	5789	8469	4031	1494	11006	2252	10248	
Buy cool products	5521	2866	2654	2352	1891	1277	1823	2053	1551	2453	2770	2115	1910	1495	3044	2477	3669	1852	617	4903	942	4579	
	44%	46%	42%	43%	46%	44%	48%	45%	40%	44%	43%	49%	44%	39%	45%	43%	43%	46%	41%	45%	42%	45%	
		B			C		GH	H				LM	M		O			P		R		T	
Buy cool experiences	6979	3360	3619	3110	2222	1647	2010	2554	2339	3161	3617	2201	2439	2339	3667	3312	4800	2179	876	6103	1310	5669	
	56%	54%	58%	57%	54%	56%	52%	55%	60%	56%	57%	51%	56%	61%	55%	57%	57%	54%	59%	55%	58%	55%	
			A	D				F	FG				K	KL		N	Q		S		U		

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

SOCIALOGUE

Which would you rather do?

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States	Hong Kong
	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)	19271	506	1005	508	1059	1014	1006	1023	1023	1017	1001	1003	509	1000	1028	502	506	504	506	520	500	1005	502	516	1005	503
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Buy cool products	5521	292	191	302	262	191	281	321	281	233	225	217	125	113	196	262	265	167	298	178	145	237	162	152	179	246
	44%	58%	38%	60%	52%	38%	56%	64%	56%	47%	45%	43%	25%	23%	39%	52%	53%	33%	60%	36%	29%	47%	32%	30%	36%	49%
	BEIJKLMNQSTUV	LMTW	KLMNPQSTU	JKLMNQSTV	LMTW	IKLMNQSTU	JKLMNQST	IKLMNQSTUV	ELMNQSTVW	ELMNQSTVW	LMQTVWX				LMQTVW	IKLMNQSTV	JKLMNQSTV	LM	JKLMNQSTUV	LM	M	ELMNQSTVW	LM	M	LMT	ELMNQSTVW
Buy cool experiences	6979	208	309	198	238	309	219	179	219	267	275	283	375	387	304	238	235	333	202	322	355	263	338	348	321	254
	56%	42%	62%	40%	48%	62%	44%	36%	44%	53%	55%	57%	75%	77%	61%	48%	47%	67%	40%	64%	71%	53%	68%	70%	64%	51%
		ACDFGHJOPRUY				CG	DFGHJOPR	G	G	ACFGHPR	ACDFGHPR	ACDFGHOPR	GHUKNOPR	GHUKNOPQR	DFGHJOPR	G	CG	DFGHJKNOPRUY	ACDFGHJOPRUEFGHUKNOF				ACFGHR	DFGHJKNOPR	DEFGHUKNOF	DFGHJKNOPR

Proportions/Mean: Columns Tested (5% risk level) - 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

Which would you rather do?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	19271	2019	2067	7585	5555	7614	3572	1542
Base: All Respondents (wtd)	12500	1000	1500	4500	3500	4000	2000	1500
Buy cool products	5521	370	815	2138	1322	1680	927	629
	44%	37%	54%	48%	38%	42%	46%	42%
			ACDEFG	ADEG		AD	ADE	AD
Buy cool experiences	6979	630	685	2362	2178	2320	1073	871
	56%	63%	46%	52%	62%	58%	54%	58%
		BCEFG		B	BCEFG	BCF	B	BC

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

SOCIALOGUE

Which would you rather do?

		Argentina																					
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	506	270	236	225	180	101	33	66	407	160	346	174	182	150	286	220	376	130	48	458	84	422	
Base: All Respondents (wtd)	500	245	255	248	163	89*	44**	90*	366	150	350	327	119	55	255	245	329	171	40*	460	65*	435	
Buy cool products	292	147	145	138	93	60	27	51	213	89	203	203	62	27	152	140	190	102	23	268	38	254	
	58%	60%	57%	56%	57%	68%	62%	57%	58%	59%	58%	62%	52%	50%	60%	57%	58%	59%	58%	58%	58%	58%	
Buy cool experiences	208	98	110	110	70	28	17	39	153	62	147	124	57	28	103	105	138	70	17	192	27	181	
	42%	40%	43%	44%	43%	32%	38%	43%	42%	41%	42%	38%	48%	50%	40%	43%	42%	41%	42%	42%	42%	42%	
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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		India																				
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		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)	1003	813	190	715	249	39	261	454	288	634	369	0	74	929	746	257	933	70	293	710	630	373
Base: All Respondents (wtd)	500	258	242	276	175	48**	132	210	158	297	203	.-**	44*	456	290	210	433	67*	128	372	281	219
Buy cool products	217	116	101	131	69	16	64	92	61	126	91	0	16	201	129	88	180	37	51	166	116	101
	43%	45%	42%	48%	40%	33%	49%	44%	38%	42%	45%	-	36%	44%	44%	42%	42%	56%	40%	45%	41%	46%
Buy cool experiences	283	142	141	145	106	32	68	118	97	171	112	0	28	255	162	121	253	30	77	206	165	118
	57%	55%	58%	52%	60%	67%	51%	56%	62%	58%	55%	-	64%	56%	56%	58%	58%	44%	60%	55%	59%	54%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

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Which would you rather do?

		Mexico																					
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	502	333	169	206	199	97	333	142	27	233	269	111	161	230	312	190	373	129	65	437	126	376	
Base: All Respondents (wtd)	500	238	262*	270*	158*	72*	406	85*	9**	215*	285	321*	103	76	243	257*	314	186*	32*	468	73*	427	
Buy cool products	262	135	127	129	88	45	206	52	4	123	139	179	46	38	138	124	178	84	17	245	47	215	
	52%	57%	49%	48%	56%	63%	51%	61%	48%	57%	49%	56%	44%	49%	57%	48%	57%	45%	52%	52%	64%	50%	
Buy cool experiences	238	103	135	141	70	27	201	33	5	92	146	142	57	38	105	133	135	103	15	223	26	212	
	48%	43%	51%	52%	44%	37%	49%	39%	52%	43%	51%	44%	56%	51%	43%	52%	43%	55%	48%	48%	36%	50%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

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Which would you rather do?

		Spain																				
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		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)	1005	464	541	389	381	235	611	334	60	453	552	657	76	272	544	461	654	351	92	913	116	889
Base: All Respondents (wtd)	500	252	248	205	181	114	296	174	31*	212	288	249	115*	137	276	224	321	179	46*	454	59*	441
Buy cool products	237	123	114	90	95	53	142	80	15	109	129	123	53	61	133	104	148	89	25	212	29	208
	47%	49%	46%	44%	52%	46%	48%	46%	48%	51%	45%	49%	46%	45%	48%	47%	46%	50%	56%	47%	49%	47%
Buy cool experiences	263	129	134	115	86	62	154	93	16	103	159	126	61	75	143	120	173	90	20	243	30	233
	53%	51%	54%	56%	48%	54%	52%	54%	52%	49%	55%	51%	54%	55%	52%	53%	54%	50%	44%	53%	51%	53%
				D																		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		South Africa																				
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (unwtd)	520	240	280	133	224	163	17	98	405	314	206	191	168	161	317	203	463	57	152	368	205	315
Base: All Respondents (wtd)	500	240	260	286*	130	83	29**	111*	361	224	276*	194*	150*	156*	258	242*	414	86**	135*	365	181*	319
Buy cool products	178	107	72	110	41	28	18	38	123	75	103	80	57	42	87	91	141	38	45	133	63	115
	36%	44%	28%	38%	31%	33%	61%	35%	34%	34%	37%	41%	38%	27%	34%	38%	34%	44%	34%	36%	35%	36%
Buy cool experiences		B																				
	322	133	188	177	89	55	11	72	238	148	173	114	93	114	171	150	274	48	89	232	117	204
	64%	56%	72%	62%	69%	67%	39%	65%	66%	66%	63%	59%	62%	73%	66%	62%	66%	56%	66%	64%	65%	64%
		A																				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Great Britain																					
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	1017	488	529	328	368	321	226	626	165	446	571	315	341	361	637	380	653	364	96	921	126	891	
Base: All Respondents (wtd)	500	246	254	185	167	148	112	308	80	210	290	154	170	177	306	194	317	183	46*	454	60	440	
Buy cool products	233	129	104	91	75	66	50	152	31	100	132	83	73	77	141	92	144	88	23	210	30	203	
	47%	52%	41%	49%	45%	45%	44%	50%	38%	48%	46%	54%	43%	43%	46%	48%	46%	48%	50%	46%	49%	46%	
Buy cool experiences		B						H				LM											
	267	117	150	94	92	81	62	155	50	109	158	71	97	100	166	102	172	95	23	244	30	237	
	53%	48%	59%	51%	55%	55%	56%	50%	62%	52%	54%	46%	57%	57%	54%	52%	54%	52%	50%	54%	51%	54%	
		A						G					K	K									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		US																					
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	1005	442	563	320	317	368	158	266	581	584	421	467	301	237	479	526	611	394	133	872	144	861	
Base: All Respondents (wtd)	500	247	253	182	148	169	76	110	315	284	216	232	127	141	244	256	309	191	69	431	77	423	
Buy cool products	179	94	85	63	59	57	33	45	101	103	77	97	40	42	94	85	111	69	24	155	28	152	
	36%	38%	34%	35%	40%	34%	44%	41%	32%	36%	35%	42%	31%	30%	39%	33%	36%	36%	35%	36%	36%	36%	
							H	H				LM											
Buy cool experiences	321	154	167	119	90	112	43	64	214	181	140	135	87	98	149	171	198	122	45	276	49	272	
	64%	62%	66%	65%	60%	66%	56%	59%	68%	64%	65%	58%	69%	70%	61%	67%	64%	64%	65%	64%	64%	64%	
									FG				K	K									

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

SOCIALOGUE

Which would you rather do?

		Saudi Arabia																					
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	506	322	184	403	93	10	150	119	160	0	0	153	135	218	278	228	350	156	152	354	167	339	
Base: All Respondents (wtd)	500	283	217	295	158*	47**	148*	104*	158*	-.*	-.*	147*	142*	211	258	242	307	193*	135	365	151*	349	
Buy cool products	298	161	138	173	88	37	95	62	85	0	0	88	95	115	150	148	180	118	77	222	79	219	
	60%	57%	63%	58%	56%	80%	64%	60%	54%	-	-	60%	67%	55%	58%	61%	59%	61%	57%	61%	53%	63%	
Buy cool experiences	202	122	79	123	70	9	53	42	73	0	0	58	47	96	108	94	126	75	58	143	71	130	
	40%	43%	37%	42%	44%	20%	36%	40%	46%	-	-	40%	33%	45%	42%	39%	41%	39%	43%	39%	47%	37%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Which would you rather do?

Proportions/Mean: Columns Tested (5% risk level) - 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 * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		France																				
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		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)	1023	485	538	369	292	362	248	550	225	358	665	365	330	328	612	411	616	407	34	989	63	960
Base: All Respondents (wtd)	500	247	253	191	141	168	123	271	106	173	327	168	209	124	293	207	299	201	16*	484	28*	472
Buy cool products	321	155	166	121	93	107	81	181	59	117	204	121	134	66	183	138	189	132	9	312	13	308
	64%	63%	66%	63%	66%	64%	66%	67%	55%	67%	63%	72%	64%	53%	63%	67%	63%	66%	54%	65%	47%	65%
Buy cool experiences							H	H				LM	M								T	
	179	92	87	70	48	61	42	90	47	57	122	47	74	58	109	69	110	69	7	171	15	164
	36%	37%	34%	37%	34%	36%	34%	33%	45%	33%	37%	28%	36%	47%	37%	33%	37%	34%	46%	35%	53%	35%
									FG				K	KL							U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		Germany																				
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		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)	1023	502	521	269	428	326	375	332	316	444	579	238	643	142	640	383	590	433	71	952	137	886
Base: All Respondents (wtd)	500	253	247	172	188	140	186	159	154	199	301	113	285	101	307	193	286	214	34*	466	65	435
Buy cool products	281	148	133	90	110	81	104	91	87	124	157	71	162	49	165	116	158	123	20	261	35	246
	56%	59%	54%	52%	59%	58%	56%	57%	56%	62%	52%	62%	57%	48%	54%	60%	55%	57%	59%	56%	54%	57%
Buy cool experiences	219	104	114	82	78	58	83	68	68	76	143	43	123	53	142	77	128	91	14	205	30	189
	44%	41%	46%	48%	41%	42%	44%	43%	44%	38%	48%	38%	43%	52%	46%	40%	45%	43%	41%	44%	46%	43%
										I				K								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		Australia																													
	Australia	Gender		Age			Household Income				Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA		
Base: All Respondents (unwtd)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76		
Base: All Respondents (wtd)	500	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*		
Buy cool products	191	106	85	72	69	50	45	100	46	85	106	60	105	27	112	79	118	73	20	172	29	162	127	65	49	69	34	24	15		
	38%	43%	34%	37%	44%	34%	43%	36%	39%	37%	40%	45%	36%	37%	40%	37%	36%	43%	32%	39%	39%	38%	38%	39%	35%	44%	37%	35%	36%		
Buy cool experiences		B										LM																			
	309	142	167	124	87	97	59	177	73	148	161	72	190	47	172	137	210	99	41	267	46	262	206	102	92	90	57	43	26		
	62%	57%	66%	63%	56%	66%	57%	64%	61%	63%	60%	55%	64%	63%	60%	63%	64%	57%	68%	61%	61%	62%	62%	61%	65%	56%	63%	65%	64%		
		A										K	K																		

Proportions/Mean: Columns Tested (5% risk level) - 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 * small base

SOCIALOGUE

Which would you rather do?

		Japan																					
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	1028	525	503	370	332	326	617	351	60	583	445	330	239	459	470	558	656	372	120	908	139	889	
Base: All Respondents (wtd)	500	251	249	186	150	165	299	171	30*	288	212	159	117	224	228	272	320	180	59	441	68	432	
Buy cool products	196	108	88	82	62	52	121	66	10	110	86	75	45	76	87	109	124	72	22	174	23	173	
	39%	43%	35%	44%	41%	31%	40%	38%	32%	38%	40%	47%	38%	34%	38%	40%	39%	40%	37%	39%	34%	40%	
		B		E	E							LM											
Buy cool experiences	304	143	161	103	88	113	178	106	20	178	127	84	72	148	141	163	196	108	37	267	45	259	
	61%	57%	65%	56%	59%	69%	60%	62%	68%	62%	60%	53%	62%	66%	62%	60%	61%	60%	63%	61%	66%	60%	
			A			CD								K	K								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		South Korea																					
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	500	261	239	201	188	111	95	184	221	286	214	19	148	333	252	248	351	149	67	433	107	393	
Base: All Respondents (wtd)	500	253	247	210	193	97	99*	187	214	276	224	21**	153	326	241	259	341	159	63*	437	102	398	
Buy cool products	145	66	79	49	62	34	23	52	70	89	56	2	38	106	79	66	106	39	28	117	35	110	
	29%	26%	32%	23%	32%	35%	23%	28%	33%	32%	25%	9%	25%	32%	33%	25%	31%	24%	44%	27%	35%	28%	
Buy cool experiences						C													S				
	355	186	169	162	131	63	76	135	144	187	168	19	116	220	162	194	235	120	36	319	66	289	
	71%	74%	68%	77%	68%	65%	77%	72%	67%	68%	75%	91%	75%	68%	67%	75%	69%	76%	56%	73%	65%	72%	
				E															R				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Russia																					
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	504	258	246	194	199	111	18	50	436	246	258	100	279	125	290	214	457	47	36	468	76	428	
Base: All Respondents (wtd)	500	240	260	211	184	105	18**	54*	428	236	264	146*	266	88	279	221	449	51*	33*	467	73*	427	
Buy cool products	167	90	77	63	69	35	5	19	142	80	87	57	81	30	97	70	150	17	11	155	28	139	
	33%	37%	30%	30%	38%	33%	30%	36%	33%	34%	33%	39%	30%	33%	35%	32%	33%	34%	35%	33%	38%	33%	
Buy cool experiences	333	150	183	148	115	70	13	35	285	157	177	89	185	59	183	150	299	34	21	312	46	287	
	67%	63%	70%	70%	62%	67%	70%	64%	67%	66%	67%	61%	70%	67%	65%	68%	67%	66%	65%	67%	62%	67%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Sweden																					
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	502	273	229	159	154	189	208	252	42	139	363	331	78	93	341	161	316	186	47	455	64	438	
Base: All Respondents (wtd)	500	253	247*	186*	158*	157*	192*	258	51**	155*	345	105	263*	133*	340	160*	360	140*	63**	437	83*	417	
Buy cool products	162	85	77	55	61	46	65	78	19	43	119	38	73	51	108	54	116	45	15	146	18	144	
	32%	33%	31%	29%	38%	30%	34%	30%	37%	28%	34%	36%	28%	39%	32%	34%	32%	32%	24%	34%	21%	34%	
Buy cool experiences	338	169	170	131	97	111	127	179	32	113	226	67	190	81	233	106	244	95	48	290	65	274	
	68%	67%	69%	71%	62%	70%	66%	70%	63%	72%	66%	64%	72%	61%	68%	66%	68%	68%	76%	66%	79%	66%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	509	258	251	285	173	51	75	266	168	305	204	205	42	262	227	282	424	85	61	448	100	409	
Base: All Respondents (wtd)	500	250	250	281	162	56*	80*	258	163	288	212	208	41*	250	216	284	407	93*	60*	440	96*	404	
Buy cool products	125	65	60	66	48	11	20	63	42	77	48	53	10	62	55	70	106	19	10	115	25	100	
	25%	26%	24%	23%	30%	20%	25%	24%	26%	27%	23%	25%	24%	25%	25%	25%	26%	21%	17%	26%	26%	25%	
Buy cool experiences	375	185	190	216	114	45	60	195	120	211	164	156	31	188	161	214	302	73	50	325	71	304	
	75%	74%	76%	77%	70%	80%	75%	76%	74%	73%	77%	75%	76%	75%	75%	75%	74%	79%	83%	74%	74%	75%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		Turkey																					
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	516	358	158	395	107	14	49	231	236	235	281	137	82	297	275	241	379	137	68	448	162	354	
Base: All Respondents (wtd)	500	252	248*	263	145*	93**	40*	213*	247*	249*	251	141*	85*	274	275*	225	316	184*	64*	436	136*	364	
Buy cool products	152	72	80	74	44	34	13	62	77	78	74	54	32	66	90	61	90	62	23	129	42	110	
	30%	29%	32%	28%	30%	37%	32%	29%	31%	31%	29%	38%	38%	24%	33%	27%	28%	34%	35%	30%	31%	30%	
Buy cool experiences	348	180	168	189	101	58	27	152	170	171	177	87	53	209	185	163	226	122	42	307	94	255	
	70%	71%	68%	72%	70%	63%	68%	71%	69%	69%	71%	62%	62%	76%	67%	73%	72%	66%	65%	70%	69%	70%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Hungary																					
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	1001	507	494	229	313	459	488	372	8	511	490	172	645	184	556	445	601	400	79	922	79	922	
Base: All Respondents (wtd)	500	244	256	202	142	156	255	159	5**	218	282	129	294	76	249	251	296	204	31*	469	32*	468	
Buy cool products	225	123	102	91	62	72	115	70	2	103	122	71	130	23	119	106	129	96	12	212	11	214	
	45%	50%	40%	45%	44%	46%	45%	44%	35%	47%	43%	55%	44%	30%	48%	42%	43%	47%	40%	45%	34%	46%	
Buy cool experiences		B										LM	M										
	275	121	154	111	80	84	140	89	3	115	160	58	164	53	130	145	167	108	18	257	21	254	
	55%	50%	60%	55%	56%	54%	55%	56%	65%	53%	57%	45%	56%	70%	52%	58%	57%	53%	60%	55%	66%	54%	
		A											K	KL									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Poland																					
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	506	255	251	194	173	139	385	105	16	253	253	70	337	99	301	205	292	214	46	460	77	429	
Base: All Respondents (wtd)	500	248	252	215	156	129	391	94*	15**	246	254	104*	326	70*	288	212	272	228	40*	460	67*	433	
Buy cool products	265	140	126	107	92	66	208	49	8	143	122	59	181	26	164	101	143	122	18	248	31	234	
	53%	56%	50%	50%	59%	51%	53%	52%	55%	58%	48%	57%	55%	37%	57%	48%	53%	54%	44%	54%	47%	54%	
Buy cool experiences	235	108	126	108	64	63	183	45	7	102	132	45	146	44	124	111	129	106	22	212	36	199	
	47%	44%	50%	50%	41%	49%	47%	48%	45%	42%	52%	43%	45%	63%	43%	52%	47%	46%	56%	46%	53%	46%	
										I				KL		N							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		China																				
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		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)	1006	534	472	481	410	115	87	301	618	695	311	98	278	630	696	310	889	117	124	882	317	689
Base: All Respondents (wtd)	500	249	251	200	200*	99*	90*	186*	224	340	160*	295*	155	50	294	206*	394	106*	57**	443	114*	386
Buy cool products	281	137	145	117	110	54	44	119	118	197	85	156	98	28	181	101	232	49	36	246	67	214
	56%	55%	58%	58%	55%	54%	49%	64%	53%	58%	53%	53%	63%	55%	61%	49%	59%	46%	63%	55%	59%	55%
Buy cool experiences	219	112	106	83	90	46	45	67	106	143	75	139	57	22	114	105	162	57	21	198	46	172
	44%	45%	42%	42%	45%	46%	51%	36%	47%	42%	47%	47%	37%	45%	39%	51%	41%	54%	37%	45%	41%	45%
														L								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Brazil																					
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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)	1059	509	550	440	388	231	245	777	37	449	610	151	571	337	524	535	756	303	119	940	208	851	
Base: All Respondents (wtd)	500	244	256	271*	148	82*	225*	270	5**	170*	330	363	107	29	207	293	327	173*	41**	459	67*	433	
Buy cool products	262	137	125	140	79	42	115	143	4	88	174	196	53	13	106	156	166	96	19	243	30	232	
	52%	56%	49%	52%	54%	52%	51%	53%	69%	52%	53%	54%	50%	43%	51%	53%	51%	56%	47%	53%	45%	53%	
Buy cool experiences	238	108	130	130	68	40	109	127	2	82	157	167	54	17	101	137	161	77	22	216	37	201	
	48%	44%	51%	48%	46%	48%	49%	47%	31%	48%	47%	46%	50%	57%	49%	47%	49%	44%	53%	47%	55%	47%	
														K									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Italy																					
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	1000	471	529	391	357	252	183	453	364	555	445	353	516	131	472	528	621	379	116	884	162	838	
Base: All Respondents (wtd)	500	250	250	181	185	134	98	228	174	287	213	243	198	58	247	253	306	194	58	442	78	422	
Buy cool products	113	54	59	41	46	25	24	54	35	71	42	61	43	9	57	55	71	42	14	99	17	95	
	23%	22%	23%	23%	25%	19%	25%	24%	20%	25%	20%	25%	21%	16%	23%	22%	23%	22%	24%	22%	22%	23%	
Buy cool experiences	387	196	191	140	139	109	74	174	140	216	171	183	156	49	189	198	236	152	45	343	61	327	
	77%	78%	77%	77%	75%	81%	75%	76%	80%	75%	80%	75%	79%	84%	77%	78%	77%	78%	76%	78%	78%	77%	
														K									

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

SOCIALOGUE

Which would you rather do?

		Belgium																											
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language			
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	Yes	No	North	Center	South	French	Flemish
Base: All Respondents (unwid)	508	266	242	152	195	161	184	201	123	202	306	121	235	152	306	202	300	208	16	492	45	463	180	148	180	358	150		
Base: All Respondents (wid)	500	251	249	184	174	142	192	194	114	183	317	172	186	142	278	222	280	220	15**	485	41*	459	171	136	193	353	147		
Buy cool products	302	157	145	108	108	86	112	127	62	110	191	108	116	77	173	129	170	132	6	295	20	281	84	76	142	235	67		
	60%	62%	58%	58%	62%	61%	58%	66%	54%	60%	60%	63%	63%	54%	62%	58%	61%	60%	40%	61%	49%	61%	49%	56%	73%	66%	46%		
Buy cool experiences	198	95	104	77	66	56	80	66	52	73	125	64	69	65	105	93	111	88	9	189	21	177	87	60	51	118	80		
	40%	38%	42%	42%	38%	39%	42%	34%	46%	40%	40%	37%	37%	46%	38%	42%	39%	40%	60%	39%	51%	39%	51%	44%	27%	34%	54%		
																							X	X			Y		

Proportions/Mean: Columns Tested (5% risk level) - 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 * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Hong Kong																				
	Hong Kong	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		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)	503	236	267	164	213	126	83	238	182	291	212	8	183	312	297	206	418	85	126	377	134	369
Base: All Respondents (wtd)	500	236	264	188	195	117	85*	239	176	274	226	7**	176	316	291	209	411	89*	122	378	129	371
Buy cool products	246	109	138	88	104	54	44	119	84	137	109	4	91	152	140	107	202	44	55	192	67	179
	49%	46%	52%	47%	53%	46%	52%	50%	47%	50%	48%	50%	51%	48%	48%	51%	49%	50%	45%	51%	52%	48%
Buy cool experiences	254	127	127	100	91	63	41	120	93	137	117	4	86	164	151	102	209	44	67	187	62	192
	51%	54%	48%	53%	47%	54%	48%	50%	53%	50%	52%	50%	49%	52%	52%	49%	51%	50%	55%	49%	48%	52%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing