

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
Have a few close friends	9386	4472	4914	3960	3129	2297	2877	3415	2961	4178	4916	3246	3379	2762	4970	4416	6279	3107	1015	8371	1508	7878
	75%	72%	78%	72%	76%	79%	75%	74%	76%	74%	77%	75%	78%	72%	74%	76%	74%	77%	68%	76%	67%	77%
			A		C	CD			G		I		M	KM		N		P		R		T
Have a large network of friends	3114	1754	1360	1502	984	627	956	1191	928	1436	1470	1071	970	1073	1740	1374	2190	924	478	2636	744	2370
	25%	28%	22%	28%	24%	21%	25%	26%	24%	26%	23%	25%	22%	28%	26%	24%	26%	23%	32%	24%	33%	23%
		B		DE	E			H		J		L		KL	O		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 (unwid)	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 (wid)	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	
Have a few close friends	9386	457	434	406	278	445	363	427	343	417	418	317	153	370	394	419	398	394	292	432	245	443	371	324	425	423
	75%	91%	87%	81%	56%	89%	73%	85%	69%	83%	84%	63%	31%	74%	79%	84%	80%	79%	58%	86%	49%	89%	74%	65%	85%	85%
	BCDFGHUKLMNOPQR	FHKLNPQR	FHKLNPQR	FHKLNPQR	LMUKLNPQR	DKLRT	DKLRT	HKLMNPQR	DLRT	HKLMNPQR	DKLRT	HKLMNPQR	DKLRT	DKLRT	DFHKLNPQR	DFHKLNPQR	DFHKLNPQR	DFHKLNPQR	DFHKLNPQR	DKLRT	DKLRT	DKLRT	DKLRT	DKLRT	DKLRT	DKLRT
Have a large network of friends	3114	43	66	94	222	55	137	73	157	83	82	183	347	130	106	81	102	106	208	68	255	57	129	176	75	77
	25%	9%	13%	19%	44%	11%	27%	15%	31%	17%	16%	37%	69%	26%	21%	16%	20%	21%	42%	14%	51%	11%	26%	35%	15%	15%
	A	A	A	A	ABEQU	HLIKMNPQSUUVXY	ABCEGLNPQS	AE	EGLMNPQS	A	BEQSUXY	A	BEQSUXY	GLHIMPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY	ABCEFGHKLNPQSUUVXY

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
Have a few close friends	9386	870	1153	3593	2299	3214	1351	1048
	75%	87%	77%	80%	66%	80%	68%	70%
		BCDEFG	DFG	DFG		BDFG		D
Have a large network of friends	3114	130	347	907	1201	786	649	452
	25%	13%	23%	20%	34%	20%	32%	30%
			AE	A	ABCEG	A	ABCE	ABCE

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	
Have a few close friends	457	222	235	221	154	82	36	80	341	141	316	299	107	51	233	224	302	155	38	419	60	397	
	91%	91%	92%	89%	94%	92%	81%	88%	93%	94%	90%	92%	90%	93%	91%	92%	92%	91%	93%	91%	92%	91%	
Have a large network of friends	43	23	20	27	9	7	8	11	24	9	34	28	12	4	22	21	27	16	3	40	5	38	
	9%	9%	8%	11%	6%	8%	19%	12%	7%	6%	10%	8%	10%	7%	9%	8%	8%	9%	7%	9%	8%	9%	

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	
Have a few close friends	317	156	161	155	122	39	80	131	105	191	126	0	25	292	165	151	276	41	75	242	167	150	
	63%	60%	67%	56%	70%	82%	61%	62%	67%	64%	62%	-	55%	64%	57%	72%	64%	61%	58%	65%	59%	69%	
Have a large network of friends					C											N						T	
	183	102	81	121	53	9	52	79	52	107	77	0	20	164	125	58	157	26	53	130	115	69	
	37%	40%	33%	44%	30%	18%	39%	38%	33%	36%	38%	-	45%	36%	43%	28%	36%	39%	42%	35%	41%	31%	
				D											O							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?

		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	
Have a few close friends	419	197	222	229	135	54	339	73	7	179	240	268	85	66	197	222	255	164	28	391	60	359	
	84%	82%	85%	85%	85%	76%	83%	86%	83%	83%	84%	84%	82%	87%	81%	86%	81%	88%	88%	84%	82%	84%	
Have a large network of friends	81	42	39	41	23	17	68	12	2	36	45	53	18	10	46	35	58	23	4	77	13	68	
	16%	18%	15%	15%	15%	24%	17%	14%	17%	17%	16%	16%	18%	13%	19%	14%	19%	12%	12%	16%	18%	16%	

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	
Have a few close friends	443	220	223	173	166	104	260	155	29	193	250	228	94	121	245	198	284	159	44	399	54	389	
	89%	87%	90%	84%	92%	91%	88%	89%	94%	91%	87%	92%	82%	89%	89%	89%	89%	88%	96%	88%	92%	88%	
Have a large network of friends					C	C						L							S				
	57	32	25	32	15	10	36	19	2	19	37	21	20	16	31	26	36	21	2	55	5	52	
	11%	13%	10%	16%	8%	9%	12%	11%	6%	9%	13%	8%	18%	11%	11%	11%	11%	12%	4%	12%	8%	12%	
				DE									K						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

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	
Have a few close friends	432	200	232	246	109	76	26	97	310	192	240	174	122	136	206	226	350	82	112	320	148	283	
	86%	83%	89%	86%	84%	91%	89%	87%	86%	86%	87%	90%	81%	87%	80%	93%	85%	95%	83%	88%	82%	89%	
Have a large network of friends						D										N							
	68	40	28	40	21	7	3	14	51	32	36	20	28	20	52	16	64	4	23	45	32	36	
	14%	17%	11%	14%	16%	9%	11%	13%	14%	14%	13%	10%	19%	13%	20%	7%	15%	5%	17%	12%	18%	11%	
					E										O								

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
Have a few close friends	417	203	214	149	142	127	91	258	67	175	242	125	145	147	256	161	267	150	38	379	50	367
	83%	83%	84%	80%	85%	86%	82%	84%	84%	83%	83%	81%	86%	83%	84%	83%	84%	82%	83%	83%	83%	83%
Have a large network of friends	83	43	40	36	26	21	21	49	13	35	48	29	24	30	50	33	49	34	8	75	10	73
	17%	17%	16%	20%	15%	14%	18%	16%	16%	17%	17%	19%	14%	17%	16%	17%	16%	18%	17%	17%	17%	17%

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	
Have a few close friends	425	206	219	153	124	148	64	94	267	238	187	206	105	115	201	224	262	163	50	375	54	371	
	85%	83%	87%	84%	84%	87%	84%	86%	85%	84%	87%	88%	82%	82%	83%	87%	85%	85%	73%	87%	71%	88%	
Have a large network of friends	75	42	33	29	24	22	12	15	48	46	29	27	22	26	42	33	47	29	19	56	23	52	
	15%	17%	13%	16%	16%	13%	16%	14%	15%	16%	13%	12%	18%	18%	17%	13%	15%	15%	27%	13%	29%	12%	
													K	K	O				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?

		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
		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	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
Have a few close friends	292	158	134	157	103	32	78	63	86	0	0	78	79	135	138	154	173	118	67	224	71	221
	58%	56%	62%	53%	65%	69%	53%	61%	54%	-	-	53%	56%	64%	53%	64%	57%	61%	50%	61%	47%	63%
Have a large network of friends	208	125	83	138	55	15	69	41	72	0	0	69	63	77	120	88	133	75	68	141	80	129
	42%	44%	38%	47%	35%	31%	47%	39%	46%	-	-	47%	44%	36%	47%	36%	43%	39%	50%	39%	53%	37%
																					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

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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	NORTHWES T 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	196	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	--	196	117		
Have a few close friends	445	217	228	158	137	149	103	173	169	183	262	162	205	79	233	212	295	150	41	403	47	398	27	34	41	58	0	181	104		
	89%	88%	90%	89%	89%	89%	89%	88%	90%	89%	89%	87%	92%	87%	89%	89%	89%	89%	90%	89%	91%	89%	80%	80%	89%	90%	-	92%	89%		
Have a large network of friends	55	30	25	19	18	18	13	25	18	22	33	19	24	19	12	29	26	37	18	4	51	5	51	7	8	5	7	0	15	13	
	11%	12%	10%	11%	11%	11%	11%	12%	10%	11%	11%	13%	8%	13%	11%	11%	11%	11%	10%	11%	9%	11%	20%	20%	11%	10%	-	8%	11%		

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
Have a few close friends	427	209	219	165	121	141	102	239	87	146	281	138	184	106	251	177	258	169	14	414	24	403
	85%	85%	86%	87%	86%	84%	83%	88%	82%	84%	86%	82%	88%	86%	86%	85%	86%	84%	85%	85%	89%	85%
Have a large network of friends	73	38	34	26	20	27	21	32	19	27	45	30	25	18	42	31	40	32	2	70	3	69
	15%	15%	14%	13%	14%	16%	17%	12%	18%	16%	14%	18%	12%	14%	14%	15%	14%	16%	15%	15%	11%	15%
							G		G			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

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	
Have a few close friends	343	164	179	119	129	94	130	103	109	137	205	70	201	72	207	135	192	151	24	318	42	300	
	69%	65%	72%	69%	68%	68%	70%	65%	71%	69%	68%	62%	71%	71%	68%	70%	67%	71%	70%	68%	65%	69%	
Have a large network of friends		A											K										
	157	89	69	53	60	45	56	56	45	62	95	43	84	30	100	58	94	63	10	147	23	135	
	31%	35%	28%	31%	32%	32%	30%	35%	29%	31%	32%	38%	29%	29%	32%	30%	33%	29%	30%	32%	35%	31%	
		B										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

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*		
Have a few close friends	434	217	216	162	135	136	92	239	103	203	231	115	257	61	251	183	285	149	53	381	66	368	289	145	122	136	79	58	39		
	87%	88%	86%	83%	87%	92%	88%	86%	87%	87%	86%	88%	87%	83%	88%	85%	87%	87%	86%	87%	87%	87%	87%	87%	87%	86%	85%	87%	93%		
Have a large network of friends	66	31	36	34	21	11	12	39	16	30	36	16	37	13	34	33	44	23	9	58	10	56	44	22	19	23	12	9	3		
	13%	12%	14%	17%	13%	8%	12%	14%	13%	13%	14%	12%	13%	17%	12%	15%	13%	13%	14%	13%	13%	13%	13%	13%	14%	15%	13%	13%	7%		
					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 - 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	
		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)	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	
Have a few close friends	394	185	209	140	120	134	237	135	22	234	160	128	97	169	173	221	248	146	43	351	48	346	
	79%	74%	84%	76%	80%	81%	79%	79%	75%	81%	75%	81%	83%	76%	76%	81%	78%	81%	73%	80%	71%	80%	
Have a large network of friends		A								J			M			N						T	
	106	66	40	45	29	31	62	36	7	53	53	31	20	55	55	51	72	34	16	90	20	86	
	21%	26%	16%	24%	20%	19%	21%	21%	25%	19%	25%	19%	17%	24%	24%	19%	22%	19%	27%	20%	29%	20%	
		B								I				L	O							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?

		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	
Have a few close friends	245	103	143	100	100	46	50	100	95	130	116	9	72	165	110	136	162	84	21	225	32	214	
	49%	41%	58%	47%	52%	47%	51%	53%	44%	47%	52%	42%	47%	51%	45%	52%	47%	53%	33%	51%	31%	54%	
Have a large network of friends		A																		R		T	
	255	150	105	111	93	51	48	87	119	147	108	12	82	161	131	123	180	75	43	212	70	185	
	51%	59%	42%	53%	48%	53%	49%	47%	56%	53%	48%	58%	53%	49%	55%	48%	53%	47%	67%	49%	69%	46%	
	B																		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 * 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
Have a few close friends	394	177	217	174	141	78	15	45	334	183	210	106	211	77	214	180	354	40	22	371	53	341
	79%	74%	84%	83%	77%	75%	81%	83%	78%	78%	80%	72%	79%	88%	77%	81%	79%	79%	68%	79%	72%	80%
Have a large network of friends		A												K								
	106	64	43	37	43	26	3	9	94	53	53	40	55	11	66	41	95	11	10	96	20	86
	21%	26%	16%	17%	23%	25%	19%	17%	22%	22%	20%	28%	21%	12%	23%	19%	21%	21%	32%	21%	28%	20%
	B											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?

		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
Have a few close friends	371	192	179	137	129	105	130	196	46	111	260	78	191	102	245	126	266	105	38	333	52	320
	74%	76%	73%	74%	82%	67%	68%	76%	91%	71%	76%	75%	73%	77%	72%	79%	74%	75%	60%	76%	63%	77%
Have a large network of friends	129	61	67	48	E	51	62	62	5	45	84	27	71	30	95	34	94	35	25	104	31	98
	26%	24%	27%	26%	18%	33%	32%	24%	9%	29%	24%	25%	27%	23%	28%	21%	26%	25%	40%	24%	37%	23%
					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; ** 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	
Have a few close friends	153	60	93	87	48	18	19	77	56	79	73	61	12	80	57	96	119	34	13	139	23	130	
	31%	24%	37%	31%	30%	32%	24%	30%	35%	28%	35%	29%	28%	32%	27%	34%	29%	37%	22%	32%	24%	32%	
Have a large network of friends		A																					
	347	190	157	195	114	39	61	180	106	209	139	147	30	171	159	189	289	59	46	301	73	274	
	69%	76%	63%	69%	70%	68%	76%	70%	65%	72%	65%	71%	72%	68%	73%	66%	71%	63%	78%	68%	76%	68%	
		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 * 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
Have a few close friends	324	143	182	170	93	61	23	125	176	157	168	89	54	181	174	151	192	132	27	297	74	251
	65%	57%	73%	65%	64%	66%	57%	59%	71%	63%	67%	63%	63%	66%	63%	67%	61%	72%	42%	68%	54%	69%
Have a large network of friends		A																	R		T	
	176	109	66	92	52	31	17	88	70	92	83	51	31	93	102	74	123	52	37	138	62	114
	35%	43%	27%	35%	36%	34%	43%	41%	29%	37%	33%	37%	37%	34%	37%	33%	39%	28%	58%	32%	46%	31%
	B																		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 * 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	
Have a few close friends	418	201	217	170	121	127	212	133	5	181	237	105	247	66	204	215	247	171	27	391	28	390	
	84%	82%	85%	84%	85%	81%	83%	84%	100%	83%	84%	81%	84%	86%	82%	85%	83%	84%	89%	83%	89%	83%	
Have a large network of friends	82	43	39	31	21	29	43	26	0	36	45	24	47	10	45	37	49	33	4	78	4	78	
	16%	18%	15%	16%	15%	19%	17%	16%	-	17%	16%	19%	16%	14%	18%	15%	17%	16%	11%	17%	11%	17%	

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	
Have a few close friends	398	186	212	174	125	99	303	84	12	197	201	80	259	58	224	173	212	186	33	365	54	343	
	80%	75%	84%	81%	80%	77%	77%	89%	77%	80%	79%	77%	79%	84%	78%	82%	78%	82%	83%	79%	81%	79%	
Have a large network of friends		A					F																
	102	62	40	40	31	30	88	10	3	49	53	24	67	11	64	38	61	41	7	95	13	89	
	20%	25%	16%	19%	20%	23%	23%	11%	23%	20%	21%	23%	21%	16%	22%	18%	22%	18%	17%	21%	19%	21%	
	B						G																

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	
Have a few close friends	363	173	190	140	142	81	61	144	157	241	122	213	112	38	210	153	281	82	31	332	73	290	
	73%	70%	76%	70%	71%	82%	68%	77%	70%	71%	76%	72%	72%	75%	71%	74%	71%	77%	55%	75%	64%	75%	
Have a large network of friends	137	76	61	61	59	18	28	42	67	99	38	82	43	12	84	53	113	24	26	111	41	97	
	27%	30%	24%	30%	29%	18%	32%	23%	30%	29%	24%	28%	28%	25%	29%	26%	29%	23%	45%	25%	36%	25%	

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	
Have a few close friends	278	113	165	149	87	41	126	147	5	93	184	194	65	19	105	173	190	87	22	256	30	247	
	56%	46%	64%	55%	59%	50%	56%	55%	85%	55%	56%	54%	60%	63%	51%	59%	58%	51%	53%	56%	45%	57%	
Have a large network of friends		A																					
	222	132	91	122	60	40	99	123	1	77	146	169	43	11	103	120	137	85	19	203	37	186	
	44%	54%	36%	45%	41%	50%	44%	45%	15%	45%	44%	46%	40%	37%	49%	41%	42%	49%	47%	44%	55%	43%	
		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 * 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	
Have a few close friends	370	183	187	128	139	103	73	168	129	218	151	181	149	39	187	183	230	139	45	325	58	312	
	74%	73%	75%	71%	75%	77%	75%	74%	74%	76%	71%	75%	75%	68%	76%	72%	75%	72%	77%	74%	75%	74%	
Have a large network of friends	130	67	63	53	46	31	25	60	46	69	62	62	50	19	60	70	76	54	14	117	20	110	
	26%	27%	25%	29%	25%	23%	25%	26%	26%	24%	29%	25%	25%	32%	24%	28%	25%	28%	23%	26%	25%	26%	

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		
Have a few close friends	406	199	207	139	144	122	157	158	92	148	258	130	155	120	239	167	229	177	11	395	34	371	146	115	145	278	128		
	81%	79%	83%	76%	83%	86%	81%	81%	80%	81%	81%	76%	84%	85%	86%	75%	82%	81%	69%	82%	83%	81%	86%	84%	75%	79%	87%		
Have a large network of friends	94	53	42	45	30	19	36	36	22	35	59	42	30	22	39	55	52	43	5	90	7	87	25	21	48	75	19		
	19%	21%	17%	24%	17%	14%	19%	19%	20%	19%	19%	24%	16%	15%	14%	25%	18%	19%	31%	18%	17%	19%	14%	16%	25%	21%	13%		
				E												N									V	Z			

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	
Have a few close friends	423	190	233	163	162	99	73	199	152	228	195	7	148	267	247	176	349	74	99	324	104	319	
	85%	81%	88%	87%	83%	84%	86%	83%	86%	83%	86%	100%	84%	85%	85%	84%	85%	83%	81%	86%	81%	86%	
Have a large network of friends		A																					
	77	46	31	25	33	19	12	40	25	46	31	0	28	49	44	33	62	15	23	54	25	52	
	15%	19%	12%	13%	17%	16%	14%	17%	14%	17%	14%	-	16%	15%	15%	16%	15%	17%	19%	14%	19%	14%	
	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 * small base; ** very small base (under 30) ineligible for sig testing