

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 sex                   | 2713  | 829           | 1884   | 1239     | 776      | 697      | 951              | 957    | 762  | 1099           | 1458  | 896       | 930    | 887  | 1253                | 1459 | 1677       | 1035         | 349            | 2364  | 476                                    | 2236  |
|                               | 22%   | 13%           | 30%    | 23%      | 19%      | 24%      | 25%              | 21%    | 20%  | 20%            | 23%   | 21%       | 21%    | 23%  | 19%                 | 25%  | 20%        | 26%          | 23%            | 21%   | 21%                                    | 22%   |
| Give up your mobile phone     |       |               | A      | D        |          | D        | GH               |        |      | I              |       |           | K      |      | N                   |      | P          |              |                |       |                                        |       |
|                               | 9787  | 5398          | 4390   | 4224     | 3337     | 2227     | 2882             | 3650   | 3127 | 4514           | 4928  | 3420      | 3420   | 2947 | 5457                | 4330 | 6791       | 2996         | 1145           | 8642  | 1776                                   | 8012  |
|                               | 78%   | 87%           | 70%    | 77%      | 81%      | 76%      | 75%              | 79%    | 80%  | 80%            | 77%   | 79%       | 79%    | 77%  | 81%                 | 75%  | 80%        | 74%          | 77%            | 79%   | 79%                                    | 78%   |
|                               |       | B             |        |          | CE       |          |                  | F      | F    | J              |       | M         |        |      | O                   |      | Q          |              |                |       |                                        |       |

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           |           |
| Give up sex                   | 2713  | 47           | 117        | 106     | 39        | 59         | 117   | 71                  | 85        | 132           | 81        | 157       | 166                      | 56          | 236       | 67       | 102       | 109             | 155          | 117          | 191         | 52        | 63                 | 76      | 104           | 208       |
|                               | 22%   | 9%           | 23%        | 21%     | 8%        | 12%        | 23%   | 14%                 | 17%       | 26%           | 16%       | 31%       | 33%                      | 11%         | 47%       | 13%      | 20%       | 22%             | 31%          | 23%          | 38%         | 10%       | 13%                | 15%     | 21%           | 42%       |
|                               |       | ADEGHJMOUV   | ADEGHJMOUV |         |           | ADEGHJMOUV | ADMU  | ADEMU               | EGHJMOPUN | ADEMU         | FGHJMOPQS | FGHJMOPQS | ABCDEFGHIJKLMOPQRSTUWXYZ | ADEGMOUV    | DEGHJMOUV | EGHJMOPQ | DEGHJMOUV | GHJMKMOPQRSUVWX |              | AD           | ADEGHJMOUV  | SHJMKMOPQ |                    |         |               |           |
| Give up your mobile phone     | 9787  | 453          | 383        | 394     | 461       | 441        | 383   | 429                 | 415       | 368           | 419       | 343       | 334                      | 444         | 264       | 433      | 398       | 391             | 345          | 383          | 309         | 448       | 437                | 424     | 396           | 292       |
|                               | 78%   | 91%          | 77%        | 79%     | 92%       | 88%        | 77%   | 86%                 | 83%       | 74%           | 84%       | 69%       | 67%                      | 89%         | 53%       | 87%      | 80%       | 78%             | 69%          | 77%          | 62%         | 90%       | 87%                | 85%     | 79%           | 58%       |
|                               |       | BCFGHJKNPQRS | KLNRTY     | IKLNRTY | HJKNLPQRS | HJKNLPQRS  | KLNTY | FIKLPQRSTFIKLPQRSTX | LNTY      | FIKLPQRST     | NTY       | NY        | SHJKNLPQRSTXY            | BCFIKLPQRST | IKLNRTY   | KLNRTY   | NTY       | KLNTY           | NTY          | KLNTY        | N           | SHJKNLPQR | FIKLPQRSTFIKLPQRST | IKLNRTY |               |           |

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 sex                   | 2713  | 163           | 152    | 749    | 1093   | 852           | 422  | 348                |
|                               | 22%   | 16%           | 10%    | 17%    | 31%    | 21%           | 21%  | 23%                |
|                               |       | B             |        | B      | ABCEFG | ABC           | ABC  | ABC                |
| Give up your mobile phone     | 9787  | 837           | 1348   | 3751   | 2407   | 3148          | 1578 | 1152               |
|                               | 78%   | 84%           | 90%    | 83%    | 69%    | 79%           | 79%  | 77%                |
|                               |       | DEFG          | ACDEFG | DEFG   |        | D             | D    | D                  |

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 sex                   | 47        | 11        | 36     | 23       | 19       | 5        | 6                | 19     | 22   | 13             | 33    | 34        | 9      | 3    | 21                  | 26  | 29         | 18           | 0              | 46  | 2                                      | 44  |
|                               | 9%        | 4%        | 14%    | 9%       | 11%      | 5%       | 14%              | 21%    | 6%   | 9%             | 10%   | 10%       | 8%     | 5%   | 8%                  | 11% | 9%         | 11%          | 1%             | 10% | 4%                                     | 10% |
| Give up your mobile phone     |           | A         |        |          |          |          |                  | H      |      |                |       |           |        |      |                     |     |            |              |                |     |                                        |     |
|                               | 453       | 234       | 219    | 225      | 144      | 84       | 38               | 72     | 344  | 137            | 316   | 292       | 109    | 52   | 235                 | 219 | 300        | 153          | 40             | 413 | 62                                     | 391 |
|                               | 91%       | 96%       | 86%    | 91%      | 89%      | 95%      | 86%              | 79%    | 94%  | 91%            | 90%   | 90%       | 92%    | 95%  | 92%                 | 89% | 91%        | 89%          | 99%            | 90% | 96%                                    | 90% |
|                               |           | 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?

|                               |       | 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 sex                   | 157   | 58     | 98     | 80       | 48       | 28       | 43               | 60     | 53   | 89             | 68    | 0         | 18     | 138  | 82                  | 75  | 123        | 34           | 49             | 108 | 81                                     | 75  |  |
|                               | 31%   | 23%    | 41%    | 29%      | 28%      | 58%      | 33%              | 29%    | 34%  | 30%            | 34%   | -         | 41%    | 30%  | 28%                 | 36% | 28%        | 51%          | 38%            | 29% | 29%                                    | 34% |  |
| Give up your mobile phone     |       | A      |        |          |          |          |                  |        |      |                |       |           |        |      |                     |     | P          |              |                |     |                                        |     |  |
|                               | 343   | 200    | 144    | 196      | 127      | 20       | 89               | 150    | 104  | 209            | 135   | 0         | 26     | 317  | 209                 | 135 | 310        | 33           | 79             | 264 | 200                                    | 143 |  |
|                               | 69%   | 77%    | 59%    | 71%      | 72%      | 42%      | 67%              | 71%    | 66%  | 70%            | 66%   | -         | 59%    | 70%  | 72%                 | 64% | 72%        | 49%          | 62%            | 71% | 71%                                    | 66% |  |
|                               |       | B      |        |          |          |          |                  |        |      |                |       |           |        |      |                     |     | Q          |              |                |     |                                        |     |  |

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 sex                   | 67     | 17     | 51     | 36       | 25       | 6        | 55               | 11     | 2    | 16             | 51    | 35        | 21     | 12   | 31                  | 36   | 46         | 21           | 4              | 63  | 5                                      | 62  |
|                               | 13%    | 7%     | 19%    | 13%      | 16%      | 9%       | 13%              | 13%    | 17%  | 8%             | 18%   | 11%       | 20%    | 16%  | 13%                 | 14%  | 15%        | 11%          | 12%            | 14% | 7%                                     | 14% |
| Give up your mobile phone     |        | A      |        |          |          |          |                  |        |      | I              |       |           |        |      |                     |      |            |              |                |     |                                        |     |
|                               | 433    | 222    | 211    | 234      | 133      | 66       | 351              | 74     | 7    | 199            | 234   | 286       | 82     | 64   | 211                 | 222  | 268        | 165          | 28             | 404 | 67                                     | 365 |
|                               | 87%    | 93%    | 81%    | 87%      | 84%      | 91%      | 87%              | 87%    | 83%  | 92%            | 82%   | 89%       | 80%    | 84%  | 87%                 | 86%  | 85%        | 89%          | 88%            | 86% | 93%                                    | 86% |
|                               | B      |        |        |          |          |          |                  |        |      | J              |       |           |        |      |                     |      |            |              |                |     |                                        |     |

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 sex                   | 52    | 18     | 34     | 28       | 12       | 13       | 37               | 12     | 3    | 14             | 38    | 24        | 15     | 13   | 24                  | 29  | 28         | 24           | 3              | 49  | 5                                      | 47  |  |
|                               | 10%   | 7%     | 14%    | 14%      | 7%       | 11%      | 13%              | 7%     | 10%  | 7%             | 13%   | 10%       | 13%    | 10%  | 9%                  | 13% | 9%         | 13%          | 7%             | 11% | 9%                                     | 11% |  |
|                               |       |        | A      | D        |          |          | G                |        |      |                | I     |           |        |      |                     |     |            |              |                |     |                                        |     |  |
| Give up your mobile phone     | 448   | 234    | 214    | 177      | 169      | 102      | 259              | 161    | 28   | 198            | 250   | 225       | 100    | 123  | 252                 | 195 | 292        | 155          | 42             | 405 | 54                                     | 394 |  |
|                               | 90%   | 93%    | 86%    | 86%      | 93%      | 89%      | 87%              | 93%    | 90%  | 93%            | 87%   | 90%       | 87%    | 90%  | 91%                 | 87% | 91%        | 87%          | 93%            | 89% | 91%                                    | 89% |  |
|                               |       | B      |        |          | C        |          |                  | F      |      | J              |       |           |        |      |                     |     |            |              |                |     |                                        |     |  |

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 sex                   | 117          | 26           | 91     | 68       | 28       | 20       | 23               | 32     | 62   | 44             | 73    | 52        | 34     | 31   | 53                  | 63   | 100        | 17           | 31             | 85  | 45                                     | 72  |  |
|                               | 23%          | 11%          | 35%    | 24%      | 22%      | 24%      | 78%              | 29%    | 17%  | 19%            | 26%   | 27%       | 22%    | 20%  | 21%                 | 26%  | 24%        | 20%          | 23%            | 23% | 25%                                    | 23% |  |
| Give up your mobile phone     |              | A            |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |            |              |                |     |                                        |     |  |
|                               | 383          | 214          | 169    | 218      | 102      | 63       | 6                | 78     | 299  | 180            | 203   | 142       | 116    | 125  | 205                 | 178  | 315        | 69           | 103            | 280 | 136                                    | 248 |  |
|                               | 77%          | 89%          | 65%    | 76%      | 78%      | 76%      | 22%              | 71%    | 83%  | 81%            | 74%   | 73%       | 78%    | 80%  | 79%                 | 74%  | 76%        | 80%          | 77%            | 77% | 75%                                    | 77% |  |
|                               |              | 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?

|                               |               | 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 sex                   | 132           | 43            | 89     | 47       | 41       | 43       | 37               | 77     | 18   | 47             | 84    | 56        | 39     | 37   | 74                  | 57  | 70         | 62           | 13             | 119 | 17                                     | 115 |  |
|                               | 26%           | 17%           | 35%    | 25%      | 25%      | 29%      | 33%              | 25%    | 22%  | 23%            | 29%   | 36%       | 23%    | 21%  | 24%                 | 30% | 22%        | 34%          | 28%            | 26% | 27%                                    | 26% |  |
|                               |               |               | A      |          |          |          | GH               |        |      |                | I     | LM        |        |      |                     |     |            | P            |                |     |                                        |     |  |
| Give up your mobile phone     | 368           | 203           | 165    | 138      | 126      | 105      | 75               | 231    | 63   | 162            | 206   | 98        | 131    | 140  | 232                 | 136 | 247        | 121          | 33             | 335 | 44                                     | 325 |  |
|                               | 74%           | 83%           | 65%    | 75%      | 75%      | 71%      | 67%              | 75%    | 78%  | 77%            | 71%   | 64%       | 77%    | 79%  | 76%                 | 70% | 78%        | 66%          | 72%            | 74% | 73%                                    | 74% |  |
|                               |               | B             |        |          |          |          |                  | F      | F    | J              |       |           |        | K    | K                   |     |            | Q            |                |     |                                        |     |  |

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 sex                   | 104   | 27     | 76     | 46       | 27       | 31       | 18               | 20     | 66   | 48             | 55    | 49        | 26     | 29   | 39                  | 64  | 54         | 49           | 13             | 90  | 13                                     | 91  |  |
|                               | 21%   | 11%    | 30%    | 25%      | 18%      | 18%      | 23%              | 18%    | 21%  | 17%            | 26%   | 21%       | 20%    | 21%  | 16%                 | 25% | 18%        | 26%          | 19%            | 21% | 16%                                    | 21% |  |
| Give up your mobile phone     |       | A      | DE     |          |          |          |                  |        |      | I              |       |           |        |      | N                   |     | P          |              |                |     |                                        |     |  |
|                               | 396   | 220    | 176    | 136      | 122      | 138      | 58               | 90     | 249  | 236            | 161   | 184       | 101    | 111  | 204                 | 192 | 255        | 142          | 56             | 341 | 64                                     | 332 |  |
|                               | 79%   | 89%    | 70%    | 75%      | 82%      | 82%      | 77%              | 82%    | 79%  | 83%            | 74%   | 79%       | 80%    | 79%  | 84%                 | 75% | 82%        | 74%          | 81%            | 79% | 84%                                    | 79% |  |
|                               |       | B      |        |          | C        | C        |                  |        |      | J              |       |           |        |      | O                   |     | Q          |              |                |     |                                        |     |  |

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 sex                   | 155          | 81           | 74     | 100      | 40       | 15       | 50               | 29     | 44   | 0              | 0     | 60        | 45     | 50   | 68                  | 87  | 73         | 82           | 51             | 104 | 50                                     | 105 |
|                               | 31%          | 29%          | 34%    | 34%      | 26%      | 31%      | 34%              | 28%    | 28%  | -              | -     | 41%       | 32%    | 24%  | 27%                 | 36% | 24%        | 42%          | 37%            | 29% | 33%                                    | 30% |
| Give up your mobile phone     | 345          | 202          | 143    | 195      | 118      | 32       | 98               | 75     | 114  | 0              | 0     | 87        | 97     | 161  | 189                 | 155 | 234        | 111          | 84             | 261 | 100                                    | 245 |
|                               | 69%          | 71%          | 66%    | 66%      | 74%      | 69%      | 66%              | 72%    | 72%  | -              | -     | 59%       | 68%    | 76%  | 73%                 | 64% | 76%        | 58%          | 63%            | 71% | 67%                                    | 70% |
|                               |              |              |        |          |          |          |                  |        |      |                |       |           |        | K    |                     |     | Q          |              |                |     |                                        |     |

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?

|                               |        | 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  | 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)   | 900    | 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                      | ..a                   | 196            | 117           |
| Give up sex                   | 59     | 12     | 47     | 31       | 12       | 16       | 21               | 19     | 19   | 21             | 38    | 24        | 27     | 9    | 27                  | 32  | 29         | 31           | 6              | 53  | 4                                      | 55  | 6               | 4               | 5              | 9                       | 0                     | 28             | 7             |
|                               | 12%    | 5%     | 18%    | 17%      | 8%       | 10%      | 18%              | 9%     | 10%  | 10%            | 13%   | 13%       | 12%    | 9%   | 10%                 | 13% | 9%         | 18%          | 13%            | 12% | 7%                                     | 12% | 17%             | 9%              | 12%            | 14%                     | -                     | 14%            | 6%            |
| Give up your mobile phone     | 441    | 235    | 206    | 147      | 143      | 151      | 95               | 179    | 167  | 184            | 256   | 162       | 197    | 82   | 235                 | 206 | 303        | 137          | 40             | 401 | 48                                     | 393 | 28              | 39              | 40             | 56                      | 0                     | 168            | 110           |
|                               | 88%    | 95%    | 82%    | 83%      | 92%      | 90%      | 82%              | 91%    | 90%  | 90%            | 87%   | 87%       | 88%    | 91%  | 90%                 | 87% | 91%        | 82%          | 87%            | 88% | 93%                                    | 88% | 83%             | 91%             | 88%            | 86%                     | -                     | 86%            | 94%           |
|                               |        | B      |        |          | C        |          | C                |        | F    | F              |       |           |        |      |                     |     |            | Q            |                |     |                                        |     |                 |                 |                |                         |                       | 86%            | VYA           |

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/lab \* 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 |  |
| Give up sex                   | 71     | 23     | 48     | 25       | 15       | 31       | 24               | 39     | 9    | 17             | 55    | 28        | 30     | 13   | 41                  | 30  | 34         | 37           | 2              | 69  | 2                                      | 70  |  |
|                               | 14%    | 9%     | 19%    | 13%      | 11%      | 19%      | 19%              | 14%    | 8%   | 10%            | 17%   | 17%       | 15%    | 10%  | 14%                 | 15% | 11%        | 18%          | 13%            | 14% | 6%                                     | 15% |  |
| Give up your mobile phone     |        |        | A      |          |          | CD       | H                | H      |      |                | I     | M         |        |      |                     |     |            | P            |                |     |                                        |     |  |
|                               | 429    | 224    | 205    | 166      | 126      | 137      | 99               | 232    | 97   | 157            | 272   | 139       | 178    | 111  | 251                 | 177 | 265        | 164          | 14             | 415 | 26                                     | 403 |  |
|                               | 86%    | 91%    | 81%    | 87%      | 89%      | 81%      | 81%              | 86%    | 92%  | 90%            | 83%   | 83%       | 85%    | 90%  | 86%                 | 85% | 89%        | 82%          | 87%            | 86% | 94%                                    | 85% |  |
|                               |        | B      |        | E        | E        |          |                  |        | FG   | J              |       |           |        | K    |                     |     | Q          |              |                |     |                                        |     |  |

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 sex                   | 85      | 30      | 55     | 23       | 30       | 32       | 37               | 24     | 25   | 33             | 53    | 24        | 48     | 13   | 53                  | 32  | 46         | 39           | 5              | 80  | 12                                     | 73  |
|                               | 17%     | 12%     | 22%    | 14%      | 16%      | 23%      | 20%              | 15%    | 16%  | 16%            | 18%   | 21%       | 17%    | 13%  | 17%                 | 17% | 16%        | 18%          | 16%            | 17% | 19%                                    | 17% |
| Give up your mobile phone     |         | A       |        |          |          | CD       |                  |        |      |                |       | M         |        |      |                     |     |            |              |                |     |                                        |     |
|                               | 415     | 222     | 192    | 149      | 159      | 108      | 150              | 136    | 129  | 167            | 248   | 90        | 237    | 88   | 254                 | 161 | 240        | 175          | 29             | 386 | 53                                     | 362 |
|                               | 83%     | 88%     | 78%    | 86%      | 84%      | 77%      | 80%              | 85%    | 84%  | 84%            | 82%   | 79%       | 83%    | 87%  | 83%                 | 83% | 84%        | 82%          | 84%            | 83% | 81%                                    | 83% |
|                               |         | B       |        | E        | E        |          |                  |        |      |                |       |           |        | 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)   | 800       | 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 sex                   | 117       | 30        | 87     | 56       | 27       | 34       | 37               | 59     | 21   | 40             | 77    | 36        | 67     | 14   | 60                  | 57  | 68         | 49           | 10             | 107 | 14                                     | 103 | 82     | 35        | 30      | 36      | 21  | 16    | 14  |  |
|                               | 23%       | 12%       | 34%    | 29%      | 17%      | 23%      | 35%              | 21%    | 18%  | 17%            | 29%   | 28%       | 23%    | 18%  | 21%                 | 26% | 21%        | 28%          | 16%            | 24% | 18%                                    | 24% | 25%    | 21%       | 21%     | 23%     | 23% | 24%   | 34% |  |
| Give up your mobile phone     | 383       | 218       | 165    | 140      | 129      | 114      | 67               | 218    | 98   | 193            | 190   | 95        | 227    | 60   | 224                 | 159 | 260        | 123          | 51             | 331 | 62                                     | 321 | 251    | 132       | 111     | 123     | 70  | 51    | 27  |  |
|                               | 77%       | 88%       | 66%    | 71%      | 83%      | 77%      | 65%              | 79%    | 82%  | 83%            | 71%   | 72%       | 77%    | 82%  | 79%                 | 74% | 79%        | 72%          | 84%            | 76% | 82%                                    | 76% | 75%    | 79%       | 79%     | 77%     | 77% | 76%   | 66% |  |
|                               |           | B         |        | C        |          |          | F                | F      |      | J              |       |           |        | K    |                     |     | Q          |              |                |     |                                        |     |        |           |         |         |     |       |     |  |

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 |  |
| Give up sex                   | 236   | 65     | 171    | 75       | 75       | 86       | 140              | 80     | 16   | 150            | 86    | 78        | 69     | 88   | 78                  | 158 | 132        | 104          | 21             | 215 | 21                                     | 214 |  |
|                               | 47%   | 26%    | 69%    | 40%      | 50%      | 52%      | 47%              | 47%    | 53%  | 52%            | 41%   | 49%       | 59%    | 40%  | 34%                 | 58% | 41%        | 58%          | 35%            | 49% | 31%                                    | 50% |  |
| Give up your mobile phone     |       |        | A      |          | C        | C        |                  |        |      | J              |       | M         | KM     |      |                     | N   |            | P            |                | R   |                                        | T   |  |
|                               | 264   | 186    | 78     | 111      | 75       | 79       | 159              | 91     | 14   | 138            | 126   | 81        | 48     | 135  | 150                 | 115 | 188        | 76           | 38             | 226 | 46                                     | 218 |  |
|                               | 53%   | 74%    | 31%    | 60%      | 50%      | 48%      | 53%              | 53%    | 47%  | 48%            | 59%   | 51%       | 41%    | 60%  | 66%                 | 42% | 59%        | 42%          | 65%            | 51% | 69%                                    | 50% |  |
|                               |       | B      |        | DE       |          |          |                  |        |      | I              |       | 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 \* 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 sex                   | 191         | 49          | 143    | 78       | 70       | 44       | 40               | 73     | 78   | 107            | 85    | 11        | 68     | 113  | 76                  | 115 | 122        | 70           | 24             | 167 | 29                                     | 162 |  |
|                               | 38%         | 19%         | 58%    | 37%      | 36%      | 46%      | 41%              | 39%    | 36%  | 39%            | 38%   | 52%       | 44%    | 35%  | 32%                 | 44% | 36%        | 44%          | 39%            | 38% | 29%                                    | 41% |  |
| Give up your mobile phone     |             | A           |        |          |          |          |                  |        |      |                |       |           | M      |      |                     | N   |            |              |                |     |                                        | T   |  |
|                               | 309         | 204         | 105    | 133      | 123      | 53       | 58               | 114    | 137  | 170            | 139   | 10        | 85     | 213  | 164                 | 144 | 219        | 89           | 39             | 270 | 72                                     | 236 |  |
|                               | 62%         | 81%         | 42%    | 63%      | 64%      | 54%      | 59%              | 61%    | 64%  | 61%            | 62%   | 48%       | 56%    | 65%  | 68%                 | 56% | 64%        | 56%          | 61%            | 62% | 71%                                    | 59% |  |
|                               |             | B           |        |          |          |          |                  |        |      |                |       |           |        | 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; \*\* 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 sex                   | 109    | 28     | 82     | 42       | 40       | 28       | 3                | 15     | 91   | 51             | 59    | 31        | 65     | 13   | 51                  | 58  | 95         | 14           | 10             | 99  | 19                                     | 90  |  |
|                               | 22%    | 11%    | 31%    | 20%      | 22%      | 26%      | 19%              | 28%    | 21%  | 21%            | 22%   | 21%       | 25%    | 15%  | 18%                 | 27% | 21%        | 27%          | 30%            | 21% | 26%                                    | 21% |  |
| Give up your mobile phone     |        | A      |        |          |          |          |                  |        |      |                |       |           | M      |      |                     | N   |            |              |                |     |                                        |     |  |
|                               | 391    | 213    | 178    | 169      | 145      | 77       | 15               | 39     | 337  | 186            | 205   | 115       | 201    | 75   | 229                 | 162 | 354        | 37           | 23             | 368 | 55                                     | 336 |  |
|                               | 78%    | 89%    | 69%    | 80%      | 78%      | 74%      | 81%              | 72%    | 79%  | 79%            | 78%   | 79%       | 75%    | 85%  | 82%                 | 73% | 79%        | 73%          | 70%            | 79% | 74%                                    | 79% |  |
|                               | B      |        |        |          |          |          |                  |        |      |                |       |           | L      |      | 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?

|                               |        | 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 sex                   | 63     | 24     | 39     | 27       | 15       | 21       | 37               | 22     | 4    | 16             | 46    | 24        | 28     | 10   | 50                  | 12   | 39         | 24           | 10             | 53  | 13                                     | 50  |  |
|                               | 13%    | 9%     | 16%    | 14%      | 10%      | 13%      | 19%              | 9%     | 8%   | 10%            | 13%   | 23%       | 11%    | 8%   | 15%                 | 8%   | 11%        | 17%          | 16%            | 12% | 15%                                    | 12% |  |
| Give up your mobile phone     | 437    | 230    | 208    | 159      | 143      | 136      | 155              | 236    | 47   | 139            | 298   | 81        | 235    | 122  | 290                 | 147  | 321        | 117          | 54             | 384 | 70                                     | 367 |  |
|                               | 87%    | 91%    | 84%    | 86%      | 90%      | 87%      | 81%              | 91%    | 92%  | 90%            | 87%   | 77%       | 89%    | 92%  | 85%                 | 92%  | 89%        | 83%          | 84%            | 88% | 85%                                    | 88% |  |
|                               |        |        |        |          |          |          |                  | F      |      |                |       |           | 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; \*\* 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 sex                   | 166       | 59        | 107    | 121      | 30       | 15       | 47               | 72     | 46   | 48             | 117   | 84        | 12     | 70   | 52                  | 114 | 120        | 45           | 12             | 154 | 24                                     | 141 |  |
|                               | 33%       | 24%       | 43%    | 43%      | 18%      | 26%      | 59%              | 28%    | 28%  | 17%            | 55%   | 40%       | 29%    | 28%  | 24%                 | 40% | 30%        | 49%          | 20%            | 35% | 25%                                    | 35% |  |
| Give up your mobile phone     |           |           | A      | DE       |          |          | GH               |        |      |                | I     | M         |        |      |                     | N   |            | P            |                | R   |                                        |     |  |
|                               | 334       | 191       | 143    | 160      | 132      | 42       | 32               | 185    | 117  | 240            | 95    | 124       | 29     | 181  | 164                 | 170 | 287        | 47           | 48             | 287 | 72                                     | 262 |  |
|                               | 67%       | 76%       | 57%    | 57%      | 82%      | 74%      | 41%              | 72%    | 72%  | 83%            | 45%   | 60%       | 71%    | 72%  | 76%                 | 60% | 70%        | 51%          | 80%            | 65% | 75%                                    | 65% |  |
|                               |           | B         |        |          | C        | C        |                  | F      | F    | J              |       |           |        | K    | O                   |     | Q          |              | S              |     |                                        |     |  |

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 sex                   | 76     | 27     | 50     | 48       | 13       | 15       | 10               | 38     | 28   | 27             | 49    | 19        | 9      | 49   | 30                  | 46  | 44         | 32           | 6              | 71  | 13                                     | 64  |
|                               | 15%    | 11%    | 20%    | 18%      | 9%       | 16%      | 25%              | 18%    | 11%  | 11%            | 20%   | 13%       | 10%    | 18%  | 11%                 | 21% | 14%        | 18%          | 9%             | 16% | 9%                                     | 17% |
| Give up your mobile phone     | 424    | 225    | 198    | 214      | 132      | 78       | 30               | 175    | 219  | 222            | 202   | 122       | 76     | 226  | 245                 | 178 | 272        | 152          | 59             | 365 | 123                                    | 301 |
|                               | 85%    | 89%    | 80%    | 82%      | 91%      | 84%      | 75%              | 82%    | 89%  | 89%            | 80%   | 87%       | 90%    | 82%  | 89%                 | 79% | 86%        | 82%          | 91%            | 84% | 91%                                    | 83% |

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 sex                   | 81      | 22      | 59     | 28       | 19       | 34       | 48               | 23     | 0    | 34             | 47    | 25        | 46     | 10   | 40                  | 41  | 39         | 43           | 4              | 78  | 4                                      | 78  |  |
|                               | 16%     | 9%      | 23%    | 14%      | 14%      | 22%      | 19%              | 14%    | -    | 16%            | 17%   | 19%       | 16%    | 14%  | 16%                 | 16% | 13%        | 21%          | 12%            | 17% | 11%                                    | 17% |  |
| Give up your mobile phone     |         |         | A      |          |          | CD       |                  |        |      |                |       |           |        |      |                     |     |            | P            |                |     |                                        |     |  |
|                               | 419     | 222     | 197    | 174      | 123      | 122      | 207              | 136    | 5    | 183            | 235   | 105       | 248    | 66   | 209                 | 210 | 257        | 161          | 27             | 392 | 28                                     | 391 |  |
|                               | 84%     | 91%     | 77%    | 86%      | 86%      | 78%      | 81%              | 86%    | 100% | 84%            | 83%   | 81%       | 84%    | 86%  | 84%                 | 84% | 87%        | 79%          | 88%            | 83% | 89%                                    | 83% |  |
|                               |         | B       |        | E        | E        |          |                  |        |      |                |       |           |        |      |                     |     | Q          |              |                |     |                                        |     |  |

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 sex                   | 102    | 32     | 71     | 42       | 25       | 36       | 84               | 14     | 4    | 49             | 53    | 27        | 64     | 11   | 54                  | 48  | 45         | 58           | 10             | 92  | 12                                     | 90  |  |
|                               | 20%    | 13%    | 28%    | 19%      | 16%      | 28%      | 22%              | 15%    | 25%  | 20%            | 21%   | 26%       | 20%    | 16%  | 19%                 | 23% | 16%        | 25%          | 26%            | 20% | 18%                                    | 21% |  |
| Give up your mobile phone     |        | A      |        |          |          | D        |                  |        |      |                |       |           |        |      |                     |     | P          |              |                |     |                                        |     |  |
|                               | 398    | 216    | 181    | 173      | 132      | 93       | 307              | 80     | 11   | 197            | 201   | 77        | 262    | 58   | 234                 | 164 | 228        | 170          | 30             | 368 | 55                                     | 342 |  |
|                               | 80%    | 87%    | 72%    | 81%      | 84%      | 72%      | 78%              | 85%    | 75%  | 80%            | 79%   | 74%       | 80%    | 84%  | 81%                 | 77% | 84%        | 75%          | 74%            | 80% | 82%                                    | 79% |  |
|                               |        | B      |        |          | E        |          |                  |        |      |                |       |           |        |      |                     |     | Q          |              |                |     |                                        |     |  |

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 sex                   | 117   | 34     | 83     | 49       | 35       | 33       | 25               | 36     | 56   | 65             | 52    | 71        | 36     | 11   | 52                  | 66   | 82         | 35           | 9              | 109 | 26                                     | 92  |  |
|                               | 23%   | 14%    | 33%    | 25%      | 17%      | 34%      | 28%              | 19%    | 25%  | 19%            | 32%   | 24%       | 23%    | 21%  | 18%                 | 32%  | 21%        | 33%          | 15%            | 25% | 22%                                    | 24% |  |
|                               |       |        | A      |          |          | D        |                  |        |      |                | I     |           |        |      |                     | N    |            |              |                |     |                                        |     |  |
| Give up your mobile phone     | 383   | 215    | 168    | 151      | 166      | 66       | 64               | 150    | 168  | 275            | 108   | 224       | 119    | 39   | 242                 | 140  | 312        | 71           | 48             | 335 | 88                                     | 294 |  |
|                               | 77%   | 86%    | 67%    | 75%      | 83%      | 66%      | 72%              | 81%    | 75%  | 81%            | 68%   | 76%       | 77%    | 79%  | 82%                 | 68%  | 79%        | 67%          | 85%            | 75% | 78%                                    | 76% |  |
|                               |       | B      |        |          | E        |          |                  |        |      |                | J     |           |        |      | 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?

|                               |        | 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 sex                   | 39     | 3      | 36     | 20       | 8        | 11       | 27               | 11     | 0    | 10             | 29    | 26        | 11     | 2    | 15                  | 24  | 23         | 15           | 3              | 35  | 2                                      | 36  |  |
|                               | 8%     | 1%     | 14%    | 8%       | 5%       | 13%      | 12%              | 4%     | 2%   | 6%             | 9%    | 7%        | 10%    | 7%   | 7%                  | 8%  | 7%         | 9%           | 8%             | 8%  | 3%                                     | 8%  |  |
|                               |        |        | A      |          |          |          | G                |        |      |                |       |           |        |      |                     |     |            |              |                |     |                                        |     |  |
| Give up your mobile phone     | 461    | 242    | 220    | 250      | 140      | 71       | 197              | 259    | 5    | 160            | 302   | 337       | 97     | 28   | 192                 | 269 | 304        | 157          | 37             | 424 | 65                                     | 396 |  |
|                               | 92%    | 99%    | 86%    | 92%      | 95%      | 87%      | 88%              | 96%    | 98%  | 94%            | 91%   | 93%       | 90%    | 93%  | 93%                 | 92% | 93%        | 91%          | 92%            | 92% | 97%                                    | 92% |  |
|                               |        | B      |        |          |          |          | F                |        |      |                |       |           |        |      |                     |     |            |              |                |     |                                        |     |  |

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 sex                   | 56    | 18     | 38     | 20       | 17       | 19       | 17               | 24     | 14   | 28             | 28    | 31        | 18     | 7    | 23                  | 33  | 27         | 28           | 7              | 49  | 10                                     | 46  |  |
|                               | 11%   | 7%     | 15%    | 11%      | 9%       | 14%      | 18%              | 11%    | 8%   | 10%            | 13%   | 13%       | 9%     | 12%  | 9%                  | 13% | 9%         | 15%          | 12%            | 11% | 12%                                    | 11% |  |
| Give up your mobile phone     |       | A      |        |          |          |          | GH               |        |      |                |       |           |        |      |                     |     | P          |              |                |     |                                        |     |  |
|                               | 444   | 232    | 212    | 161      | 169      | 115      | 80               | 204    | 160  | 259            | 185   | 213       | 180    | 51   | 224                 | 220 | 279        | 165          | 51             | 393 | 68                                     | 376 |  |
|                               | 89%   | 93%    | 85%    | 89%      | 91%      | 86%      | 82%              | 89%    | 92%  | 90%            | 87%   | 87%       | 91%    | 88%  | 91%                 | 87% | 91%        | 85%          | 88%            | 89% | 88%                                    | 89% |  |
|                               | B     |        |        |          |          |          | F                | F      | F    |                |       |           |        |      |                     |     | Q          |              |                |     |                                        |     |  |

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 |
|                               |         | A       | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O   | P          | Q            | R              | S   | T                                      | U   | V      | W      | X     | Y        | Z       |
| Base: All Respondents (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 sex                   | 106     | 35      | 71     | 42       | 32       | 32       | 45               | 44     | 18   | 31             | 75    | 45        | 40     | 21   | 59                  | 47  | 45         | 61           | 3              | 103 | 9                                      | 97  | 41     | 28     | 37    | 70       | 36      |
|                               | 21%     | 14%     | 28%    | 23%      | 18%      | 23%      | 23%              | 22%    | 16%  | 17%            | 24%   | 26%       | 21%    | 15%  | 21%                 | 21% | 16%        | 28%          | 19%            | 21% | 23%                                    | 21% | 24%    | 21%    | 19%   | 20%      | 24%     |
| Give up your mobile phone     | 394     | 216     | 178    | 142      | 142      | 110      | 148              | 150    | 96   | 153            | 241   | 127       | 146    | 121  | 219                 | 175 | 236        | 159          | 12             | 382 | 32                                     | 362 | 130    | 108    | 156   | 282      | 112     |
|                               | 79%     | 86%     | 72%    | 77%      | 82%      | 77%      | 77%              | 78%    | 84%  | 83%            | 76%   | 74%       | 79%    | 85%  | 79%                 | 79% | 84%        | 72%          | 81%            | 79% | 77%                                    | 79% | 76%    | 79%    | 81%   | 80%      | 76%     |
|                               |         | B       |        |          |          |          |                  |        |      |                |       |           |        | K    |                     |     | Q          |              |                |     |                                        |     |        |        |       |          |         |

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 sex                   | 208       | 57        | 151    | 84       | 74       | 50       | 40               | 103    | 65   | 101            | 107   | 3         | 85     | 120  | 98                  | 110 | 164        | 44           | 43             | 165 | 45                                     | 163 |  |
|                               | 42%       | 24%       | 57%    | 45%      | 38%      | 43%      | 47%              | 43%    | 37%  | 37%            | 47%   | 38%       | 48%    | 38%  | 34%                 | 52% | 40%        | 49%          | 35%            | 44% | 35%                                    | 44% |  |
| Give up your mobile phone     |           | A         |        |          |          |          |                  |        |      | I              |       | M         |        |      | N                   |     |            |              |                |     |                                        |     |  |
|                               | 292       | 179       | 113    | 104      | 121      | 67       | 45               | 136    | 111  | 173            | 119   | 5         | 91     | 196  | 193                 | 99  | 247        | 45           | 79             | 214 | 84                                     | 208 |  |
|                               | 58%       | 76%       | 43%    | 55%      | 62%      | 57%      | 53%              | 57%    | 63%  | 63%            | 53%   | 62%       | 52%    | 62%  | 66%                 | 48% | 60%        | 51%          | 65%            | 56% | 65%                                    | 56% |  |
|                               | B         |           |        |          |          |          |                  |        |      | J              |       |           |        | L    | 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