

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	
Give up social networking	7273	3716	3557	2719	2568	1986	2159	2683	2347	3532	3518	2509	2609	2156	4037	3236	4998	2275	814	6459	1216	6057	
	58%	60%	57%	50%	62%	68%	56%	58%	60%	63%	55%	58%	60%	56%	60%	56%	59%	56%	55%	59%	54%	59%	
		B			C	CD			F	J			M		O		Q		R		T		
Give up TV	5227	2510	2716	2743	1545	939	1674	1924	1542	2082	2869	1808	1740	1679	2673	2553	3471	1756	679	4547	1036	4191	
	42%	40%	43%	50%	38%	32%	44%	42%	40%	37%	45%	42%	40%	44%	40%	44%	41%	44%	45%	41%	46%	41%	
			A		DE	E		H			I				L		N		P	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	500
Give up social networking	7273	279	373	332	193	361	176	381	349	383	275	220	224	353	324	269	338	249	224	276	337	320	228	194	371	246
	58%	56%	75%	66%	39%	72%	35%	76%	70%	77%	55%	44%	45%	71%	65%	54%	68%	50%	45%	55%	67%	64%	46%	39%	74%	49%
		DFKLRVW	JKLNOPQRS	FJKLOQRSVWY	ACDFJKLNOQRSUVWYACDEFHJKLMNOPQR	JKLMNOPQR	JKLMNOPQR	DFKLRVWY	F	F	JKLMNOPQR	DFKLRVWY	F	F	JKLMNOPQR	DFKLRVWY	DFKLW	FJKLOQRSV	DFW	F	DFKLW	FJKLOQRSV	FJKLOQRSV	F	ACDFHJKLMNOPQRS	DFW
Give up TV	5227	221	127	168	307	139	324	119	151	117	225	280	276	147	176	231	162	251	276	224	163	180	272	306	129	254
	42%	44%	25%	34%	61%	28%	65%	24%	30%	23%	45%	56%	55%	29%	35%	46%	32%	50%	55%	45%	33%	36%	54%	61%	26%	51%
		BCEGHIMNPTUX	BEGIX	GHUMNOPQS	GI	IJKLMNOPQR	STUVXY	BGIX	BCEGHIMNPT	EGHUMNOP	EGHUMNOP	GI	BEGHIMX	CEGHIMNPTL	BGIX	CEGHIMNPTL	EGHUMNPS	CEGHIMNPTL	BGIX	CEGHIMNPTL	EGHUMNPS	CEGHIMNPTL	BGIX	BEGHIMX	CEGHIMNPT	GHUMNOPQSTUXY

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
Give up social networking	7273	732	741	2958	1903	2771	837	693
	58%	73%	49%	66%	54%	69%	42%	46%
		BCDEFG	F	BDFG	BFG	BCDFG		
Give up TV	5227	268	759	1542	1597	1229	1163	807
	42%	27%	51%	34%	46%	31%	58%	54%
			ACDE	AE	ACE	A	ABCDE	ACDE

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
Give up social networking	279	147	132	125	95	59	20	44	215	90	190	185	59	35	150	129	185	95	23	257	34	246
	56%	60%	52%	50%	58%	67%	46%	49%	59%	60%	54%	57%	50%	64%	59%	53%	56%	55%	56%	56%	52%	56%
Give up TV						C								L								
	221	98	123	123	68	29	24	46	151	61	160	142	59	20	105	116	144	77	18	203	31	189
	44%	40%	48%	50%	42%	33%	54%	51%	41%	40%	46%	43%	50%	36%	41%	47%	44%	45%	44%	44%	48%	44%
				E									M									

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	
Give up social networking	220	115	104	114	80	25	55	98	66	143	77	0	13	206	127	93	193	27	54	166	138	82	
	44%	45%	43%	41%	46%	51%	42%	47%	42%	48%	38%	-	30%	45%	44%	44%	45%	40%	42%	45%	49%	37%	
Give up TV	280	143	138	162	95	24	77	112	91	154	126	0	31	249	163	117	240	40	74	206	144	137	
	56%	55%	57%	59%	54%	49%	58%	53%	58%	52%	62%	-	70%	55%	56%	56%	55%	60%	58%	55%	51%	63%	
											I											T	

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?

		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	
Give up social networking	269	135	134	132	84	53	215	48	6	116	153	174	51	44	149	120	173	96	19	250	41	228	
	54%	57%	51%	49%	53%	73%	53%	57%	64%	54%	54%	54%	50%	57%	61%	47%	55%	51%	60%	53%	56%	53%	
Give up TV						CD									O								
	231	104	127	138	74	19	191	37	3	99	132	147	52	32	93	138	140	91	13	218	32	199	
	46%	43%	49%	51%	47%	27%	47%	43%	36%	46%	46%	46%	50%	43%	39%	53%	45%	49%	40%	47%	44%	47%	
				E	E										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?

		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	
Give up social networking	320	168	152	99	134	87	187	114	19	163	157	174	55	91	194	126	221	99	28	291	41	279	
	64%	67%	61%	48%	74%	76%	63%	66%	61%	77%	54%	70%	48%	67%	70%	56%	69%	55%	63%	64%	69%	63%	
Give up TV					C	C				J		L		L	O		Q						
	180	84	96	106	47	27	109	59	12	49	131	75	59	45	82	99	100	81	17	163	18	162	
	36%	33%	39%	52%	26%	24%	37%	34%	39%	23%	46%	30%	52%	33%	30%	44%	31%	45%	37%	36%	31%	37%	
				DE						I		KM			N		P						

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	
		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)	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	
Give up social networking	276	137	139	134	83	59	16	55	205	147	129	109	79	87	147	128	234	42	74	202	105	170	
	55%	57%	53%	47%	64%	71%	55%	50%	57%	66%	47%	56%	53%	56%	57%	53%	56%	49%	55%	55%	58%	53%	
Give up TV	224	103	121	153	47	25	13	55	156	77	147	84	71	69	111	113	181	44	61	163	75	149	
	45%	43%	47%	53%	36%	29%	45%	50%	43%	34%	53%	44%	47%	44%	43%	47%	44%	51%	45%	45%	42%	47%	
				DE							I												

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	
Give up social networking	383	194	189	124	132	127	77	244	62	170	213	111	134	138	249	134	253	130	36	346	49	334	
	77%	79%	74%	67%	79%	86%	69%	79%	77%	81%	73%	72%	79%	78%	81%	69%	80%	71%	79%	76%	81%	76%	
Give up TV				C		CD		F		J			K		O		Q						
	117	52	65	61	35	21	35	63	19	40	78	43	36	39	58	59	64	53	10	107	12	106	
	23%	21%	26%	33%	21%	14%	31%	21%	23%	19%	27%	28%	21%	22%	19%	31%	20%	29%	21%	24%	19%	24%	
				DE	E		G			I		L			N		P						

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	
Give up social networking	371	190	181	117	108	145	49	80	241	221	150	187	89	95	182	189	232	139	49	322	51	320	
	74%	77%	72%	64%	73%	86%	65%	73%	77%	78%	70%	81%	70%	68%	75%	74%	75%	73%	71%	75%	66%	76%	
Give up TV				C		CD			F	J		LM										T	
	129	57	72	65	40	24	27	29	73	63	66	45	38	45	62	67	77	52	20	109	26	103	
	26%	23%	28%	36%	27%	14%	35%	27%	23%	22%	30%	19%	30%	32%	25%	26%	25%	27%	29%	25%	34%	24%	
				DE	E		H			I			K	K							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?

		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	
Give up social networking	224	132	92	124	76	24	73	38	70	0	0	64	73	87	116	108	141	83	62	162	65	159	
	45%	47%	42%	42%	48%	51%	50%	36%	44%	-	-	43%	52%	41%	45%	45%	46%	43%	46%	44%	43%	46%	
Give up TV	276	151	125	171	82	23	74	66	89	0	0	83	69	124	142	134	165	111	73	203	86	190	
	55%	53%	58%	58%	52%	49%	50%	64%	56%	-	-	57%	48%	59%	55%	55%	54%	57%	54%	56%	57%	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?

		Canada																													
	Canada	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	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
Base: All Respondents (unwtd)	1014	505	509	320	315	379	230	406	378	432	582	350	519	145	545	469	680	334	93	921	106	908	69	86	95	128	0	398	238		
Base: All Respondents (wtd)	500	247	253	177	155	167	116	197	187	205	295	186	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	-**	196	117		
Give up social networking	361	185	176	115	114	132	79	139	143	157	204	145	156	60	190	171	243	118	32	329	38	323	24	27	31	49	0	137	92		
	72%	75%	69%	65%	73%	79%	68%	71%	76%	76%	69%	78%	70%	66%	72%	72%	73%	70%	69%	73%	74%	72%	73%	65%	68%	75%	-	70%	78%		
Give up TV	139	62	77	62	41	36	37	58	44	49	90	41	68	31	72	67	89	50	14	125	14	125	9	15	15	16	0	58	25		
	28%	25%	31%	35%	27%	21%	32%	29%	24%	24%	31%	22%	30%	34%	28%	28%	27%	30%	31%	27%	26%	28%	27%	35%	32%	25%	-	30%	22%		
				DE			H			I		K	K										b	b			b				

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/ab * small base; ** very small base (under 30) ineligible for sig testing

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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	
Give up social networking	381	189	192	134	113	134	84	209	88	144	237	131	163	87	225	156	234	147	12	369	19	361	
	76%	76%	76%	70%	80%	79%	68%	77%	83%	83%	72%	78%	78%	70%	77%	75%	78%	73%	73%	76%	70%	77%	
Give up TV					C	C		F	F	J		M	M										
	119	58	61	57	28	35	39	62	18	29	90	37	46	37	67	52	65	55	4	115	8	111	
	24%	24%	24%	30%	20%	21%	32%	23%	17%	17%	28%	22%	22%	30%	23%	25%	22%	27%	27%	24%	30%	23%	
				DE			GH			I				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

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	
Give up social networking	349	182	167	101	136	112	122	114	113	150	199	80	194	75	215	134	203	146	24	325	47	302	
	70%	72%	68%	59%	72%	80%	65%	72%	73%	75%	66%	71%	68%	73%	70%	70%	71%	68%	69%	70%	72%	69%	
Give up TV	151	71	80	71	52	28	64	45	41	49	102	33	91	27	92	59	83	68	11	140	18	133	
	30%	28%	32%	41%	28%	20%	35%	28%	27%	25%	34%	29%	32%	27%	30%	30%	29%	32%	31%	30%	28%	31%	
				DE	E		H				I												

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)	900	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*		
Give up social networking	373	200	173	124	122	126	68	209	96	181	191	91	232	50	226	147	261	112	48	324	62	311	246	126	108	115	67	51	32		
	75%	81%	69%	63%	78%	86%	65%	75%	81%	78%	72%	69%	79%	67%	79%	68%	79%	65%	79%	74%	82%	73%	74%	75%	77%	72%	74%	76%	76%		
Give up TV	127	48	79	72	34	21	36	69	23	51	76	40	62	24	59	69	68	60	13	115	14	114	86	41	33	45	24	16	10		
	25%	19%	31%	37%	22%	14%	35%	25%	19%	22%	28%	31%	21%	33%	21%	32%	21%	35%	21%	26%	18%	27%	26%	25%	23%	28%	26%	24%	24%		
		A			DE		GH					L		L		N		P													

Proportions/Means: 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	
Give up social networking	324	161	163	106	103	116	186	120	19	199	125	106	75	143	152	173	215	110	38	286	45	279	
	65%	64%	65%	57%	69%	70%	62%	70%	65%	69%	59%	67%	64%	64%	67%	63%	67%	61%	65%	65%	67%	65%	
Give up TV	176	90	86	80	47	49	113	52	10	88	88	53	42	81	76	100	106	70	21	155	23	153	
	35%	36%	35%	43%	31%	30%	38%	30%	35%	31%	41%	33%	36%	36%	33%	37%	33%	39%	35%	35%	33%	35%	
				DE			G				I			36%			33%	39%	35%	35%			

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	
Give up social networking	337	167	170	131	134	72	65	131	140	191	146	9	102	226	163	174	235	102	39	298	70	267	
	67%	66%	69%	62%	69%	75%	66%	70%	65%	69%	65%	42%	67%	69%	68%	67%	69%	64%	62%	68%	69%	67%	
Give up TV						C																	
	163	86	77	79	59	25	33	55	74	85	78	12	51	99	78	85	106	57	24	139	32	131	
	33%	34%	31%	38%	31%	25%	34%	30%	35%	31%	35%	58%	33%	31%	32%	33%	31%	36%	38%	32%	31%	33%	
				E																			

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	
Give up social networking	249	132	117	90	98	61	7	25	217	117	132	74	136	39	148	101	225	24	11	238	25	224	
	50%	55%	45%	43%	53%	59%	40%	45%	51%	50%	50%	51%	51%	44%	53%	46%	50%	46%	33%	51%	34%	53%	
Give up TV		B				C																T	
	251	108	143	121	87	43	11	30	210	119	132	72	130	49	131	120	224	27	22	229	49	202	
	50%	45%	55%	57%	47%	41%	60%	55%	49%	50%	50%	49%	49%	56%	47%	54%	50%	54%	67%	49%	66%	47%	
		A		E																		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; ** 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	
Give up social networking	228	125	103	73	86	69	78	129	21	71	157	52	123	53	162	66	175	53	25	203	39	189	
	46%	49%	42%	39%	55%	44%	41%	50%	42%	46%	46%	50%	47%	40%	48%	41%	49%	38%	40%	47%	47%	45%	
Give up TV	272	129	143	112	71	88	114	129	29	84	187	53	140	79	178	93	184	87	38	234	44	228	
	54%	51%	58%	61%	45%	56%	59%	50%	58%	54%	54%	50%	53%	60%	52%	59%	51%	62%	60%	53%	53%	55%	

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	
Give up social networking	224	103	121	112	85	28	27	110	87	140	84	94	16	114	108	117	189	35	22	202	39	185	
	45%	41%	48%	40%	52%	49%	34%	43%	54%	49%	40%	45%	39%	45%	50%	41%	46%	38%	37%	46%	41%	46%	
Give up TV				C					FG						O								
	276	147	129	170	77	29	52	148	76	148	128	114	25	136	108	168	219	57	38	238	57	218	
	55%	59%	52%	60%	48%	51%	66%	57%	46%	51%	60%	55%	61%	55%	50%	59%	54%	62%	63%	54%	59%	54%	
				D			H	H							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

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	
Give up social networking	194	97	96	96	71	27	10	73	111	110	83	62	20	111	99	94	114	79	19	175	42	152	
	39%	39%	39%	37%	49%	29%	24%	34%	45%	44%	33%	44%	24%	41%	36%	42%	36%	43%	30%	40%	31%	42%	
Give up TV	306	155	152	166	74	66	30	140	136	139	168	79	65	163	176	130	201	105	45	261	94	212	
	61%	61%	61%	63%	51%	71%	76%	66%	55%	56%	67%	56%	76%	59%	64%	58%	64%	57%	70%	60%	69%	58%	
							H																

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	
Give up social networking	275	144	130	105	88	81	137	92	3	124	150	78	160	37	138	136	171	104	16	259	17	258	
	55%	59%	51%	52%	62%	52%	54%	58%	65%	57%	53%	60%	54%	48%	56%	54%	58%	51%	52%	55%	54%	55%	
		B			CE							M											
Give up TV	225	100	126	96	54	75	118	66	2	93	132	52	134	40	110	115	125	101	15	211	15	211	
	45%	41%	49%	48%	38%	48%	46%	42%	35%	43%	47%	40%	46%	52%	44%	46%	42%	49%	48%	45%	46%	45%	
			A		D		D								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?

		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	
Give up social networking	338	180	158	129	120	90	257	71	10	175	163	63	230	46	208	131	197	142	28	310	48	290	
	68%	73%	63%	60%	77%	69%	66%	76%	69%	71%	64%	60%	70%	66%	72%	62%	72%	62%	70%	67%	72%	67%	
		B			C										O		Q						
Give up TV	162	68	94	86	36	39	134	23	5	71	91	41	97	24	81	81	76	86	12	150	19	143	
	32%	27%	37%	40%	23%	31%	34%	24%	31%	29%	36%	40%	30%	34%	28%	38%	28%	38%	30%	33%	28%	33%	
			A	D												N		P					

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	
Give up social networking	176	77	98	56	66	53	22	61	92	133	43	97	60	18	103	73	134	42	23	152	36	139	
	35%	31%	39%	28%	33%	53%	24%	33%	41%	39%	27%	33%	39%	36%	35%	35%	34%	39%	41%	34%	32%	36%	
Give up TV	324	172	153	144	134	46	68	125	132	207	117	198	95	32	191	133	260	64	33	291	77	247	
	65%	69%	61%	72%	67%	47%	76%	67%	59%	61%	73%	67%	61%	64%	65%	65%	66%	61%	59%	66%	68%	64%	
				E	E																		

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	
Give up social networking	193	88	105	99	58	35	89	100	4	75	118	129	50	14	78	115	135	58	15	178	21	172	
	39%	36%	41%	37%	40%	43%	40%	37%	66%	44%	36%	35%	47%	47%	37%	39%	41%	33%	36%	39%	31%	40%	
Give up TV	307	156	151	172	89	46	135	170	2	94	213	234	57	16	130	177	192	115	26	281	46	261	
	61%	64%	59%	63%	60%	57%	60%	63%	34%	56%	64%	65%	53%	53%	63%	61%	59%	67%	64%	61%	69%	60%	
												LM											

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
		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)	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
Give up social networking	353	179	173	108	145	99	70	154	128	222	130	181	132	39	180	172	228	125	46	307	59	294
	71%	72%	69%	60%	78%	74%	72%	67%	74%	78%	61%	74%	67%	68%	73%	68%	74%	64%	79%	69%	75%	70%
Give up TV					C	C				J		L					Q		S			
	147	71	77	73	40	34	27	74	46	65	83	63	66	19	67	81	79	69	12	135	19	128
	29%	28%	31%	40%	22%	26%	28%	33%	26%	22%	39%	26%	33%	32%	27%	32%	26%	36%	21%	31%	25%	30%
				DE						I		K					P		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

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	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
Give up social networking	332	172	161	103	123	107	123	116	93	138	194	109	121	102	185	148	201	131	10	322	27	305	114	103	115	236	96
	66%	68%	65%	56%	71%	75%	64%	60%	82%	75%	61%	63%	65%	72%	66%	67%	72%	60%	64%	67%	66%	66%	67%	70%	59%	67%	65%
Give up TV	168	80	88	82	51	35	70	77	21	45	123	63	65	40	94	74	79	88	6	162	14	154	57	33	78	116	52
	34%	32%	35%	44%	29%	25%	36%	40%	18%	25%	39%	37%	35%	28%	34%	33%	28%	40%	36%	33%	34%	34%	33%	24%	41%	33%	35%
				DE			H	H			I							P							W		

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	
Give up social networking	246	115	130	67	113	65	42	107	96	153	93	4	84	158	144	102	206	40	61	184	59	187	
	49%	49%	49%	36%	58%	56%	50%	45%	55%	56%	41%	50%	47%	50%	49%	49%	50%	45%	50%	49%	45%	50%	
Give up TV					C	C			G	J													
	254	120	134	121	81	52	42	132	80	121	133	4	93	158	147	107	206	49	61	194	70	184	
	51%	51%	51%	64%	42%	44%	50%	55%	45%	44%	59%	50%	53%	50%	51%	51%	50%	55%	50%	51%	55%	50%	
				DE				H			I												

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